

CAIL[®]

2026 MEDIA KIT



EDITORIAL MISSION



AT THE HEART OF THE SAILING MARKET

SAIL's readers are active sailors of all interests—cruisers, racers, daysailors, and ocean voyagers—committed to their boats, communities, and adventures on the water. For these enthusiasts, SAIL is an essential companion. Since 1970, we have been a leading voice in the sport with compelling editorial content that inspires and educates our passionate audience.

Our commitment to the sailing lifestyle has made SAIL the most widely read sailing publication in the world. Our readers value the total sailing experience, and the pages of SAIL reflect that. We cover the full spectrum of topics in the sailing world—insights into long-range cruising, advice on troubleshooting diesel engines, small boat adventures, racing news, and more.

Our dedication to all-encompassing coverage makes SAIL a powerful tool for marketers. Not only do we reach the largest and most affluent segment of the marketplace, but our readers are heavily engaged in every facet of the sport, from DIYers doing upgrades and maintenance to offshore sailors investing in safety kit, and boat owners looking to upgrade to charterers dreaming of distant shores.

PRINT



OUR SAIL READERS ARE LOYAL

73%
read every issue

Circulation: 44K+

Frequency: 8x annually



NEW BOATS & GEAR

A comprehensive guide to new sailboats and sailing gear, this essential resource features full reviews of the newest sailboat models in the U.S., introductions to up-and-coming boats, and gear of all types. Annual.

Ad Close: July 9, 2026

*Editorial planned but subject to change



MULTIHULL POWER & SAIL

The ever-expanding world of multihulls demands its own platform, and the biannual Multihull Power & Sail delivers. These special issues, done in partnership with Power & Motoryacht, include boat reviews, profiles of designers and builders, destinations perfect for multihulls, adventures on the water, hands-on tips, and more.

WHY ADVERTISE WITH US?

SAIL entertains and informs a loyal audience of active, passionate sailors. Our award-winning coverage is designed to inspire and educate an audience committed to their boats and ever-expanding sailing experience.

74%

have 20+ years of sailing experience.

68%

are at retirement age, with more time and wealth to invest in sailing.

65%

report a net worth greater than \$1-2M. Of those, 14% report a net worth in excess of \$5-10M.

18%

consider themselves snowbirds and travel south in the winter months.

31%

own waterfront property.

24%

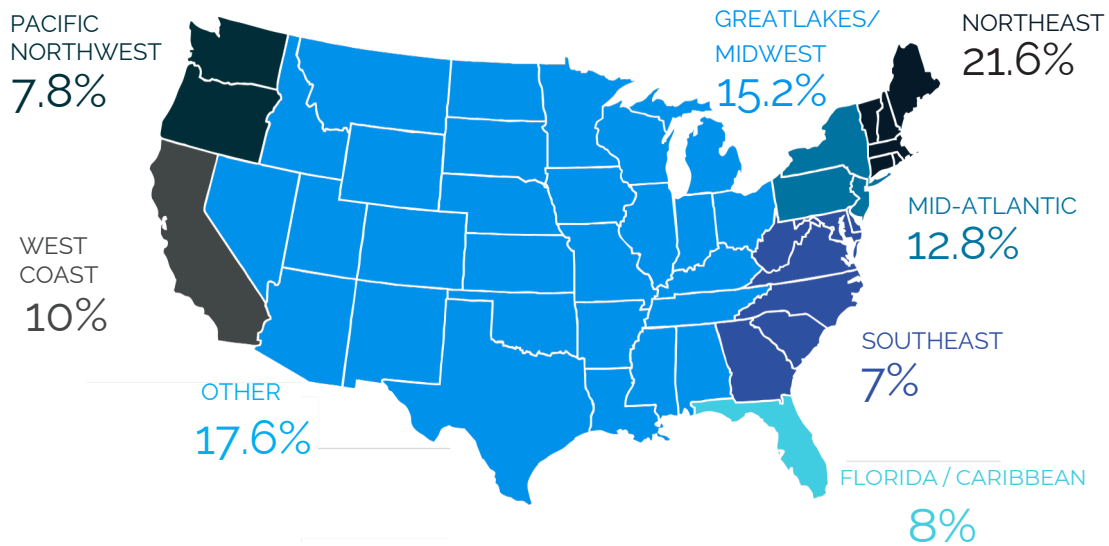
own a second home.

60%

sail at their second home.



WHERE THEY ARE SAILING



76%

of the audience owns a boat.

55%

charter sailboats.

73%

of the boats owned are 25-46 FT.

INTENT TO PURCHASE

45%

are planning their next sailing purchase.

29%

plan to purchase a boat within the next four years.

71%

plan to buy a boat in the 25- to 40-foot range.



