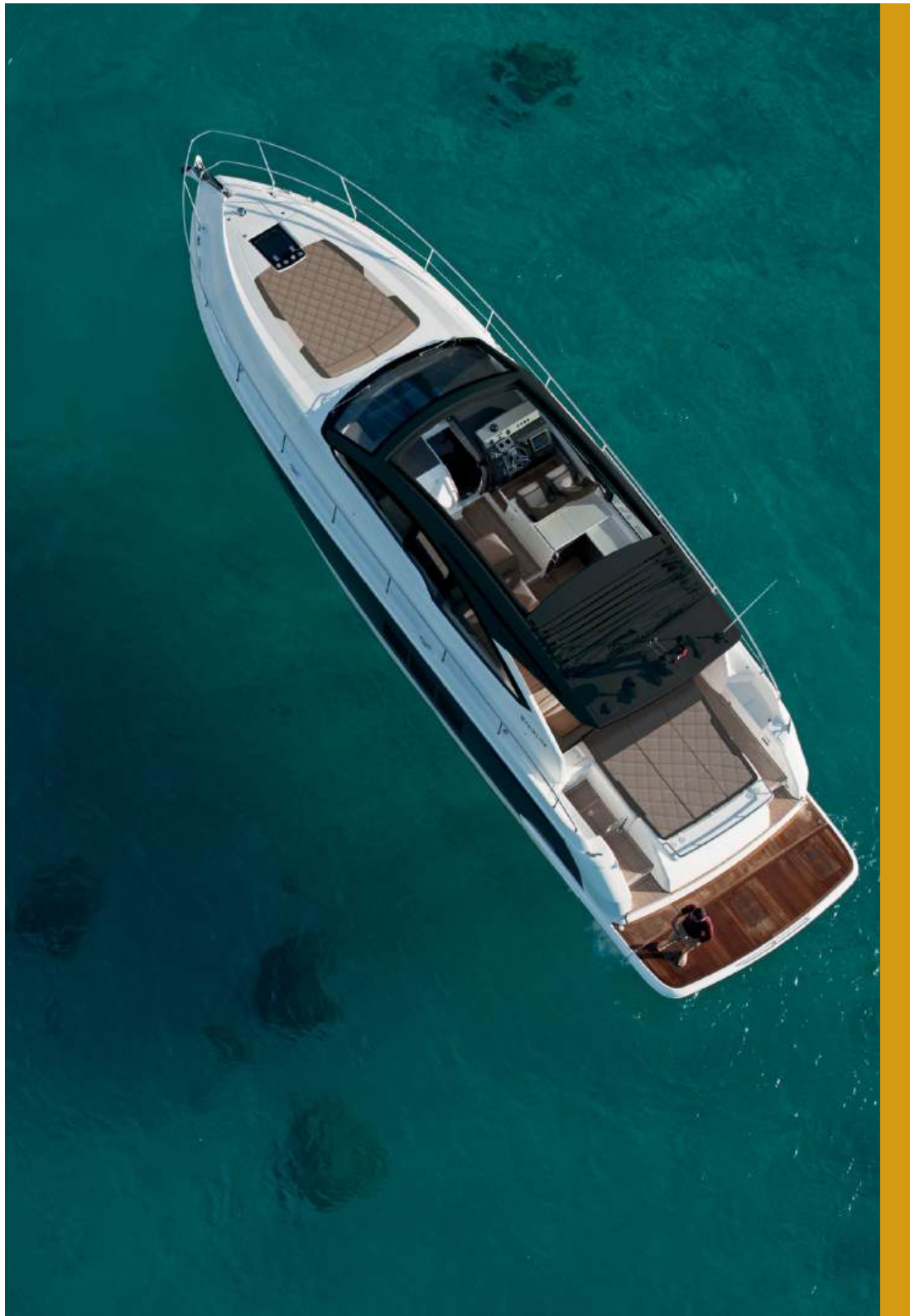




# Yachting

SETTING THE COURSE SINCE 1907

**MEDIA GUIDE**



# ENLIGHTENING HERITAGE SELECT

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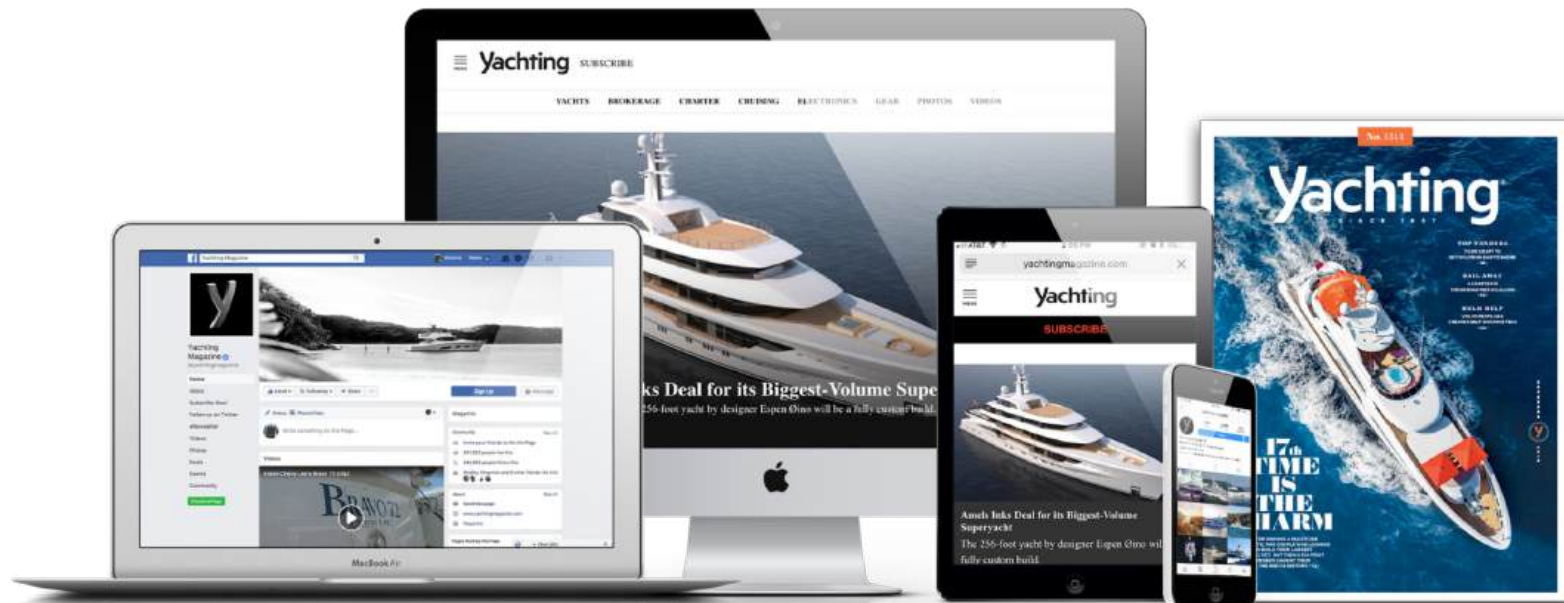
*Yachting's* rich heritage makes it one of the most respected and enduring brands in the marine industry. Since 1907, *Yachting* has been at the forefront of the sport with intelligently written columns and features designed to fuel the passions of the active boater.

*Yachting's* editorial team consistently delivers select content that enlightens and educates boaters of all experience levels and ultimately enhances the boating experience.

Through all of our channels, engaged audiences enjoy award-winning, visually-exciting coverage of premium yachts, technology, design, seamanship, destinations, electronics, equipment, exotic charters, current events and the history of the sport.



## DELIVERING QUALIFIED AUDIENCES ACROSS MULTIPLE CHANNELS



@YachtingMag



Yachting Magazine



@YachtingMagazine

21,000  
PRINT  
CIRCULATION

51,700 +  
AVG. MONTHLY  
UNIQUE VISITORS

459,600 +  
SOCIAL MEDIA  
AUDIENCE

18,000  
CUSTOM EMAIL  
SUBSCRIBERS

26,000  
EDITORIAL E-NEWS  
SUBSCRIBERS



## PASSIONATE PARTICIPANTS

*Our readers are enthusiastic, active yachtsmen who have the means to indulge their passion.*

