



Yachting World

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 bluewater cruising, to ocean racing, boat tests, technology, equipment and superyachts.

217.8K

Average global monthly users

366.3K

Average global monthly pageviews

490.8K

Total social reach

53.8K

Average UK monthly users

96.7K

Average UK monthly pageviews

112K

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; 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.

753.6K

In our Global Yachting World Community*



SUPERSAIL WORLD

Supersail World is a high quality 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 36 pages and has its own internal covers printed on heavier paper stock for a premium finish.

Toby Hodges - Test Editor at Yachting World

- ▶ **April Cover**
Issue 320 (on sale March 2026)
- ▶ **July Cover**
Issue 323 (on sale June 2026)
- ▶ **October Cover**
Issue 326 (on sale September 2026)



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.

With more and more families and cruising sailors now choosing a multihull for their sailing, we will continue to balance our coverage accordingly, including previews and tests of new multihull launches, features and expert 'how to' catamaran handling advice.

Toby Hodges - Test Editor at Yachting World

➤ **February Cover**
Issue 318 (on sale 8th January 2026)

➤ **April Cover**
Issue 320 (on sale 12th March 2026)

➤ **September Cover**
Issue 325 (on sale 13th August 2026)

➤ **December Cover**
Issue 328 (on sale 12th November 2026)



EDITORIAL CALENDAR

**Issue
0317**

JANUARY

- ARC special: 40 years of transatlantic cruising
- Off-grid family sailing adventure

**Issue
0318**

FEBRUARY

- MULTIHULL ISSUE
 - METS DAME winners
 - Transat Café L'Or
- Issue taken to *BOOT***

**Issue
0319**

MARCH

- European Yacht of the Year winners
- Hull finishes
- Sydney-Hobart Race

**Issue
0320**

APRIL

- SUPERSAIL WORLD
- Get your family into sailing

**Issue
0321**

MAY

- MULTIHULL ISSUE
- Summer kit special

Issue taken to *International Multihull Show & Palma*

**Issue
0322**

JUNE

- Ocean-tested: ARC gear survey
- Double-handed around the world

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
0323**

JULY

- SUPERSAIL WORLD
- Endless summer: extend your season

**Issue
0324**

AUGUST

- Bluewater cruising #101: expert advice
- Apps for sailors

**Issue
0325**

SEPTEMBER

- MULTIHULL ISSUE
- Boat show previews: Southampton & Cannes

Issue taken to *Cannes*

**Issue
0326**

OCTOBER

- SUPERSAIL WORLD
- 200th anniversary Cowes Week

Issue taken to *SIBS*

**Issue
0327**

NOVEMBER

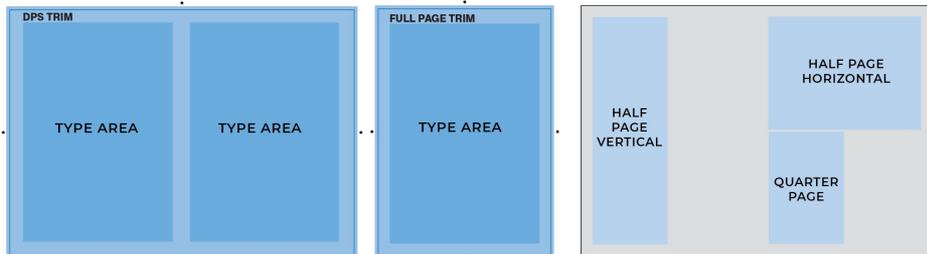
- METS ISSUE
- Best boat buys: brokerage special

**Issue
0328**

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

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FUTURE
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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

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's 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 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 cobb, 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 IN300, 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 to quickly secure trousers and slippers.

British offshore racer Alan Roberts, who has sailed 10,000 miles in his career wore a pair of Subboot 700s on the brutal Patner 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

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

ALAN ROBERTS,
FASTNET OFFSHORE RACER

30 www.yachtingmagazine.com

www.zhikgroup.com

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

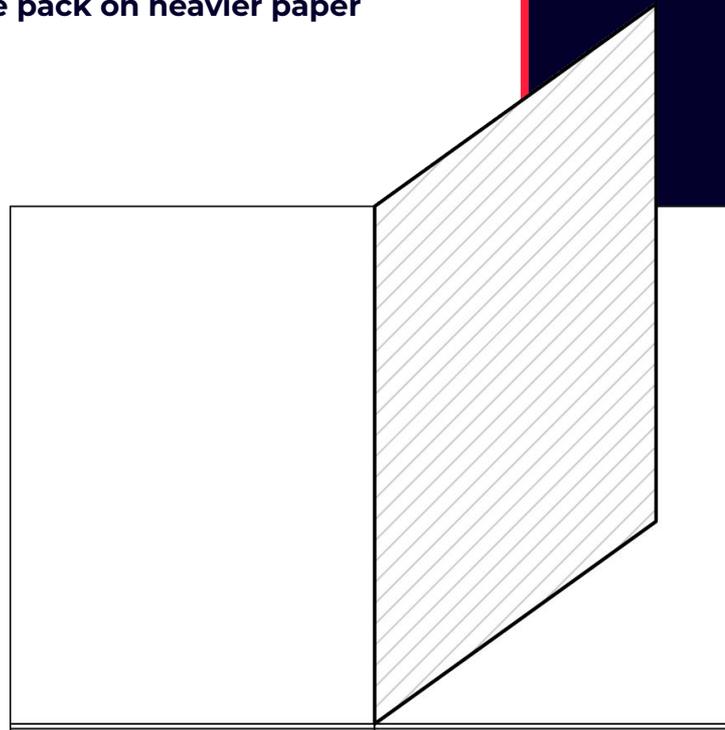
- Premium positioned ad sites
- Paper technology - Gatefolds, Belly bands, bound inserts
- Bespoke supplements
- Advertisement Features
- Monthly content series
- Sponsored Articles
- Sponsorship of editorial franchises
- Competitions



