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FUTURE
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YACHTING

MONTHLY





“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.

The Yachting Monthly brand extends across all digital platforms, including [yachtingmonthly.com](https://www.yachtingmonthly.com), The Forecast email, and our YouTube channel which hosts boat tests, tours, skills videos, and now our podcast channel, The Sailing Podcast, as well as Facebook, X and Instagram

Whatever medium our readers and viewers use to access our content, 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.”

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.

96.6K

Average Global
monthly users

161K

Average Global
monthly
pageviews

169K

Total social
following

32K

Average UK
monthly users

59.7K

Average UK
monthly
pageviews

80K

Average Issue
Readership

37.3K

Newsletter
subscribers (The
Forecast)

Source: Google Analytics, L12M monthly average [June 2024 - May 2025]; Social Media Reach, April 2025; Newsletter Subscribers June 2025; Yachting Monthly Reader Survey 2025.

95%

Male

83%

Own their own
boat

69%

Have been
involved in sailing
for 20 years or
more

3 in 5

Purchase their
boats from a
broker/dealer

80%

Have made a
purchase after
seeing a
product/service in
Yachting Monthly





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

312.5K

In our Global Yachting
Monthly Community*

60%

Earn over £75K

98%

Are intermediate sailors or
above

SolidAire 

FUTURE

Source: Global Community = Combination of: Google Analytics, L12M [June 2024 - May 2025], Total Social Reach, April 25; Newsletter Subscribers [2025]; and Global Circulation, August 24 - July 25; Yachting Monthly Reader Survey 2025

Meet Victoria and Tim

Victoria and Tim are two dedicated members of the Yachting Monthly community who are 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 new adventures. They relish the weekends exploring the Solent, but love cruising in Brittany most summers.

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, they hope, across Biscay, before deciding whether to head to the Med or across the Atlantic.



67%

Keep their boats in marinas

3 in 5

Mainly sail in the British Isles

87%

Own a boat worth £20K+

80%

Own a boat larger than 31ft



Practical skills & seamanship

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 & features

Whether it is a guide on sailing around the Faroe Islands or the Isle of Wight, beautifully written and illustrated features by sailors about their adventures both near and far provide our audience with inspiration as well 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 & testing - boats and gear

From ropes and winches to weather apps and marine AI, 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, recognised 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.

EDITORIAL CALENDAR

Issue
0323

JANUARY

- Is our weather changing?
- NE Scotland cruising

Issue
0324

FEBRUARY

- Charter Special - advertorial and editorial supplement
- DAME Awards gear and equipment roundup

Issue taken to BOOT

Issue
0325

MARCH

- Introducing new crew to your boat
- Stories from the Atlantic
- YM Triangle Race Preview

Issue
0326

APRIL

- Düsseldorf Boat Show new boat launches
- Start of season shakedown
- North Sea sailing

Issue
0327

MAY

- Green issue / Environmental special
- Sailing the Channel Islands

Issue
0328

JUNE

- Marina boat handling and mooring
- Sailing in Europe guide
- YM Triangle Race review

Issue
0329

JULY

- Instrument calibration
- Digital skills

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
0330

SUMMER

- UK and Ireland cruising special
- Family cruising

Issue
0331

AUGUST

- Single-handed and short-handed cruising: skills, tech and boat prep
- Anchors and anchoring
- AI on your boat

Issue
0332

SEPTEMBER

- Autumn boat shows preview - Cannes and Southampton
- Winter sunshine cruising guide

Issue
0333

OCTOBER

- Southampton boat show guide
- Modern navigation

Issue taken to SIBS

Issue
0334

NOVEMBER

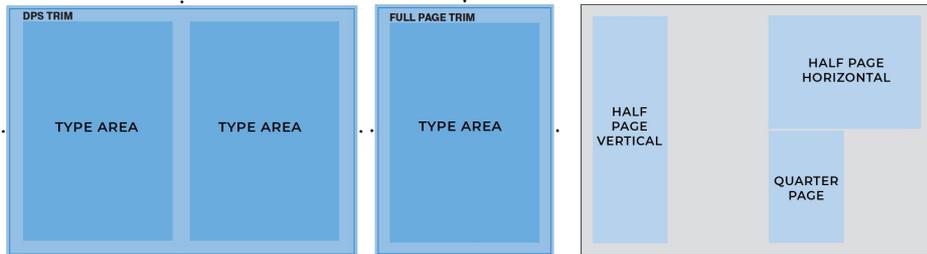
- Winter cruising
- New boats launched autumn 2026 review

Issue
0335

DECEMBER

- Christmas gift guide
- Eco writing winner article published

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

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COMMERCIAL OPPORTUNITIES



PRINT

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 gaffer system allows waterproofs to be quickly removed against water

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

Proper heel support strips provide light weight and great flexibility plus a better fit

A special rubber compound ensures grip, wet or dry, more at cold weather

I wore them for the whole race and really loved them!

ALAN ROBERTS,
FASTNET OFFSHORE RACER

Innovative clothing brand, Zhik was created in 2003 when the kit 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 CEO, Matt Bülcher, is Australasia's most decorated Olympic sailor.

Zhik's latest offering for cruising sailors is the new Subboot 700, which incorporates the innovations 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-sole 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 'EV' 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 INS300, CST500 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's Arlita IMOCA46 skipper, Yvonne Richmond explained after a recent race: 'It was hot and I wore cotton socks inside for 2 days to try and see if I could sweat, they handled it very well!'

As for grip, Zhik went to rubber experts Michelin to enhance its motor racing weather helped to create a rubber formula and boot design which maintains 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 gapped garter you can quickly secure trousers and slodges.

