

SAILING WORLD

MEDIA GUIDE





COMPETITIVE. AUTHENTIC. EXPERIENTIAL.

Sailing World connects the community of racing sailors through words, images and shared experiences. Across many mediums, it explores the sailor's passion and showcases the lifestyle, destinations and technology. It links knowledge-hungry participants to the sport's top experts, providing unrivaled instructional content.

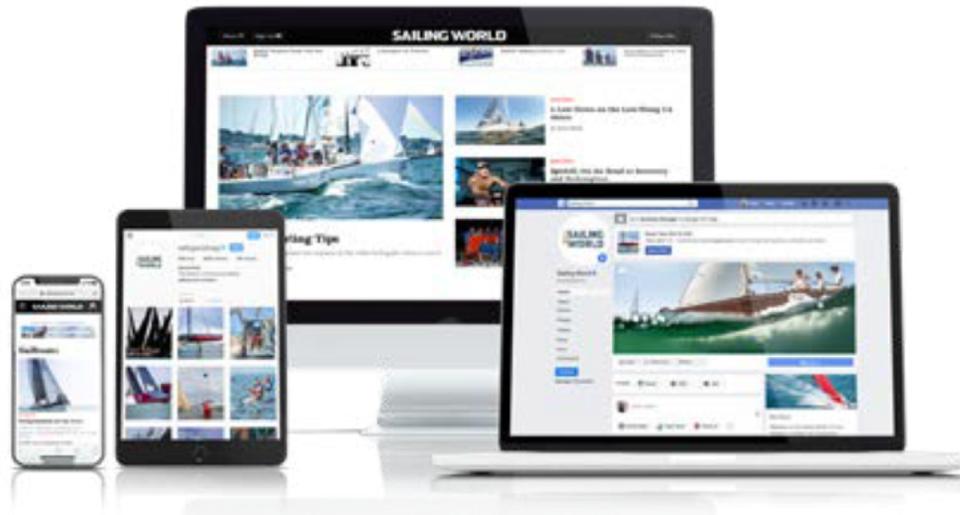
BRAND OVERVIEW

419,000+

Total Brand Footprint

1962

YEAR ESTABLISHED



 @SailingWorldMag

 Sailing World Magazine

 @SailingWorldMag

55,000

AVG. MONTHLY
PAGE VIEWS

29,000

AVG. MONTHLY
UNIQUE PAGE VIEWS

365,400

SOCIAL MEDIA
AUDIENCE

10,000

CUSTOM EMAIL
SUBSCRIBERS

15,000

EDITORIAL ENEWS
SUBSCRIBERS

Sailing World's audience is comprised of sailors who are actively researching the newest gear, techniques and how-to information. Using research and database management, we can identify, surface and activate high-value participants across all of our media channels in order to drive tangible results.





AUDIENCE PROFILE

SAILING WORLD's audiences across all channels (print, web, social & email) are masters of the sport. They represent active, affluent sailing enthusiasts who come to us looking for the latest tips, techniques and information on gear & equipment. They know we deliver the expert information needed to pursue their passion for the sport.

DEMOGRAPHICS



SAILING ACTIVITIES



SAILING ACTIVITIES IN PAST 12 MONTHS



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