

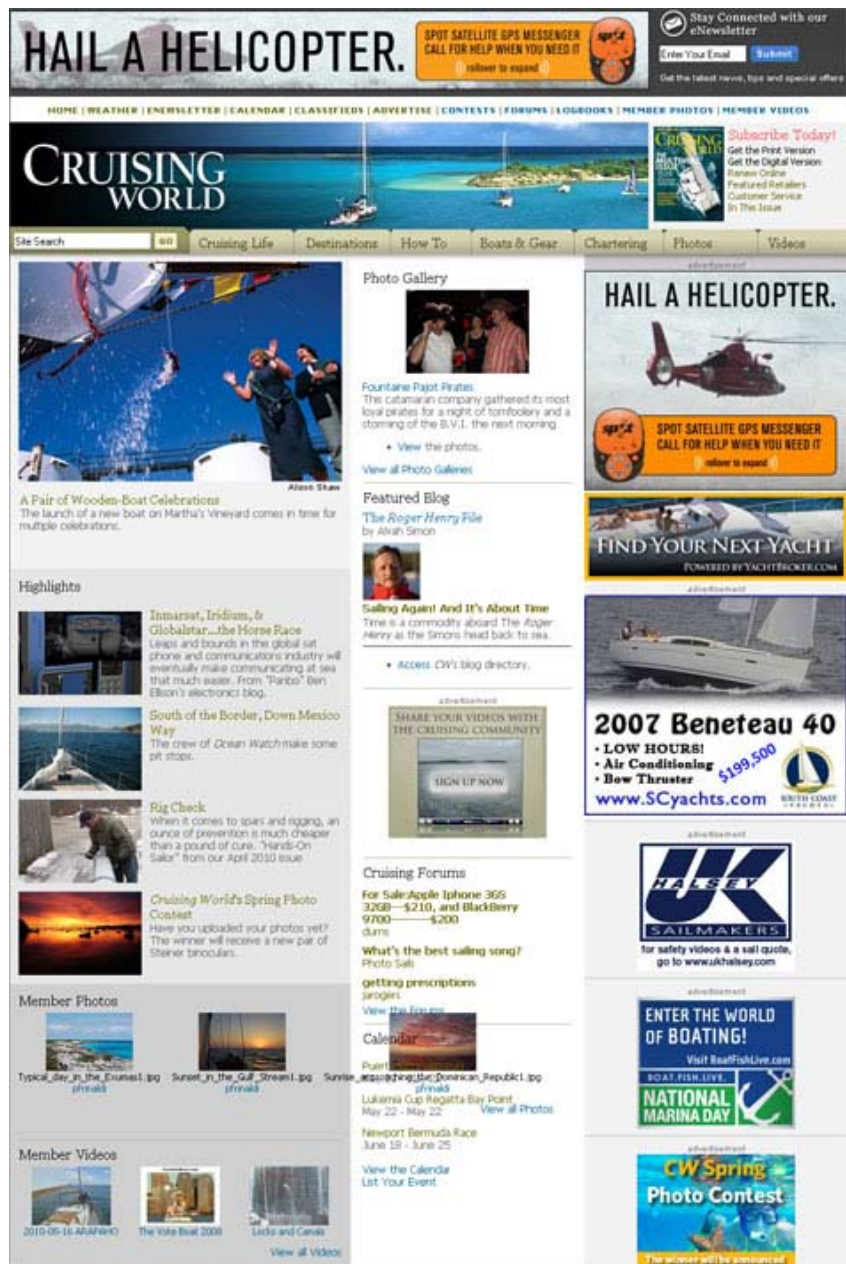
CRUISINGWORLD.COM MISSION STATEMENT

Cruisingworld.com's visitors are adventurous, committed sailors and boat owners. The site aims to inspire and entertain through articles, photo galleries and videos that underscore the beauty, fun and adventure of sailing, while providing instruction on the disciplines of seamanship, navigation and boat-handling.