British offshore racer Alan Roberts, who has sailed 10,000 miles in his career wore a pair of Subboot 700s on the brutal Fastnet Race. His verdict? 'I wore them for the race and really loved them. I'd go as far as to say the most comfortable boot I have been in. It's hard to argue with

30 www.yachtingmagazine.com

www.zhikgroup.com

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

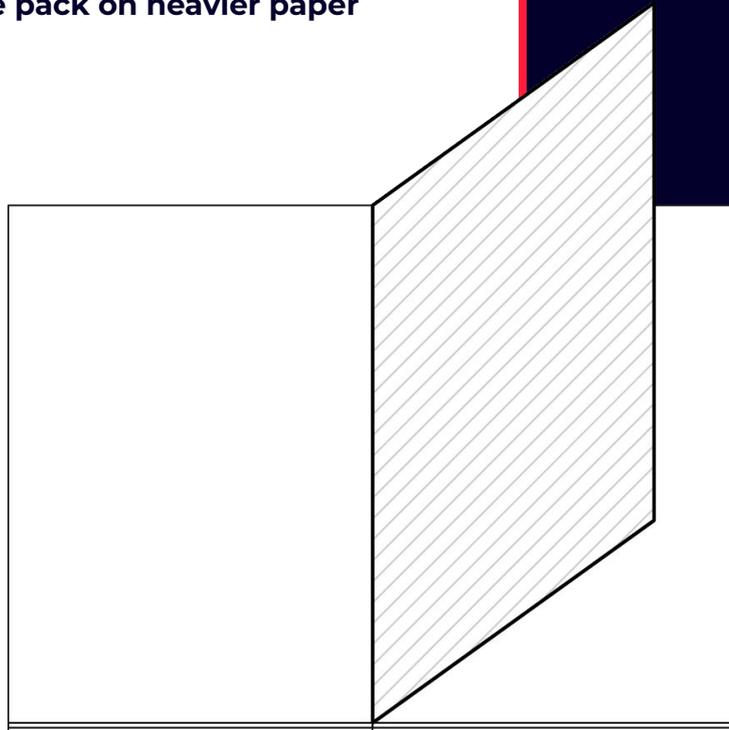
- Premium positioned ad sites
- Paper technology - Gatefolds, Belly bands, bound inserts
- Bespoke supplements
- Advertisement Features
- Monthly content series
- Sponsored Articles
- Sponsorship of editorial franchises
- Competitions



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).

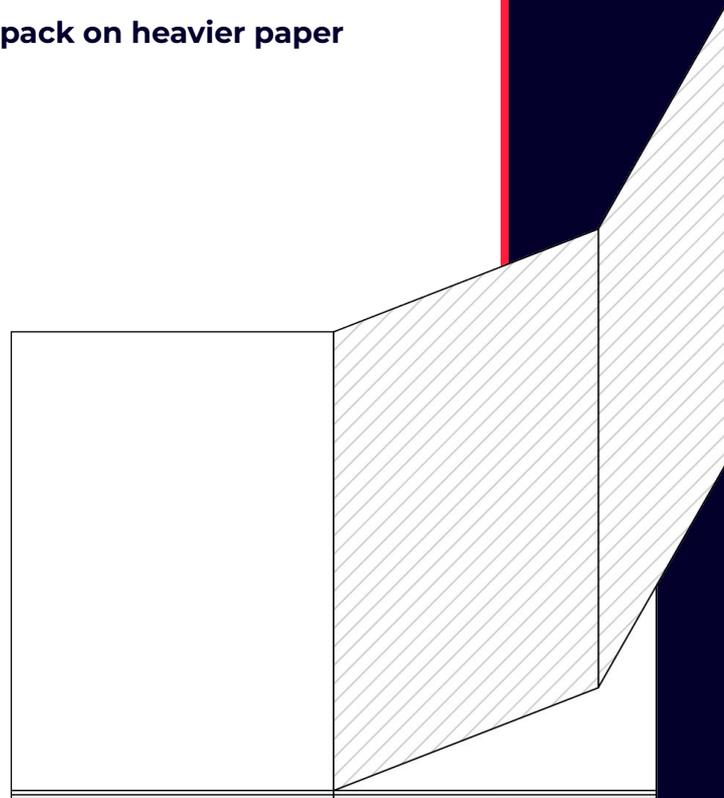


Insert
illustrating
heavier stock
printed front
and back

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.

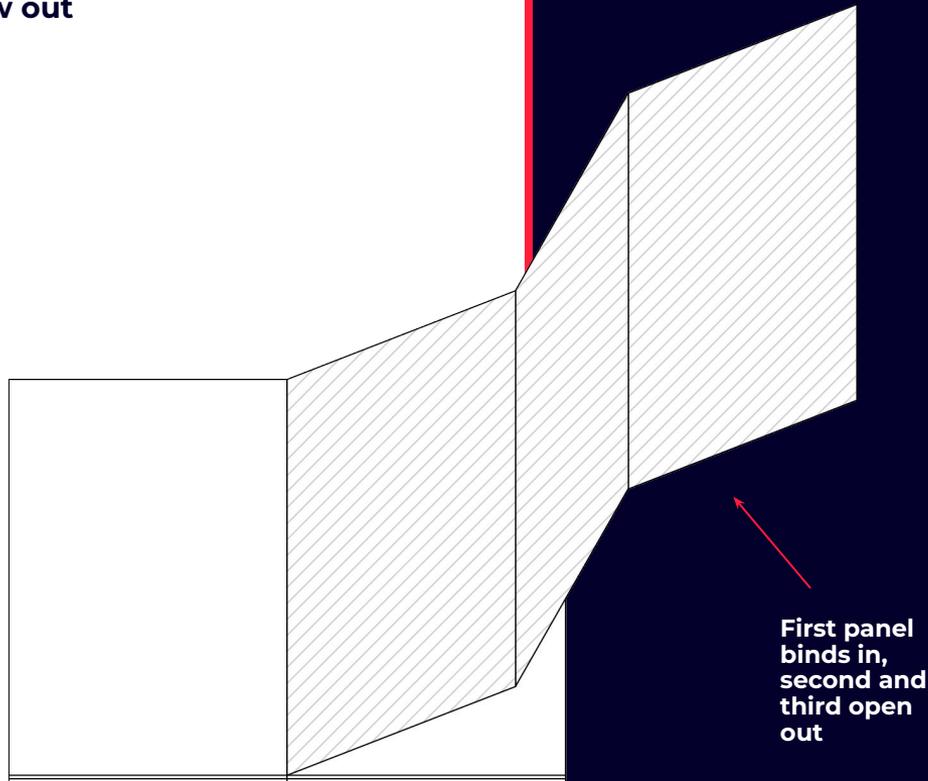
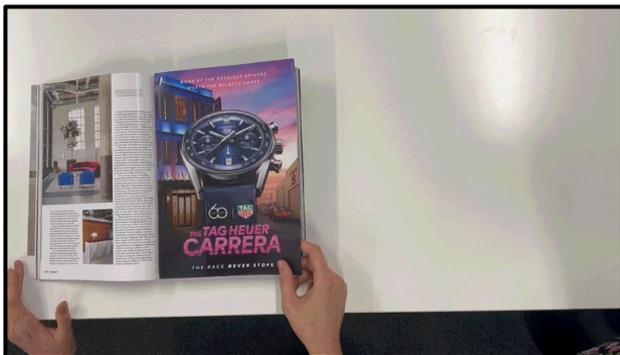


