

「 FUTURE 」

# YACHTING

MONTHLY





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*"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 are the trusted title for cruising sailors who want access to the best advice from experts they can rely on. For practical advice, sailing skills, gear reviews and where to go, we are the voice sailors can count on.*

*Our boat and gear tests, both in print and video, are some of the most trusted by readers and industry alike. People know they can rely on us to give them accurate, authoritative information and opinions in an unbiased and meaningful way.*

*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."*

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**Theo  
Stocker**  
Editor



# YACHTING MONTHLY

**Yachting Monthly is Britain's top cruising brand.**

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.

112K

Average Global  
monthly users

184K

Average Global  
monthly  
pageviews

164K

Total social reach

35K

Average UK  
monthly users

64K

Average UK  
monthly  
pageviews

26.6K

Print Readership

36K

Newsletter subscribers  
(The Forecast)

Source: Google Analytics, L12M monthly average [November 2023 - October 2024]; Social Media Reach, October 2024; ABC Print Circulation Jan-Dec 2023; Future Marine Audience Survey August 2021.

70%

Own their own  
boat

81%

Have been sailing  
for over 10 years

£112k

Average HHI

46%

Intend to purchase  
a new boat in the  
next 5 years

87%

Male

53%

Sail more than  
twice a month





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# WE KNOW AND UNDERSTAND OUR AUDIENCE'S PASSION FOR SAILING

Yachting Monthly has always reported on the now and the next in the sailing world. From cruising guides, seamanship skills to boat tests, we cater to our audience by creating and sharing expert content through our unique Yachting Monthly lens.

You can partner with our trusted brand to reach the most engaged and committed sailing enthusiasts who are always looking for inspiration and advice.

# WE REACH A NETWORK OF WEALTHY, DEDICATED SAILORS

## 284K

In our Global Yachting  
Monthly Community\*

### 57%

AB (social  
classification)\*

### 81%

Have been sailing for  
more than 10+ years

**Source:** Global Community = Combination of : Google Analytics, L12M monthly average [Global], Total Social Reach, Feb 25 and ABC Circulation, Jan-Dec 23; 'Marine Reader Survey', 2021, The Lens, Future PLC; TGI Prem 2024; \*Social Classification is a industry recognised method of categorising an individual's wealth by their income bands. AB is considered to be the top 23% of the population.



## Meet Victoria and Tim

Victoria and Tim are two dedicated members of the Yachting Monthly community who have fully committed to the sailing lifestyle. Lifelong sailors, they have owned their boat for the last decade and have truly immersed themselves in the sailing world.

As they near retirement after two successful careers in law and media, Victoria and Tim eagerly await the opportunity to spend more time on their beloved 40 ft cruising yacht.

Moored in the prestigious Buckler's Hard, their vessel serves as the gateway to their new adventures. They relish the weekends exploring the Solent, but love cruising in Brittany most summers and are planning a big adventure further afield as soon as they retire.

Yet, their thirst for exploration extends beyond the familiar and prompts them to dream bigger. Thanks to the expert editorial advice from Yachting Monthly, Victoria and Tim are currently in the early stages of planning their first retirement trip: a cruising along the South Coast to the Isles of Scilly and on to Brittany and beyond.



# 66%

Keep their yacht moored  
in the UK

## £112K

Average  
household income

## 1 in 2

Sail more than twice  
a month

## 67%

Own a boat larger  
than 30ft





## **Practical seamanship/skills**

From tips on tidal calculations to advice on how to cross the Channel, set a spinnaker, or manoeuvre in a marina, Yachting Monthly provides readers with expert guidance on skills that improve their seamanship ability.

## **Cruising and features**

Whether its a guide on sailing around the Faroe Islands to beautifully written and illustrated features by sailors on their adventures both near and far, we provide our audience with all the latest there is to know on cruising. Many of our authors are also readers, making Yachting Monthly a hub for a highly engaged community.

## **Technical (inc. gear and boat tests)**

From technical weather apps to controlling your yacht from your phone, we at Yachting Monthly bring our audience the latest updates in technology and application to ensure they are ahead of the curve. We are also one of the leading authorities on boat tests, recognized and trusted by industry professionals.

## **News/opinion**

We at Yachting Monthly cater to our audience's passion for sailing by providing them with all the latest ground breaking news stories to hit the sailing world. Whether that be the latest on orca attacks to current regeneration plans for the UK coastlines.

# SAMPLE EDITORIAL CALENDAR

**YACHTING**  
MONTHLY

Issue  
0310

## JANUARY

- How to anchor to dry out
- Harbour manoeuvres with your family

Issue  
0311

## FEBRUARY

- **Charter Special**
- Sailing for comfort
- Fractional Ownership
- Novice family first charter

