

*Sailing*  
MAGAZINE

# 2017

MEDIA KIT



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photo Tor Johnson

# A NOTE FROM THE PUBLISHER

Dear friends in the sailing business:

No magazine makes sailing look better than *SAILING*. That has been true for 50 years. We celebrated our 50th anniversary in 2016, but our mission remains to stir our readers' love of sailing with every issue. We do it with beautiful photography. But we also do it with comprehensive editorial content that satisfies our readers' thirst for sailing information with everything from technical analysis by the most respected experts in their fields (the likes of Bob Perry and John Kretschmer) to riveting sailing adventure articles. And while other magazines in the world of sailing are content to exist in calm, sheltered waters, *SAILING* devotes pages in every issue to the always thought-provoking, sometimes controversial views of prize-winning opinion columnists. The result of all of this is a highly involved and engaged readership.

Check out that readership in our demographic profile. You'll see a snapshot of men and women who are financially successful and committed to devoting a substantial portion of the fruits of that success to boats, sails, equipment and sailing experiences. A very positive trend we're seeing is that though *SAILING* is America's oldest continuously published sailing magazine, our readers are getting younger. More people new to sailing have joined the ranks of our readership, bringing with them a vigor and enthusiasm that can only bolster results for *SAILING* advertisers.

There is something else about *SAILING* that is hard to measure but that we find all the time in our contacts with the public at boat shows and in lively email, website and telephone dialog with sailors: People respect *SAILING*. They have a high regard for the way we present the sport they love. Ask around. You're likely to hear that no magazine makes sailing look better than *SAILING*.

Sincerely,



Bill Schanen  
Publisher



# WHY SAILING MAGAZINE?

## HERE'S WHAT READERS SAY ABOUT SAILING MAGAZINE:

"I value this magazine for the artful appearance, high quality authors and articles, high ratio of articles to ads and the high quality of merchandise and equipment that is advertised. Keep up the good work."

"SAILING is the only sailing magazine I get or read. I love the photos, the honesty, the reviews. "

"SAILING Magazine is a quality publication and truly an asset to the world of sailing. I look forward to receiving each new issue. Great job, and please keep up the good work."

"Love SAILING. Your editorials are simply the best. Superb writing!"

"The graphics are awesome. The magazine is really in a class by itself."

In our 51st year of publishing, *SAILING* Magazine is looking better than ever. We're unveiling a new premium size to showcase the beauty of sail. By slightly reducing the height of the magazine we'll have better placement on newsstands and allow advertisers to easily use ads created for other magazines. A square binding will give the magazine an even more polished look.

We're also giving the entire book a fresh, bold new look that will draw in readers and showcase our beautiful features and helpful practical information.

But there's plenty that isn't changing. *SAILING* will bring the best photography in the sport to life on our pages in a way no other magazine can. Our knowledgeable staff of lifelong sailors will continue to write insightful and interesting articles. Award-winning columnists Bill Schanen and Chris Caswell will still share their thoughts in columns that are beloved by readers. Yacht designer Bob Perry will continue to deliver his boat design critiques in each issue. And we'll continue to pack each issue full of the stories that readers love.

It's an exciting time in marketing. There are many ways to reach your audience. For 50 years, *SAILING* Magazine has delivered highly qualified, enthusiastic customers to our advertisers. Our readers are people who are buying sailboats, sailboat products, gear and more today. And they are raising the next generation of sailboat buyers.

There is no better way to get your brand in front of active, affluent sailors than on the pages of *SAILING* Magazine. Our readers tell us that the ads and articles in *SAILING* influence their buying decisions, and why wouldn't they? We've been their trusted source for decades. They turn to us to tell them what's new on the market, how to get the most out of their boats and how to be better sailors.

In addition to the best looking magazine in the business, our website, Splashes e-newsletter and digital edition offer new ways to reach your customers, so they know where to go when they are ready to buy. And we engage with readers regularly on Twitter and Facebook. As an independent publisher we're able to address advertisers' unique needs and ideas on an individual basis.

We look forward to partnering with you in 2017.