First panel binds in, second panel opens out

BOUND INSERTS 6pp throw out

Advertise at length with throw outs that pull focus

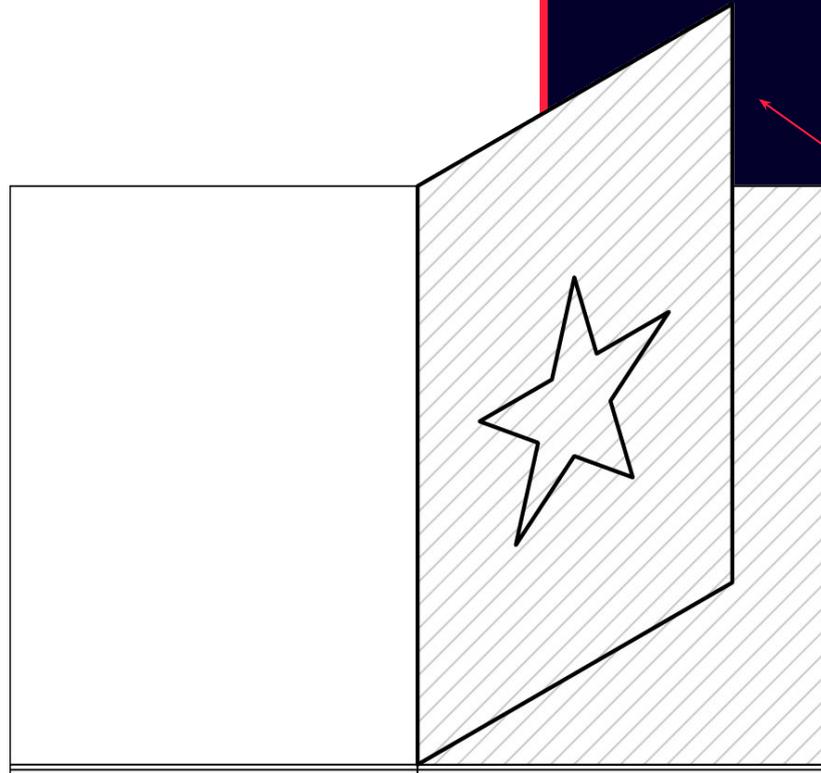
With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



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.

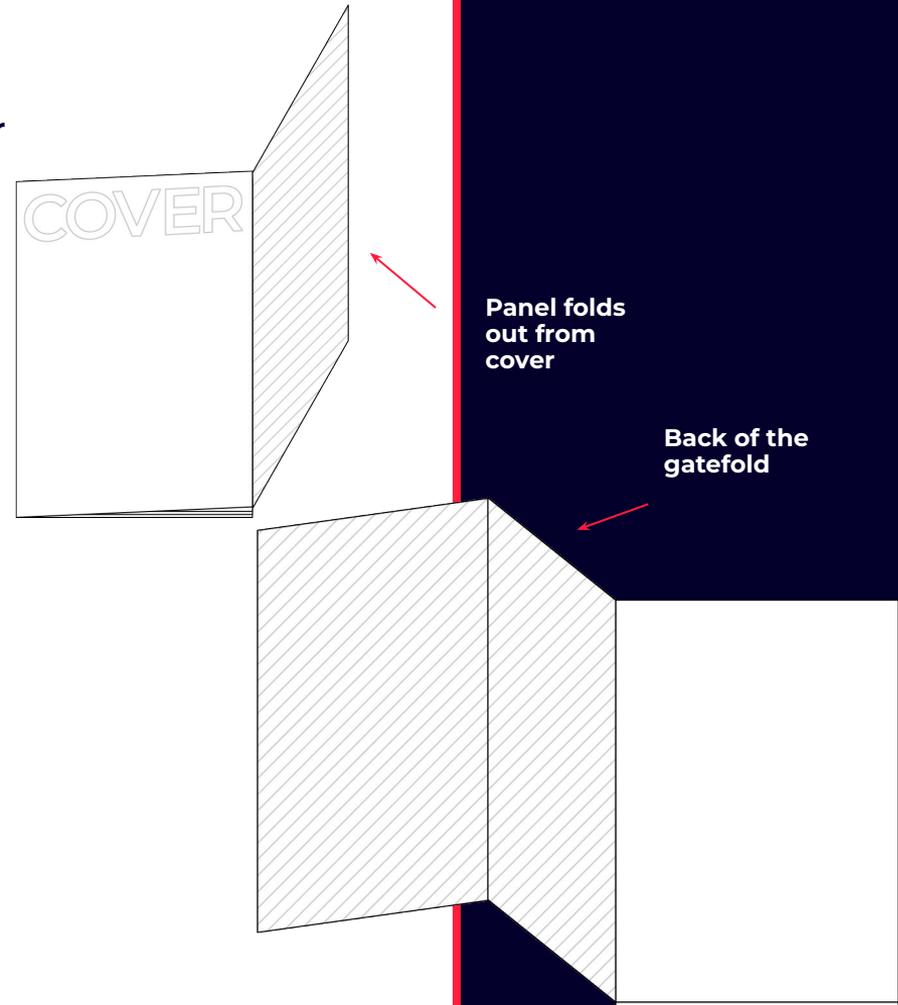


Die cut so you can see through to the second page

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.