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).

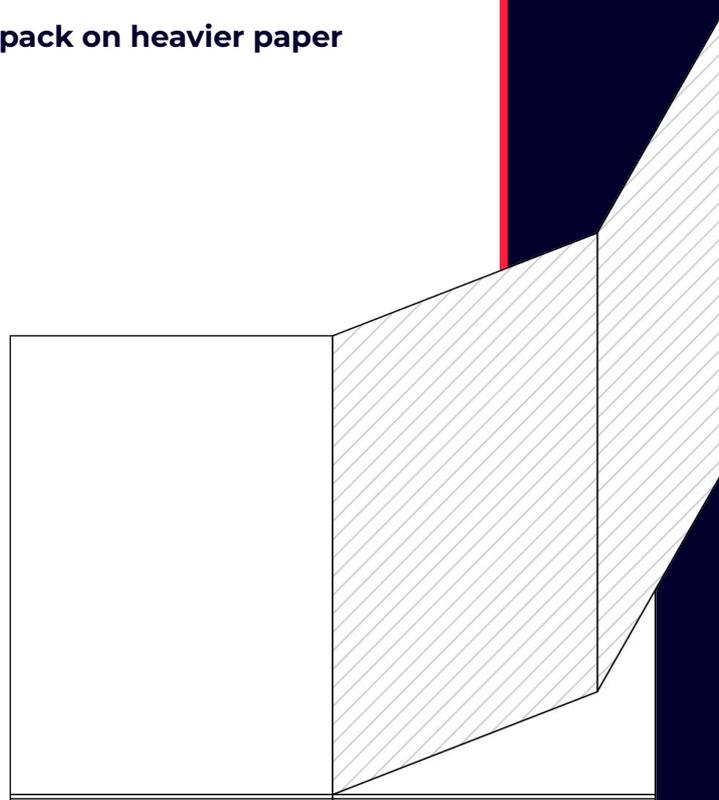


Insert
illustrating
heavier stock
printed front
and back

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.

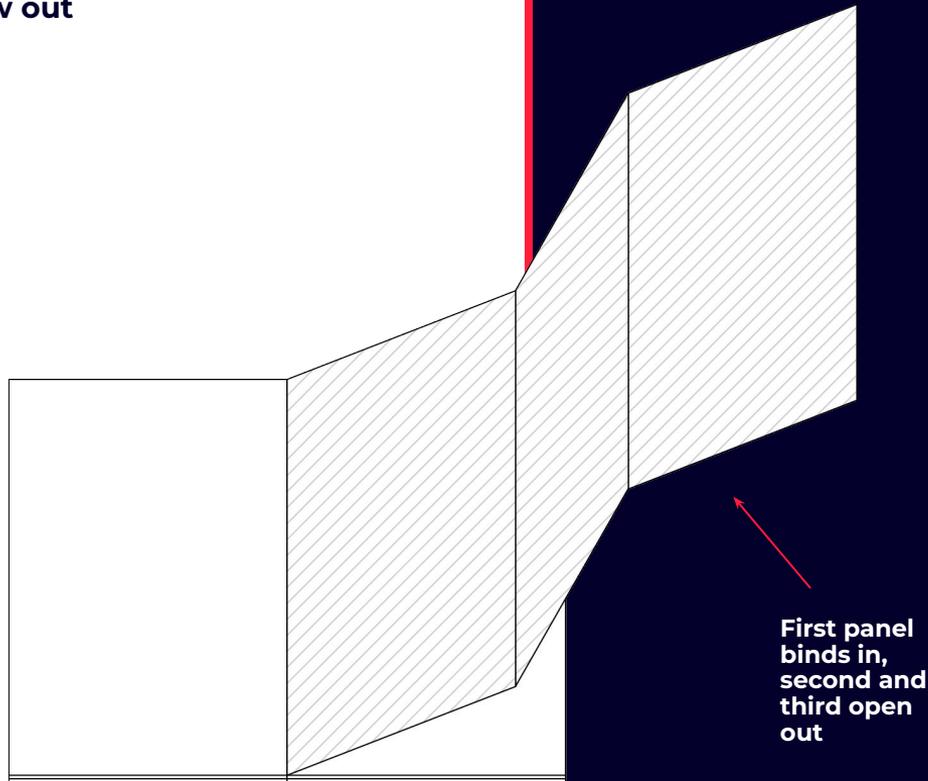
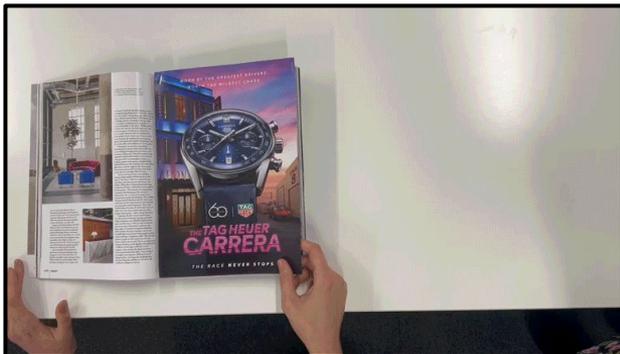


