



YACHTING
MONTHLY

Yachting Monthly

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Yachting Monthly is Britain's top cruising brand and has been inspiring coastal cruisers and ocean wanderers for over 100 years. It is written by sailors, for sailors, and is driven by a shared love of being out on the water. Yachting Monthly contains an informative and entertaining mix of inspiring stories, beautiful cruising destinations, practical skills and seamanship, as well as the latest technology and boats.

158k

Average Global
Monthly users

292k

Average Global
Monthly Page
Views

49k

Average UK
Monthly Users

143.7k

Social Media
Reach

14.1k

ABC Monthly
Circulation





Yachting Monthly Audience

Our audience are experienced sailors whose passion is a lifestyle and an identity as much as a hobby. The majority set sail for the first time more than 10 years ago, but a good proportion are also relative newcomers and are eager learners.

In any coastal marina, most of the yachts you see belong to or are crewed by the kind of sailors who read Yachting Monthly. Boats range from 25ft to 55ft with 35ft-45ft production boats being our core market. The defining factor is that they are used for cruising, not racing but they are properly cared for and well-kept. Nearly 1 in 2 also state they are looking to purchase a new boat in the next 5 years.

70%

Own their own boat

77%

Own a boat that is 30 ft or larger

77%

Male

81%

Have been sailing for over 10 years

53%

Sail more than twice a month

46%

Intend to purchase a new boat in the next 5 years





Editors Statement

Yachting Monthly is Britain's top cruising magazine and has been inspiring sailors since it was first published in 1906. It is written by sailors, for sailors, and is driven by a shared love of being out on the water.

Yachting Monthly contains an informative and entertaining mix of inspiring stories, beautiful cruising destinations, practical skills and seamanship, as well as the latest technology and boats. We help people make the most of their time on the water by giving them the facts and ideas they need develop their sailing, expand their horizons and deepen their knowledge.

In a world overwhelmed with noise, we are the trusted title for cruising sailors who want access the best advice from experts they can trust. For practical advice, sailing skills, gear reviews and where to go, we are the voice sailors can count on.

Our audience covers a wide range of sailors, from young people dreaming of buying their first yacht to lifelong cruising sailors, from weekend potterers to serious adventurers wanting the very best experiences. We have uniquely loyal readers who participate in an active community, along with our special group of authors.

Whether it's a gentle daysail in Devon, a Scottish island exploration, gin and tonics in Greece, dodging icebergs in Greenland, or crossing the Atlantic, Yachting Monthly will get you inspired to get afloat, give you the skills you need, and make sure you have the best time possible when you do.

Theo Stocker



**Issue
284**

JANUARY

- Multihull skills
- Electrical troubleshooting

**Issue
285**

FEBRUARY

- New Gear - METS DAME awards
- Sailing with friends and family
- Buying new sails

**Issue
286**

MARCH

- Charter special
- Heavy weather sailing
- Atlantic preparation

**Issue
0287**

APRIL

- Düsseldorf Boat Show new boat launches
- Atlantic crossings
- Start of season
- Radar skills
- Sailing boots group test

**Issue
0288**

MAY

- Environmental special
- Brian Black Memorial Award '23 launch
- Cruising with an electric boat

**Issue
0289**

JUNE

- Rig tuning
- Club racing
- Affordable sailing tech

**Issue
0290**

JULY

- Electric outboards
- Digital navigation skills
- Waterproof fabric technology
- Waterproofs group test

EVERY MONTH:

Full New and Used boat tests

New gear product launches, single product reviews and group tests

Technology focus - the latest tech in sailing

Expert sailing skills and skippers' tips

Inspiring cruising stories

Cruising destinations and guides

Learning curve - real life experiences and lessons

Active reader community contributions

**Issue
0291**

SUMMER

- UK cruising special
- Future of yacht design

**Issue
0292**

AUGUST

- Yachtmaster training
- VHF Radios

**Issue
0293**

SEPTEMBER

- Southampton Boat Show preview
- Cannes preview
- Liferaft group test

**Issue
0294**

OCTOBER

- Golden Globe Race report
- Commissioning a new boat
- Sailing with dogs

**Issue
0295**

NOVEMBER

- Heating your boat
- Irish cruising
- Eco writing winner article published

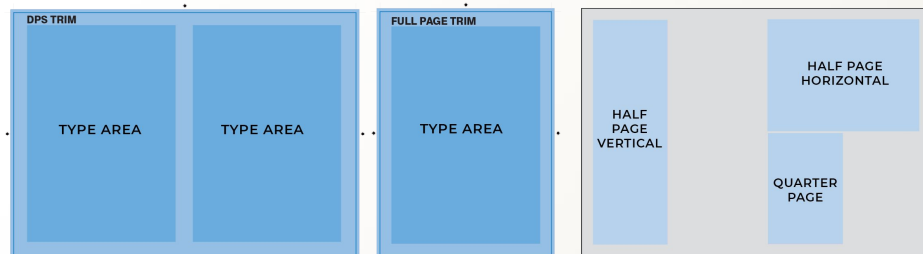
**Issue
0296**

DECEMBER

- Christmas gift guide
- Ocean sailing - route planning
- Domestic water systems



Print Specifications



Double page spread

trim 300 x 430mm, bleed 306 x 436mm, type 280 x 410mm

Full page

trim 300 x 215mm, bleed 306 x 221mm, type 280 x 295mm

Half page horizontal

trim 147 x 215mm, bleed 153 x 221mm, type 137 x 195mm

Half page vertical

trim 300 x 105mm, bleed 306 x 111mm, type 280 x 95mm



Rates

Display

£3,500	Inside front/ outside back covers
£3,000	Inside back cover
£5,200	Double page spread
£3,000	Full Page
£2,010	Half Page

Classified

£1,500	Full page
£1,000	Half page
£705	Quarter page
£385	1/8th page
£195	1/16th page

Brokerage

£5,060	Double Page Spread
£2,530	Full page
£1,310	Half page

FUTURE



Work with us...

Benefit from our brands' scale and reach to build awareness of your brand or product.

Engaging advertorial content is a highly effective means of getting across more complex messages and brand values to a receptive audience. We can help you reach the right people in the right way.

INVESTMENT
+25% supplement on page rate

ADVERTISING FEATURE

ADVERTISING FEATURE

THE WATCHKEEPER

Showroom conditions can make any yacht shine and seem to promise the best of passages, but peace of mind hardly comes better than when construction is under watch of the oldest name in seasalt: Lloyd's Register.

The Contest 600

For 30 years now, Contest has delivered yachts with the security of a Lloyd's Register Hull Construction Certificate (HCC). Building to this standard means each yacht more than meets, and often exceeds, some custom-built yachts' own standards. And that's why with Lloyd's Register.

It's because, says Contest CEO Steve Conley, "most times we forget what we actually do. We forget to tell people about the detail of what we do, that other people don't."

"We have always built good, strong, innovative design yachts," Conley continues, "but when we first started to work with Lloyd's Register in 1972, it was the integrity of the gentleman who founded the business—I suppose it was very early this for yachting. And this, combined with our underlying ambition, involved us moving to, gradually and not very methodically, take our responsibility on."

Contest Yachts now work with Lloyd's Register continuously year after year. There's no interruption in the work and time, but it ensures every watchkeeper standards

in construction then the baseline statutory certifications required of yachts and builders. Standing to Lloyd's Register classifications were different.

Register has everything to learn that under ISO regulations, which use the same mandatory standards, construction must only submit the yacht to a remote party before self-certifying themselves. No far-flung, expensive, towing from home to Lloyd's Register HQ. The contracting party must soon the client with full and ongoing reports and carry out all calculations, drawings, plans, materials, methods and actual manufacture of each individual part for it to be certified.