Issue  
0312

## MARCH

- Introducing new crew to your boat

Issue  
0313

## APRIL

- Düsseldorf Boat Show new boat launches
- Chartplotter skills

Issue  
0314

## MAY

- Environmental special
- Cruising with an electric boat

Issue  
0315

## JUNE

- Rig tuning
- Club racing
- Affordable sailing tech

Issue  
0316

## JULY

- Instrument calibration
- Digital skills

*Issue taken to BOOT*

### 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  
0317

## SUMMER

- UK cruising special
- Future of yacht design

Issue  
0318

## AUGUST

- Yachtmaster training
- VHF Radios

Issue  
0319

## SEPTEMBER

- Southampton Boat Show preview
- Cannes preview

Issue  
0320

## OCTOBER

- Commissioning a new boat
- Sailing with dogs

*Issue taken to SIBS*

Issue  
0321

## NOVEMBER

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

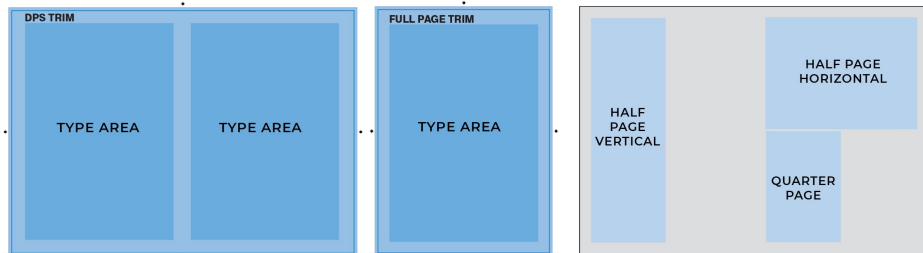
Issue  
0322

## 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

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

### Classified

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

### Brokerage

<b>£5,060</b>	Double Page Spread
<b>£2,530</b>	Full page
<b>£1,310</b>	Half page

FUTURE

## Testimonials from *Yachting Monthly* clients and readers



*"Advertising our brands with Yachting Monthly is crucial for us to connect with the ideal audience at the core of our industry, ensuring our message resonates with passionate enthusiasts. The magazine's high-profile and trusted professional yacht reviews provide an invaluable platform to showcase the quality and performance of our boats, solidifying our reputation within the yachting community."*

**Phil Dollin**  
**Director, Inspiration Marine Group**



*"SE Yachts regularly receives enquiries from exposure in Yachting Monthly both from the magazine and online. Theo fairly critiques Arcona Yachts and provides a depth of knowledge and insight that few, others than ourselves, can provide. We would highly recommend the team behind YM."*

**Simon Rosier**  
**Director, S E Yachts**



*"I have been interviewed by yachting magazines several times but nothing beats this one. I am very impressed with the high degree of perfection. I am very happy with this."*

**Kenichi Horie (Japan)**  
**Record-breaking solo yachtsman**

*"I have been a YM reader for nearly 20 years and always enjoy the mix of news, new products, relevant features and other readers' own experiences. There is always a good range of products and services advertised which are most useful when the need (or cash) arise."*

**Mike Cooke, Yachting Monthly subscriber**



「 FUTURE 」

**PRINT**



# WE OFFER **MULTIPLE PRINT OPPORTUNITIES** TO TAKE ADVANTAGE OF OUR LEADING EDITORIAL EXPERTISE

- Premium positioned ad sites
- Paper technology - Gatefolds, Belly bands, bound inserts
- Bespoke supplements
- Advertisement Features
- Monthly content series
- Sponsored Articles
- Sponsorship of editorial franchises
- Competitions



# PRINT ADVERTORIALS

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

## zhik®

20 YEARS  
OF INNOVATION  
BY SAILORS FOR SAILORS



**A ripper garter system** works with the sole rubber to be quickly removed against water.

**A heel locking system** makes getting in and out of the boat easy, even when wet and cold.

**Proper foot support** along with light weight and great flexibility gives a better fit.

**A special rubber compound** ensures grip, wet or dry, warm or cold weather.

**'I wore them for the whole race and really loved them'**  
ALAN ROBERTS,  
FASTNET OFFSHORE RACER

handled it very well! As for grip, Zhik went to rubber experts Michelin who experience in motor racing weather helped to create a rubber formula and boot design which minimises the widest possible temperature range from wet to dry, no matter the angle of heel.

The ultra-fast lace system not only allows you to enter the boot with ease, it also ensures a secure and supportive fit to enhance your manoeuvrability. And a ripper garter allows you to quickly secure trousers and socks.

British offshore racer Alan Roberts, who has sailed over 10,000 miles in his career wore a pair of Subboot 700s on the brutal Fastnet Race. His verdict? 'I wore them for the whole race and really loved them. It's hard to argue with

**I**nnovative clothing brand, Zhik was created in 2003 when the 1st available to Olympic racers demonstrated a need for better clothing that was actually designed by sailors for sailors.

And 20 years on 'Made For Water' remains at the heart of everything they do, whether it's leading the field in dinghy and sportboat racing, delivering Volvo Ocean Race victories, or creating new cruising clothing which puts sailor comfort and technical performance front and centre. It also helps that Zhik's CEO, Matt Bulcher, is Australia's most decorated Olympic sailor.

Zhik's latest offering for cruising sailors is the new Subboot 700, which encapsulates the innovation at the heart of the company and their blank-sheet-of-paper approach to marine technical clothing.

Time and again sailors complain of cold feet, heavy uncompromising boots and sole rubber that might deliver great lab results, but which comes unstuck – literally – on a cold, wet deck in heavy seas.

The Subboot 700 was designed from the ground up to eradicate these problems using the latest technology and real-world input from offshore sailors. The result is a boot that is lightweight, grippy and flexible enough to let you enjoy your sailing while still offering plenty of support.

The boots themselves weigh just 600g offering trainer-like feel and flexibility while also keeping you warm and protected from the elements. A specially formulated mid-side keeps you secure and stable and provides great thermal resistance against a cold deck or very cold water.

Great marine clothing starts with great materials and the Subboot 700 uses an 'TV' protect membrane from eVent®, making it incredibly breathable, yet fully waterproof. This

material has formed the backbone of Zhik's highly regarded clothing range for cruising sailors and has been just one factor in the IN300, CST 500 and OFS800 clothing ranges becoming so loved by sailors.

