



Yachting World



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 water sports 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

Yachting World is the world's oldest sailing magazine.

The best sailing writers and photographers in the world contribute across a range of subjects from blue water cruising, to yacht racing, boat tests, equipment and superyachts.

227K

Average global
monthly users

367K

Average global
monthly
pageviews

474K

Total social reach

60K

Average UK
monthly users

99K

Average UK
monthly
pageviews

24K

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.

63%

Own their own
boat

£119K

Average HHI

49%

Usually sail outside
of the UK

2 in 3

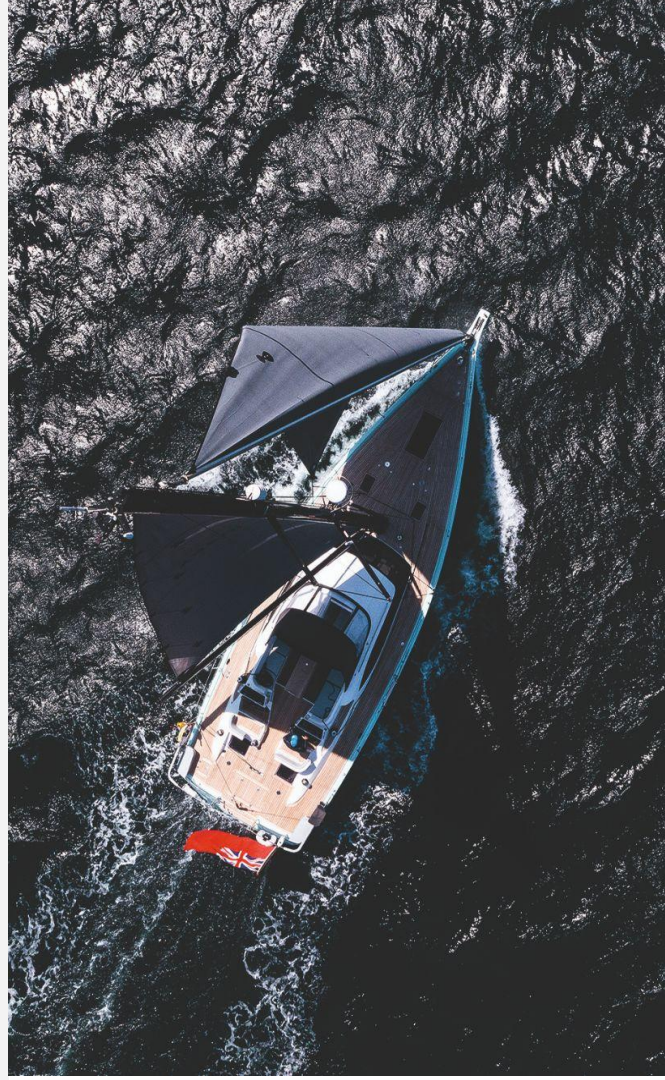
Are looking to
change their boat
in the next 5 years

80%

Male

3 in 4

Have been sailing
for over 10 years





REACH OUR GLOBAL AUDIENCE **AT SCALE**

Across Yachting World, you can reach a network of adventurous yacht enthusiasts throughout our various different channels, including our dedicated print magazine and our various social platforms.

725K

In our global
Yachting World
community*

SUPERSAIL WORLD

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



April Cover

Issue 308 (on sale March 2025)



July Cover

Issue 311 (on sale June 2025)



October Cover

Issue 314 (on sale September 2025)



MULTIHULL SPECIALS

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.