### OUR PRINT AUDIENCE

Average Annual HH Income	\$478,000
Average Net Worth	\$3,316,000
Average Age	58
Own a Boat	88%
Average Length of Largest Boat Owned	40'
Average Number of Boats Owned	2.6
Avg Number of Years Active on the Water	22
Avg Days Spent on The Water in the Past Year	68
Read Every Issue	88%
Avg Number of Years Subscribed	15
Avg Number of Hours Spent Reading Each Issue	1.4
Took Any Action As a Result of Reading the Magazine	98%

### OUR ONLINE AUDIENCE

Male	90%
Female	6%
Age 35-44	6%
Age 45-54	6%
Age 55+	77%
Average Annual HHI \$100K+	60%

### CIRCULATION - GEOGRAPHIC DISTRIBUTION





## EDITORIAL CALENDAR

### • JANUARY •

#### THE INNOVATION ISSUE

We celebrate the people, companies and technology that have made the sport of yachting what it is today.

### • FEBRUARY •

#### MIAMI BOAT SHOW

An insider's look at what is new and exciting at the Miami International Boat Show.

### • MARCH •

#### ELECTRONICS

Our editors look at the latest trends in marine electronics that are making boating better.

### • APRIL •

#### SAFETY & SEAMANSHIP

A dive into the technology, teachings and tips behind staying safe on the water.

### • MAY •

#### THE POWERCAT ISSUE

We look at powercat yachts inside and outside.

### • JUNE •

#### SPORTFISH / TENDERS

Anglers rejoice. The newest sportfish yachts and fishing tenders are found here, as well as notable angling personalities.

### • JULY •

#### CRUISING

*Yachting* goes spanning the sea for the best in summer cruising destinations.

### • AUGUST •

#### THE ADVENTURE ISSUE

Hold on tight! Prepare yourself for intriguing high-seas tales from, well, adventurous cruising yachtsmen.

### • SEPTEMBER •

#### TECHNOLOGY

From paperless bridges to the latest in construction, we dive deep into yacht technology.

### • OCTOBER •

#### FALL BOAT SHOWS

An insider's look at the must-see yachts and products on display at the fall boat shows.

### • NOVEMBER •

#### MEGAYACHTS

A look at the industry-driving, large-yacht segment and the people behind these magnificent floating works of art.

### • DECEMBER •

#### THE ESCAPE ISSUE

Kick back and relax. This issue will focus on flying to the yacht, family escapes, the onboard office, and ultra remote locations.



### PRINT SPECIFICATIONS

**Trim Size: 8.375" x 10.875"**

**Binding: Perfect Bound, Jog to Foot**

Supplied materials that do not comply with the following specifications will be corrected and the advertiser billed for the required production. All ads supplied must be CMYK. For ads requiring a spot color, please contact your production manager for specifications.

**AD SIZES:** Follow ad size specifications and guidelines provided in this document. Ads that do not meet exact size specifications listed on the rate card will incur charges for resizing.

**REQUIRED FORMAT:** PDF/X-1a format files required for submission. Files should conform to SWOP guidelines, and total ink density should not exceed 300%. View specifications online at [www.swop.org](http://www.swop.org).

**PROOFS:** Firecrown utilizes Virtual Proofing technology. Hard copy guidance is no longer required. If you opt to send a proof for internal color approval, please send a SWOP 3 certified proof that contains the ISO 12647-7 Digital Control Strip 2009.

**INSERTS:** Consult your advertising representative. Production, design and prepress services are available; rates upon request.

**If we do not receive instructions regarding your materials, the most recent ad of the same size scheduled will be picked up. Ad materials received after the deadline may incur late fees, unless an ad extension is arranged with ad services prior to the deadline.**

### PRODUCTION GUIDELINES

For all bleed ads: Build file to document size and add .125 in. bleed on all 4 sides. Ensure crop marks are .125" outside of the bleed, or do not include.

**Allow .25 in. safety area** within trim on all 4 sides (no live matter)

**Spread ads:** Supply in a single document

### MATERIALS REQUIREMENTS FOR IN-HOUSE DESIGN SERVICES

**PHOTOS:** Supplied images should be high res (300 dpi) in CMYK. B/W images must be high res (300 dpi) grayscale. **Images supplied in RGB will be converted to CMYK.**

**LOGOS:** Vector .eps or .ai files are preferred. Type must be converted to outlines unless the fonts are provided. Jpgs should be 300 dpi.