EDITORIAL DEPARTMENTS

FEATURES:

When we say “award-winning” journalism and storytelling, we mean it. SAIL has been the most awarded marine publication by Boating Writers International for the past two years, both by award total and most categories won. Our features span the full range of the sailing life—boats of all LOAs, racing, chartering, cruising, DIY, safety, and more.

BOAT REVIEWS:

We go deep. SAIL’s expert reviewers take the time to truly sail and experience each new boat, whether on a passage or a daysail. Combined with interviews with builders and designers, this approach delivers in-depth, informed evaluations that help readers understand a boat’s design philosophy, construction, and real-world performance.

SEAMANSHIP:

We help sailors stay safe on the water. Every issue examines a key topic in seamanship or safety at sea, drawing on professionals and seasoned experts to provide actionable guidance—anchoring, life-vest electronics, navigation, emergency management, and more.

BOATWORKS:

Our readers love their boats, and we help them keep those boats in top condition. This section offers thoughtful upgrades, clever hacks, routine maintenance strategies, and DIY projects of all kinds to inspire hands-on sailors.

EXPERTS:

Our pages are filled with authoritative voices whose experience shapes and elevates our coverage. They include:

Editor-in-Chief: Lydia Mullan

Offshore Editor: Andy Schell

Technical Editor: Adam Cove

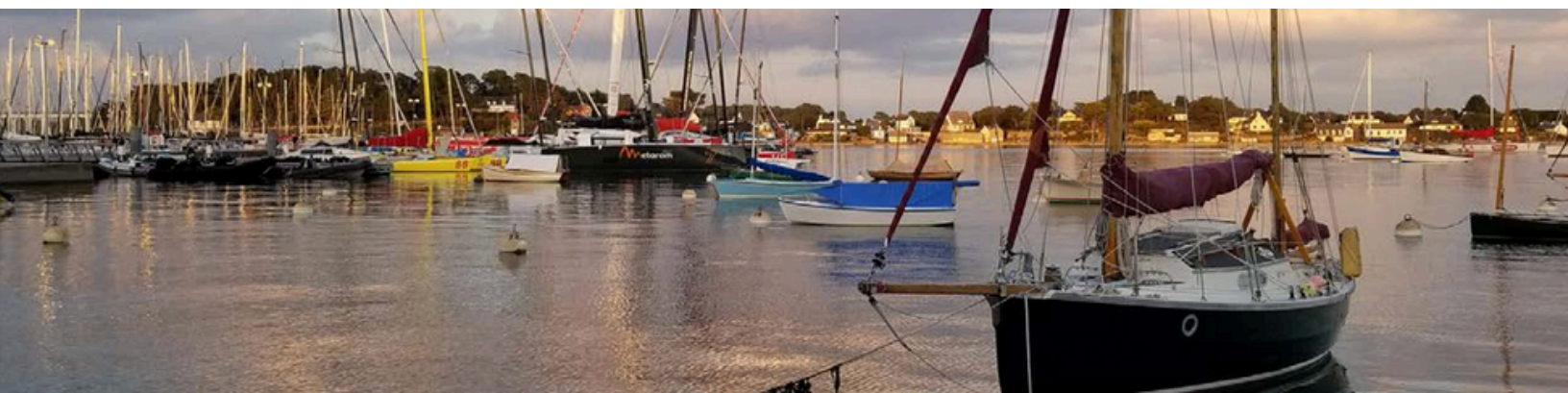
Cruising Editor: Charles J. Doane

Charter Editor: Zuzana Prochazka

Contributing Editor: Nigel Calder

Contributing Editor: Tom Cunliffe

Contributing Editor: Christopher Birch





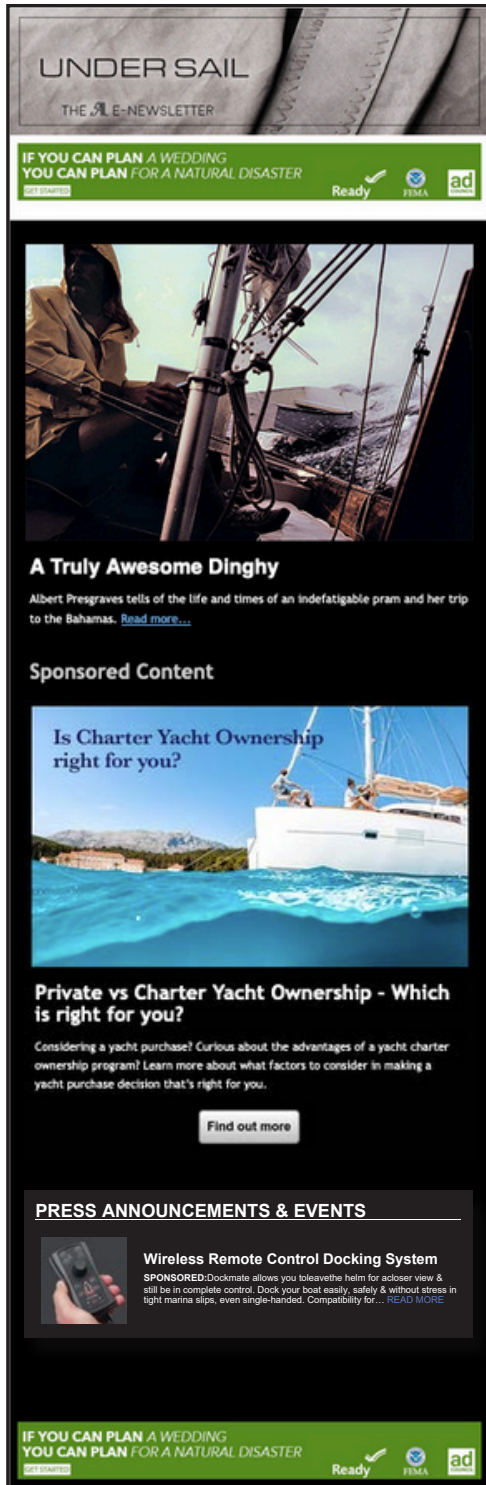
ISSUES & DEADLINES *Subject to change

ISSUE (2026)	AD CLOSE	ON SALE
Jan/Feb 2026	11/13/2025	12/22/2025
Mar 2026	1/5/2026	2/9/2026
Apr 2026	1/29/2026	3/9/2026
May 2026	2/25/2026	4/6/2026
June/July 2026	4/9/2026	5/18/2026
Aug/Sept 2026	6/10/2026	7/20/2026
Oct 2026	8/5/2026	9/14/2026
Nov/Dec 2026	9/17/2026	10/26/2026
Jan/Feb 2027 (Included for reference)	11/6/2026	12/21/2026

E-MAIL

UNDER SAIL NEWSLETTER

We deliver the latest sailing news and multimedia content produced exclusively for email readers by the editors of SAIL. Inside each edition, you'll find boat and gear reviews, cruising updates, racing analysis, charter stories, maintenance guidance, DIY projects, sailboat upgrades, and more.