First panel binds in, second panel opens out

BOUND INSERTS 6pp throw out

Advertise at length with throw outs that pull focus

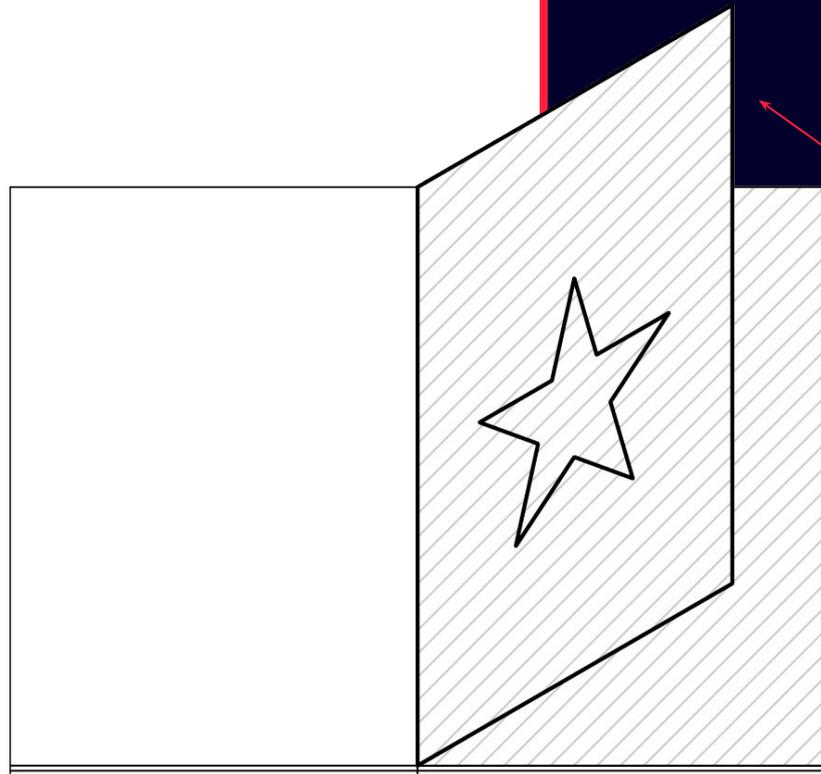
With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