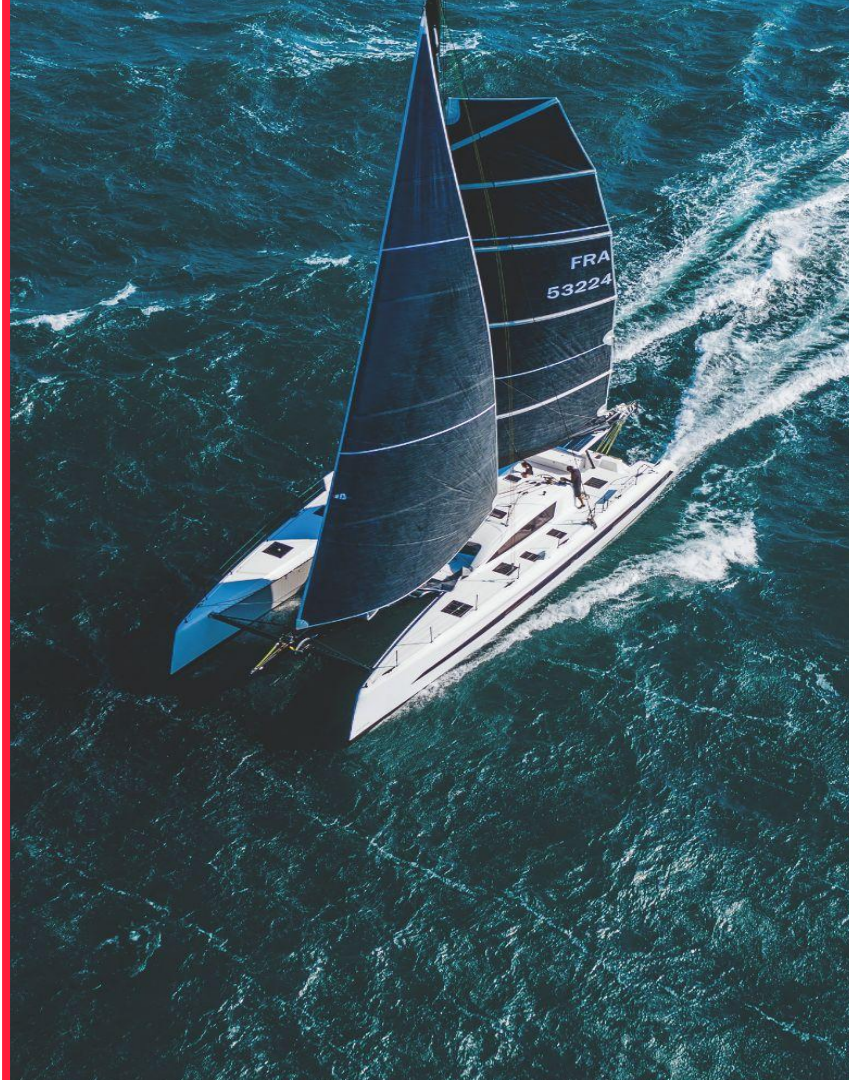
Toby Hodges -
Test Editor at Yachting World

➤ **February Cover**
Issue 306 (on sale 9th January 2025)

➤ **April Cover**
Issue 309 (on sale 10th April 2025)

➤ **September Cover**
Issue 313 (on sale 14th August 2025)

➤ **December Cover**
Issue 316 (on sale 13th November 2025)



EDITORIAL CALENDAR

Issue
0305

JANUARY

- CALENDAR
- High latitudes sailing
- Trans-atlantic prep

Issue
0306

FEBRUARY

- MULTIHULL ISSUE
- METS DAME winners
- Buying through charter
Issue taken to BOOT

Issue
0307

MARCH

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

Issue
0308

APRIL

- SUPERSAIL WORLD
- Vendée Globe report
- Clutches + jammers

Issue
0309

MAY

- MULTIHULL ISSUE
- Get ocean ready
- Display screens
Issue taken to International Multihull Show & Palma

Issue
0310

JUNE

- Bluewater Gear ARC survey: power
- Alloy explorer yachts
- Cruise Italy

EVERY MONTH:	New yacht tests & reviews	Inspiring voyages	Latest technology & innovations	Key profiles and opinion pieces
	New gear: product launches & tests	Skippers' tips & expert skills	World's Coolest Yachts	Brokerage and buying advice

Issue
0311

JULY

- SUPERSAIL WORLD
- Europe cruising special
- Sell or upgrade?

Issue
0312

AUGUST

- Round the World route planner
- Best summer gear
- Fastnet preparation

Issue
0313

SEPTEMBER

- MULTIHULL ISSUE
- Boat show previews: Southampton & Cannes

Issue taken to Cannes

Issue
0314

OCTOBER

- SUPERSAIL WORLD
- Admiral's Cup & Fastnet report
- Monaco Yacht Show
Issue taken to SIBS

Issue
0315

NOVEMBER

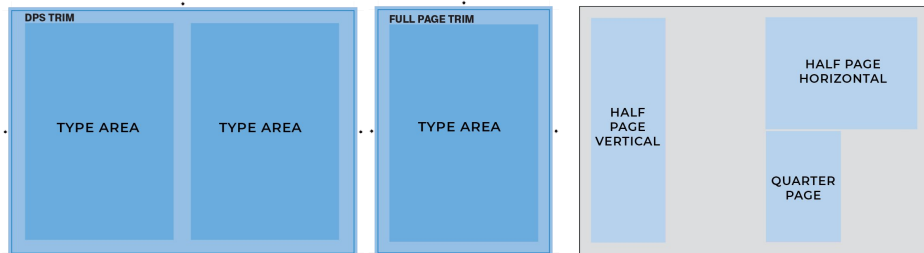
- METS ISSUE
- Short-handed skills
- Cruising the US

Issue
0316

DECEMBER

- MULTIHULL ISSUE
- Charter special
- Christmas gift guide

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

FUTURE



「 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 waterproofs to be quickly removed against wind

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

Proper foot support elongates light weight and great flexibility gives a better fit

A special rubber compound ensures grip, wet or dry, even in 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 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 midsole 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 IN3000, 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 IMOCA66 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 handled it very well!'

As for grip, Zhik went to rubber experts Michelin who experience in motor racing and 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 topsides.