For example, the fact that the integrity of the business includes a 30% knockdown with the less unique ability to water and hanging something on the hull construction in the case of forward grounding. Lloyd's Register requires impact resistance equivalent to three times the boat's displacement in the water. Now the boat. But then grounding and chain plate loads also for impact the mooring stern. This is just the beginning. The build of each subsequent part is then checked and

sited by a Lloyd's Register surveyor at several shipyard stages of build and with some of the uncertainties. All materials, fittings and installed into a building records of critical data (such as tensile and frequency) and the individual names of workers, each approved by Lloyd's Register.

Destroy tests are also to check compound parts, particularly composites, and their assembly, to ensure a full match with requirements. As senior Lloyd's Register surveyor and fishing vessel builder Paul Kelly says, "You have to stick to the rules and you're fine. And you are going around the area of the ship. The rules are very manufacturing and to meet you in the ISO calculations. But there is a need to ensure that there is a problem with this ISO says the way can be filled there, as the steel beam, and then you just have to back the binding around in the hull frame. And the numbers are added up so that's the fix. But that is just part of the story. They

LLOYD'S REGISTER DISTINCTIVELY DIFFERENT

There is substantial logging throughout Lloyd's Register's collaboration with its processes cover and show the construction of the industry's ISO standards. The various standards to which future yacht construction must adhere, the hull construction certification.

Lloyd's Register surveys first need to approve and stamp all construction plans for hull, deck, bulkheads—including carbon bulkheads and underwater components—different, steel areas, mast support, ladder runs, chain plates, engine foundations, and more.

All calculations, that's 100 and 300 and this element analysis, must be submitted. These include values for maximum HCC tested time. And knowledge sharing is key with the construction law-finding from Lloyd's Register's bookshelves.

Lloyd's Register close scrutiny is continuous, inspecting every aspect of each individual build.

don't look how loads are distributed from the hull to the frames. Through the plating, through the hulls."

Step Kelly's. They don't consider the other elements clear in the way are the hulls are in use. Lloyd's Register does, and its measurements, making sure of every aspect of design, engineering and construction. With this comes safety, longevity and stability in the boat's own use, and most often, comfortable, performance in the water.

The substructure rules, the Contest Yachts in Mexico City. The hulls and hulls of all Contest yachts.com

Before any new owner goes online, Lloyd's Register is already involved. From very first concepts.



Creative Print Opportunities

Bespoke Supplements

Gatefolds

Bound Inserts

Competitions (print and digital)

Sponsorship of Editorial Franchises



Please contact us about these and other bespoke opportunities



Digital Advertising



Standard Ad Formats



[Download template >](#)

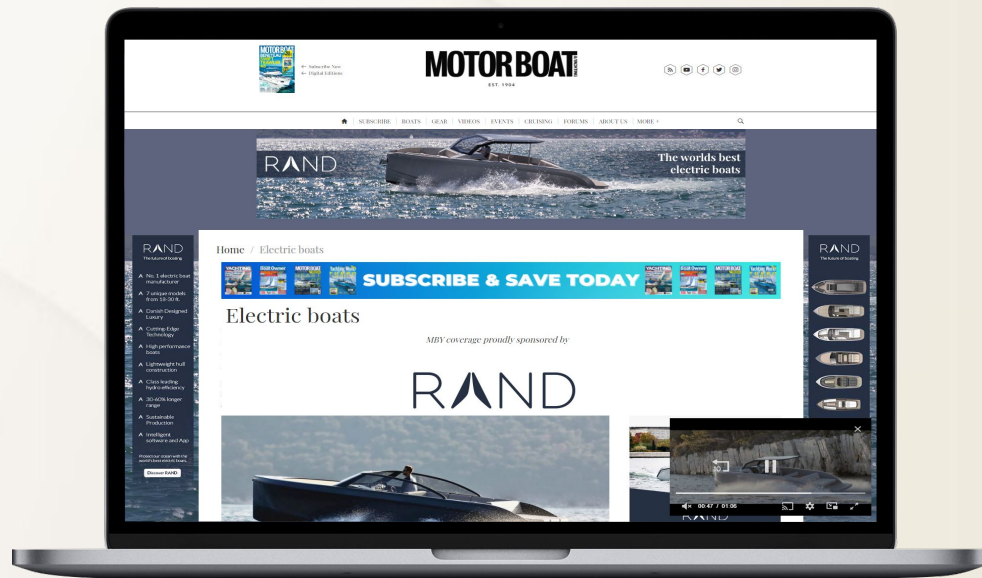
Multiple Targeting Methods available through geo, keyword, content, time specific, and capping to name a few...