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

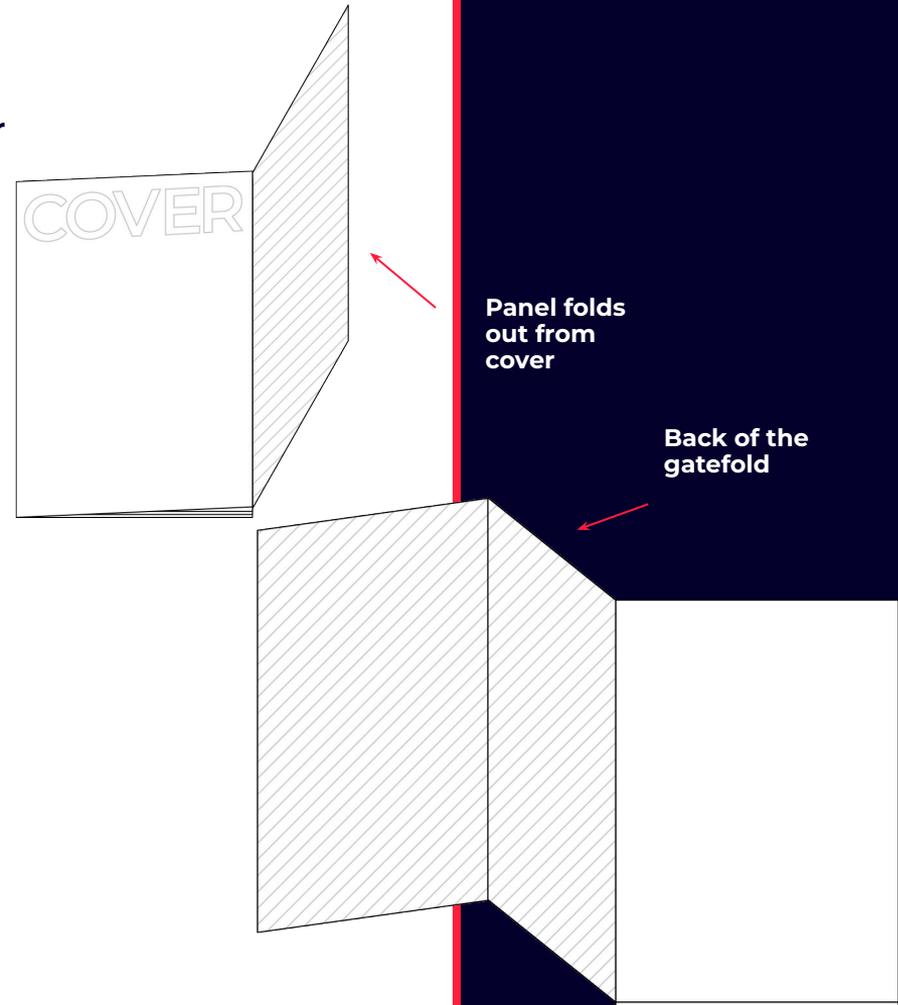
BOUND INSERTS **Gatefold cover**

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.



*Example illustrates advertorial





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FUTURE
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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.

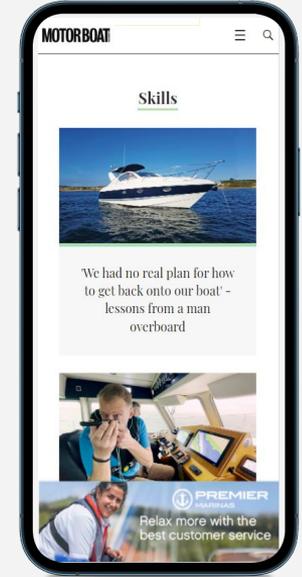
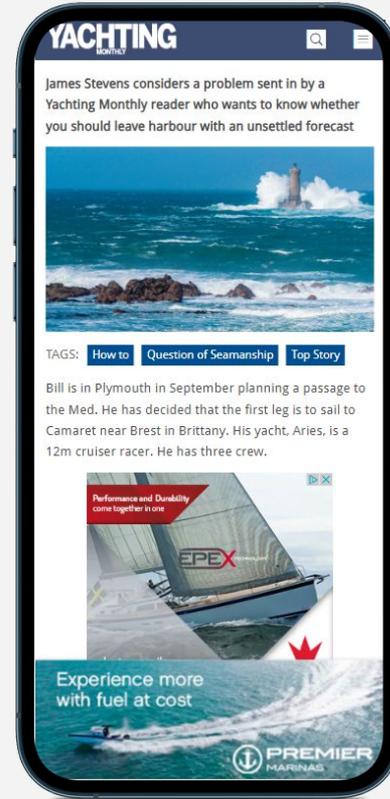
0.5%

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.