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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.

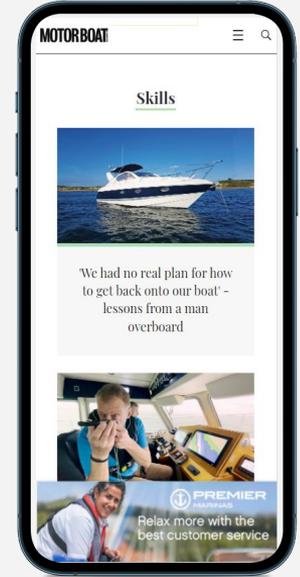
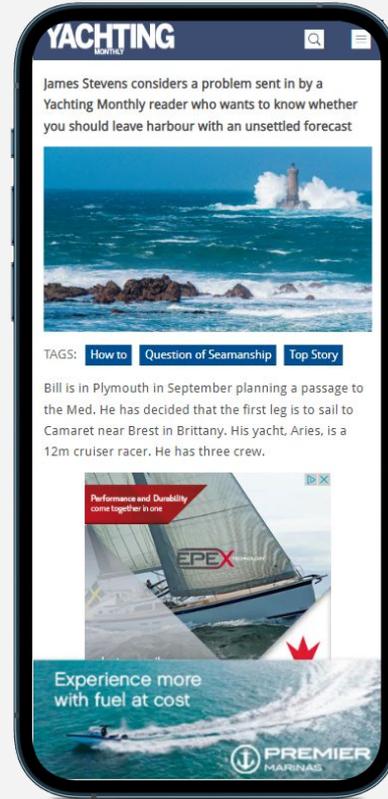
0.5%

Click Through Rate

70%+

Viewability Rate

[Click to view specs](#)



TAKEOVERS & ROADBLOCKS

Offering includes **100% share of voice**
across site and/or articles

This provides advertisers with the ability to completely dominate the ad space within their chosen articles, ensuring maximum exposure and impact for their brand or product.

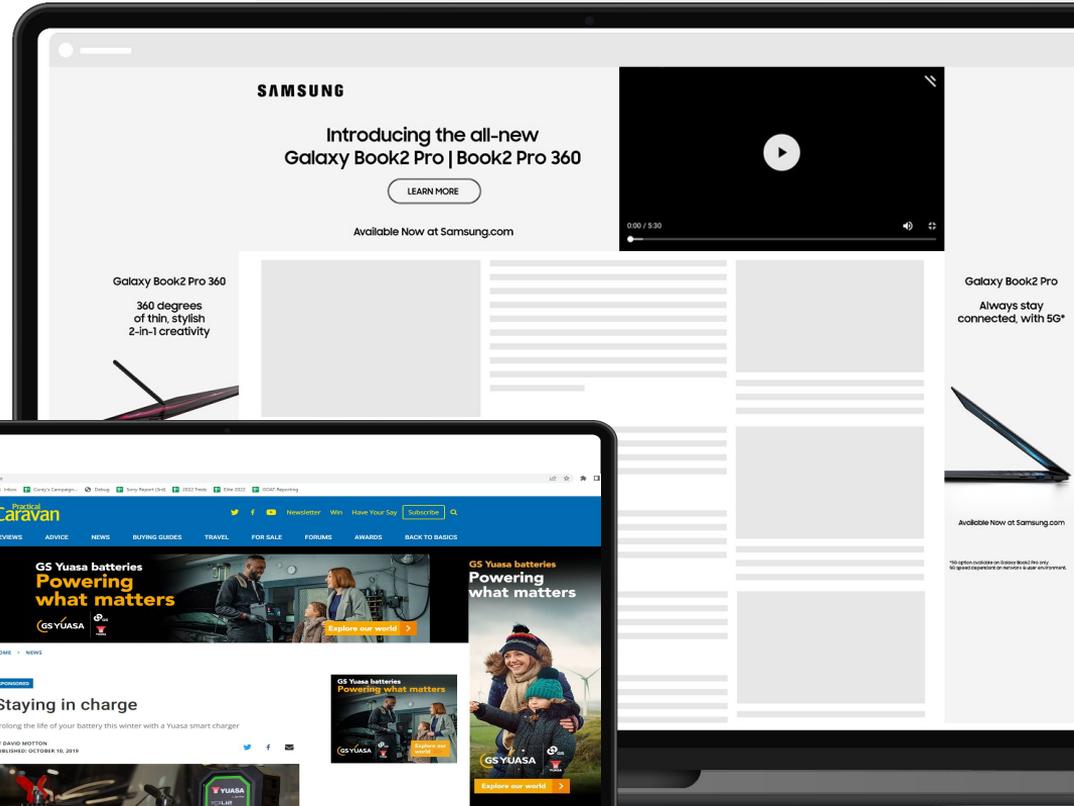
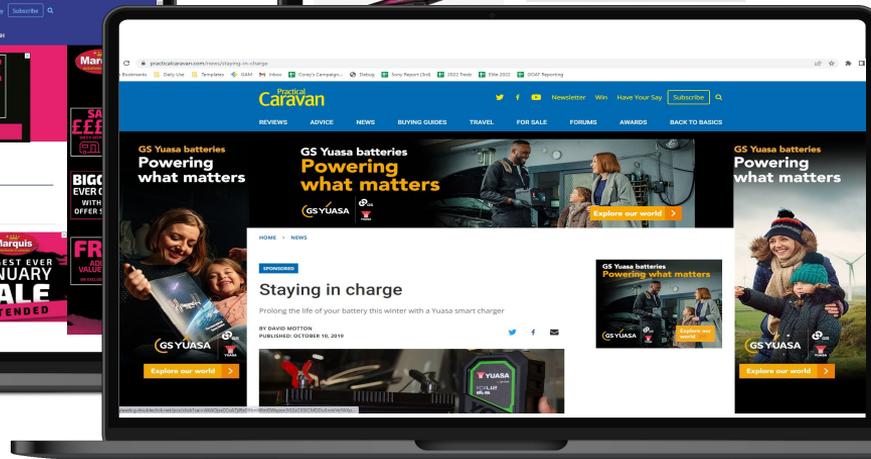
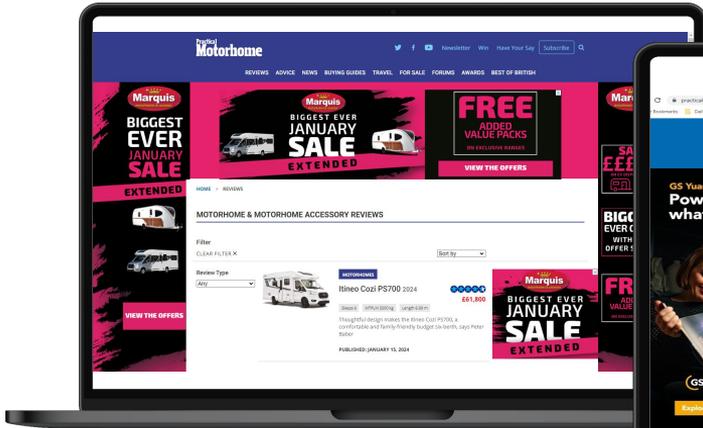
**Typically sold on “page impressions” but can also be sold on “ad impressions”



