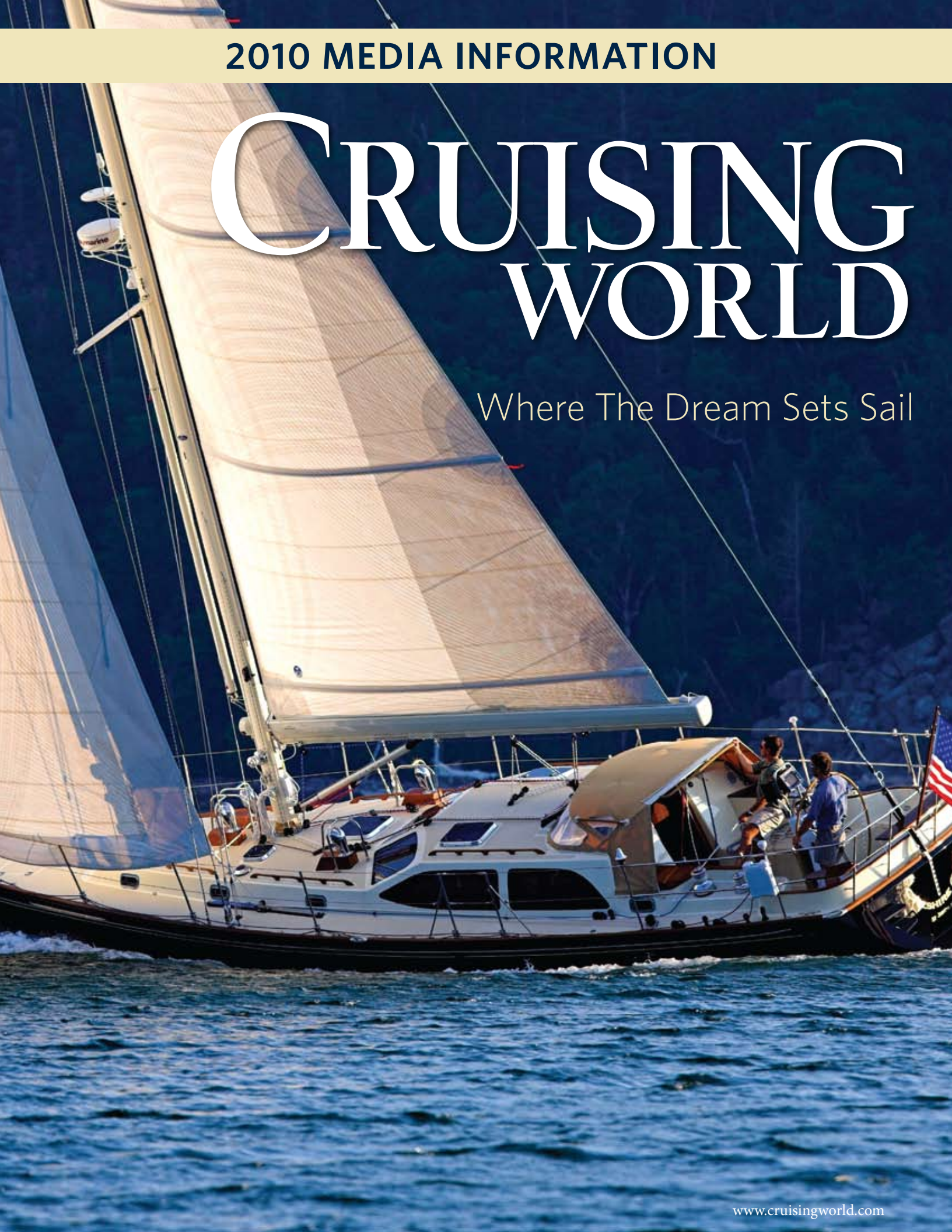


2010 MEDIA INFORMATION

CRUISING WORLD

Where The Dream Sets Sail



READER PROFILE

OUR READERS ARE BUYERS

Our audience reads *Cruising World* not only for inspiration but also as a how-to guide for making their cruising dreams a reality. We steer these experienced sailors to popular destinations and out-of-the-way harbors around the world while providing expert knowledge and trusted wisdom along the way. They rely on us for in-depth coverage, informative features, and insightful technical reviews—and we deliver.