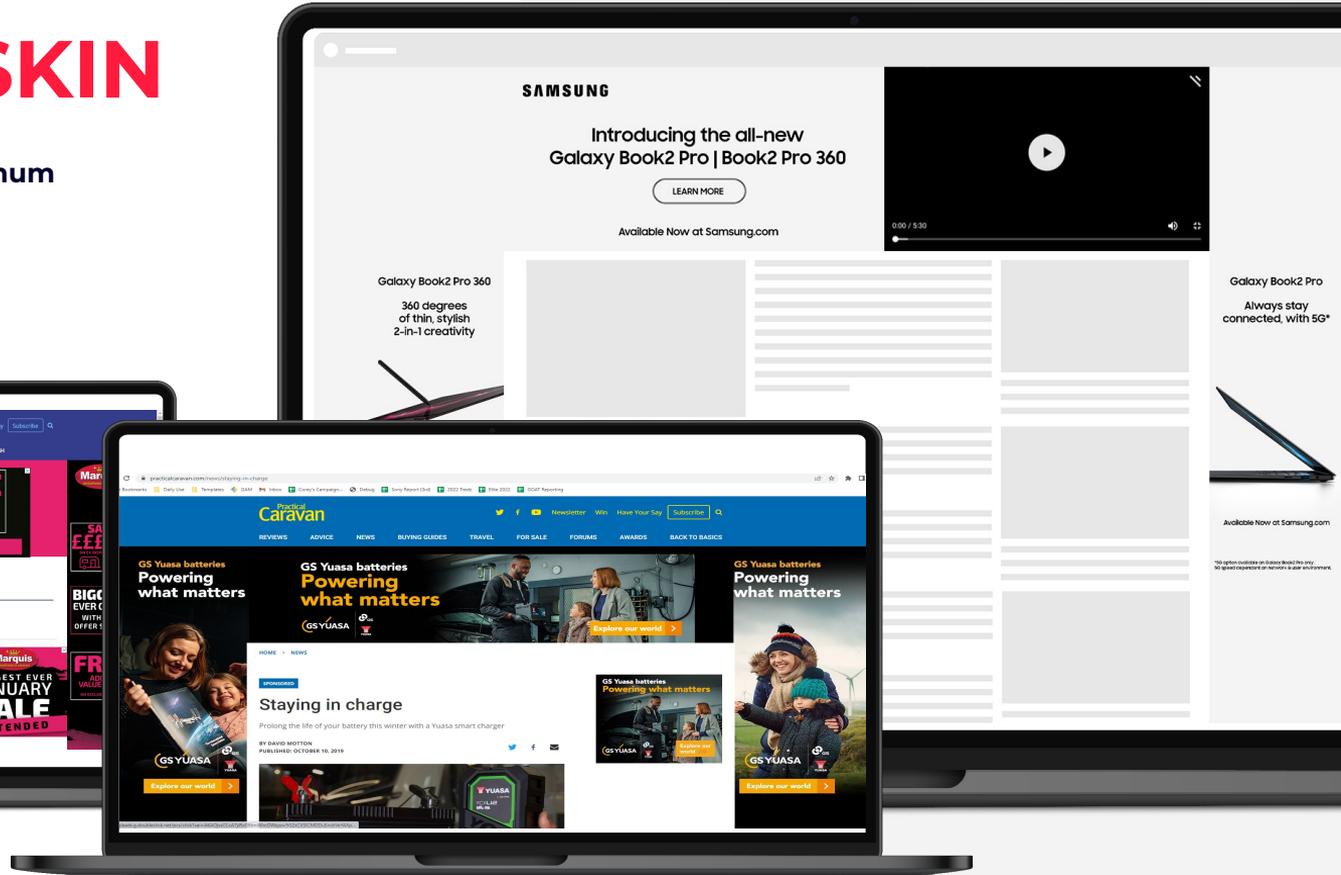
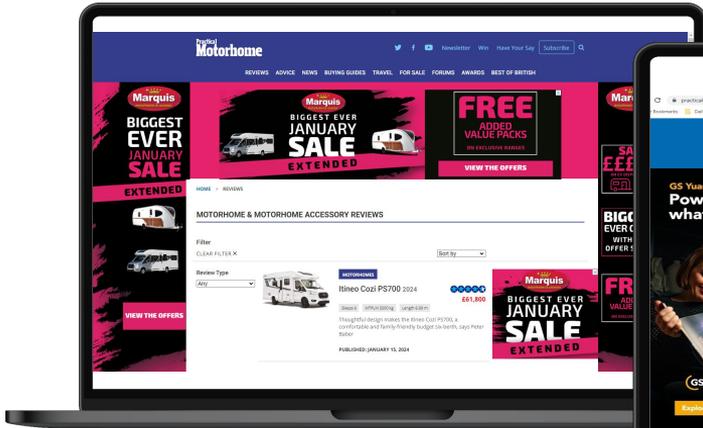
**Typically sold on “page impressions” but can also be sold on “ad impressions”



[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:

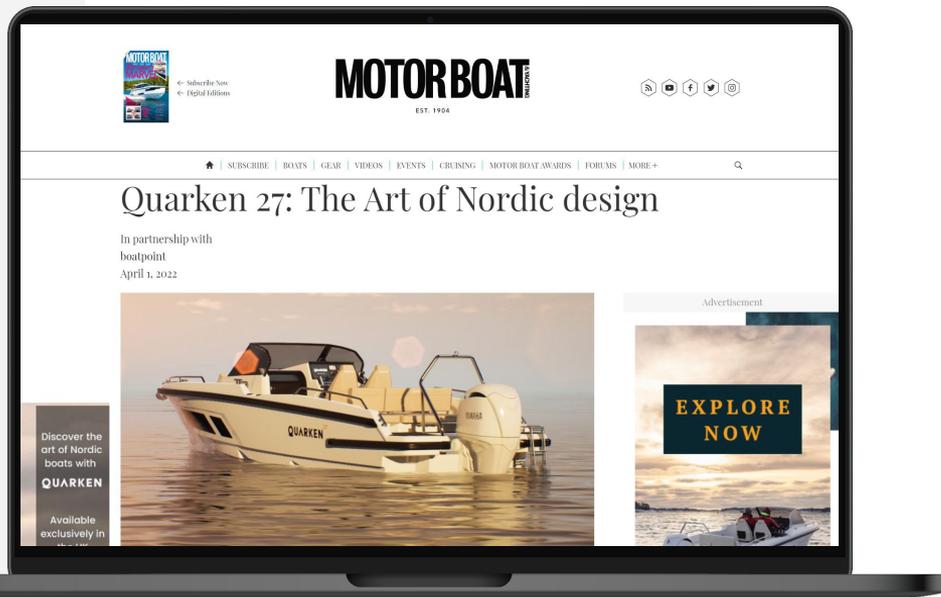
- **Standard advertorial** - £2,500 | KPI: 3k page views
Initiated by your brief and campaign objectives, but written by our expert editorial team, it talks to our audience in a tone of voice they recognise from our brands.

[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.