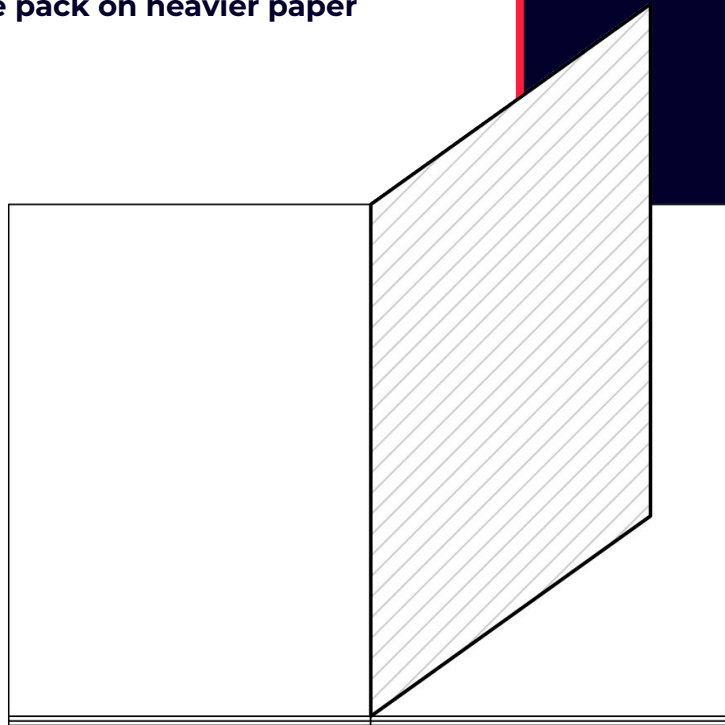
On the Subboot 700 the eVent® fabric allows excessive heat and sweat to escape, regulating your foot temperature. Real world testing has shown just how well it works as Team Pepeco Arlisa IMOCA60 skipper, Yoann Richomme explained after a recent race: 'It was hot and I wore cotton socks inside for 3 days to try and see if I could sweat, they

30 [www.yachtingmonthly.com](http://www.yachtingmonthly.com)

# BOUND INSERTS 2pp single pack on heavier paper

Heavier paper pleases the eye  
**and the fingertip** – making  
brands **stand out**

Our 2pp single pack elevates the brand in the context of the print issue using heavy paper (or alternative stock EG uncoated paper).



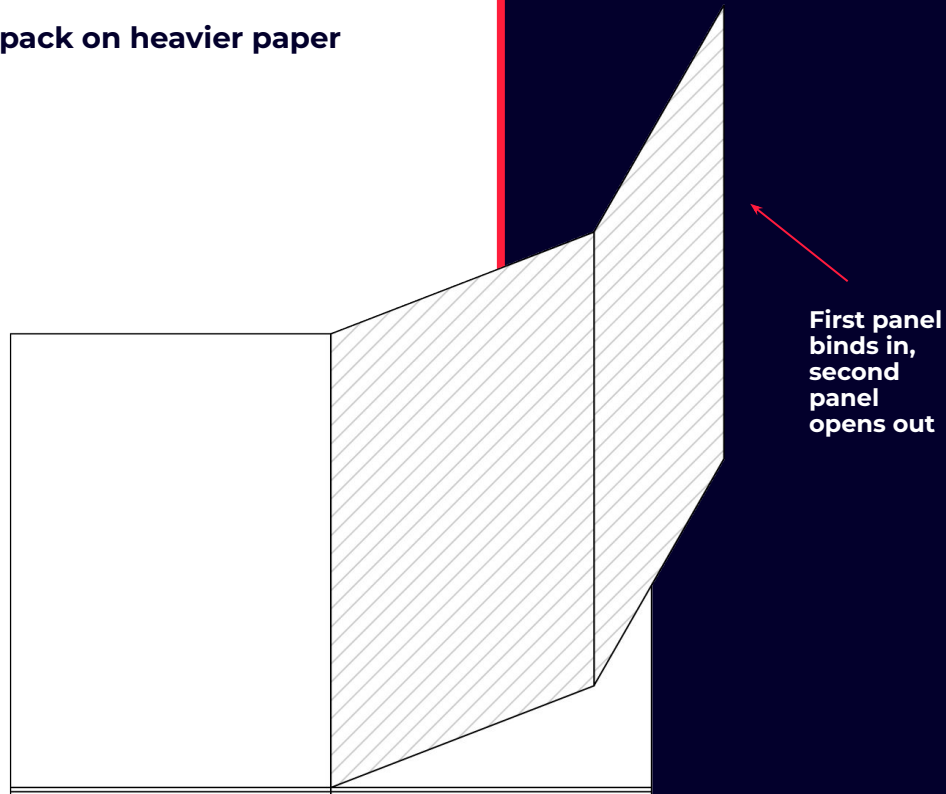
Insert  
illustrating  
heavier stock  
printed front  
and back



