

# Reaching Dedicated Cruisers Who Live The Dream Under Power

Offering an entirely new way to connect with the power-cruising audience, **Cruising Odyssey** is a combination of a highly targeted website and a dynamic, free, weekly e-journal aimed at celebrating power cruising and the power-cruising lifestyle. **Cruising Odyssey** is focused on pursuing the dream, whether that leads to the Great Loop, the Inside Passage, the Med or hanging out on the hook in a favorite nearby cove. And it's designed for the way we get information today: mobile, digital, immediate, worldwide and through social media.

**Cruising Odyssey** provides one-stop shopping for the active power-cruising audience, and those who want to reach them. The website and weekly e-journal are filled with news, original content, boat and gear reviews, lots of aggregation (collecting the best and most relevant stories, videos and blogs from around the world), and a robust search function so you can find archived stories to help you make cruising decisions for years to come. We also use social media for immediate, direct reader involvement.



## Website: [www.cruisingodyssey.com](http://www.cruisingodyssey.com)

Monthly unique views	38,700
Total monthly views	42,300
Monthly page views	87,500
Av. Time on site	4.30 minutes
Av. Pages viewed per visit	12
Av. Total advertising clicks / month	4,215

## Weekly e-journal:

Unique Opt-in Subscribers	15,600
Av. Open rate per newsletter	29%
Av. Time each open session	6 minutes
Av. Articles clicks per issue	3,820
Av. Advertising clicks per issue	3,150

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