

Yachting World

Yachting World



Yachting World

First published in 1894, Yachting World is the world's oldest sailing magazine. The best sailing writers and photographers in the world share their expertise on subjects from bluewater cruising to offshore racing and cutting edge competition, new boat tests, equipment and superyachts

233k

Average Global
Monthly users

408k

Average Global
Monthly Page
Views

49k

Average UK
Monthly Users

439k

Social Media
Reach

12.5k

ABC Monthly
Circulation



FUTURE



Yachting World Audience

The Yachting World audience is made up of affluent and highly experienced sailors who not only sail regularly, but often on adventurous voyages across the globe. Thanks to their commanding spending power and passion for sailing (many have been actively involved in the sport for over a decade), the majority own their own yachts, ranging from 30ft upwards.

A **quarter** of readers own **high value yachts**. As they sail regularly, often on longer passages, Yachting World readers keep their boats equipped to a high specification.

3 in 4

Of those who own a yacht have a boat over 30 ft in length

2 in 3

Are looking to change their boat in the next five years

78%

Male

78%

Have been sailing for 10 yrs+

49%

Usually sail outside of the UK

37%

Said their primary motivation for buying a new boat was to size up



FUTURE



Editor's Letter

Yachting World is characterised by a spirit of adventure. Whether that's an idyllic family cruise, or a high latitudes voyage, or racing over the furthest reaches of the world's oceans - we cover it, and everything in between.

We offer a high quality print magazine every month, plus special issues and supplements to cover the burgeoning multihulls and superyachts sector. Online [yachtingworld.com](https://www.yachtingworld.com) is an authoritative voice and the world's top-ranking (non-forum) sailing website.

Our boat test programme is unrivalled – with authoritative, impartial, and thorough print reviews, and our standard-setting boat test and tour videos. If you're in the market for a new boat, you simply won't buy a yacht without checking out the Yachting World verdict and YouTube video.

We're applying this same depth of knowledge to our online buying advice, building an essential guide from trusted experts on how to choose everything from the right sailing gear to the best watersports accessories.

Yachting World readers are above all committed and passionate sailors. The vast majority are boat owners who actively enjoy offshore and bluewater cruising, as well as racing, charter, perhaps even expedition sailing. We've seen more and more casting off the lines to combine cruising with flexible, remote working in our rapidly changing world.

Our readers closely follow developments in equipment and technology, and their yachts are well equipped with the latest gear and innovations. Yachting World provides them with the insight and knowledge they need to get the most out of their time on the water.

Helen Fretter, Editor



Yachting World EDITORIAL CALENDAR 2022/23

**Issue
0281**

JANUARY

- Cruising the Baltic
- Route du Rhum
- ARC rally start

**Issue
0282**

FEBRUARY

- MULTIHULL ISSUE
- Charter options: training & ownership
- METS DAME winners

**Issue
0283**

MARCH

- European Yacht of the Year
- Atlantic crossing: ARC+ report

**Issue
0284**

APRIL

- SUPERSAIL WORLD
- Double-handed techniques

**Issue
0285**

MAY

- MULTIHULL ISSUE
- New catamarans at La Grand Motte

**Issue
0286**

JUNE

- ARC Skippers Gear Survey: autopilots and self-sufficiency
- Cruising Europe

EVERY MONTH:

New boat tests & reviews

The latest technology innovations

Skippers' tips and expert sailing skills

Key profiles and opinion pieces

New gear: product launches & tests

Special investigations & market trends

World's Coolest Yachts

Inspiring voyages

**Issue
0287**

SUMMER

- SUPERSAIL WORLD
- Southern Ocean epic: Cape Town to Itajai, The Ocean Race Leg 3

**Issue
0288**

AUGUST

- World's longest race: The Golden Globe
- Sustainable tech: green sailing gear & innovations

**Issue
0289**

SEPTEMBER

- MULTIHULL ISSUE
- Boat show previews: Southampton & Cannes

**Issue
0290**

OCTOBER

- SUPERSAIL WORLD
- Monaco show preview
- Rolex Fastnet Race report

**Issue
0291**

NOVEMBER

- High latitudes gear & cold weather cruising
- America's Cup countdown

**Issue
0292**

DECEMBER

- MULTIHULL ISSUE
- Ship to sail
- Transat Jacques Vabre



Supersail

Supersail World is a quarterly supplement, bound into the April, July and October issues of Yachting World. It covers all things related to sailing superyachts, from new launches, extreme concepts and eye-catching equipment, to expert features about trickle-down technology and racing at the world's most glamorous venues. It also covers the expanding world of the semi-custom sailing yacht, both monohulls and multihulls. Supersail is typically 32 pages and has its own internal cover printed on heavier paper stock