# BOUND INSERTS 4pp single pack on heavier paper

Give brands more room  
to breathe with these  
throwouts

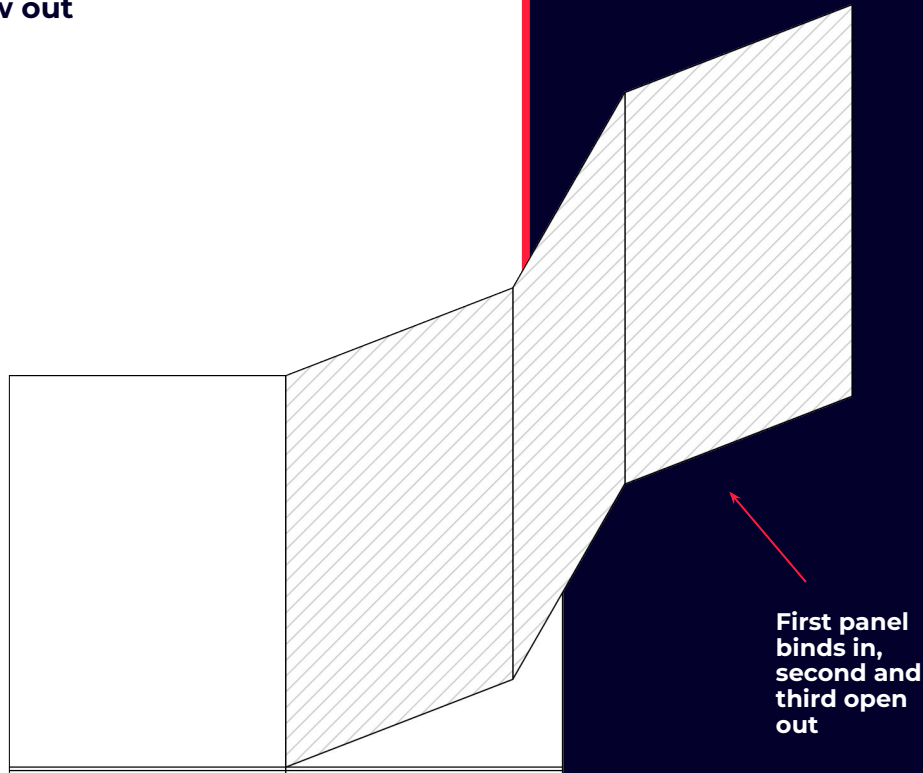
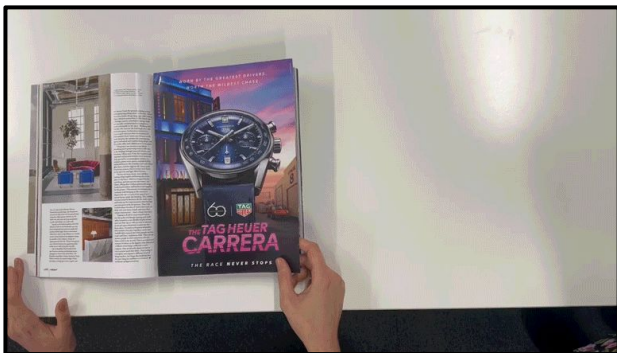
Our 4pp throw out is anchored into  
the issue by the first panel, while the  
second panel creates more advertising  
real estate – with a bit of theatre, of  
course.



# BOUND INSERTS 6pp throw out

## Advertise at length with throw outs that pull focus

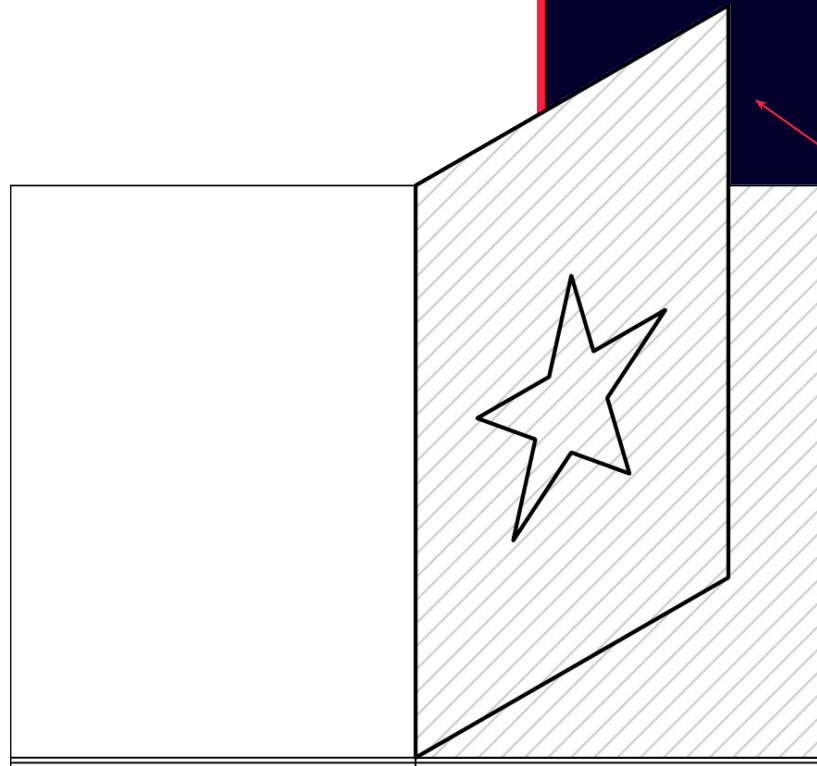
With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



# BOUND INSERTS Die cut

**Take a peek – die cut inserts encourage readers to explore**

Our die cut bound inserts give readers a glimpse of the creative on the following spread – an element of mystery that can be used in a variety of imaginative executions.