# EDITORIAL CALENDAR

**JANUARY**

**Retrofits** Gear: Downwind sails, accessories

▶ Ad Close Date 11/10/16 Copy Due Date 11/15/16 On Sale Date 12/26/16

**FEBRUARY**

**Boat Buying Guide** Gear: Galley gizmos

▶ Ad Close Date 12/12/17 Copy Due Date 12/15/17 On Sale Date 1/29/17

**MARCH**

**Fitting Out** Gear: Handheld electronics & new electronics

▶ Ad Close Date 1/10/17 Copy Due Date 1/16/17 On Sale Date 2/26/17

**APRIL**

**Charters** Gear: Sailing gear

▶ Ad Close Date 2/10/17 Copy Due Date 2/15/17 On Sale Date 3/26/17

**MAY**

**Small Boats** Gear: Bottom paint

▶ Ad Close Date 3/10/17 Copy Due Date 3/15/17 On Sale Date 4/28/16

**JUNE**

**Learn to Sail** Gear: Going aloft & Great sailing apps

▶ Ad Close Date 4/10/17 Copy Due Date 4/14/17 On Sale Date 5/26/17

**JULY/AUG.**

**Safety at Sea** Gear: Life jackets

▶ Ad Close Date 5/24/17 Copy Due Date 5/30/17 On Sale Date 6/26/17

**SEPTEMBER**

**Charters** Gear: Docking and anchoring gear

▶ Ad Close Date 7/10/17 Copy Due Date 7/14/17 On Sale Date 8/25/17

**OCTOBER**

**New Boats & Multihulls** Gear: Electric winches & small parts

▶ Ad Close Date 8/10/17 Copy Due Date 8/15/17 On Sale Date 9/25/17

**NOV./DEC.**

**Family Sailing** Gear: Watches & Sailing gear for kids

Gifts for sailors (special ad section and editorial)

▶ Ad Close Date 9/22/17 Copy Due Date 9/27/17 On Sale Date 10/30/17

AVAILABLE ON NEWSSTANDS & IN YOUR MAILBOX

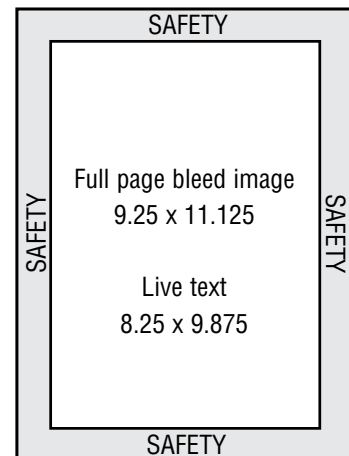


# PRINT SPECS

AD SIZE	TRIM	BLEED
2-PAGE SPREAD	18" X 10.875" (SEE NOTE)	ADD .125 TO
FULL PAGE	9" X 10.875" (SEE NOTE)	EACH SIDE OF TRIM
1/2 PAGE SPREAD	18" X 4.950"	
	VERTICAL	HORIZONTAL
2/3 PAGE*	5.375" X 9.875"	
1/2 PAGE	4.00" X 9.875"	8.25" X 4.95"
1/3 PAGE*	2.625" X 9.875"	
1/4 PAGE	4.0" X 4.950"	
1/8 PAGE**	1.875" X 4.950"	4.0" X 2.343"
1/16 PAGE**	1.875" X 2.343"	

\* DISPLAY ONLY

\*\* WHARF ONLY



## \*\*SPECIAL NOTE\*\*

Keep all text 3/8" from trim on all sides. Offset registration marks must be set at 0.1875".

