

SAILING TODAY with YACHTS & YACHTING

Media pack | 2023





FROM THE EDITOR

Sailing Today with Yachts & Yachting is a high-quality monthly publication for cruising and racing sailors. Each issue is packed with stunning photography, inspiring articles by experienced sailors and essential practical advice from world-renowned experts. We look in depth at the latest cruising and racing gear and get behind the big stories, with exclusive interviews with the biggest names in the sailing world.

Sailing Today with Yachts & Yachting offers unrivalled exposure, ensuring your products and services are seen by the full range of sailors, from professional yacht racers, to blue water liveaboards, to weekend cruisers and club dinghy sailors.

Written cover to cover by sailors, for sailors and with its cutting-edge content and active readership, is the perfect place for your advertisement.

Sam
Sam Jefferson
Editor

TOTAL
COMBINED REACH
OF OVER
230,000



OUR AUDIENCE

Cruising sailors who use their yachts on the weekends and for holidays in their local waters around the coast of the United Kingdom, and frequently chartering abroad in the Med, Caribbean, and other popular destinations. A significant proportion go blue-water cruising across the Atlantic or further.

Sail racers including amateurs and professionals, who race dinghies, sportsboats and yachts in the UK and around the world.

OUR REACH

- **12** UK editions
- **30,000** Print Readership
- **200,000** Digital Reach
- **17,000** Email Subscribers

DISTRIBUTION

- Strategically promoted at key newsstands including WHSmith High Street and WHSmith Travel stores in the UK, and Barnes & Noble and Books-A-Million in the US
- Leading independent newsagents in the UK and overseas
- High-profile media partnerships with internationally renowned sailing clubs, associations, regattas, shows and more



SOLUTIONS

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

- UK/International edition (print & digital)
- Supplements
- Glossy annual *Yachting Year* publication
- Digital monthly newsletters
- British Yachting Awards



THE BRITISH YACHTING AWARDS 2023

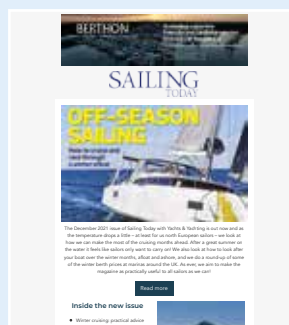
BRITISH YACHTING AWARDS



SUPPLEMENTS



ANNUAL YACHTING YEAR PUBLICATION



NEWSLETTER

CREATIVE PARTNERSHIPS

We are delighted to work with key partners within the industry to create high-quality content that brings a product or service to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.

PROMOTIONS





ADVERTISING RATE CARD

Sailing Today with Yachts & Yachting provides the perfect vehicle to promote high-quality, premium brands, products, and services to an affluent and discerning audience.

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

DISPLAY, INSERTS & CLASSIFIED

Double page spread	£5,671
Outside back cover	£4,091
Inside front cover	£3,856
Inside back cover	£3,506
Full page	£3,039
Half page	£1,637
Quarter page	£963
Eighth page	£526
Double page spread advertorial	£7,089

Full page advertorial	£3,799
Classified (scc)	£36
Inserts (per thousand)	POA

BROKERAGE

Double page spread	£4,909
Full page	£2,594
Half page	£1,347
Quarter page	£735

ADVERTISING CONTACTS

Group Sales Director Catherine Chapman 07879 644768 catherine.chapman@chelseamagazines.com

Advertisement Manager Mark Harrington 020 7349 3787 mark.harrington@chelseamagazines.com

Senior Sales Executive Charlene Homewood 020 7349 3779 charlene.homewood@chelseamagazines.com

Advertising Jubilee House, 2 Jubilee Place, London SW3 3TQ Tel 020 7349 3700

DIGITAL

DIGITAL AUDIENCE

Website

We offer an integrated omni-channel solution through our website, social media, and e-marketing platforms.
www.sailingtoday.co.uk
www.yachtsandyachting.co.uk

Sailing Today

- 37,200 monthly average unique users
- 64,100 monthly average page views
- 7,000 email subscribers
- 54,500 social media followers

Yachts & Yachting

- 13,400 monthly average unique users
- 18,300 monthly average page views
- 8,000 email subscribers
- 116,500 social media followers

DIGITAL RATES

Website	
Reskin	£2,500
Online advertorial	£950
Competition	£1,000 + prize
Double MPU	£950
MPU	£550
Billboard	£750
Leaderboard	£750
Online directory	£300
Social media post	POA

Email marketing

Newsletter advertorial	£750
Newsletter leaderboard	£475
Bespoke solus email	£100 per 1,000

Our comprehensive website is a deep dive across the industry: News, Videos, Event and Race Reports, Techniques, Cruising and Charter Destinations, Boat and Kit Reviews, Awards, Competitions. Inspirational and user-friendly, it is the definitive website for everyone seeking credible advice, reviews and information about cruising and racing sailing, events and gatherings worldwide.



All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.

CALENDAR 2023/24



JANUARY 2023

ARTWORK
14 November

ON SALE
25 November

FEBRUARY 2023

ARTWORK
15 December

ON SALE
30 December

MARCH 2023

ARTWORK
16 January

ON SALE
27 January

CHARTER GUIDE

ARTWORK
16 January

ON SALE
27 January

APRIL 2023

ARTWORK
13 March

ON SALE
24 February

MAY 2023

ARTWORK
20 March

ON SALE
31 March

JUNE 2023

ARTWORK
17 April

ON SALE
28 April

JULY 2023

ARTWORK
16 May

ON SALE
26 May

AUGUST 2023

ARTWORK
19 June

ON SALE
30 June

SEPTEMBER 2023

ARTWORK
17 July

ON SALE
28 July

OCTOBER 2023

ARTWORK
14 August

ON SALE
25 August

NOVEMBER 2023

ARTWORK
18 September

ON SALE
29 September

DECEMBER 2023

ARTWORK
16 October

ON SALE
27 October

YACHTING YEAR

ARTWORK
30 October

ON SALE
10 November

JANUARY 2024

ARTWORK
20 November

ON SALE
1 December

FEBRUARY 2024

ARTWORK
18 December

ON SALE
29 December