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



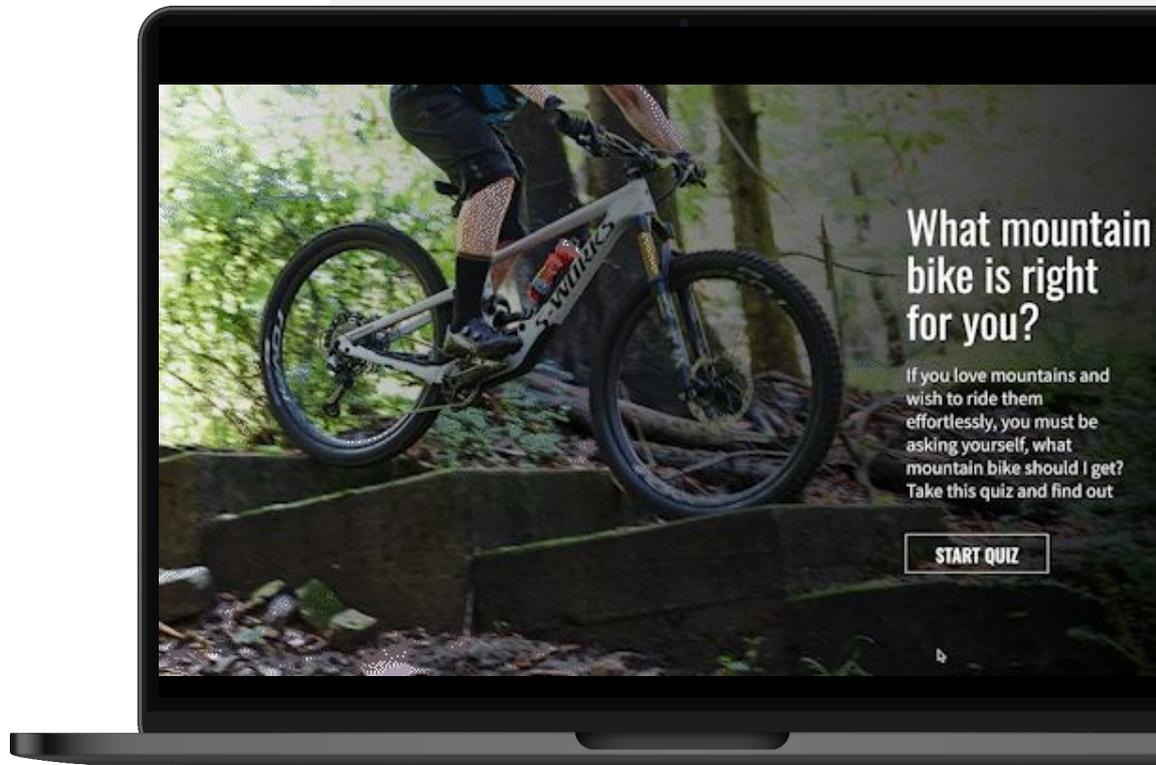
[Click to view demo](#)

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



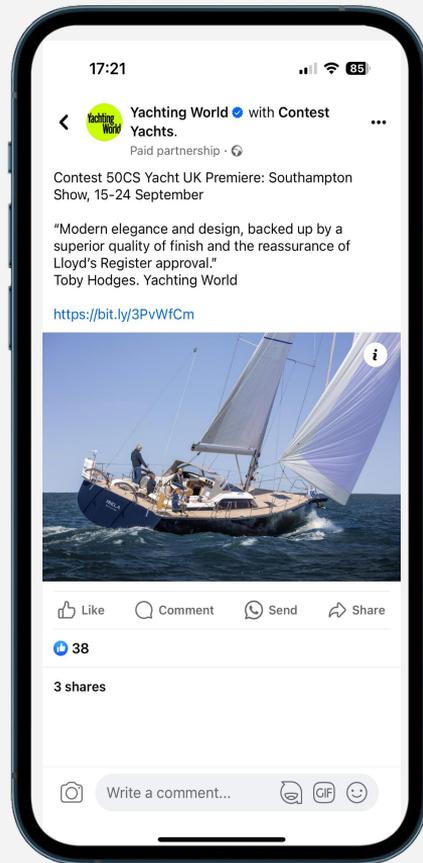
STANDARD SOCIAL AMP PACKAGE

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.

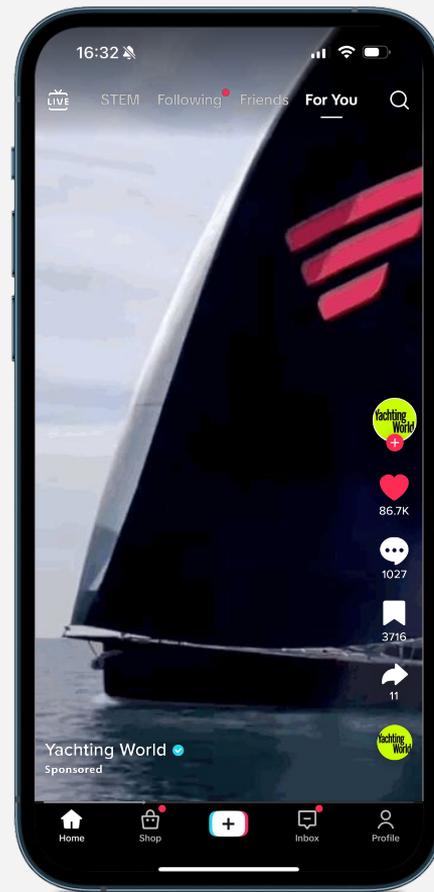
Package 1

- 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:



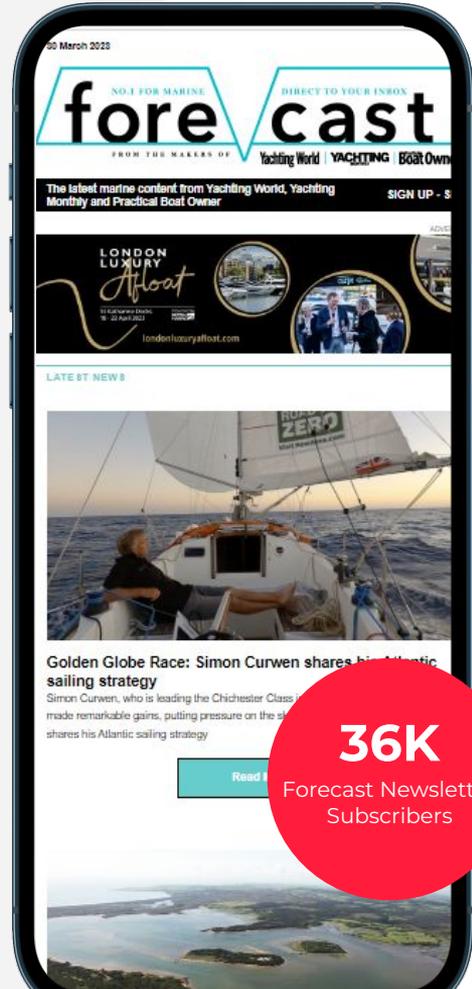
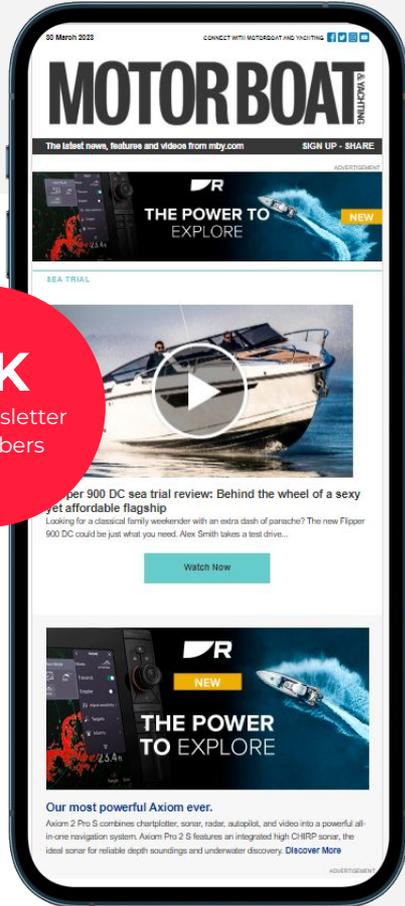
Lead Times:
7 days lead time.
Flight time 3-4 weeks

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

29 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

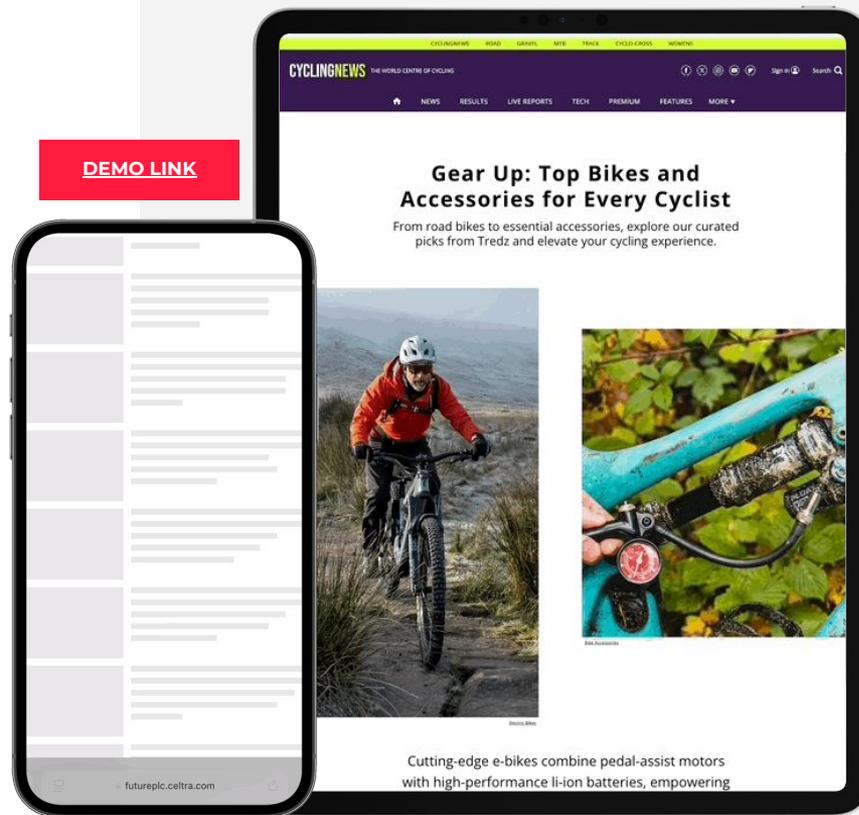
- ✓ Highlight up to 21 sku all **instantly** shoppable
- ✓ Allow high-intent consumers to explore + mobile first