**Toby Hodges -
Test Editor at Yachting World**



Supersail World Publication Dates:

➤ **April Cover**
Issue 284 (on sale 9th March 2023)

➤ **July Cover**
Issue 287 (on sale 8th June 2023)

➤ **October Cover**
Issue 290 (on sale 7th September 2023)

Multihull

We started 'Multihulls' to cover the burgeoning area of catamarans and trimarans, initially as a supplement, but now as regular pages of every Yachting World, including boat tests and features, as well as 'special' issues with extra multihull content included. The special issues are planned to help preview the new multihulls at the major international boat shows, hence the February issue for Dusseldorf, the May issue for the International Multihull Show at La Grande Motte, and the September issue for Cannes Yachting Festival.

This is the largest area of growth in sailing and as the magazine with the most global reach we intend to keep scaling up our coverage accordingly.

**Toby Hodges -
Test Editor at Yachting World**

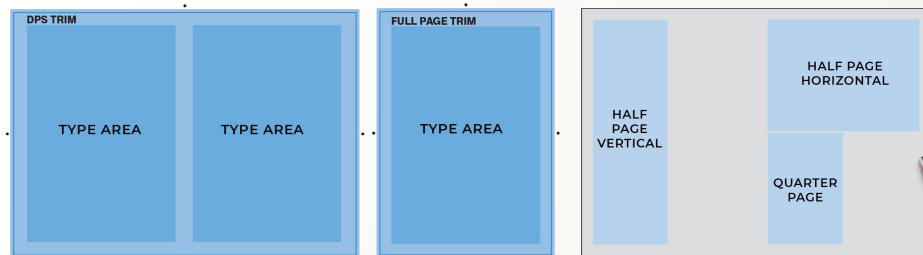


Multihull World Publication Dates:

- **February Cover**
Issue 282 (on sale 12th January 2023)
- **May Cover**
Issue 285 (on sale 13th April 2023)
- **September Cover**
Issue 289 (on sale 10th August 2023)
- **December Cover**
Issue 292 (on sale 9th November 2023)



Print Specifications



Double page spread

trim 290 x 440mm, bleed 296 x 446mm, type 270 x 429mm

Full page

trim 290 x 220mm, bleed 296 x 226mm, type 270 x 209mm

Half page horizontal

trim 140 x 220mm, bleed 146 x 226mm, type 130 x 209mm

Half page vertical

trim 290 x 109mm, bleed 296 x 115mm, type 270 x 103mm



Rates

Display

| | |
|---------------|-----------------------------------|
| £5,654 | Inside front/ outside back covers |
| £4,773 | Inside back cover |
| £7,599 | Double page spread |
| £4,706 | Full Page |
| £3,074 | Half Page |

Classified

| | |
|---------------|--------------|
| £2,200 | Full page |
| £1,250 | Half page |
| £700 | Quarter page |
| £385 | 1/8th page |
| £195 | 1/16th page |

Brokerage

| | |
|---------------|--------------------|
| £6,154 | Double page spread |
| £3,077 | Full page |
| £1,917 | Half page |



Work with us...



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 >](#)

