

Sailing

MAGAZINE



The longest running sailing magazine in the USA.
Printed 8 times per year.

JAN/FEB 2023
RETROFITS/MULTIHULLS
Ad Close: 11/11/22
Copy Due: 11/21/22
On Sale: 12/22/22

MARCH 2023
FITTING OUT
Ad Close: 1/10/23
Copy Due: 1/23/23
On Sale: 2/22/23

APRIL/MAY 2023
CHARTER
Ad Close: 2/13/23
Copy Due: 2/27/23
On Sale: 3/23/23

JUNE 2023
LEARN TO SAIL
Ad Close: 4/11/23
Copy Due: 4/21/23
On Sale: 5/22/23

JULY/AUG 2023
SAFETY AT SEA
Ad Close: 5/16/23
Copy Due: 5/26/23
On Sale: 6/29/23

SEPTEMBER 2023
CHARTER
Ad Close: 7/11/23
Copy Due: 7/20/23
On Sale: 8/24/23

OCTOBER 2023
MULTIHULLS
Ad Close: 8/10/23
Copy Due: 8/21/23
On Sale: 9/28/23

NOV/DEC 2023
NEW BOATS
Ad Close: 9/15/23
Copy Due: 9/26/23
On Sale: 11/2/23



QUICK GLANCE



78,000
READERS PRINT

580,716
SAILINGMAGAZINE.NET
ANNUAL PAGE VIEWS

511,014
SAILINGMAGAZINE.NET
UNIQUE PAGE VIEWS



19:17
MINUTES
AVERAGE WEB SESSION



73%
ARE BOAT OWNERS



1/3 of our readers
have a networth
greater than \$1M

45
MEDIAN AGE

92%
MALE

66%
SPENT \$10K +
ON THEIR
BOAT LAST YEAR

DEMOGRAPHICS

PRINT

- 78,000 Readers
- 8 issues yearly
- 4 double issues
- Celebrating 56 years of publication

DIGITAL

- 30,000 newsletter subscribers
- Over 580,000 annual website views
- 88% unique web viewers
- 19:17 minutes = average web session

READER PROFILE

- 73% are boat owners
- 92% primary readers are male
- 53% secondary readers are female
- 87% are 45 years of age and older

READER HABITS

- 59% agree that ads in *SAILING* influence their buying decisions
- 72% agree *SAILING* editorial content influences their buying decisions

CIRCULATION

- 34% Atlantic
- 10% Inland Lakes
- 15% Gulf
- 21% Pacific
- 20% Great Lakes

AVAILABLE ON NEWSSTANDS + IN YOUR MAILBOX



ADVERTISING RATES

Display	1 time	2 times+
Spread	\$3,500	\$2,500
Full Page	\$2,000	\$1,800
Half Page	\$1,200	\$1,000
Third Page	\$850	\$750
Quarter Page	\$550	\$500
Wharf	1 time	2 times+
Full Page	\$1,500	\$1,350
Half Page	\$825	\$775
Quarter Page	\$450	\$400
Eighth Page	\$350	\$300
Digital	1 time	2 times+
E-blast	\$1,800	\$1,550
Newsletter Ad 728 x 90	\$800	\$650
Leaderboard Web Ad (standalone) 728 x 90	\$1,200	\$1,000
Web Box Ad (rotates) 300 x 250	\$650	\$500



ADDITIONAL ANCILLARY PRODUCTS

POST-IT NOTES

Adheres to the cover of the magazine and are great for "Save the Dates"

BELLY BANDS

Wraps around the midsection of the magazine. Great way to promote events.

TIPPING

Insert ads, brochures, maps and more.

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

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

The screenshot shows the Sailing Magazine website home page. At the top left is the 'Sailing MAGAZINE' logo. To its right is a 'CURRENT ISSUE: NEW BOATS' banner with a 'Read More >>' link. Further right is a 'SUBSCRIBE MAGAZINE DIGITAL' button with a small magazine cover image. Below these is a navigation menu with links: HOME, BOATS, HOW TO, MAGAZINE, ABOUT US, GALLERY, ARCHIVE, ADVERTISE. A search bar is located to the right of the menu. On the left side, there is a 'COLUMNS & BLOGS' section featuring a profile picture of Bill Schanen and a snippet of an article titled 'Full And By' by Bill Schanen, with the text 'Amid the quiet and the dark in the cathedral of'. To the right of this is a large image of a sailboat. On the far right, there is a large dark grey rectangle labeled 'Website rectangle 300 x 250'.

Website rectangle
300 x 250

The screenshot shows the SPlashes e-newsletter layout. At the top is a dark grey header with the text 'Your ad here'. Below this is a small line of text: 'Welcome to SPLASHES e-newsletter, from the editors of SAILING Magazine.' To the right of this is a link: 'View this email in your browser'. The main content area features the 'Sailing MAGAZINE' logo, a large image of water splashing, and the word 'SPLASHES' in large, bold, black letters. Below this is a photograph of a white sailboat with a red canopy on the water.

Splashes e-newsletter published twice monthly.

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.

PRINT SPECS

Materials

PDF version 1.4 or higher

Proofs

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

Maximum INK Density

290%

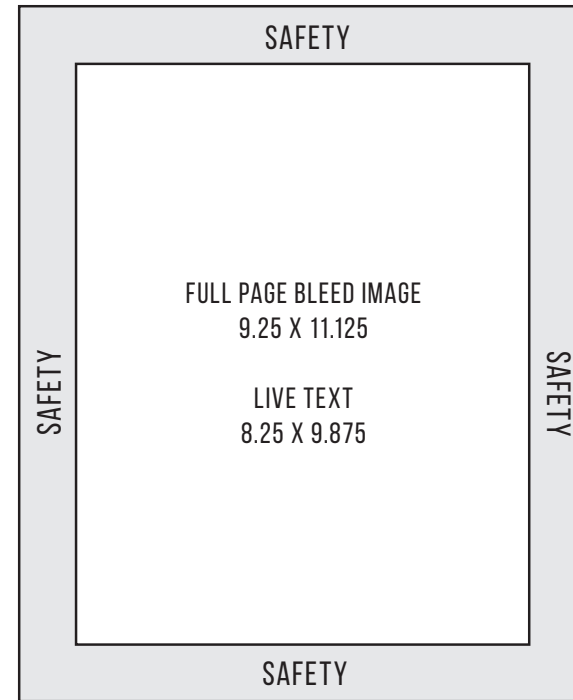
File submission

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: knotsrus0422.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.

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"	

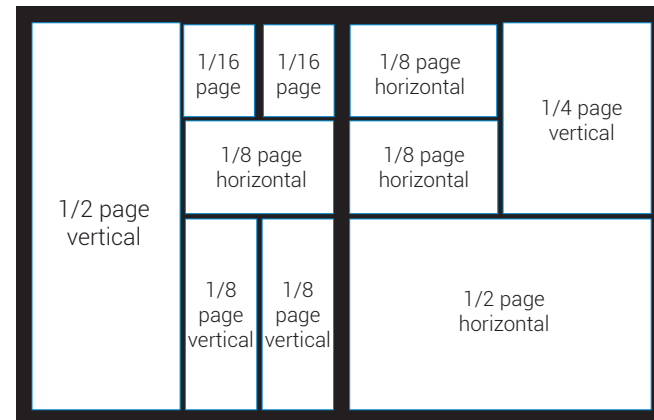
* DISPLAY ONLY

** WHARF ONLY



Add .125" to each side of trim

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



Note: Rates available upon request