AVERAGE ONLINE METRICS

Monthly Unique Visitors	48,927
Monthly Page Views	275,028
Page Views per Visit	5.3
Average Visit Length	8.82 min
Male	63%
Female	37%
Age 18-34	15%
Age 35-49	29%
Age 50+	47%
College Educated	49%
Grad School Educated	23%
HHI \$60-100K	28%
HHI \$100K+	42%

Sources: Omniture and Quantcast.



MEDIA KIT 2010 ONLINE ADVERTISING

ADVERTISING OPPORTUNITIES COMMON TO ALL PAGES

1 TOP AND BOTTOM LEADERBOARD ADS

728 X 90

- Top and Bottom of page
- Maximum 4 advertisers in rotation per ad
- Common to all pages*

2 PREMIUM LARGE SQUARE AD

300 X 250

- Top right
- Maximum 4 advertisers in rotation
- Common to all pages*

3 BROKERAGE BOAT OF THE MONTH

300 X 200

- Right column
- Maximum 4 advertisers in rotation per ad
- Only available on CruisingWorld.com

4 MEDIUM SQUARE ADS

180 X 150

- Right column
- Maximum 4 advertisers in rotation per ad
- Common to all pages*

HOME PAGE ONLY

5 PREMIUM PARTNER VIDEO AD

180 X 150

- Middle column
- Appears in rotation
- Only available with purchase of Premium Partner Video Channel, links to video player

The screenshot shows the Cruising World website homepage with several red boxes highlighting advertising spots:

- 1** Top and Bottom Leaderboard Ads: Located at the very top and bottom of the page.
- 2** Premium Large Square Ad: A large square ad in the top right corner.
- 3** Brokerage Boat of the Month: A rectangular ad in the right column.
- 4** Medium Square Ads: Multiple small square ads scattered throughout the page, including one for 'HUNTER' in the middle column.
- 5** Premium Partner Video Ad: A video ad located in the middle column.

The website content includes a navigation menu, a main header with 'CRUISING WORLD', a search bar, and various sections like 'Photo Gallery', 'Featured Blog', 'Highlights', 'Member Photos', 'Member Videos', 'Cruising World Blog', and 'Site Map'.

CONTENT LISTING'S SEARCH/LIST RESULTS PAGES

1 SKYSCRAPER AD

160 X 600

- Run-Of-Site throughout content sections. List and search pages only
- Premium placement within content area
- Maximum 4 advertisers in rotation

TRIPLE POLARIZED LENSE TECHNOLOGY LIFETIME WARRANTY
ULTRA VIOLET PROTECTION, ANTI-REFLECTIVE, ANTI-FOG, WATER & OIL REPELLENCY

Stay Connected with our eNewsletter
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Get the latest news, tips and special offers

HOME | WEATHER | NEWSLETTER | CALENDAR | CLASSIFIED | FREE INFO | ADVERTISE | CONTACTS | FORUMS | MY LOGBOOK | EVENTS | MEMBER VIDEOS

CRUISING WORLD

hunter Under Way Cruising Life Destinations How To Boats & Gear Chartering Videos

1 ISLAND PACKET YACHTS
www.ipy.com

Search Results for "boats"

Cruising World Boat Review Index: 1987-2008
Complete index of every boat review we've written since 1987, includes both archived and online stories.

CW's 2009 Sailboat Show
Includes links to mini-reviews and photo galleries for more than 40 new cruises.

Cruising World Announces 2009 BOATY Nominees
Over the next week in Annapolis, Maryland, judges will evaluate 25 cruises in six categories.

Cheroki 44 Mark II: Knapoody in Blue
The finest finish of Edgewater, as occupants both rigged Cherokee 44 Mark II, provides new life for one family of longtime sailors and another family of old-school boatbuilders. "Yachtstyle" from our October 2008 issue.

the Edge: A Mist Review
Jeremy McCreary reviews this trailable motor-sailer for the CW 2009 Sailboat Show.