Engaging digital content created by our trusted editorial teams is a fantastic way to drive the conversation around a client's key products/events etc

All content will be written and designed by our editorial teams, using a client supplied brief and assets, ensuring the key marketing messages are delivered whilst still achieving the unique editorial tone and style of our individual brands.

The finished post will be displayed on the homepage for two weeks and promoted via social media with a **guaranteed social reach of 75,000**

- Available on all web properties - £3,000

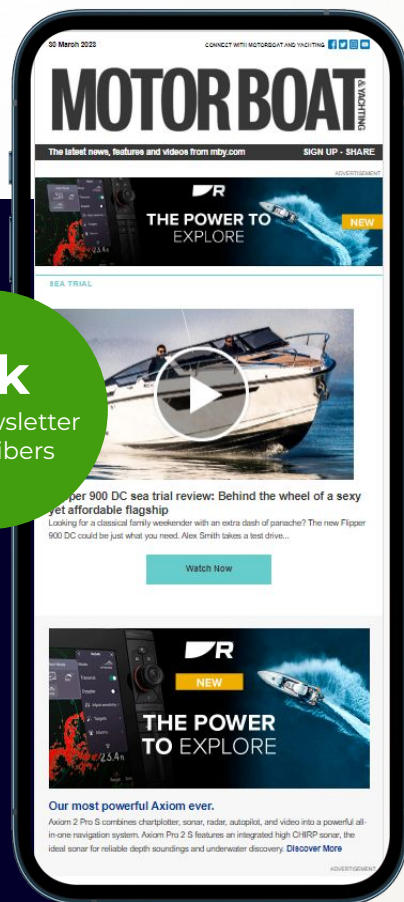




Newsletters: Sponsored and Solus

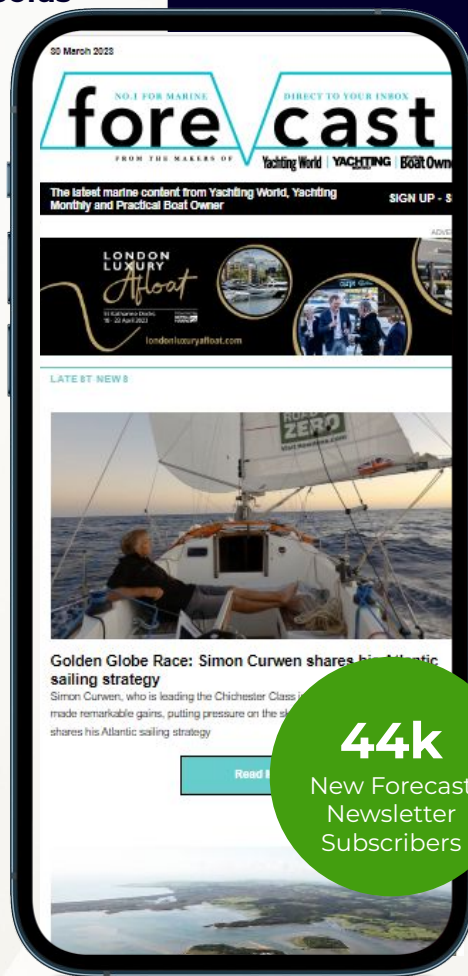
12k

MBY newsletter subscribers



44k

New Forecast Newsletter Subscribers



Make use of our premier positioning for your brand and its message within our weekly newsletter, reaching the most engaged users.