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



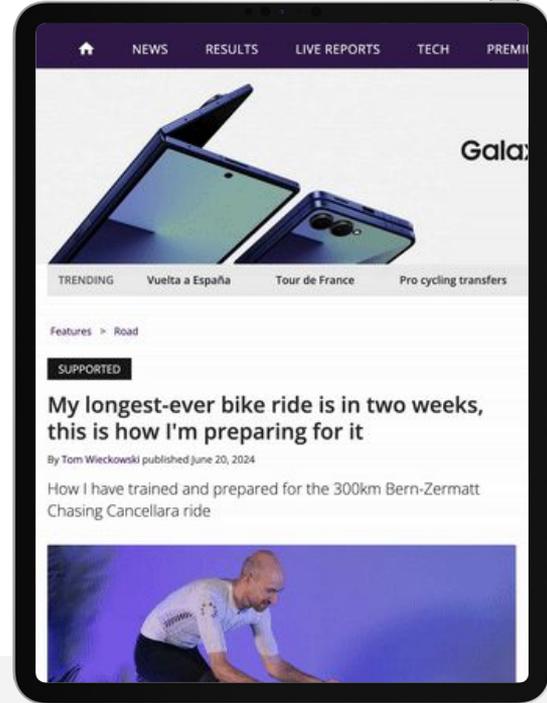
SUPPORTED EDITORIAL

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

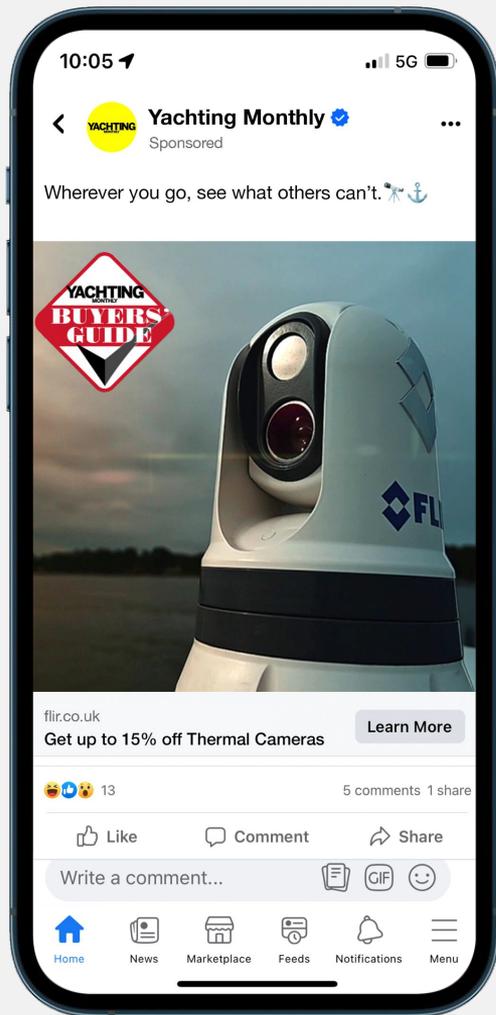
3-4000 estimated page views

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.

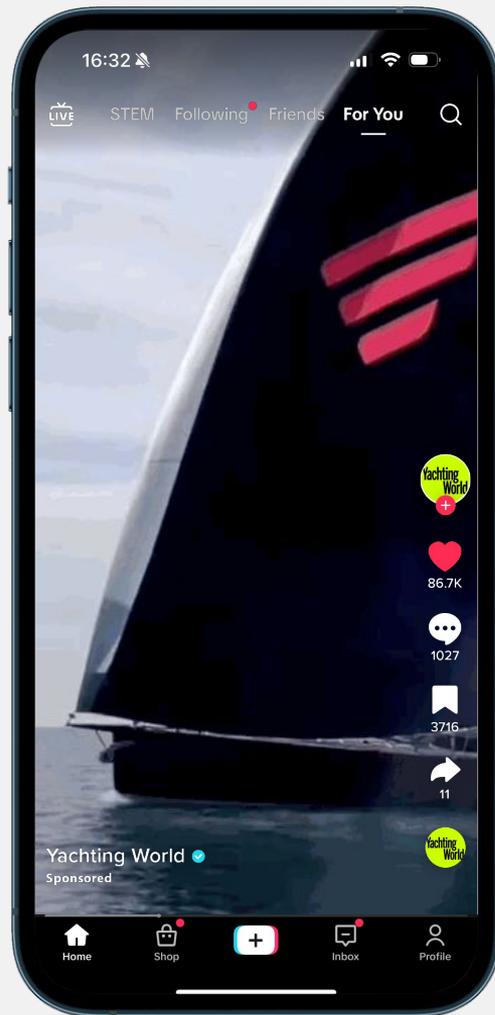
SPARK | VERTICAL

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.