[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:

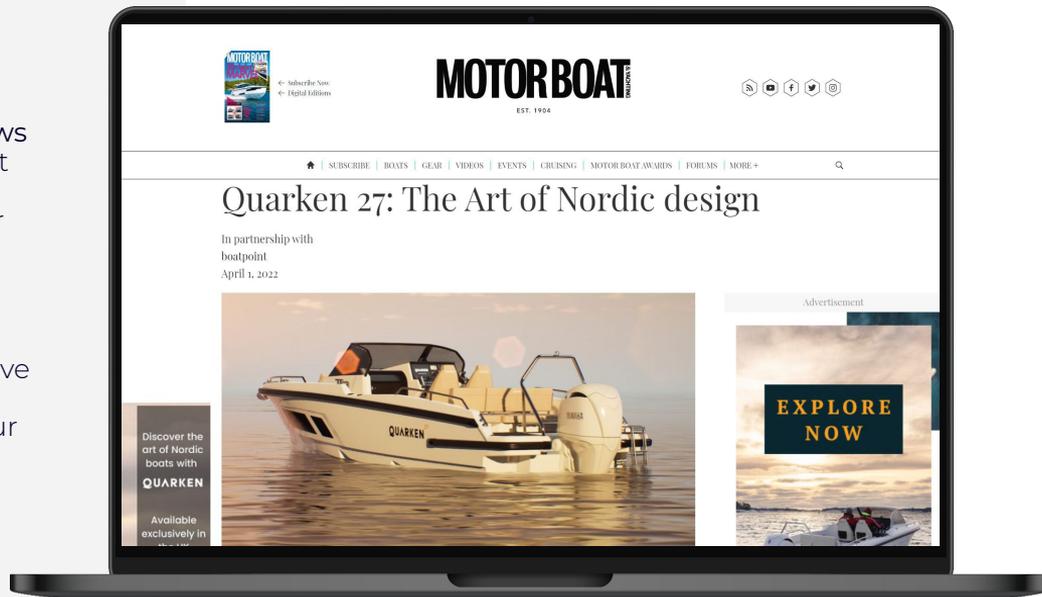
■ **Standard advertorial** - £2,500 | KPI: 3k page views
Initiated by your brief and campaign objectives, but written by our expert editorial team, it talks to our audience in a tone of voice they recognise from our brands.

[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.



FUTURE

PLATINUM ADVERTORIAL

A **bold** and **beautiful** creative solution that creates a highly engaging, customisable user experience

Each article is designed in-house, using reactive elements, widgets and animations to create a high-impact execution that's tailored to exceed your campaign goals.

- x1 platinum advertorial with social amplification & shoppable widget
- **Cost:** £4,000
- **KPI:** 4,500 estimated page views