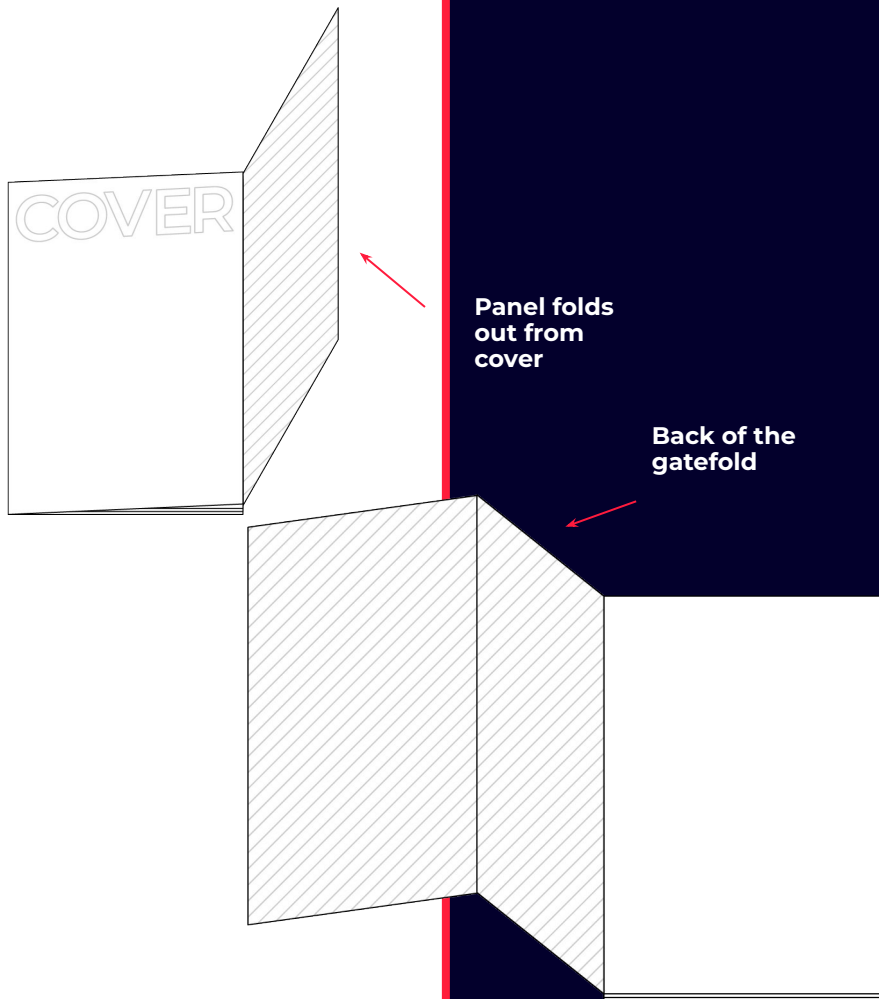
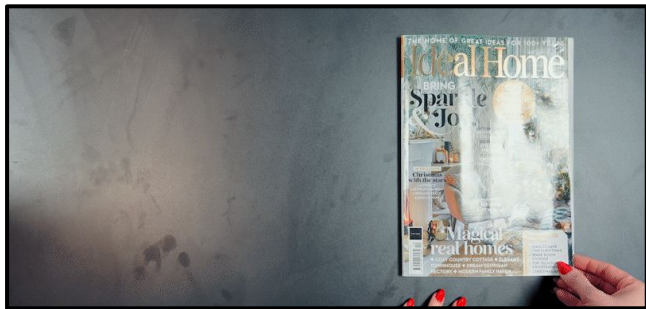
Die cut so  
you can see  
through to  
the second  
page



# BOUND INSERTS **Gatefold cover**

**Have our audience  
reading cover to cover  
with this gatefold  
extension**

**Our gatefold cover supplies an extra  
panel that folds out from the front of an  
issue, meaning there's more space to hit  
home brand messaging.**



\*Example illustrates advertorial

「 FUTURE 」

DIGITAL



# STANDARD AD FORMATS



# MOBILE HORIZON

Specifically designed to provide advertisers with **maximum exposure** in a mobile environment whilst providing a best user experience.

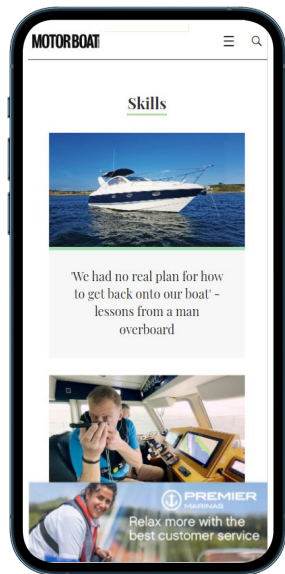
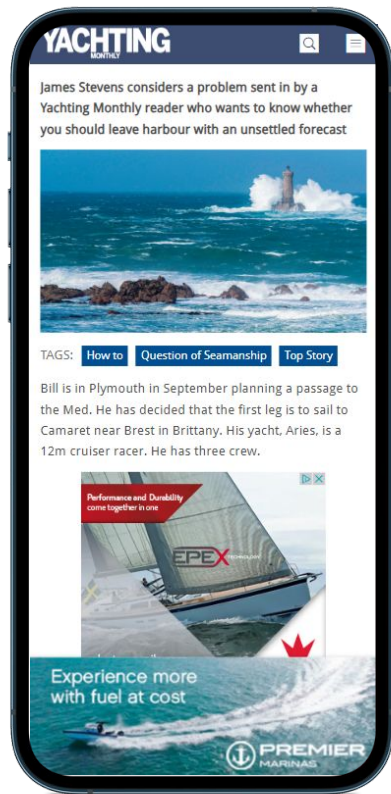
\*Can be built to include auto-playing video or host a simple static image.