Our readers are longtime sailors and boat owners. On average, they've been sailing for more than 23 years and currently own three boats. They aren't potential boat buyers—they're serious boat owners and buyers who are actively involved in the marketplace. *Cruising World's* devoted readership consists of the largest audience available anywhere of cruising sailors who own auxiliary sailboats over 30 feet. With each enjoying an average household income nearly twice that of the average sailor, *CW* readers have the spending power to maintain and upgrade the boats that mean so much to them.

Frequency	12x	College Educated	93%
Average Years Sailing	22.9 Years	Average Age	56
Average Boats Owned	2.9	Average HHI	\$227,000
% of Boat Owners Who Own Auxiliary Sailboats	82% or 93,660	Median HHI	\$136,000
Plan to Charter in Next 2 Years	58% or 82,169	Average HH Net Worth	\$1,905,000
Read 4/4 Issues	84%	Median HH Net Worth	\$963,000
Gender	92% Male 8% Female	Professional/ Managerial	69%
Married	79%	Any "C" Suite Position	34%

Source: 2008 CW Sub Study- MMR; December 2008 ABC Statement

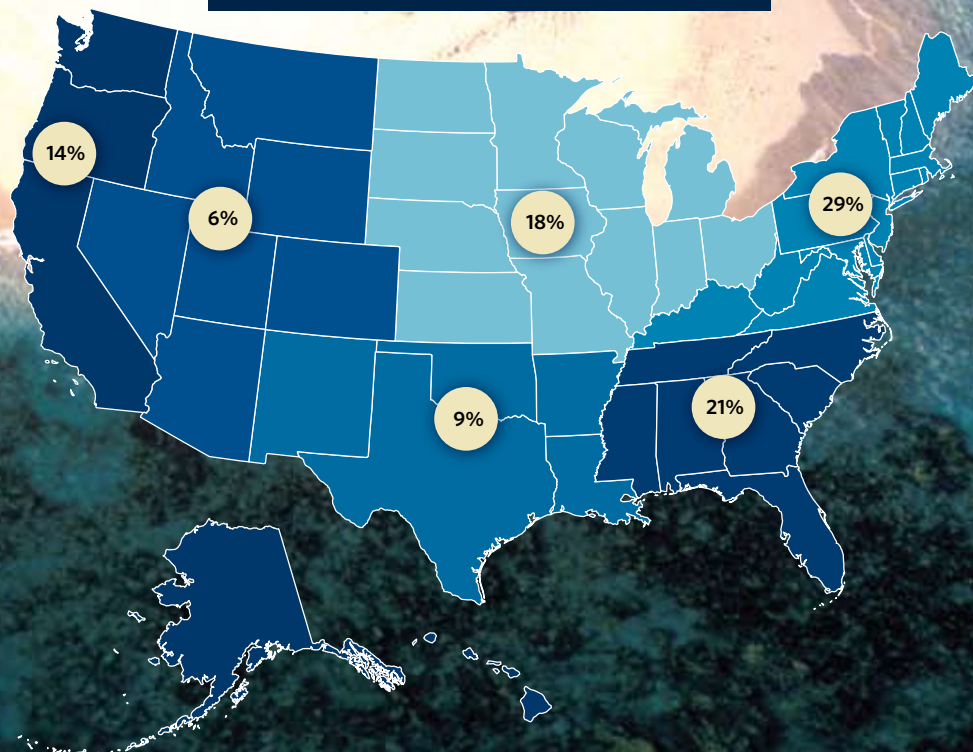
CIRCULATION

WHERE THE DREAM SETS SAIL

Cruising World serves the sailor who has a keen interest in exploring the world's coastlines and oceans while cruising under sail. The magazine aims to inspire and entertain through stories and pictures that underscore the beauty, fun, and adventure of sailing while also providing practical information on the disciplines of seamanship, navigation, and boathandling. Often imitated but never duplicated, *Cruising World* has been Number One among cruising sailors since its founding in 1974.

CIRCULATION-135,000 Rate Base

June 2009 ABC Statement



DEPARTMENTS

REVIEWS ♦ HANDS-ON SAILOR ♦ SHORELINE

SHORELINE

Looking for news from faraway ports? A good book? Neat gear? A good sailing festival? Chances are you'll find it in Shoreline. Every month, *CW* contributors deliver interesting first-person accounts and tidbits about people, places, and things of interest to sailors all over the world. Think of Shoreline's bounty as the stories you'd hear if you were gathered at a local watering hole with all your favorite sailors.