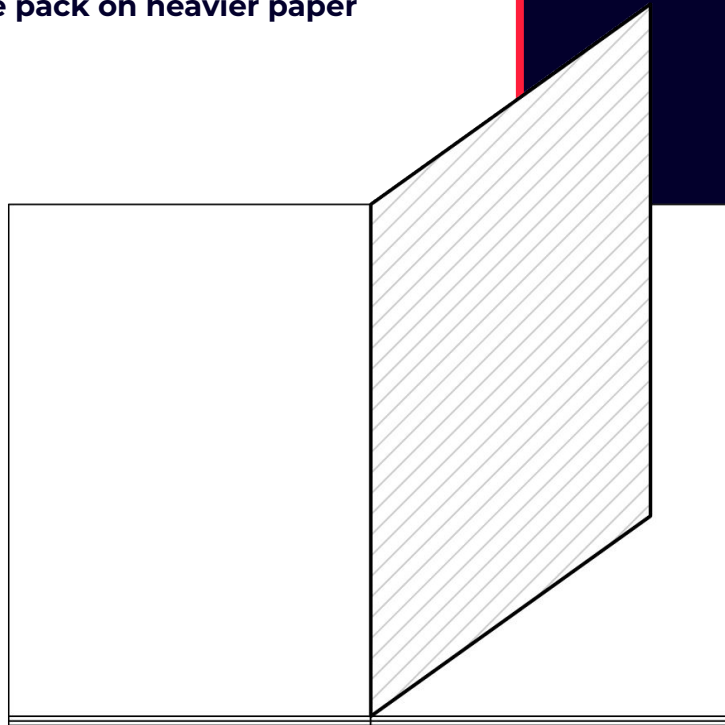
British offshore racer Alan Roberts, who has sailed over 10,000 miles in his career wore a pair of Subboot 700s on the brutal Fastnet Race. His verdict? 'I wore them for the whole race and really loved them. I'd go as far as to say the most comfortable boot I have been in.' It's hard to argue with that.

30 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).

