



Marine Media Pack

Future

FUTURE

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





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**

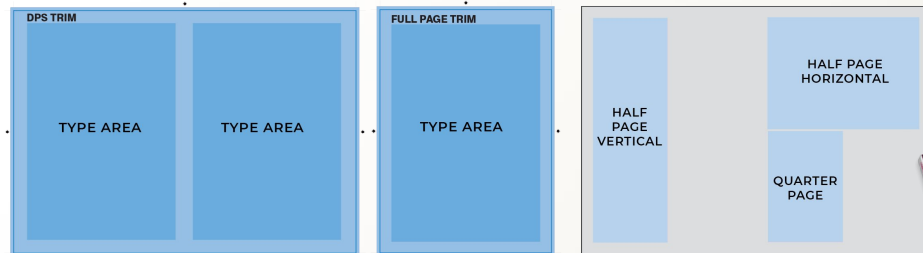


Multihull World Publication Dates:

- **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

Motor Boat & Yachting

MOTORBOAT





MOTOR BOAT & YACHTING

Motor Boat & Yachting isn't just the oldest motor boat magazine in the UK, it's also the most widely read by experienced boat owners. In a fast changing world, *Motor Boat & Yachting* is a reliable constant packed full of boating news, tests and information that helps readers keep pace with the developments and make the most of their time on the water.

200k

Average Global
Monthly users

400k

Average Global
Monthly Page
Views

587k

Social Media
Reach

11k

ABC Monthly
Circulation





Audience

From 25ft sports boats to 125ft superyachts our audience's passion for motor boats extends across a multitude of different sizes, styles and categories of boats. Informed by our incisive editorial content, this affluent, engaged audience relies on our advice when making decisions about their boats.

1 in 2

Have been motorboating for over 20 years

1 in 2

State they trust magazines and/or websites the most for advice on motorboats

3 in 4

Own their own motorboat

81%

Male

90%

Cruise predominantly in Europe

65%

Own a motor boat over 30ft

43%

Venture out on their motor boat every week



FUTURE



Editor's Statement

There's a reason *Motor Boat & Yachting* is the world's most respected motor boat media brand and that comes down to one thing: trust. Our readers trust us to give them the best advice on everything from boat tests and product reviews to cruising guides and boat handling techniques, while our advertisers trust us to give them unparalleled access to a qualified audience of affluent motor boat owners.

In today's world of information-overload, it's that ability to cut through the noise and reach the key decision makers that gives *Motor Boat & Yachting* the edge over other marine media outlets. Most of our readers already own a motor boat or are on the cusp of buying one. They are cash rich but time poor and choose to pay for the high quality, curated content we deliver at the time and place of their choosing. That's why our print magazine, website and social media channels are the ideal places to reach buyers in a relaxed and trusted environment, when consumers are at their most receptive.

That privileged position comes from years of experience. *Motor Boat & Yachting* is the oldest motor boat magazine in the world with an unbroken heritage dating back to 1904. Despite the *Yachting* part of the title, which harks back to the era of gentleman's motor yachts, we only cover motor boats, with a particular focus on 25-85 ft cruising craft from premium manufacturers. We also publish *Custom Yachting*, a quarterly supplement dedicated to 85-135 ft luxury motor yachts, and host the prestigious *Motor Boat Awards*.

This year, thanks to the global footprint and digital expertise of our parent company Future, our sights are set on becoming the number one source of marine buying advice all over the world. As part of that process we are investing heavily in the MBY.com website as well as our popular Facebook and Youtube channels.

Hugo Andreae, Editor





Motor Boat Awards



The Motor Boat Awards are the only marine awards with the motor boat buyer's best interests at heart.

Hosted by **Motor Boat & Yachting** and judged purely on the boats' design, technical ability, seakeeping, and value for money, they are the ultimate accolade.

Every boat we have tested and published in the previous 12 months is automatically entered into the most relevant category.

The winners will be announced on 24th January 2023.

Date: 24th January 2023

Venue: Hotel Kö59 Düsseldorf (formerly Intercontinental Dusseldorf)

2023 Awards Categories

Sports Boats & RIBs
(open boats up to 30ft)

Weekenders
(open boats over 30ft with overnighting)

Adventure boats
(enclosed pilothouse & SUV craft)

Sportscruisers under 45 ft

Sportscruisers over 45 ft
(includes sportsbridge yachts)

Flybridges up to 60 ft
(includes navettas & multihulls)

Flybridges
(over 60ft & includes navettas & multihulls)

Custom Yachts
(over 80 ft)

Customer Service Award
(UK leisure marine businesses)

Judges' Special Award (person, product, organisation, event worthy of special recognition)



Custom Yachting

Custom Yachting is a quarterly supplement that is bound into the February, June and October issues of *Motor Boat & Yachting* (on sale January, May and September) in order to coincide with the major boat shows in Düsseldorf, Palma and Cannes.

