An aerial photograph of a classic wooden sailboat with a white cabin and a tall mast, sailing on clear, vibrant turquoise water. The boat is angled towards the bottom left. The mast and rigging are visible against the water. An American flag is flying from the stern. The overall scene is bright and clear, suggesting a tropical or coastal environment.

CRUISING GUIDE PUBLICATIONS

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# MEDIA GUIDE

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## Letter From The Publisher

Dear Advertiser,

As we draw nearer to our 45th anniversary of publishing cruising guides (now with over one million copies sold), it gives us pause to reflect on the many changes that have occurred in the Caribbean since we first arrived on our boat 46 years ago. As much as we long for 'the good old days' when ours could be the only boat at the Baths in Virgin Gorda, or at Salt Whistle Bay in Mayreau, the growth in popularity has brought about many changes. We are proud that our guides have made a positive contribution to this growth over the years.

Writing comprehensive guides that encourage cruisers and travelers to visit these stunning islands has an additional benefit of contributing to the local economies. We have helped lead cruising yachtsmen through the various island anchorages, informing them and directing them to the local businesses and services they require on their journey, how to be respectful of island cultures and protective of the fragile island environment.

Over the span of over 40 years, we have developed a very loyal following amongst advertisers, charterers and cruisers. In fact, our guides are the preferred guides distributed by the majority of charter companies. We have made some good friends along the way, and enjoyed every minute of it. We hope that you will join us for this next edition, and that you will also want to share your products or services on our website.

*Simon Scott*

*Publisher*

*February 2023*



## About Cruising Guide Publications

A commitment to providing cruising yachtsmen with up-to-date, accurate and vital information about navigation, anchorages, customs and immigration, yachting services, provisioning, environmental issues, water-sports and shore-side activities has been the primary mission of Cruising Guide Publications since the company's beginning in 1982.

The depth of this commitment can be measured in the resulting success and acceptance of our guide books worldwide. Currently we publish guides to the eastern Caribbean; from the Virgin Islands in the north to Venezuela at the southern end of the chain and how to get there from the U.S. east coast or Florida via the Bahamas. Additionally, Cruising Guide Publications has become a leading distributor for a variety of other titles and guides focusing on subjects that would be of interest to the traveler and sailor. These books range from cruising guides, to helpful titles such as GPS, navigation rules, boat docking, first aid at sea, as well as snorkeling and diving and many more helpful and fun books.

By insisting on the highest quality in our color photography, our entertaining yet informative writing style and award-winning graphics, our guides have set the standards in the marine guide industry. Often, we are complimented on how we effectively use the advertising and how much it enhances the information and design of the books. Now with the additional depth of our graphic arts team, we can offer our advertisers the ability to produce stunning, customized ads targeted to their individual audience.

While our standards are the highest in these respects, we have still managed to provide the opportunity to our advertisers to place their ads in our guides at affordable rates with targeted, qualified distribution.

By listening to our readers and advertisers, we continue to find ways to improve the quality of our books.





## About The Authors

We are fortunate enough to have some of the most dedicated, detail-oriented cruising guide authors around. They are all living the life, talking the talk and walking the walk! Around 35 years ago we teamed up with Chris Doyle, who writes the *Sailors Guide to the Windward Islands*, *The Cruising Guide to the Leeward Islands*, *The Cruising Guide to Trinidad and Tobago plus Barbados and Guyana* and *The Cruising Guide to Venezuela and Bonaire*. This has proved to be a winning partnership as it has allowed Chris to spend as much time as he needs on his boat, *Ti Canot*, plying the waters of the Caribbean, taking notes and photographs along the way. Meanwhile, in Florida we have been able to take care of the details of printing, marketing and distribution with several annual trips to the Virgin Islands to keep our guides current.

This formula has worked in turn with the other cruising guide authors we have allied ourselves with. We have rigorous guidelines that demand the authors spend a considerable amount of time on location checking and rechecking the details, so that our readers have a safe, informed voyage. These authors have a dedication to the details, and a love of sailing and of the islands they cover. They have a passion for the Caribbean and are thrilled to be able to make their way sailing in and amongst the islands. This team of writers has contributed to our outstanding reputation as publishers of cruising guides. They have inspired many a cruiser to venture to new horizons with a greater sense of security and knowledge.



## Cruising Guide's Distribution

Qualified distribution is a key to the success of all advertising media. Here is an area where our guide books excel. These popular guide books are considered a must for the thousands of sailors who charter or cruise the Caribbean each year.