0.5%

Click Through Rate

70%+

Viewability Rate

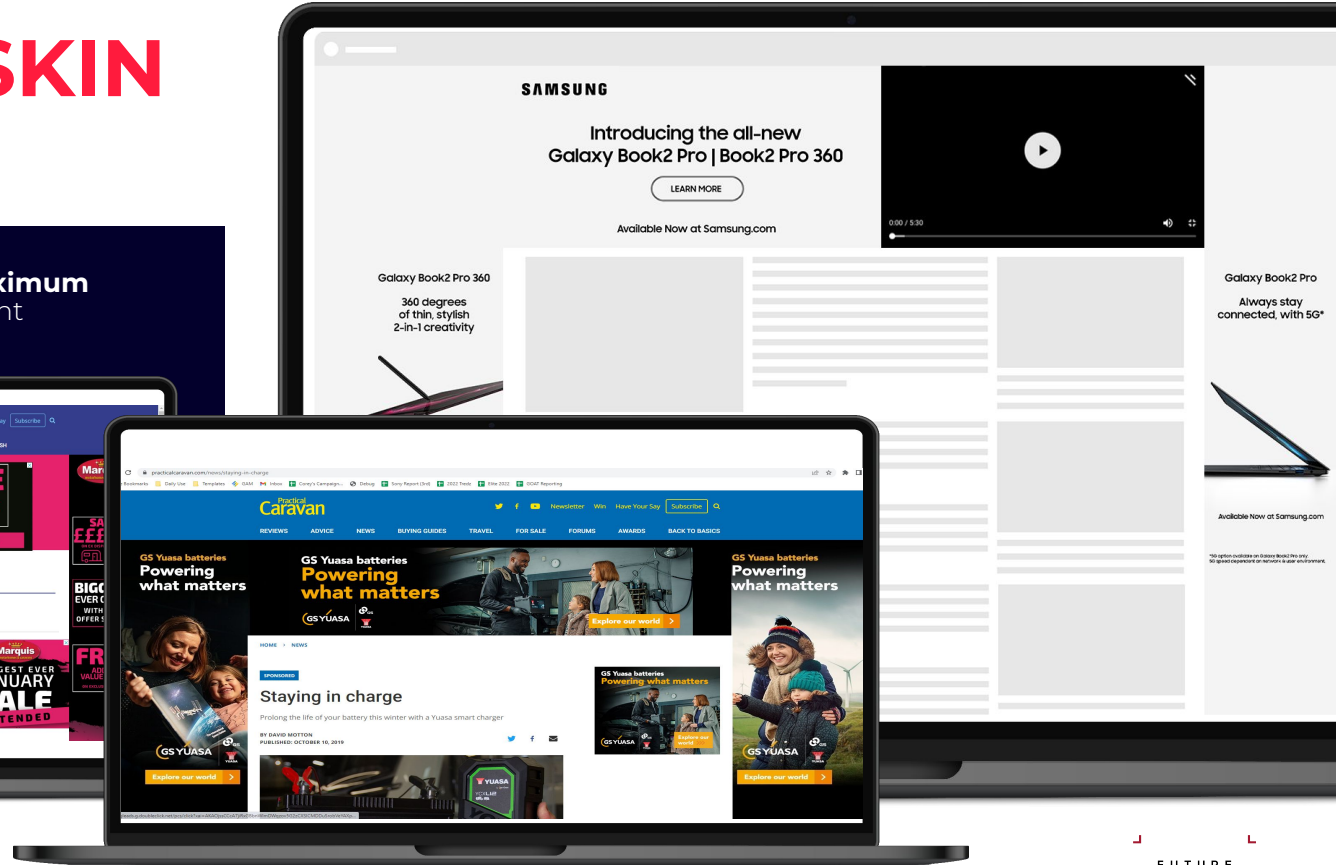
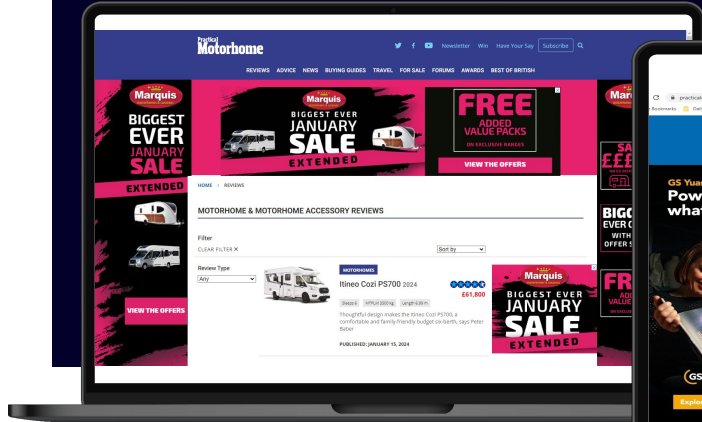




[Click to view specs](#)

# DESKTOP SKIN

High impact skins will drive **maximum standout** in contextually relevant environments



# ADVERTORIALS

Proven and **effective** advertorials drive product and **brand awareness**

Choose from 3 different options:

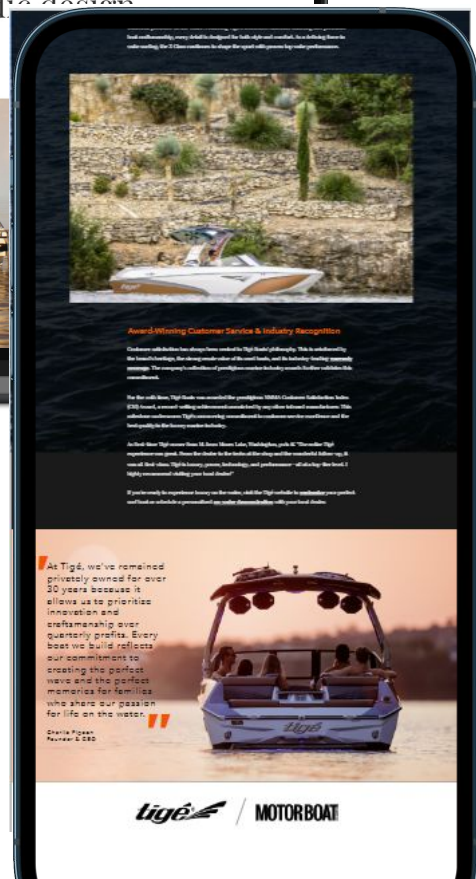
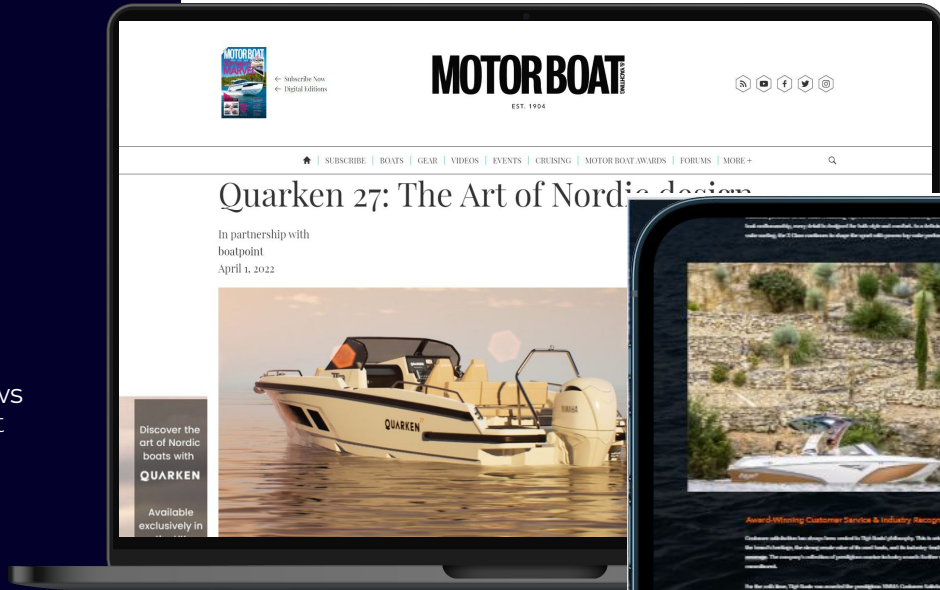
- **Standard advertorial** - £2,500 | KPI: 3k page views  
Initiated by your brief and campaign objectives, but written by our expert editorial team, it talks to our audience in a tone of voice they recognise from our brands.

[Example Linked Here](#)

- **Platinum advertorial** - £3,250 | KPI: 3k  
Bold, beautiful and designed in-house, using reactive elements, widgets and animations to create a high-impact execution that's tailored to exceed your campaign goals.

[Example Linked Here](#)

- **Review boost** - £1,000 | KPI: 1k page views  
Harness the power and influence of our boat tests and reviews by utilising our boost package. Distributing the review far and wide to interested and like minded people on our social media channels and beyond.

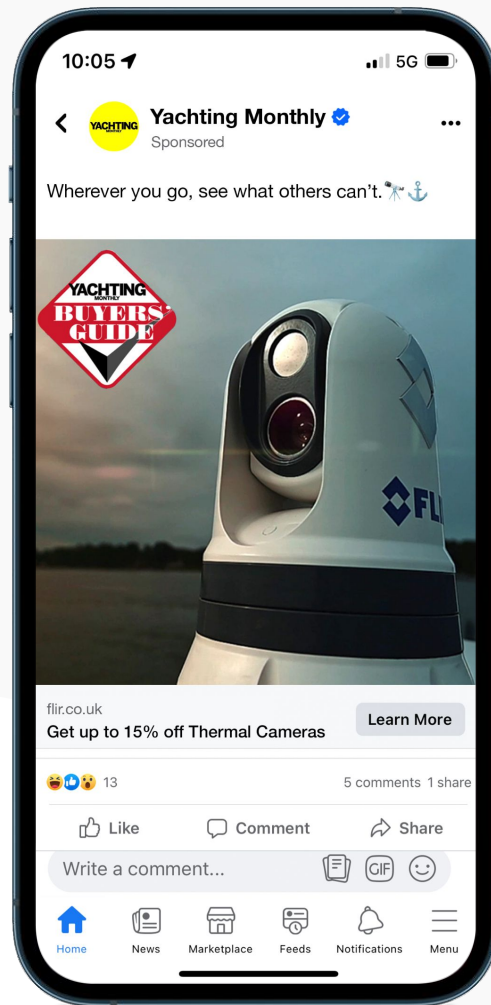


# Spark | As Seen In

## Be seen where it counts

Amplify your message alongside our trusted brands, putting you in front of our engaged, passionate audience.

Your image or video assets are transformed into editorial-style content, optimized for maximum reach and impact on social.