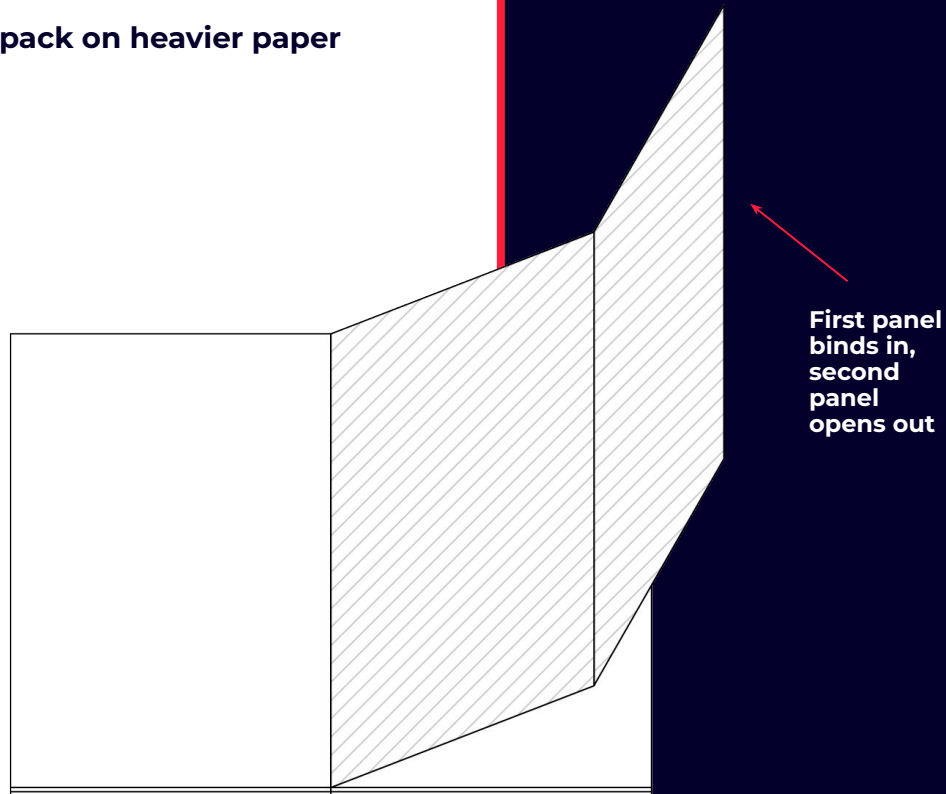


Insert
illustrating
heavier stock
printed front
and back

BOUND INSERTS 4pp single pack on heavier paper

Give brands more room to breathe with these throwouts

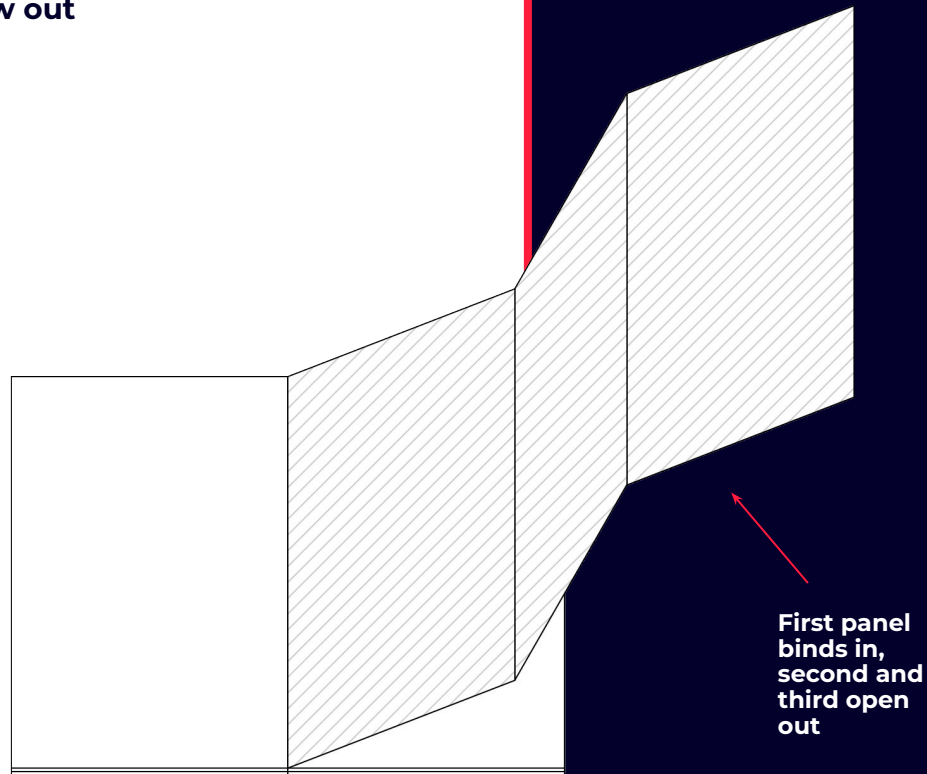
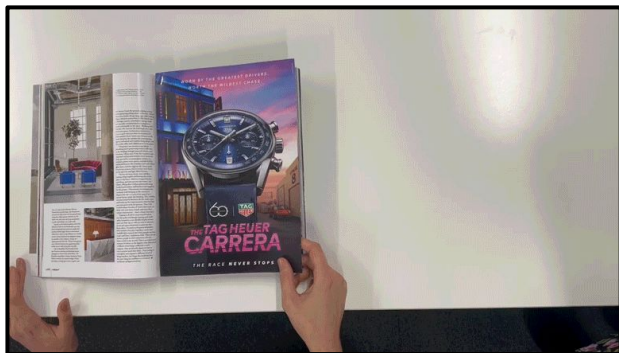
Our 4pp throw out is anchored into the issue by the first panel, while the second panel creates more advertising real estate – with a bit of theatre, of course.



BOUND INSERTS 6pp throw out

Advertise at length with throw outs that pull focus

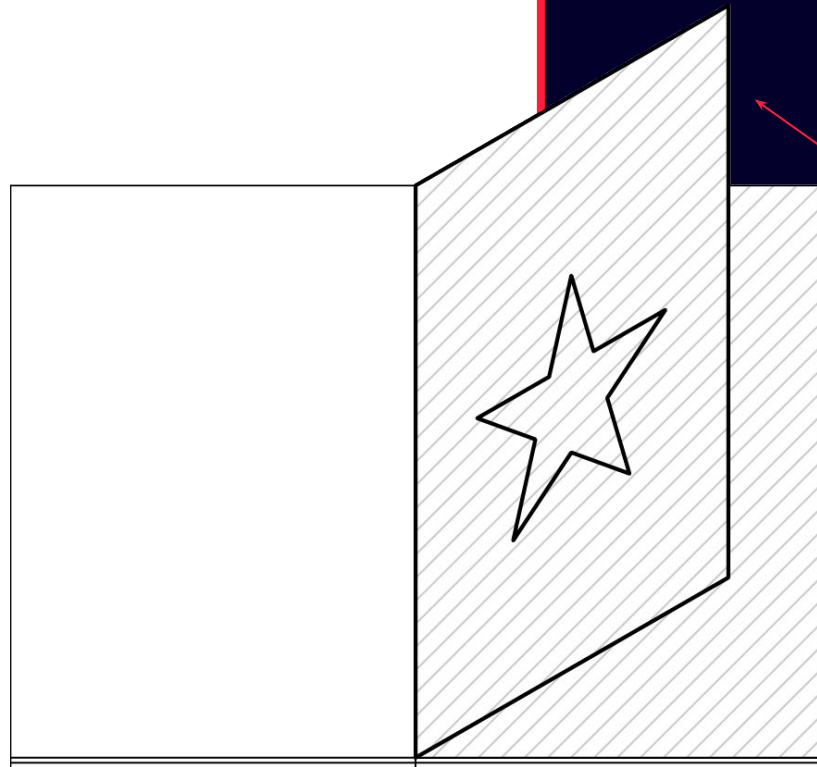
With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



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.