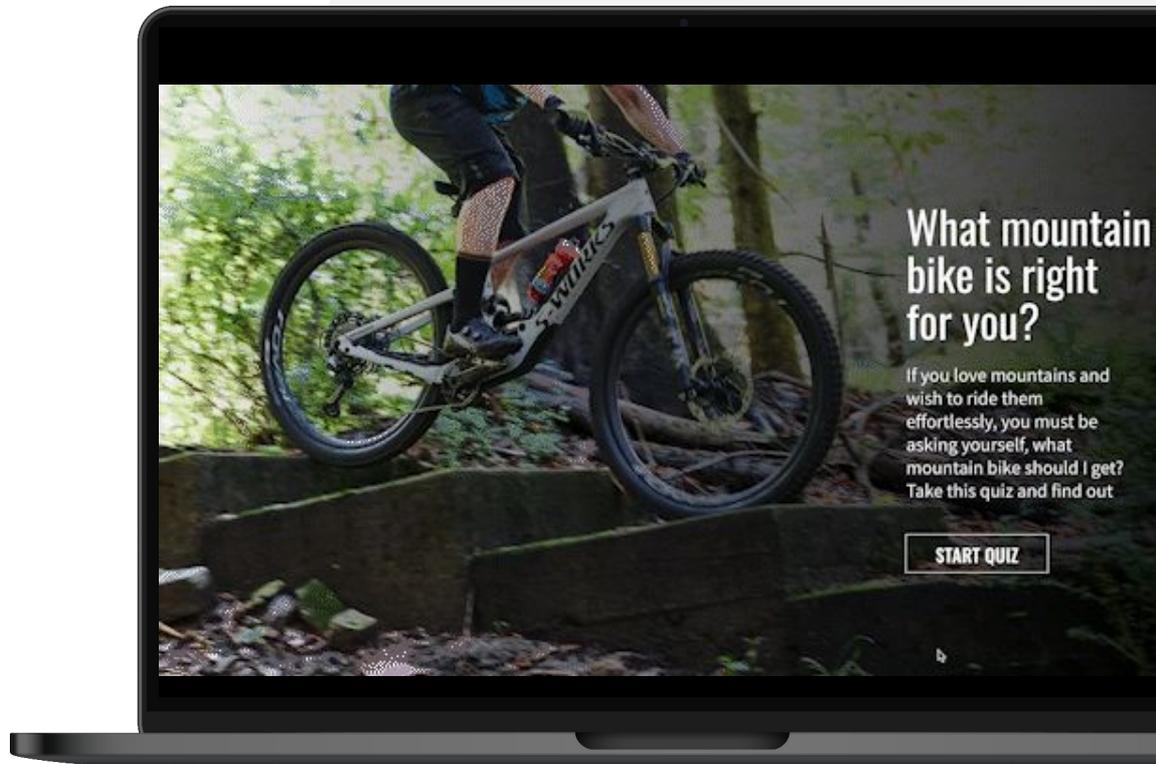
[Click to view demo](#)

INTERACTIVE QUIZ

Bespoke quizzes give audiences a **personalised, interactive** way to engage with content and brand messaging

This format is highly shareable and carefully tailored to excite our audiences with reactive elements and custom questions – and can direct readers to your website or online store. Housed in a standard advertorial.

- x1 standard advertorial with social amplification & competition embedded
- **Cost:** £5,000
- **KPI:** 4,000 estimated page views



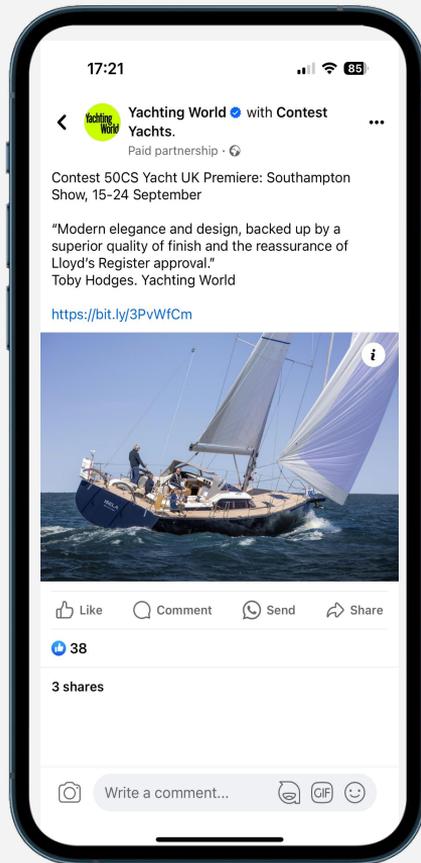
STANDARD SOCIAL AMP PACKAGE

One post visible on our wall and next to our brand in the user's feed for 7 days

Targeting users of the brands website on that social platform, choose either Facebook or Instagram.

- x1 post, x1 platform
- **Cost:** £1,500
- **KPI:** 75,000 minimum reach

[Click to view demo](#)



STANDARD SOCIAL VIDEO AMP PACKAGE

Engaging video content driving **awareness at scale**

This would be a 'dark post' which pops up in the target audiences feed in 'paid partnership' style.

Option to choose one platform (Instagram or Facebook) or amplify your message across both Instagram & Facebook for maximum engagement, reach and scale.

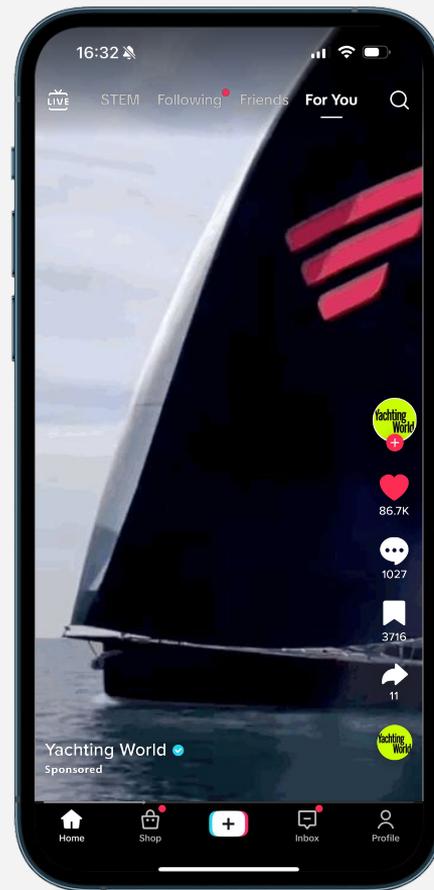
Package 1

- x1 video, x1 platform
- **Cost:** £2,000
- **KPI:** 40,000 video views

Package 2

- **X1 video, 2 platforms**
- **Cost:** £4,000
- **KPI:** 100,000 video views

[Click to view demo](#)



MOTION
Drive views & engagement

Platform Exploration:



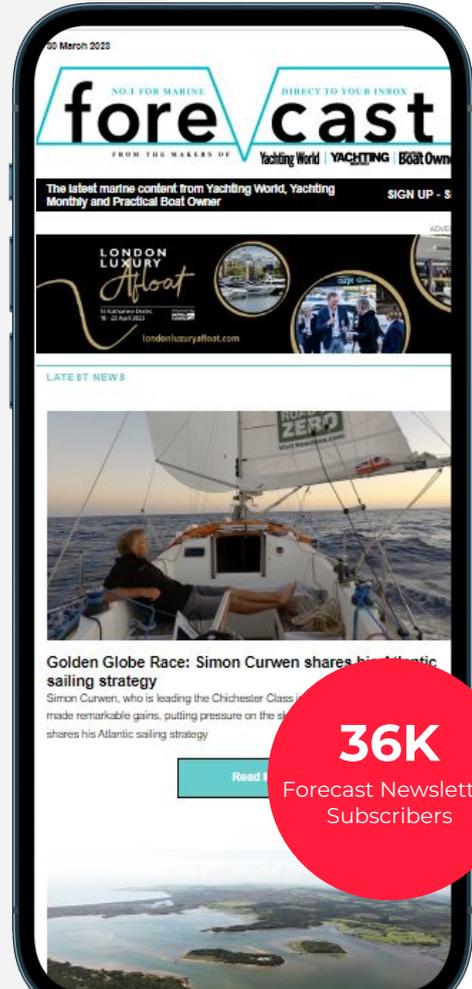
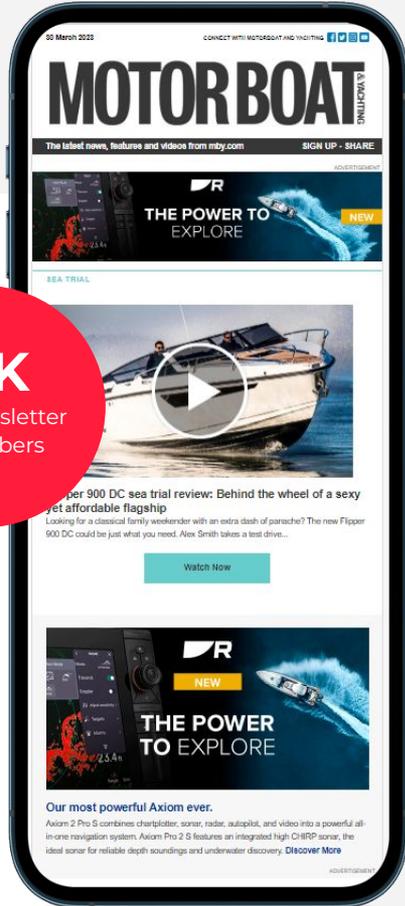
Lead Times:
7 days lead time.
Flight time 3-4 weeks

Assets Requirement:
9:16 video

*Product subject to modifications and editorial approval.

NEWSLETTERS: 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 the ultimate way to showcase beautiful boats, capturing their design, movement, and atmosphere in a way photos can't. It's versatile, engaging, and easy to share, giving people a true sense of the product while sparking an emotional connection.

It's not just boats that shine on video, everything from premium marine gear to high-end apparel can be brought to life. Video captures the lifestyle, turning products into experiences our audience can feel

Editorial Franchises

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

MBY Podcast : Boat Nuts

Opportunities include:

Headline Sponsorship

30 Presenter Read Ads

Product Placement

Video packages can include:

- Advertorial for the video to be embedded in to
- Social cut of the video
- Social amplification of the social cut
- Video posted to our Youtube Channel

Costs: from £5k

Timeframe: 4-8 weeks lead time



[Click to view demo](#)



SHOPPABLE ADVERTORIAL

Everything a brand needs to supercharge key trading moments, in one off-the-shelf package

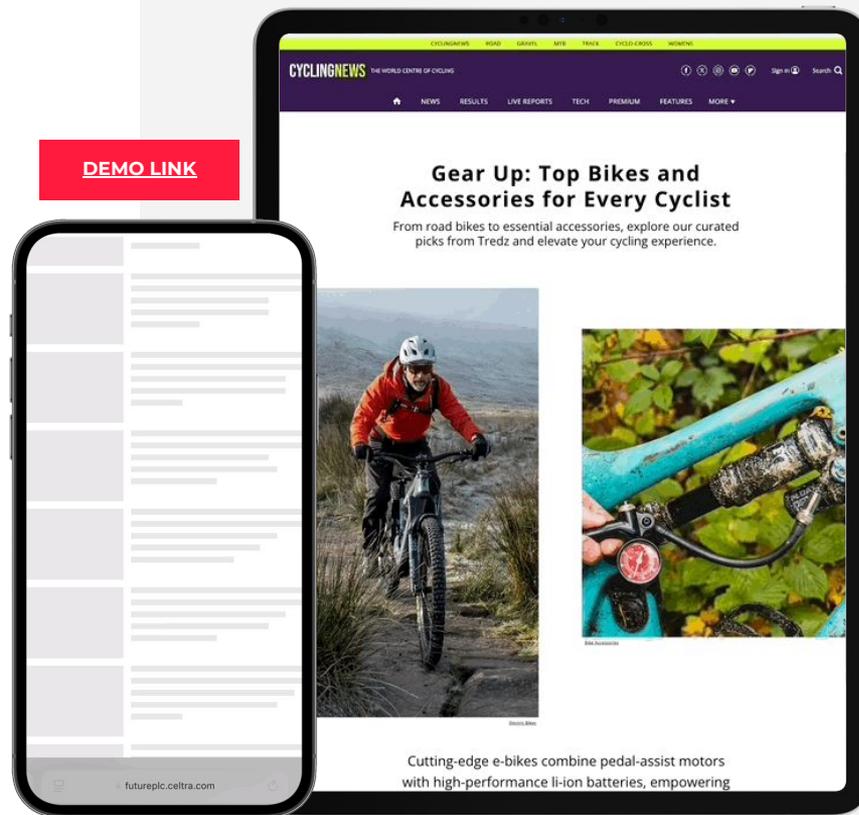
- ✓ Highlight up to 21 sku all **instantly** shoppable
- ✓ Allow high-intent consumers to explore + mobile first