DAILY EDITORIAL NEWS:

Subscribers: 22,000

- 1 MULTIPLE AD DISPLAY PLACEMENTS
- 2 LATEST NEWS STORIES
- 3 SPONSORED CONTENT BUCKET
- 4 PRESS ANNOUNCEMENTS & EVENTS

CUSTOM E-BLASTS

Designed to help promote your brand, deliver call-to-action messages, and drive sales to your company's product or service. Send your message to SAIL's digital audience of 19,000 opted-in and engaged sailors today!

CUSTOM EMAILS:

Subscribers: 19,000

WEBSITE & SOCIAL

Providing daily web-exclusive stories for the passionate sailor, sailmagazine.com delivers the latest in cruising insights, gear reviews, and on-the-water inspiration. Our extensive library of sailboat tests, product roundups, and expert how-to content empowers readers to research, compare, and refine their plans for their next voyage.



1,000,000+

Website Page Views

1,000,000+

Social Media Reach

ADDITIONAL OPPORTUNITIES

- Boat Show Video Partner Program
- Product Showcase
- Captain's Videos
- Boat Shows&Events



PRINT SPECS

Trim Size: 8.5" x 10.875"



	2 Page Spread	1/2 Page Spread	Full Page	1/2 Island
Non-Bleed	16.25" x 10.125"	16.25" x 4.875"	7.75" x 10.125"	4.75" x 7"
Bleed	17.25" x 11.125"	17.25" x 5.5625"	8.75" x 11.125"	
Trim	17" x 10.875"	17" x 5.3125"	8.5" x 10.875"	



	1/2 Vertical	1/2 Horizontal	1/4 Vertical	1/3 Square
Non-Bleed	3.6875" x 10.125"	7.75" x 4.875"	3.6875" x 4.875"	4.75" x 4.875"
Bleed	4.125" x 11.125"	8.75" x 5.5625"		
Trim	4" x 10.875"	8.5" x 5.3125"		

How to Upload your Print Advertising Artwork:

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1. Go to <https://firecrown.sendmyad.com/>
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3. New user? Click "Click here to register."

2. Upload File

1. From your dashboard, select **SendMyAd** → **Print**
2. Choose the **publication, issue, and ad size**
3. Upload your file (processing takes ~30 seconds)

3. Check for Issues

1. Review messages on the right-hand side
2. Click "**More Info**" for details or fixes
3. Adjust in the portal (e.g., center/resize) or re-upload if needed

4. Approve Your Ad

1. Green thumbs-up = file approved
2. Red thumbs-down = needs corrections
3. Click the **green thumbs-up** to finalize your ad



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