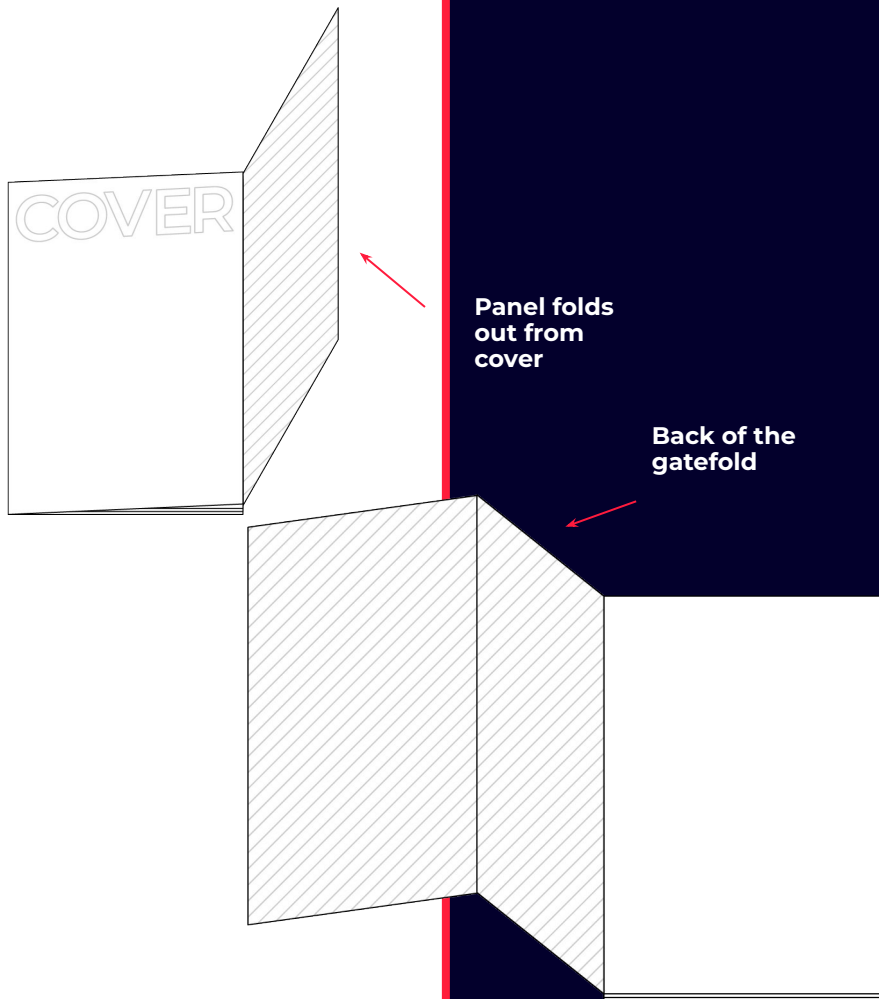
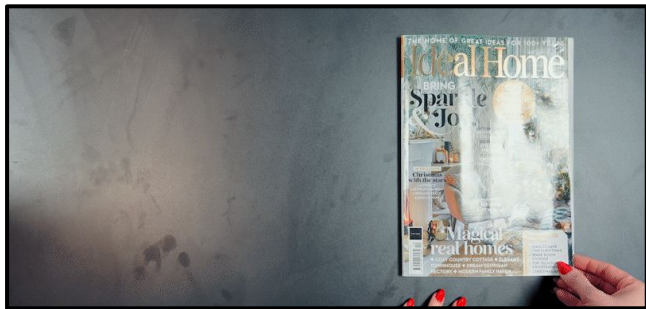


Die cut so
you can see
through to
the second
page

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.

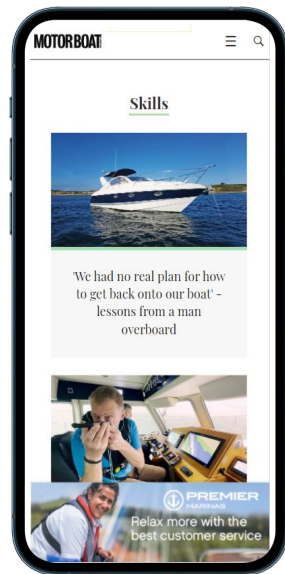
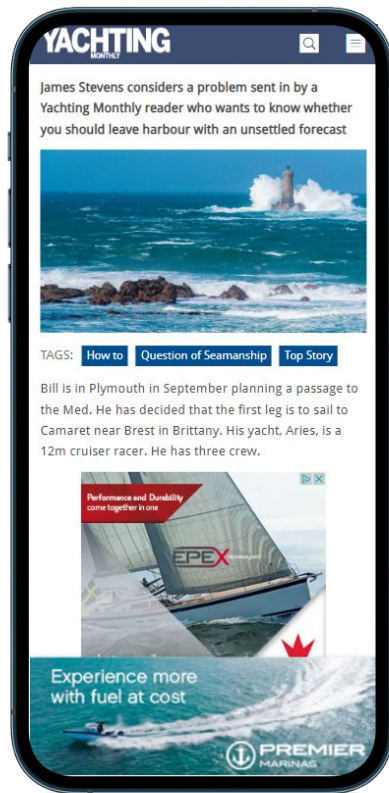
*Can be built to include auto-playing video or host a simple static image.