THE SAILING LIFE

If you're a sailor, you know there's more to your boating lifestyle than gear, gadgets, and charts. The Sailing Life touches upon all the things you do on your boat, from the people you meet to the food you enjoy to the little things you do to pamper yourself while you're on board.

CRUISING WORLD COLUMNS

CW's award-winning columnists and their columns include Cap'n Fatty Goodlander and On Watch; Melanie Neale and Short Story; Ben Zartman, the Backyard Warrior; Ben Ellison, with his Electronics reviews; and Wendy Mitman Clarke, who concludes each issue with *Osprey's* Flight.

FEATURES

Readers love *Cruising World* and keep coming back year after year because we bring them stories by the best marine writers and adventurers on our watery planet. In every monthly issue we present voyaging stories and photos that inspire, educate, entertain, and just plain make you want to go sailing.

HANDS-ON SAILOR

Cruisers are naturally inquisitive tinkerers, and in Hands-On Sailor they can find expert advice for tackling a project, planning a voyage, or plotting a course. Stories are written by industry experts and experienced sailors who enjoy sharing the knowledge they've learned on the water.

REVIEWS

In search of a new boat, an old boat, or a good piece of gear? Each month, *Cruising World* editors go sailing to see what works, then report back to our readers on what they've found.

EDITORIAL STAFF

EDITORIAL MISSION

Cruising World's audience reads not only for inspiration but also as a how-to opportunity for making every cruising sailor's dream a reality. Inspiration comes from writers who envisioned a life under sail, then made it happen for themselves, whether close to home or around the world. The how-to guidance comes from the same people: cruising sailors with first-hand knowledge of distant islands and peoples, flora and fauna, the weather, currents, safe harbors between here and there, and the vessels and equipment that ensure both a safe passage and a comfortable home afloat.



MARK PILLSBURY - EDITOR

Mark started out sailing a Sunfish on lakes in New Hampshire, and having survived that, earned a degree at the University of New Hampshire. His many years of beat reporting at daily newspapers around Boston and coverage of the high-tech industry were the ideal training ground for a career in marine journalism. And so, in 2005, he moved aboard a Sabre 34 in Newport harbor and joined the crew at *Cruising World*.



ELAINE LEMBO - DEPUTY EDITOR

Elaine is in her 30th year as a journalist and has been a liveaboard sailor in New England and in the Caribbean, where she also worked as crew of a luxury charter yacht. She sails *Land's End*, a 1935 wooden ketch, with her partner, professional skipper Rick Martell.



BILL SPRINGER - SENIOR EDITOR

Bill's love affair with boats started by scaring his parents with his long-distance dinghy adventures as a 4th grader. Eventually, he ended up living on a 24-foot Bahama Islander and working on boats in the Caribbean before returning to the States. Sailing journalism is the only "real job" he's ever known, and his experience as a national award-winning writer, offshore sailor with thousands of miles under his belt, and highly experienced boat tester makes him a vital part of *Cruising World's* editorial team.



SUE FENNESSEY - MANAGING EDITOR

Originally from Cornwall, England, Sue enjoys her job with the laid-back and fun *Cruising World* staff. The CW workday stands in direct contrast to the regimented military life in which she was raised with the Royal Air Force. Sue is married to Don and has been blessed with four children. She loves her adopted home of Newport, R.I., and in her free time Sue plays squash, jogs, reads, and sails with her husband.



JOHN WILSON - COPY & PRODUCTION EDITOR

John grew up in Seattle. He has a B.A. in English from the University of Washington and an M.A. in English from Brown. A nationally ranked masters squash player, he's also the squash coach at Bryant University. He windsurfs, sails a Laser, and races and cruises a J/24 on Narragansett Bay.

CONNECTING PEOPLE WITH THEIR PASSIONS

CRUISINGWORLD.COM is rich with stories, news, and up-to-the-minute information on subjects ranging from boat reviews to the latest must-have gear. The *Cruising World* community meets here to share blogs, photo galleries, and videos. The advertising opportunities on our site range from broad-interest ads that run across the site to more targeted ads that we display in special sections.

DISPLAY/BANNERS

We offer multiple ad positions on all of our pages. The options are unlimited—place your ad to run across the whole site, or display your targeted ad in selected sections.