The Master of Deception
Meet Davis Murray, fleet captain for the annual Caribbean 1500 rally, the "maver" of Dr. Thomas, and a sandy old Virgin Island dog who, on a lark, picked up a guitar and learned a whole new set of tricks.

Hunter Marine to Offshore Sailing School Part Track to Cruising® Deepwater OFFICIAL RULES
Hunter Marine and Offshore Sailing School Part Track to Cruising® Deepwater

Factory-Direct Sale Offers Big Savings
The Lubre Marine Group is featuring a Florida Freedom Factory-Direct Sale from July 11 - 15, 2008.

Boat of the Year Winners, 1994-2008

Triinella 501 A Thoroughbred Born for the Hunt
Designed for long-distance racing and comfortable cruising, the "Triinella 50" exerts its owner's passion. "Yachtstyle" from our August 2007 issue.

Hunter 316 Southern Comfort
This evolution of a previous Hunter success was rethought by a good old southern boy. A boat review from our April 2007 issue.

Florida Company Adds Base
A new location for a growing Florida charter and brokerage operation. "Charter News" from our November 2007 issue.

How Cuz, Mary Lines
A 2007 Florida marked by shiny mahogany and sailors' broadens southern help to make old territory feel new once again. From our "Consider a Catamaran" special in our July 2007 issue.

"Fast 25" test

Hunter 45 DG: Capable and Comfortable
"There's no need to beat yourself up while still getting places quickly no thanks Hunter design." "Boat Reviews" December 2007

April 2008

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Hunter Marine Announces Change in Ownership

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Cruising World 2008 New Boat Showcases Index
Includes links to mini-reviews of more than 60 new models.

Cruising World Archived Boat Review Index: 1987-2007
Complete index of every boat review we've written since 1987, includes both archived and online stories.

Hunter 40s Video
Meet the Hunter 40

Hunter 40s: Relic at Sea and Derrish in the Details
This sturdy performer was named Best Full-Size Cruiser by CW's Boat of the Year judges.

Photo

Order John McCreary's "Couragous"
Limited edition price available exclusively from Cruising World

BROKERAGE Boat of the Month
2008 Island Packet 465 CC \$595,950

GENEGENICS
How Does This 69-Year-Old Doctor Have The Body Of A 30-Year-Old?
Click Here >>>

FREE Special Offer
Receive a FREE issue of Cruising World and a FREE Gear Bag!

Simply fill out this form to receive a complimentary issue of Cruising World if you like it, pay just \$10.97 for 11 more issues (12 in all) and receive your gear bag FREE with payment. If it's not for you, we'll "cancel" on the service you receive, return it, and owe nothing. The FREE issue is yours to keep!

Name:
Address:
City:
State:
Zip:
Email:

Resident?

Non-US Residents Click Here
Digital Delivery Option - Click Here!

MEDIA KIT 2010 ONLINE ADVERTISING

CRUISING WORLD

NEWSLETTER

ADVERTISING OPPORTUNITIES

1 HORIZONTAL BANNER ADS
468 X 60
Center content area placement

2 VERTICAL BANNER ADS
120 X 240
Right-hand column placement

3 SPECIALS LINK
Your link (web url)
Right-hand column placement

CUSTOM EMAIL

Reach qualified prospects by sending your timely message to the Cruising World and Sailing World opt-in subscribers.