This 32-page supplement is dedicated to luxury 80-130 ft motor yachts from high end manufacturers and brokers. Just like its parent magazine, Custom Yachting has its own internal cover printed on heavier paper stock and includes the latest news, boat reports and features about the world's finest motor yachts.

There are only a limited number of display advertisement positions within this supplement so early bookings are strongly recommended to secure these slots.



February Cover

Issue 282 (on sale 12th January 2023)



June Cover

Issue 286 (on sale 4th May 2023)



October Cover

Issue 290 (on sale 7th September 2023)

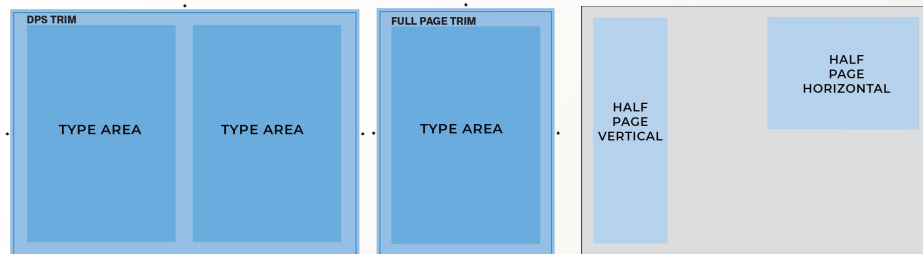


MOTORBOAT EDITORIAL CALENDAR 2022/23

Issue 0281 JANUARY <ul style="list-style-type: none"> Adventure Special Motor Boat Awards launch 	Issue 0282 FEBRUARY <ul style="list-style-type: none"> CUSTOM YACHTING SPRING DUSSELDORF PREVIEW 	Issue 0283 MARCH <ul style="list-style-type: none"> Motor Boat Award winners DUSSELDORF REVIEW 	Issue 0284 APRIL <ul style="list-style-type: none"> Get set for the season Best new boats for 2023 	Issue 0285 MAY <ul style="list-style-type: none"> PALMA SHOW PREVIEW Summer cruising ideas 	Issue 0286 JUNE <ul style="list-style-type: none"> CUSTOM YACHTING SUMMER Palma Show Review
EVERY MONTH:	New and used boat tests	Technology focus - the latest developments in engines, electronics and hull design	Step-by-step How To guides on boat handling and maintenance	Refits and upgrades to older boats	
	New gear product launches, tests and reviews	New boat launches and boat show previews	Cruising destinations and advice	Real life owners' adventures	
Issue 0287 SUMMER <ul style="list-style-type: none"> Editor's choice product awards Secondhand steals 	Issue 0288 AUGUST <ul style="list-style-type: none"> Sportsboat special Best cruising adventures 	Issue 0289 SEPTEMBER <ul style="list-style-type: none"> CANNES SHOW PREVIEW Moving to the Med 	Issue 0290 OCTOBER <ul style="list-style-type: none"> CUSTOM YACHTING AUTUMN SOUTHAMPTON SHOW PREVIEW 	Issue 0291 NOVEMBER <ul style="list-style-type: none"> Boat Show stars on test Cannes show highlights 	Issue 0292 DECEMBER <ul style="list-style-type: none"> Best new boats for 2024 Charter focus



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Full page

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Half page vertical

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



Rates

Display

£4,668	Inside front/ outside back covers
£4,239	Inside back cover
£7,497	Double page spread
£4,422	Full Page
£2,842	Half Page

Classified

£1,800	Full page
£1,000	Half page
£575	Quarter page
£300	1/8th page
£170	1/16th page

Brokerage

£4,420	Double page spread
£2,160	Full page
£1,393	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 >](#)