0.5%

Click Through Rate

70%+

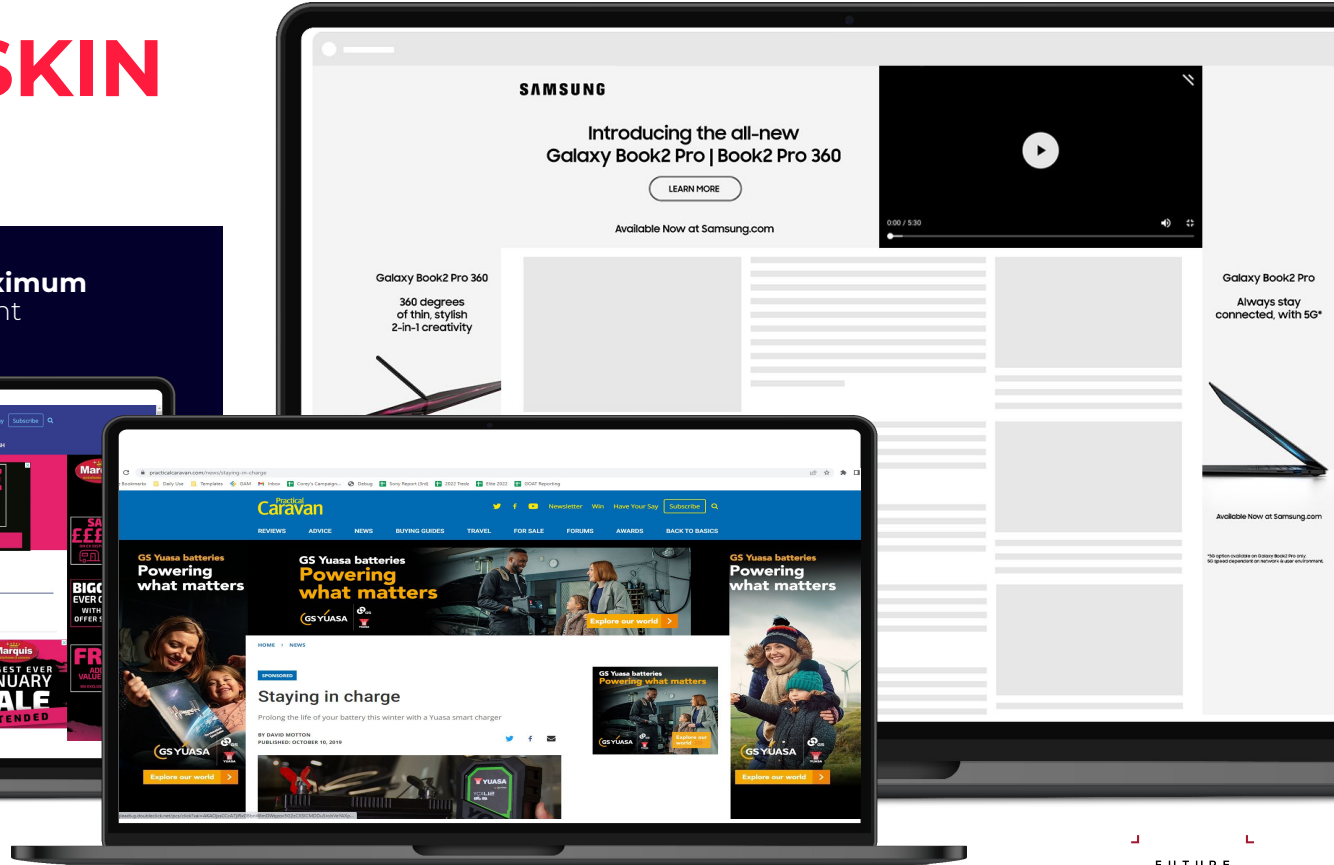
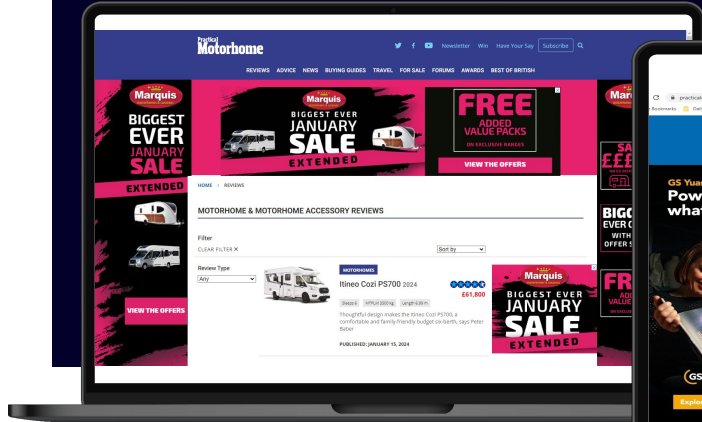
Viewability Rate