Custom advertiser-supplied message

MEDIA KIT 2010 ONLINE ADVERTISING

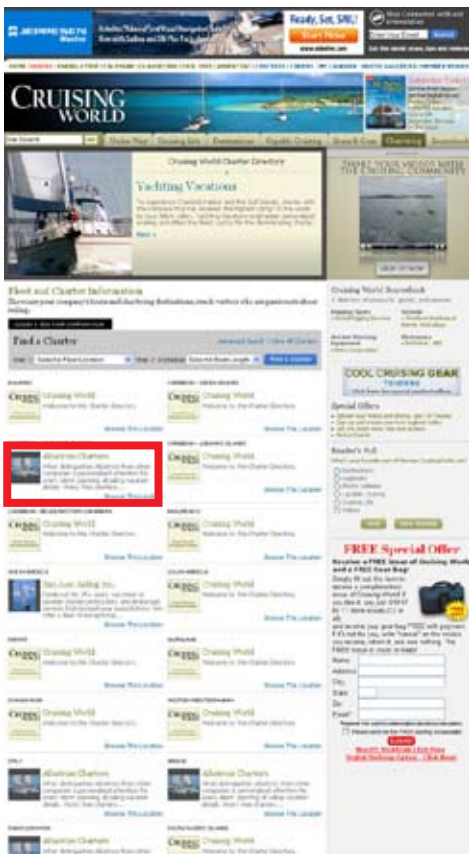
CRUISING WORLD

CRUISING WORLD'S CHARTER DIRECTORY

1 PREMIUM PARTNERSHIP OPPORTUNITIES

- Custom advertiser supplied message
 - Lead-generation opportunity
 - Contact form
- All premium partner merchants are randomly selected to appear on the Chartering and Destinations pages.

MAIN PAGE



FLEET LOCATION PAGE



PARTNER PAGE



AD POSITIONS

AD TYPE	LOCATION	SPOTS AVAILABLE	PRICE
LEADERBOARD 728 x 90 TOP OF SITE	Top of page COMMON TO ALL PAGES	4 in rotation	\$1,500 per month
PREMIUM 300 x 250 SQUARE	Top right side of page COMMON TO ALL PAGES	4 in rotation	\$2,000 per month
CRUISING WORLD'S BOAT OF THE MONTH 300 x 200 SQUARE	Right column COMMON TO ALL PAGES	4 in rotation	\$500 per month
MEDIUM SQUARE 180 x 150 SQUARE	Center column CONTENT SECTIONS	1 exclusive per section	\$500 per month
MEDIUM SQUARES 180 x 150 SQUARE	Right column COMMON TO ALL PAGES	4 in rotation per spot	\$500 per month
SEARCH/LIST RESULT PAGES 160 x 600 SKYSCRAPER	Left column top SEARCH RESULT, LIST VIEW PAGES	4 in rotation	\$500 per month
ARTICLE PAGES 300 x 250 SQUARE	In content, bottom COMMON TO ALL ARTICLE PAGES	4 in rotation	\$500 per month
PHOTO GALLERY 468 x 60 BANNER	In photo gallery section	4 in rotation	\$500 per month
FORUMS/COMMUNITY LEADERBOARD 728X90 TOP OF SITE	Top of page ALL FORUMS PAGES	4 in rotation	\$1,000 per month
FORUMS/COMMUNITY PREMIUM 180X150 SQUARE	Right column ALL FORUMS PAGES	5 random positions	\$500 per month

LEAD GENERATION

CONTEST OR SPECIAL PROMOTION INCLUDES ENEWS LINK, SITE BANNER, LISTING ON MAIN CONTEST PAGE	Contest section	Runs 90 days	\$3,000 each
ENEWSLETTER 468 x 60 120 x 240 SPECIALS LINK	Editorial Newsletter Top/Middle Content Area Right Column Right Column	2 spot 4 spots 4 spots	\$500 per issue \$250 per issue \$75 per issue
CUSTOM ADVERTISER EMAIL Custom email		1 exclusive per month	\$2,500 per issue

WEBSITE DIGITAL REQUIREMENTS

AD	DIMENSIONS	FILE SIZE	FILE TYPE
TOP, BOTTOM, & FORUMS LEADERBOARD	728 x 90 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
PREMIUM/ARTICLE PAGES	300 x 250 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
MEDIUM SQUARE, FORUMS SQUARE	180 x 150 pixels, 72 dpi	20 kb max	Gif, Jpg, Swf
SEARCH/LIST RESULT PAGES SKYSCRAPER	160 x 600 pixels, 72 dpi	30 kb max	Gif, Jpg, Swf
ENEWS HORIZONTAL	468 x 60 pixels, 72 dpi	30 kb max	Gif, Jpg
ENEWS VERTICAL	120 x 240 pixels, 72 dpi	15 kb max	Gif, Jpg

CUSTOM ADVERTISER EMAIL

Please send all linked images in a zip folder along with the HTML file.