### AWARENESS Promote a message at scale

#### Platform Exploration:



**Lead Times:**  
7 days lead time.  
Flight time 2 weeks

**Asset Type:**  
Still image/ video

**Placement Availability:**  
In-feed static image / video  
(FB/IG/Pin/TT/X)

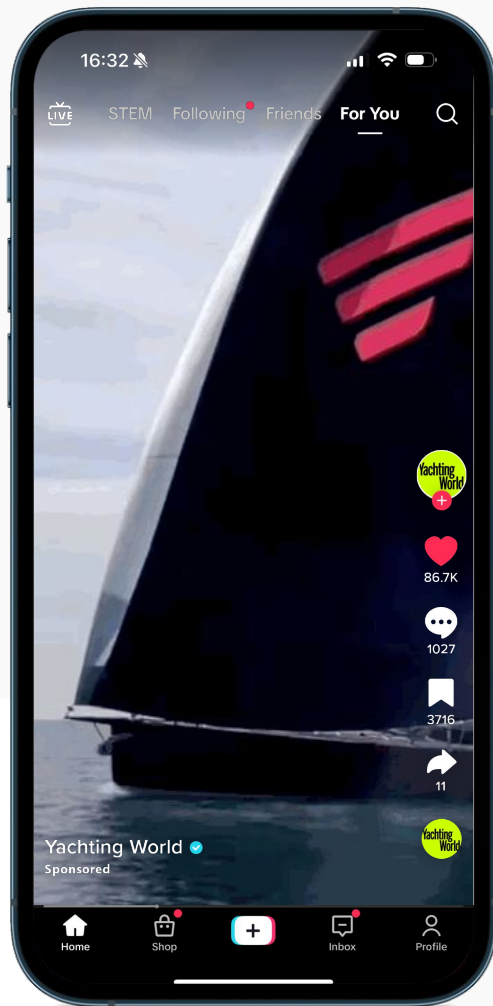
\*Product subject to modifications  
and editorial approval.

# Spark | Vertical

## Short-form, big connection

Vertical video storytelling crafted for Reels, TikTok, and more. Designed for high engagement, each video feels native to platform, maximising views, shares, and interaction.

Helping your brand stay top of mind in fast-moving social feeds. Includes TikTok Shop activations, giving our audience a direct path to purchase, right where they're already watching.



### MOTION Drive views & engagement

#### Platform Exploration:



#### Lead Times:

7 days lead time.  
Flight time 3-4 weeks

#### Assets Requirement:

9:16 video

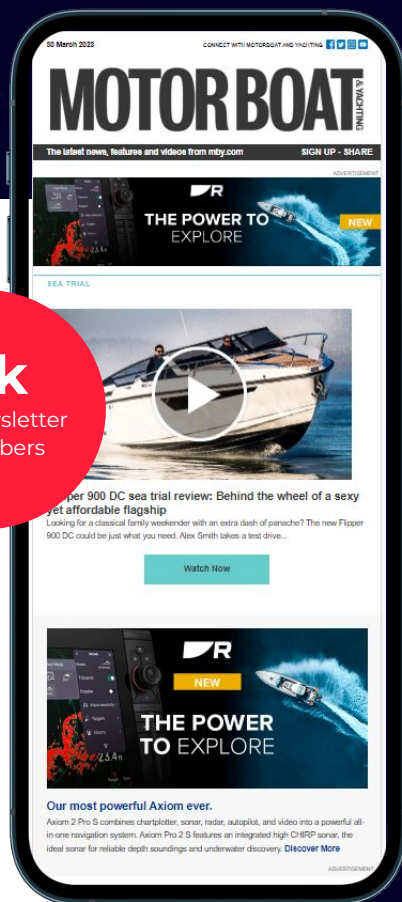
\*Product subject to modifications  
and editorial approval.



## eNewsletters: Sponsored and Solus

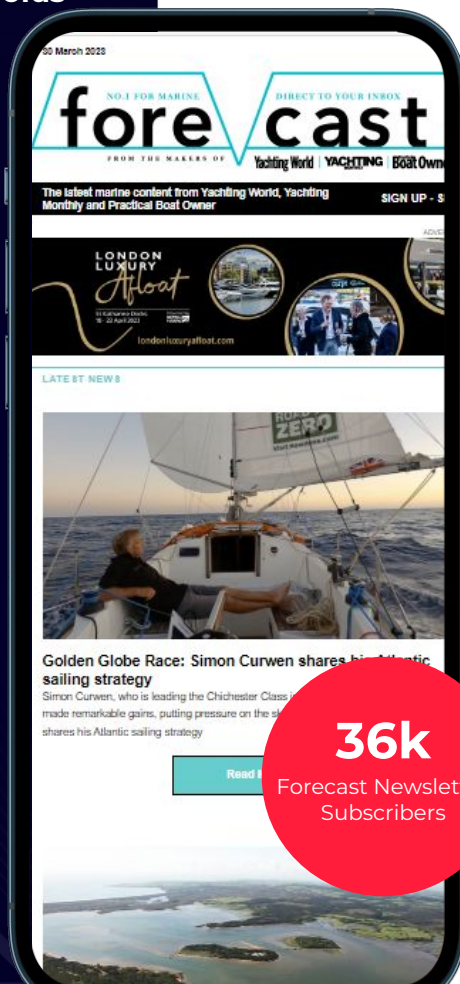
13k

MBY newsletter  
subscribers



36k

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) - Examples from **Advanced Yachts** & **KM Yachtbuilders**

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. Example from **GPY Marine**

All have a fully trackable response.

- **Newsletter Takeover**
- **Featured Content**
- **Solus Email Send**



# BESPOKE VIDEO CONTENT

Video is a versatile and engaging content format that not only gives us a real-life picture of products but is also highly shareable and digestible.

## Editorial Franchises

- Boat tests
- Boat tours
- Used boats
- Tuition
- Factory tours
- Meet the designer



[Click to view demo](#)