[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:

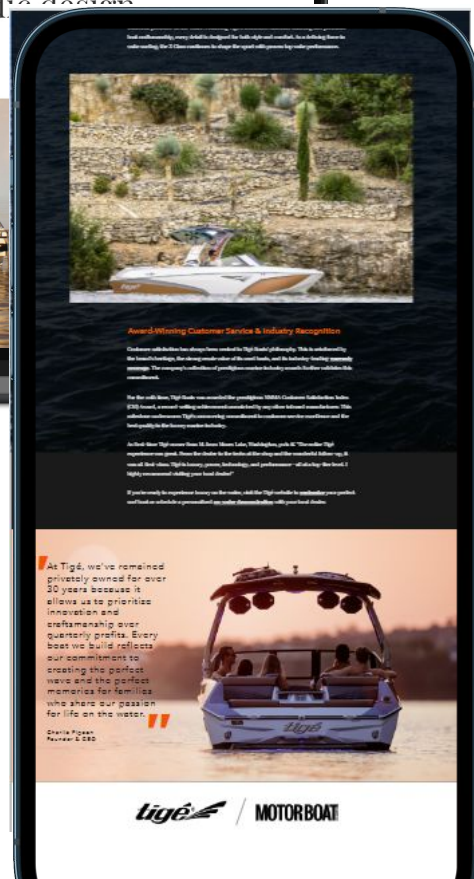
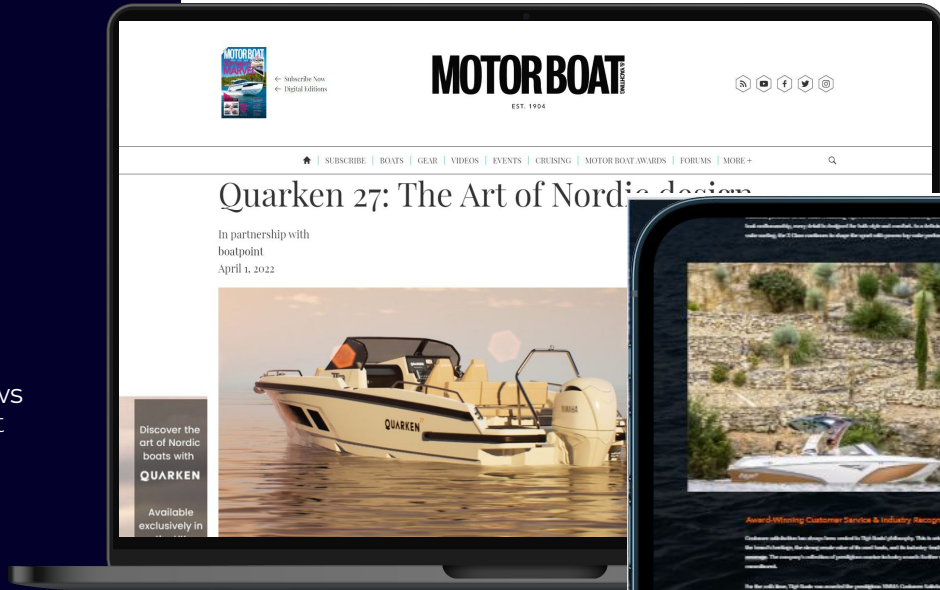
- **Standard advertorial** - £2,500 | KPI: 3k page views
Initiated by your brief and campaign objectives, but written by our expert editorial team, it talks to our audience in a tone of voice they recognise from our brands.

[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.

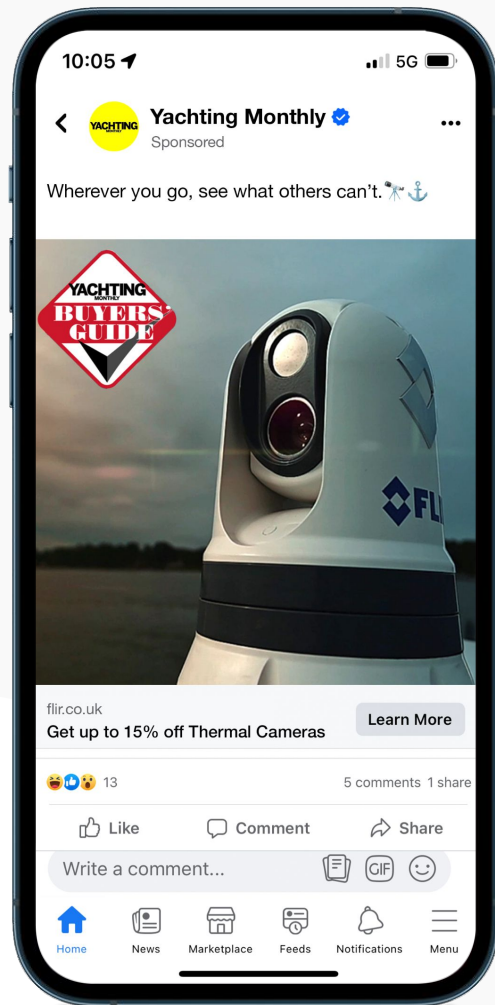


Spark | As Seen In

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)