- Please supply subject line.
- Images, links, and text only (no embedded forms or Flash)
- 600 pixels wide max, no limit to length
- 75k max file size
- Use simple HTML with no CSS style sheet.
- Use Alt tags for images

NOTE: Electronic materials required. Interactive Advertising Bureau standards and guidelines apply.

CREATIVE GUIDELINES

- A click through URL must be supplied
- Creatives cannot have transparent backgrounds.
- Banner expansion must be user-initiated.
- Videos must have pause/stop/play and audio controls.
- Flash files served via 24/7 Real Media must be coded properly for proper click and impression tracking
- All Flash files must be submitted as a .swf file with accompanying back up gif/jpg.
- We accept flash version 6-10
- Include the following action script in all flash banners:
on(release) {getURL(clickTAG, "_blank");}

TERMS & CONDITIONS

1. In consideration of publication, Advertiser and its Agency agree to indemnify and hold Publisher harmless against any expense or loss by reason of any claims arising out of publication.
2. All contents of advertisements are subject to Publisher's approval. Publisher reserves the right to reject or cancel any advertisement, insertion order, space reservation or position commitment at any time. Publisher shall not be liable for any costs or damages if for any reason Publisher fails to publish an ad or for errors in key number or advertisers index.
3. Conditions, other than rates, are subject to change by Publisher with-out notice. Rates are subject to change upon notice from the Publisher. Cancellation of any space reservation by the Advertiser or its Agency for any reason other than a change in rates will result in an adjustment of the rate (shortage) based on past and subsequent insertions to reflect actual space used at the earned frequency or volume rate.
4. Cancellation or changes in orders may not be made by the Advertiser or its Agency after closing date. Advertisements not received by closing date will not be entitled to approval or revision by Advertiser or its Agency.
5. Positioning of Advertisements is at the discretion of the Publisher except where request for a specific position is acknowledged, in writing, by the Publisher.
6. No conditions other than those set forth on this rate card shall be binding on the Publisher unless specifically agreed to in writing by the Publisher.
7. Publisher is not liable for delays in delivery and/or non-delivery in the event of an Act of God, action by any governmental or quasi-government entity, fire, flood, insurrection, riot, explosion, embargo, strikes whether legal or illegal, labor or material shortage, transportation interruption of any kind, work slow-down, or any condition beyond the control of Publisher affecting production or delivery in any manner.
8. Publisher has the right to hold Advertiser and its Agency jointly and severally liable for monies due and payable to Publisher for advertising ordered and published. Should collection efforts become necessary, Advertiser and its Agency agree to pay all attorney fees incurred in connection with collection of advertising that was published.
9. All advertisements are accepted and published by the Publisher on the representation that the Advertiser and/or Advertising Agency are properly authorized to publish the entire contents and subject matter thereof. When advertisements containing the names, pictures and/or testimonials of living persons are submitted for publication, the order or request for the publication thereof shall be deemed to be a representation by the Advertiser and/or Advertising Agency that they have obtained written consent of the use in the advertisement of the name, picture and or testimonial of any living person which is contained therein. It is understood that the Advertiser and/or Advertising Agency will indemnify and save the Publisher harmless from and against any loss, expense or other liability resulting from any claims or suits for libel, violation or rights or privacy, plagiarism, copyright infringement and any other claims or suits that may arise out of the publication of such advertisement.
10. All ads run on a prepay basis until credit is approved.