## MATERIALS

PDF version 1.4 or higher

## PROOFS

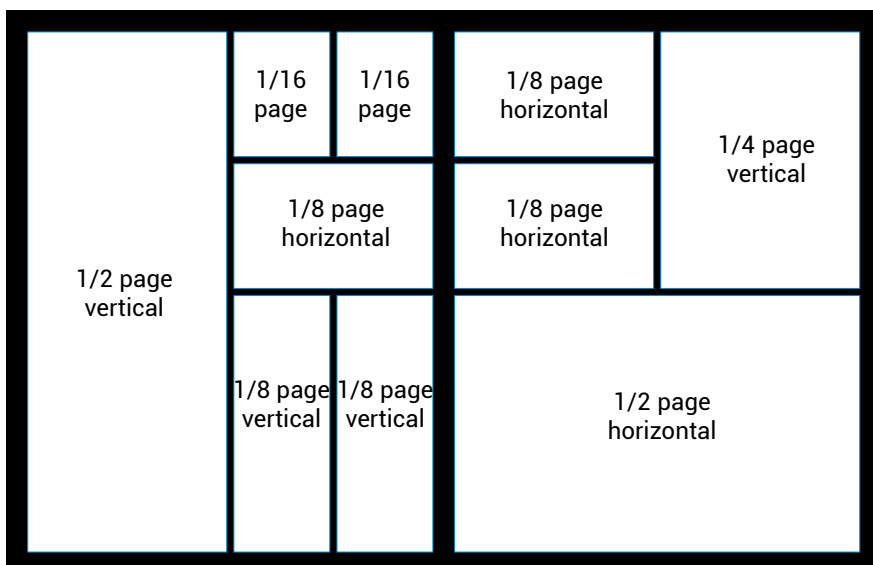
A client-supplied contract proof is required to guarantee reproduction.

## MAXIMUM INK DENSITY

290%

## FILE SUBMISSION

Files must be named with the advertiser name plus issue code (i.e. the Knots 'r Us ad for the April issue should be called: knotsrus0417.pdf). Files should be emailed to ads@sailingmagazine.net. Files larger than 25MB will need to be submitted via your FTP or a file service such as Dropbox or Hightail.



Note: Rates available upon request

# WEB AND NEWSLETTER ADS

Rates for all web advertising available upon request.

## ADDITIONAL AD INFORMATION

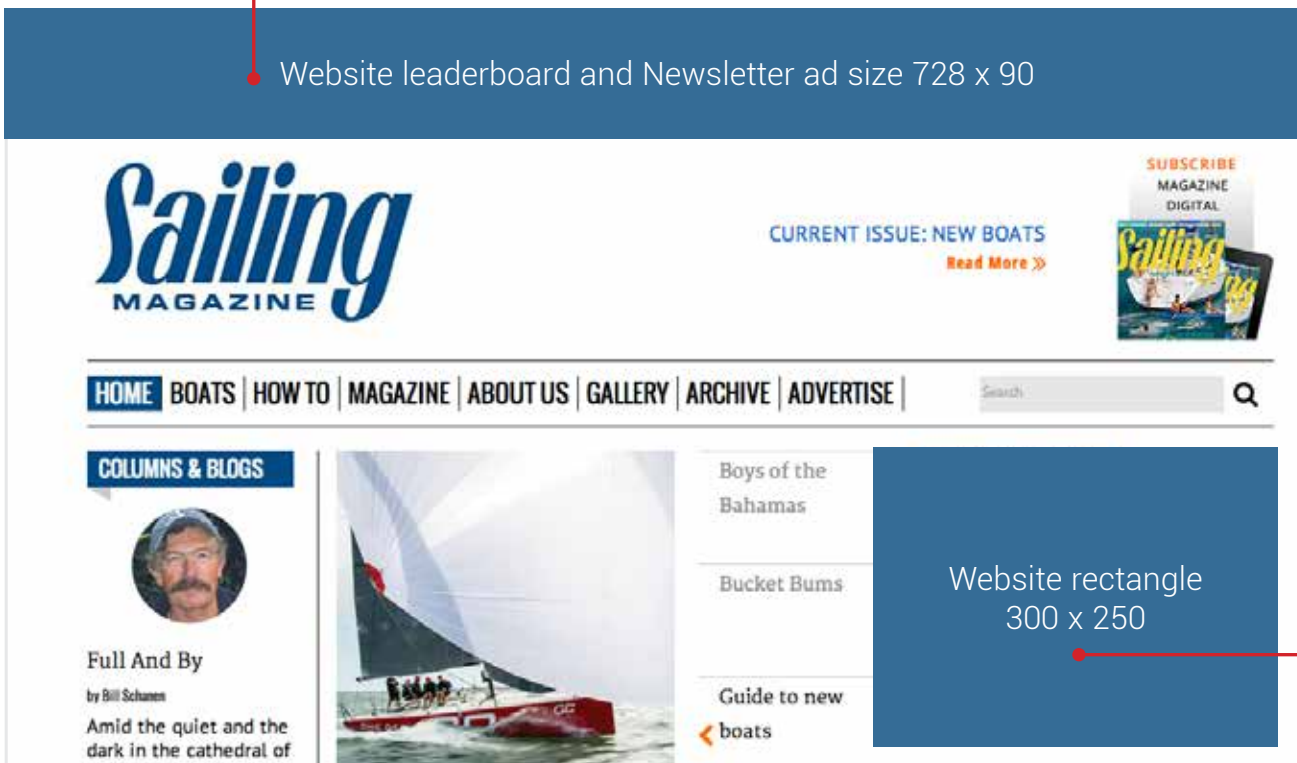
- Acceptable file formats; jpg, png, gif
- Ads can be animated or static
- Url must be provided with all ads
- Web ads run for one calendar month
- Custom start and stop dates available