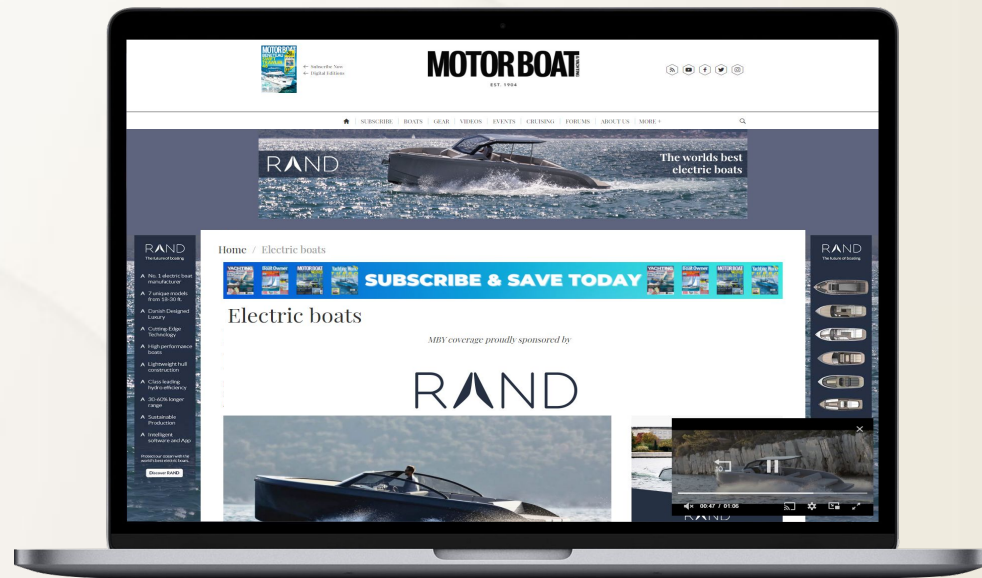
Multiple Targeting Methods available through geo, keyword, content, time specific, and capping to name a few...

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

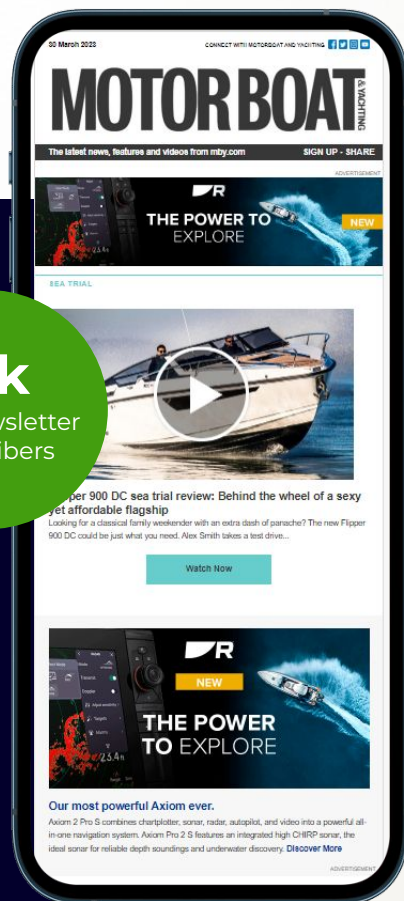




Newsletters: Sponsored and Solus

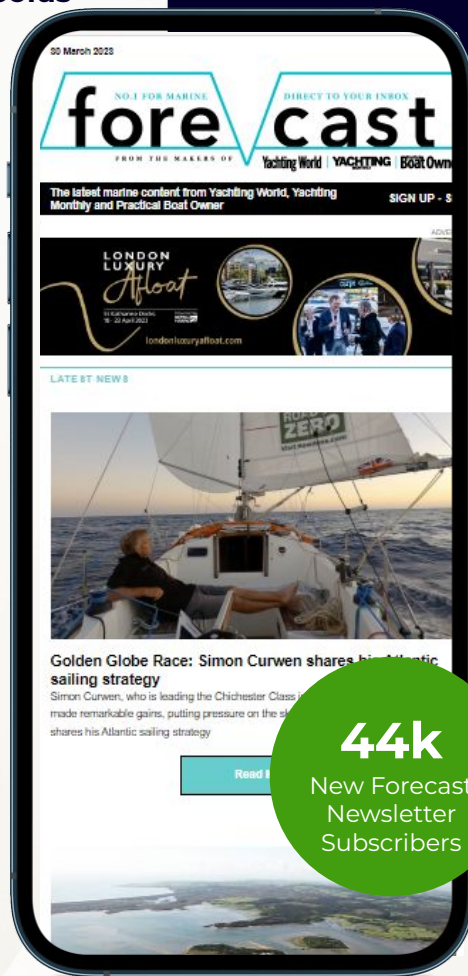
12k

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**

FUTURE



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

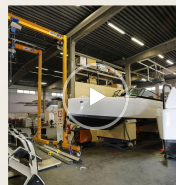
Tuition

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