VIDEO

Online video allows you to engage and connect with your customers like no other media can. More than 80% of all online users watch video, and our viral syndication lets your video be seen all over the web. We offer a variety of video opportunities to fit most budgets, and our turnkey video packages can be shot by our video team at select boatshows.

E-MAIL MARKETING

Give your sales a double shot of high-energy performance with a custom e-mail sent to our premium opt-in newsletter lists. In addition, we also offer advertising in our own *CW Reckonings* e-newsletter.



MARKETING EXTENSIONS

TOTAL COVERAGE OF THE SAILING MARKET



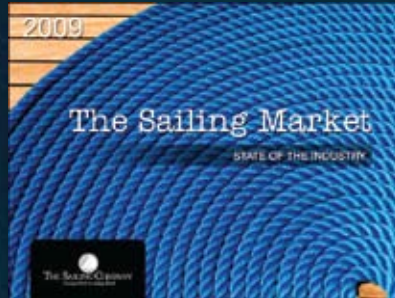
AWARDS & SEMINARS

Cruising World produces a wide array of market-related events, including the Boat of the Year Awards and the U.S. Sailboat Show Seminars. These events offer sponsors unique opportunities to reach this engaged and affluent market.



MARKETING PROGRAMS

Cruising World offers a complete menu of in-book and custom-publishing opportunities, including the Safety at Sea program.



STATE OF THE INDUSTRY REPORT

Our annual report, *The Sailing Market: State of the Industry*, provides detailed sailing-market statistics and is widely used as the sailing industry's benchmark. We offer up to 15 years of vital market data on sailboat production, imports, and the bareboat-charter market. Custom research is available on virtually all aspects of the sailing market.

CRUISING WORLD AND SAILING WORLD

THE LEADER IN THE SAILING MARKET

THE LARGEST AND MOST POWERFUL AUDIENCE

With an audited paid rate base of 175,000 between the two magazines, *Cruising World* and *Sailing World* deliver more sailors than any other sailing magazine in the world. With very little reader duplication between these magazines, together they are the most powerful buy in the sailing media. Our readers are the most committed enthusiasts in the sailing community, owning more boats and devoting more resources to their passion than any others. The top 25% of sailing consumers account for 75% of the dollars spent in the sailing market, and our mission is to deliver this top 25%. *Cruising World* and *Sailing World* provide targeted and expert editorial coverage for the cruising and racing segments, and each is Number One in their respective markets.

UNDISPUTED MARKET EXPERTS

Cruising World and *Sailing World*, have been leading the sailing market since 1962. We're the experts on sailors, their boats, and their passion for sailing. However, as the leader in the sailing marketplace, we offer a lot more than just our two magazines. Our marketing extensions include industry research, active websites, custom publishing, and events such as the NOOD Regattas, all of which reach a highly sought-after audience in a number of different ways.

EDITORIAL EXPERTISE

Published by Bonnier Corporation, both *Cruising World* and *Sailing World* define their markets and offer readers insightful coverage of boats, techniques, and equipment and the latest news and events that all sailors want to know about. Quality editorial content today is more important than ever. It inspires our readers to pursue their sailing dreams, and it provides a compelling editorial environment for our advertisers. At the 16th annual 2009 Boating Writers International (BWI) Writing Contest, *Cruising World* and *Sailing World* were recognized in 10 of the 16 writing categories, collecting 16 honors in all, including 5 First Place awards. For the second year in a row, *Cruising World* was the top winning magazine. Our award-winning editorial content commands a subscription premium from readers who pay more for the magazines that deliver the most value to them.

PRINT • ONLINE • E-MAIL • EVENTS • IN-BOOK • CUSTOM PUBLISHING • RESEARCH

BONNIER MARINE GROUP PACKAGES

Reach over 1 million active sailing, boating, and fishing participants with the world's largest collection of marine-media properties. Bonnier's marine brands are among the most well-known and trusted in the world. They include *Cruising World*, *Sailing World*, *Yachting*, *Motorboating*, *Boating*, *Boating Life*, *Marlin*, *Salt Water Sportsman*, *Sport Fishing*, and *Fly Fishing in Salt Waters*. Ask your regional sales representative about designing a custom Bonnier Marine Group package to fit your needs.

BONNIER
Corporation