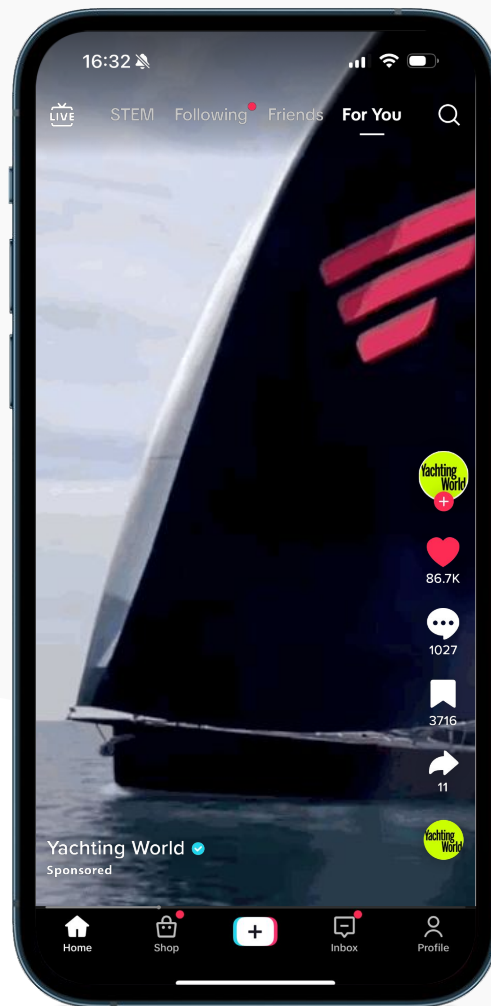
*Product subject to modifications
and editorial approval.

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:

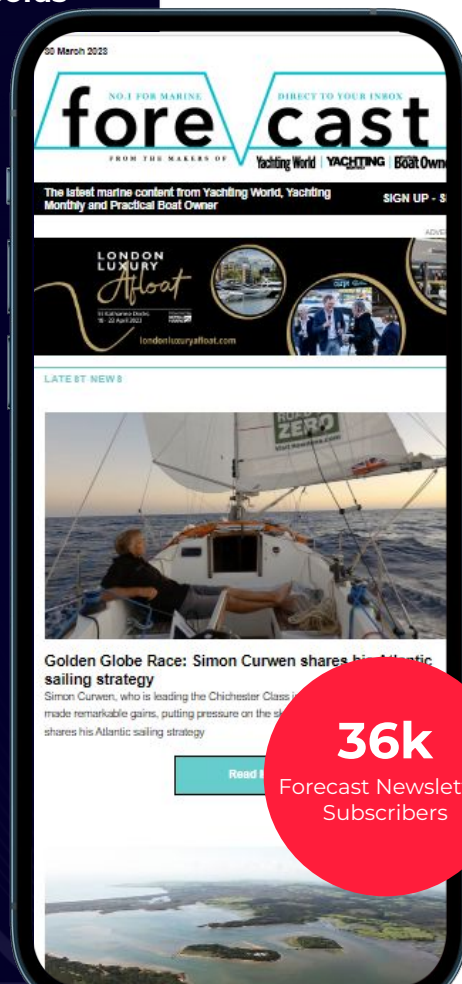
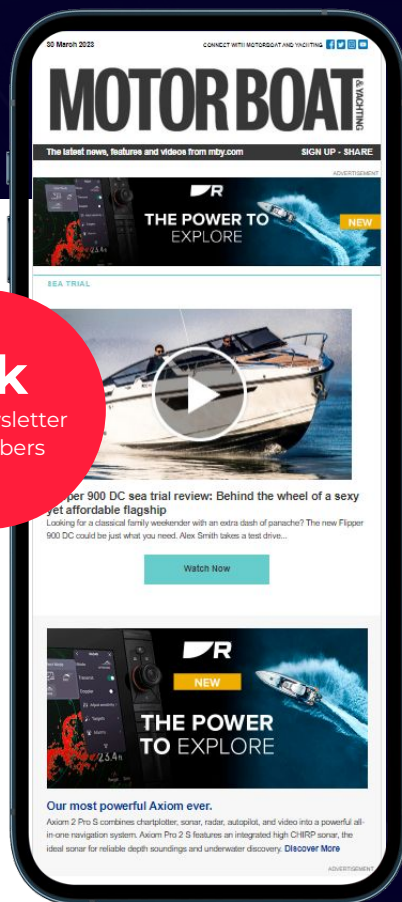
9:16 video

*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](#)