FOR AN INVESTMENT OF £8,500:

Shoppable branded content article with 5,000 GTD page views via Infinite Scroll + 1x solus email
 1x shoppable collection unit 3000 clicks GTD
 1x midscroller 100k impressions with **Aperture** targeting

PACKAGES	Shoppable BC article GTD PAGE VIEWS	Solus Email NL	Social GTD Clicks	Shoppable Display GTD Imps	Pricing
FC Curates Studio Package	✓ included	✓ included	✓ included	✓ included	£8500 NET
FC Curates BC + Social Shoppable	✓ included	✗ not included	✓ included	✗ not included	£5250 NET

DEMO LINK



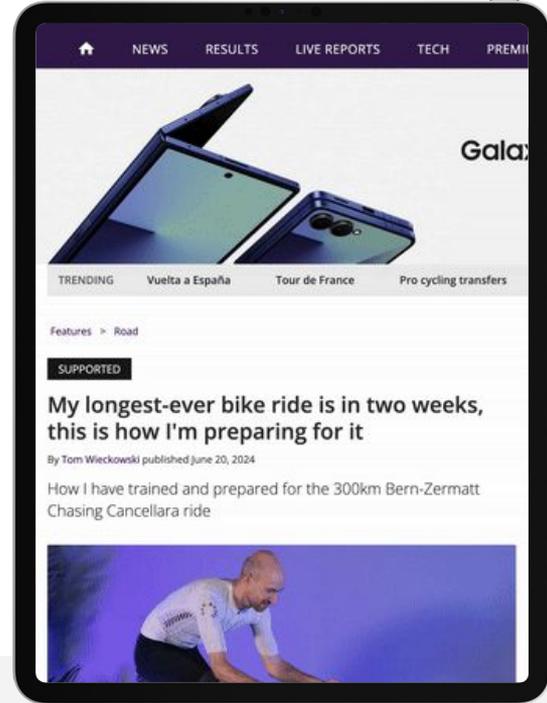
SUPPORTED EDITORIAL

Make full use of our editorial authority and SEO credentials with an article or series of articles we call **Supported Editorial**.

Simply agree your theme and headlines with us, and we'll ensure maximum engagement with our audience.

Supported Editorial can broaden our coverage on a topic or create a brand new opportunity. This can also include the creation of Content Hubs and Landing Pages.

You can display your logo on the articles, and achieve ideal relevancy and visibility for your ads too.



Package

x1 Standard advertorial with social amplification

Price

From £3,000

Production Time

10 working days lead time from completed brief
2 weeks flight time

GTDs

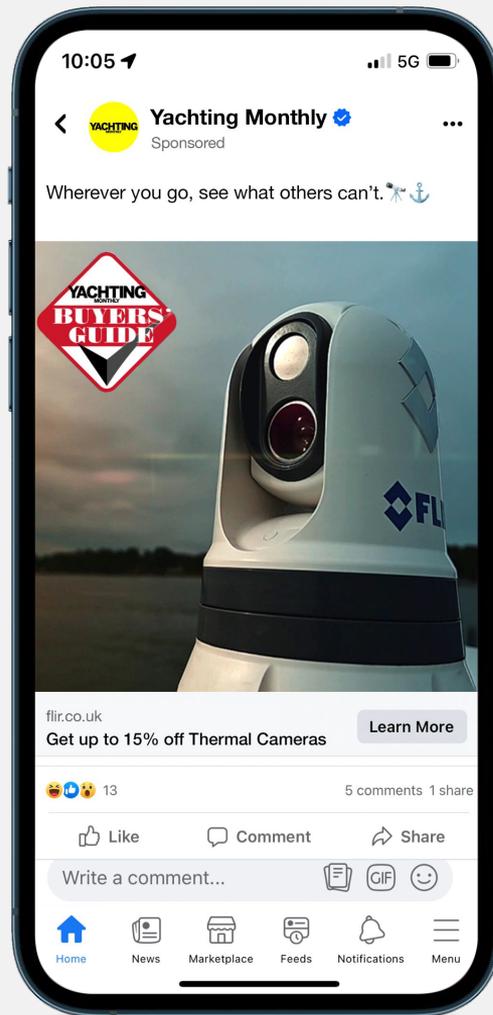
3-4000 estimated page views

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.

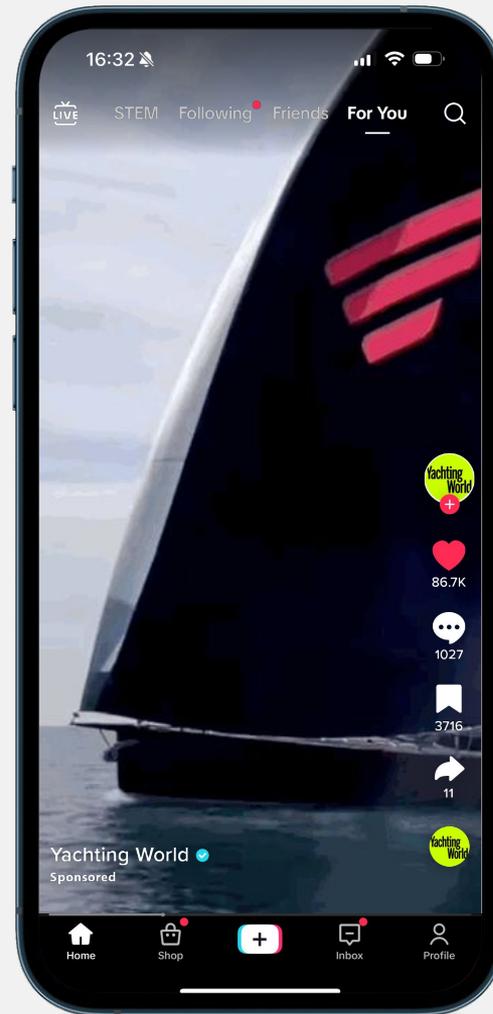
SPARK | VERTICAL

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.