Splashes e-newsletter published twice monthly.

Leaderboard ads are available for the top, bottom or both positions and will appear on every page of the website.

Website leaderboard and Newsletter ad size 728 x 90



Rectangle web ads appear on the home page in two locations plus six menu bar listings and story pages. Ads alternate with any other advertisers.

# DEMOGRAPHICS

## SAILING OVERVIEW

**PRINT**

- 139,776 Readers
- 12 issues/year
- 2 double issues
- 1966 - Year established

**DIGITAL**

- 30,000 Newsletter subscribers
- 60.5% Unique web viewers
- 10.19 minute average web session

## READER SNAPSHOT

### READER PROFILE

- 73% are boat owners
- 92% primary readers are male
- 53% secondary readers are female
- 87% are 45 years of age and older
- 38% have been reading *SAILING* for over 10 years

### BUYING AND SPENDING HABITS

- 46% intend to purchase a boat in the next few years
- 59% of our readers agree that the ads in *SAILING* Magazine influences their buying decisions and 72% agree that the editorial content in *SAILING* influences their buying decisions.

### LIFESTYLES AND ACTIVITIES

- 65% have been sailing for over 20 years
- 64% are a member of a yacht club, sailing club or sailing school
- 50% have attended a boat show in the past 12 months
- 60% have children or grandchildren that sail

From a *SAILING* reader  
**"There is no other sailing publication with the wonderful combination of content, quality, beauty, journalistic vigor and integrity as *SAILING*."**

# FEATURES AND COLUMNS

## COLUMNS

Full and By by Bill Schanen, On the Wind by Chris Caswell and Nick Hayes.

## BOAT TEST

*SAILING* brings readers on board a new boat for a test sail with in-depth photography and design analysis.

## TECHNIQUE

A monthly column on how to polish your sailing skills and maintain your boat. New in 2017 is a performance technique section that will help readers sail fast and smart.

## GEAR

Every month *SAILING* examines a specific gear category, helping readers choose the right equipment.

## THE BOAT DOCTOR

Readers' repair and maintenance questions answered.

## USED BOAT NOTEBOOK

*SAILING* analyzes a readily available used boat and discusses what is good, bad and to be avoided in the complex world of used boats.

## PERRY ON DESIGN

Robert H. Perry, *SAILING* technical editor and yacht designer, gives a straightforward and entertaining review of several new boat designs in each issue.

## SAILORS AMONG US

Profiles of everyday sailors.

## NAUTICAL LIBRARY

Reviews of books, movies and apps of interest to sailors.

## ON THE WEB

Here's a sampling of what you'll find on [sailingmagazine.net](http://sailingmagazine.net):

- Monthly columns by Bill Schanen, Chris Caswell and Nick Hayes
- Gear watch: A quick look at featured products for sailors
- Perry on Design: Our most searched for portion of the website includes a large archive of Bob Perry's design reviews from the last two decades.
- Select features: Some feature stories that originally appeared in the printed version of *SAILING* Magazine are also online.
- Select departments: Some of our most popular departments are archived online.
- Breaking news and web-only articles.

## DIGITAL EDITION:

The digital edition of *SAILING* Magazine is available on all popular mobile platforms. Each issue is brought to readers as an interactive digital replica of the printed magazine, and includes special features such as videos embedded in stories and advertisements, interactive maps and of course hotlinks in stories and ads. We also have the ability to drop in special advertisements that only appear in the digital edition.



# Sailing



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