Bespoke weekly newsletters for Motorboat & Yachting and The Forecast, which is an amalgamation of Yachting World, Yachting Monthly & Practical Boat Owner audiences

Options for both newsletters include Takeovers (3 prime positioned ad spots) and Featured Content (box out)

Solus email is also available on a weekly basis, which allows for direct messaging to our 3rd party list of keen boating enthusiasts. This is designed to suit your exact message and aesthetic.

All have a fully trackable response.

- **Newsletter Takeover**
 - **£750 MBY // £1,000 The Forecast**
- **Featured Content £450**
- **Solus Email Send £550**



Social Only Packages

One organic Facebook post visible on our wall and next to our brand in the user's feed

Targeting users of the brands website on that social platform

Campaign duration 7 days

INVESTMENT £1,500

75,000 GUARANTEED REACH

1% ENGAGEMENT BENCHMARK



Video

At Future, our world-class content underpins everything we do. Our Marine brands are a great example of this, engaging and building our passionate video audience for over a decade.

Our first YouTube channel launched in 2008, and we now run four YouTube channels and two thriving Facebook Watch communities with a combined reach of over 1 million subscribers.

Our philosophy is to create a seamless video journey connecting our audiences and advertisers. Through expert targeting, bespoke video solutions, and a variety of different pre-roll and video amplification packages, targeting an audience has never been so easy.

Generate thousands of monthly video ad impressions from our exciting and innovative videos that target a passionate, boat-loving audience.

Editorial Franchises

Boat tests

Boat tours




Used boats

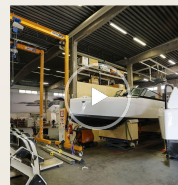
Tuition

Factory tours

Meet the designer

Bespoke solution AOR

	MOTORBOAT	Yachting World
	10.4m	8.8m
	22.5m	1.2m
	616k	240k





Contextual Targeting

Against a specific editorial content environment



Audience targeting

Precise audience targeting through our Intelligent 1st party data platform, Aperture



High Net Worth Synergy

Target audiences across our premium brands including The Week, Wallpaper*, Decanter, Country Life and Money Week

How To Get Involved?

Pre-Roll Advertising

- Play your promotional video before our featured editorial videos across desktop and mobile platforms
- 100k video impressions £1,950
- 200k video imps £3,800
- 500k video imps £8,500

Performance Benchmarks

- 0.1% CTR
- 70%+ Viewability
- 74%+ completion rate

Advertorials

- We offer a range of bespoke video creation solutions.
- Scripted, presented and edited by our expert editorial team
- Hosted and amplified across our channels
- Client has full editorial approval
- Investment from £8,000

Sponsored Editorial

- Brand logo integration
- Pre-roll video inclusion
- Product placement
- Social edits optimised for 3P platforms
- Amplification across YouTube, Facebook and on-site video player for maximum reach and impact
- Investment from £2,000 per month

Aperture: Futures First Party Data Targeting Solution

Aperture is Future's intelligent audience data platform that allows advertisers unparalleled insight into our extensive, high intent audiences.

With over **180+ digital brands** reaching over **310m global online users every month**, Aperture processes and analyzes all our 1P data, in real time, across Futures technology stack - knowing every move our customers make, from the articles they read, to the products they buy.

Through Aperture, Future delivers targeted audiences across interests, behaviours, geographies, lifestyles, demographics, purchasing habits and much more.



Reaching

301m

Average Global Monthly Users

Driving

24m

Monthly E-Commerce Clicks

Delivering

50-70%

Increase in CTR

Across our UK network, we reach ...



Finance

12.2m Finance focused individuals

285.1k High Net Worth investors



Property

3.3m Home Buyers

9.6m Home improvers/renovators



Motoring

508k Individuals interested in electric cars

2.8m Individuals who are currently in market for car insurance



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Thank you