

COASTAL CRUISING MAGAZINE

15,745 TOTAL SUBSCRIBERS \$85.00/M UNIT OF SALE:
 FUNDRAISER RATE \$75.00/M \$19.75 AVERAGE

COASTAL CRUISING MAGAZINE FOCUSED ON CRUISING THE BAYS, SOUNDS, RIVERS, HARBORS AND LAKES IN THE UNITED STATES. ARTICLES INCLUDED: FEATURE STORIES ON UNIQUE PORTS, NEW DOCKS, USEFUL PRODUCTS, MARITIME BOOK REVIEWS, A SPECIAL SECTION ON YACHT BROKERS, SALES & CHARTERS, AND ENTERTAINING STORIES FROM SAILORS AND CRUISERS ALONG OUR COASTS AND WATERWAYS.

GENDER: 70% MALE
 CAN SELECT

ADDRESSING:
 SEE SELECTIONS

KEYING: \$2.00/M

MINIMUM ORDER:
 5,000

THESE COASTAL ENTHUSIASTS ENJOY AN UPSCALE LIFESTYLE WITH AN AVERAGE INCOME OF \$200,000 AND AN AVERAGE AGE OF 54. MOST OWN THEIR OWN VESSELS RANGING FROM SAIL BOATS TO YACHTS, CATAMARANS, AND CRUISERS. THEY SPEND AN AVERAGE OF 60 DAYS PER YEAR ON THE WATER AND THEIR ONSHORE LIFESTYLE IS ACCENTUATED WITH THEIR INTEREST OF THE OCEANS, RIVERS AND SEAS.

THRU: JANUARY 2010
 THRU: AUGUST 2010

ALL ORDERS CANCELLED AFTER THE MAIL DATE OR MERGE ARE REQUIRED TO BE PAID IN FULL.

ALL CANCELLED ORDERS, WHETHER RUN OR NOT, WILL BE SUBJECT TO A MINIMUM \$50.00 CANCELLATION FEE.

SOURCE: DIRECT MAIL

SELECTIONS: STATE, SCF, ZIP	\$6.00/M
ZIP TAPE SET UP FEE	\$50.00
P/S LABELS	\$10.00/M
CD ROM	\$50.00
ELECTRONIC DELIVERY	\$50.00

** USAGE **

A.G.A. CORREA
 BARTON COTTON
 BOAT/US
 BONNIER CORP.
 CONSUMERS MARINE

CRUISE WEST
 DOSSIN GREAT LAKES MUSEUM
 FINEST KIND OFFSHORE TACK
 LANDMARK COMMUNICATIONS
 OVERTON'S MARINE

PRIMEDIA SPECIAL
 QUALITY CIRC. SVC
 SAIL MAGAZINE
 TIME WARNER
 WEST MARINE PROD.

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