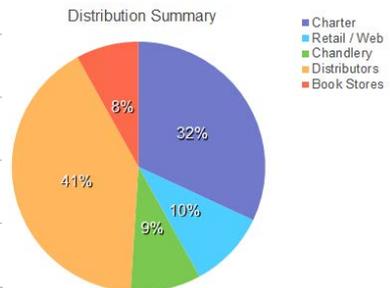
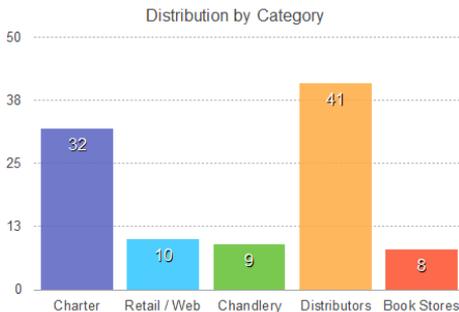
Charter companies and brokers pre-purchase more than half of our print run in order to give a free book as a reference tool to each charter. An average of about 5 individuals per yacht will read these guides. This boosts the potential readership of the guides by five times! Add to that the thousands of more guides that are sold annually through marine chandleries, bookstores, direct mail and through our website, and you have a model for qualified distribution that will ensure positive and immediate response to your advertising.

### Typical Distribution of Caribbean Cruising Guide Series (Virgins, Leewards, & Windwards)

- Charter companies and charter brokers direct to client
- Retail sales to cruisers and charterers direct via web
- Marine chandlery - sales to sailors via marine stores
- Major book distributors - large wholesalers, resellers to bookstores, marine stores and boutiques
- Individual retail bookstores and boutiques

### Distribution by source

<i>Category</i>	<i>% Sold</i>
Charter	32
Retail/Web	10
Chandlery	9
Distributors	41
Book Stores	8





## A Reader Profile

**A**dvertising in our guides allows you to target an upscale, affluent audience that is truly unique. Our readers are well educated (91% college-educated), enjoy an average household income of \$210,000, love to travel and most important to you, are spenders.

Your ad in our publication allows you to reach this affluent market in an effective and affordable fashion. Your message is directed at a specific group of sailors and travelers who enjoy cruising and vacations year round and with the incomes to enjoy themselves to the fullest. These are the people who travel, golf, sail, dive, buy jewelry, cameras and electronics. Seize this opportunity to grab their attention while they are relaxing and studying this book over and over again as they make their way through the islands.

Consider some of these facts from our reader survey, and see how they apply to your service or product. You cannot get better value for your advertising money. These guides are read and reread giving your message several times to be seen and digested. They are also read by the other members of the crew and then brought home to be shared with friends, family and the local yacht club.

**0**                      **25%**                      **50%**                      **75%**                      **100%**

56% Of Our Readership Goes Cruising At Least Once A Year

77% Visited An Advertiser As A Direct Result Of Reading The Guide

85% Of Readers Bareboat On Their Vacation For An Average Of 8.5 Days

95% Of Readers Go Snorkeling Or Scuba Diving During Their Stay

100% of Readers Dine Out On At Least One Occasion During Their Vacation With An Average Of 5.5 Times



## Read These Testimonials

Over the years, Cruising Guide Publications yachting guides have achieved an international reputation for uncommon accuracy, exceptional graphic presentation and informative content. Our cruising guides have won the acclaim of professional associations, leading boating magazines and most importantly our readers.

“For sheer encyclopedic information, the guides in the Cruising Guide Publications series top the list... I'll have to say straight out that the Cruising Guide Publications, by Chris Doyle for the Windwards and Leewards, and Nancy and Simon Scott for the Virgin Islands, are superior to any other guides I read. These are the cruising guides to have if you are only having one.”

*Book review, The Compass*

“These guides should be considered a must.”

*Sailing Inland & Offshore*

“We feel safe in pronouncing (this) the best cruising guide we've ever used... the color aerial photographs are enough to make even the jaded sailor's heart pound harder and faster.”

*Latitude 38*

“Cruising Guide Publications guides are continually updated, beautifully illustrated with color photographs and hand-drawn charts and maps. Each offers plenty of information presented in a non-preachy, chatty fashion aimed at sailors with wide experience.”

*Sailing*

“A perfect companion to regular charts, this guide provides a helpful and attractive overview of this wonderful part of the world, as well as being a source of information about important concerns (like where to get medical care and what kinds of fish are edible).”

*The Dolphin Book Club*



## Cruising Guide Publications Titles

*Cruising Guide to the Virgin Islands*



*Virgin Anchorages*



*Cruising Guide to the Northern Leeward Islands*



*Cruising Guide to the Southern Leeward Islands*



*Leeward Anchorages*



*Sailor's Guide to the Windward Islands*



*Cruising Guide to Trinidad & Tobago, Plus Barbados and Guyana*



*Cruising Guide to Venezuela & Bonaire*



*Waterproof Planning Chart of the Virgin Islands*



*Waterproof Planning Chart of the Leeward Islands*



*Waterproof Planning Chart of the Windward Islands*