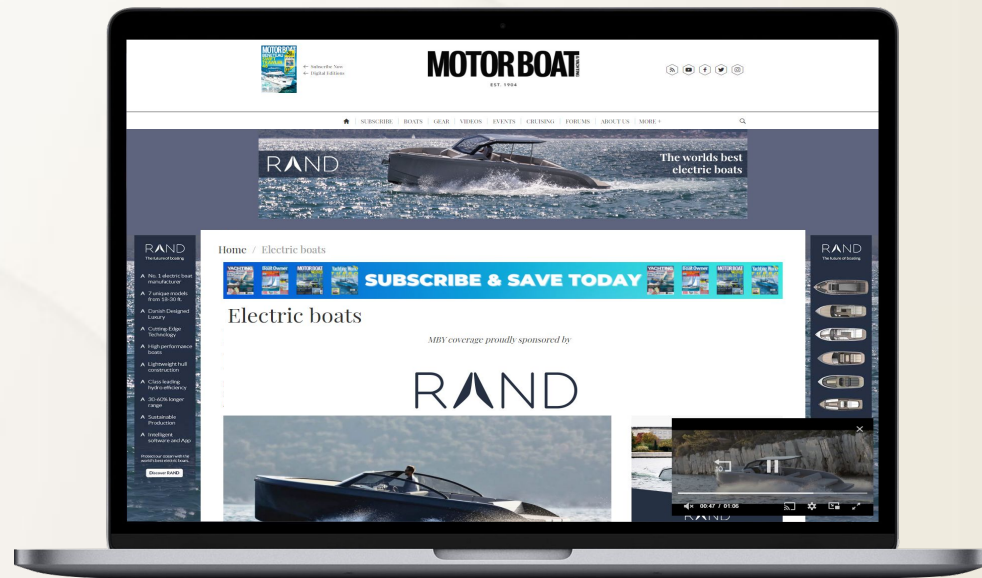
Multiple Targeting Methods available through geo, keyword, content, time specific, and capping to name a few...

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

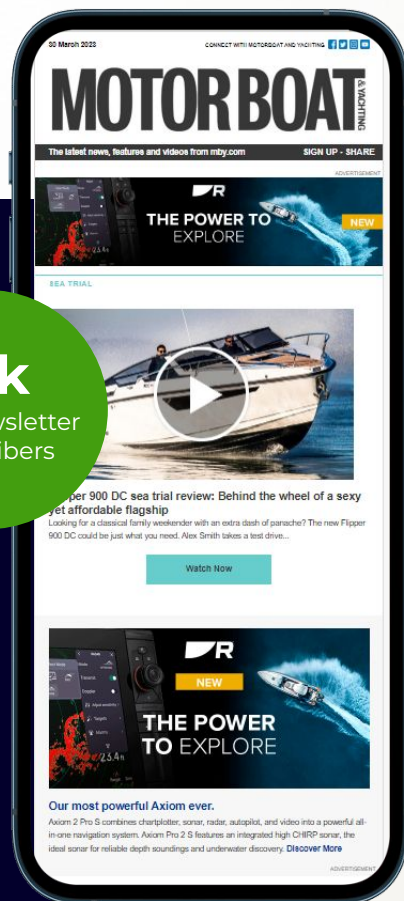




Newsletters: Sponsored and Solus

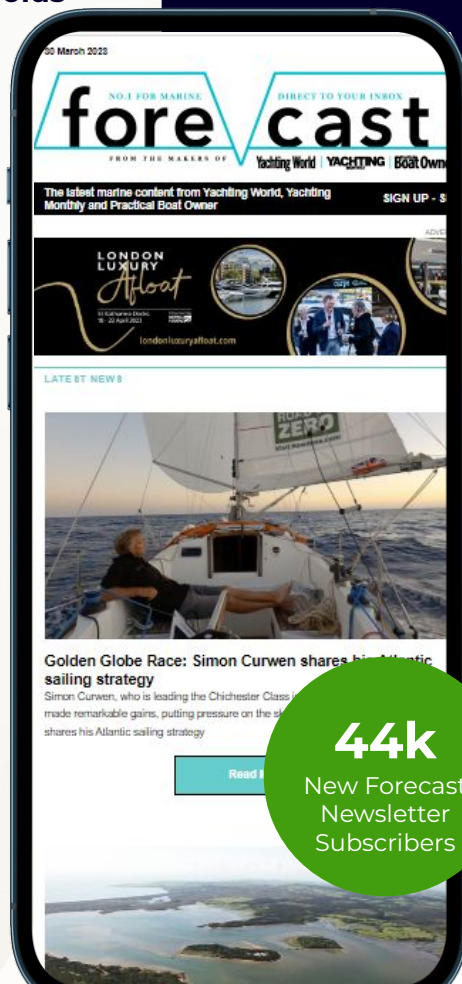
12k

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**



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

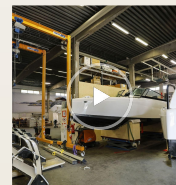
Tuition

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