

# CRUISING OUTPOST



2017  
Media Information



# SELLING MAGAZINE

at West Marine, and the #1 marine title at Barnes & Noble and Books-A-Million

Cruising Outpost is also #1 in content, with reader generated stories - real people out cruising on their own boats! - filling more than 60% of each issue. We're even #1 in total pages per issue. Why do we do it? Brand loyalty. We are widely considered by the industry to be #1 in popularity and fan loyalty. How does that affect you? By association. Through advertising, loyal fans view you as a supporter of their favorite boating rag. And they are very loyal and supportive right back!

Need more stats other than just being #1? Cruising Outpost also outperforms the competition in key areas:

- 2015 year-to-year Newsstand Draw increased 15.6% (U.S. average decreased 2.9%)<sup>1</sup>
- Newsstand Sales Efficiency increased to 27.4% (national average dropped 3.8% to 26%)<sup>2</sup>
- Average email Open Rate is 31.7% (national average for all publishers is 15.5%)<sup>3</sup>
- Average daily time spent on [www.cruisingoutpost.com](http://www.cruisingoutpost.com) is 5:09 minutes (competitors average 2:33 minutes)<sup>4</sup>

Add in the fact we outsell the competition 5-1<sup>1</sup> means Cruising Outpost gives you the best outlet for your marketing dollars!

Sources: 1, Curtis Circulation. 2, 2015 MAGnet Industry Insights. 3, Constant Contact, January-July 2016. 4, Alexa, an Amazon.com analytical insight company, July 2016

**Largest page count in the industry**

**Ad content never exceeds 40%**

**25,770+ email list**

**7,500+ Facebook likes**

**Free cruisers' parties w/5,000+ fans**

**Quarterly - advertise just 4x/year**

**(Winter/December - Spring/April - Summer/June - Fall/September)**

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**QUARTERLY PRINT MAGAZINE | DIGITAL ONLINE VERSION  
WEBSITE | ONLINE VIDEO | E-NEWSLETTER | SOCIAL MEDIA  
BROADCAST RADIO | STREAMING RADIO | EVENT SPONSORSHIPS**

Let us create a complete multi-media marketing package fully customized to your individual needs. From ad creation to cross-platform synchronization we're here to partner with you!

**CONTACT US FOR  
RATES AND SCHEDULES**

**LISA O'BRIEN**  
Advertising Director  
360.472.1166  
Port Townsend, WA  
[lisa@cruisingoutpost.com](mailto:lisa@cruisingoutpost.com)

**BOB BITCHIN**  
Large Editor  
510.900.3616 x102  
Berry Creek, CA  
[bob@cruisingoutpost.com](mailto:bob@cruisingoutpost.com)

[www.cruisingoutpost.com](http://www.cruisingoutpost.com)