Native files supplied for corrections/adjustments, must be accompanied by the fonts and links used in those files. **(Recommended:** use the packaging function in InDesign to gather fonts and links.) Black type on light background should be defined as 100% black only. Files should conform to SWOP guidelines, and total ink density should not exceed 300%.

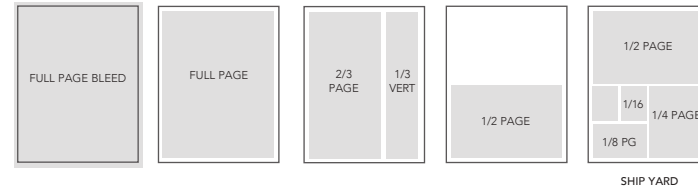
AD SIZES	NON-BLEED	BLEED	TRIM
Full Page	7.825" x 10.375" (199mm x 264mm)	8.625" x 11.125" (219mm x 283mm)	8.375" x 10.875" (212mm x 276mm)
2-Page Spread	16.25" x 10.375" (413mm x 264mm)	17" x 11.125" (432mm x 283mm)	16.75" x 10.875" (425mm x 276mm)
2/3 Page Vert	4.5" x 9.5" (114mm x 241mm)	5.25" x 11.125" (134mm x 283mm)	5" x 10.875" (127mm x 276mm)
1/2 Page Horiz.	7.25" x 4.75" (184mm x 120mm)	8.625" x 5.45" (219mm x 139mm)	8.375" x 5.2" (212mm x 132mm)
1/3 Page Vert	2.25" x 9.5" (57mm x 241mm)	2.95" x 11.125" (75mm x 283mm)	2.7" x 10.875" (68mm x 276mm)

BROKERAGE & SHIP YARD ONLY	
1/2 Page	7.25" x 4.75" (184mm x 120mm)
1/4 Page Sq.	3.5" x 4.75" (89mm x 120mm)
1/8 Page Horiz.	3.5" x 2.35" (89mm x 58mm)
1/16 Page Vert.	1.7" x 2.25" (43mm x 57mm)

### LAYOUT/PRODUCTION NOTES:

**Allow .25 in. safety area within TRIM on all 4 sides (no live matter)**

**Ensure crop marks are .125" outside of the bleed, or do not include.**



### 2026 CLOSING DATES

Issue	Theme	Ad Close	Materials Due	In Home & On Tablet
<b>January '26</b>	Innovators/Innovation	10/29/25	10/30/25	12/8/25
<b>February</b>	New Yachts	11/26/25	12/1/25	1/12/26
<b>March</b>	Electronics	1/5/26	1/5/26	2/16/26
<b>April</b>	Safety & Seamanship	2/4/26	2/5/26	3/16/26
<b>May</b>	Refit	3/11/26	3/12/26	4/20/26
<b>June</b>	Sportfish/Tenders	4/8/26	4/9/26	5/18/26
<b>July</b>	Cruising	5/6/26	5/7/26	6/15/26
<b>August</b>	Adventure	6/10/26	6/11/26	7/20/26
<b>September</b>	Technology	7/8/26	7/9/26	8/17/26
<b>October</b>	Fall Boat Shows	8/12/26	8/13/26	9/21/26
<b>November</b>	Megayachts	9/9/26	9/10/26	10/19/26
<b>December</b>	Escape	10/7/26	10/8/26	11/16/26
<b>January '27</b>	Innovators/Innovation	11/4/26	11/5/26	12/14/26

### AD MATERIAL SUBMISSIONS

**Ad files should be submitted via our Ad Portal at [firecrown.sendmyad.com](http://firecrown.sendmyad.com).**

**PRODUCTION CONTACT**  
shari.smith@firecrown.com

**We do not accept ads via e-mail.** Electronic files are stored for one year only, unless otherwise requested in writing.

# CONTACT

**RON MARTIN**

Southeast US/Pacific | Caribbean

+1 954-415-9372

[ron.martin@firecrown.com](mailto:ron.martin@firecrown.com)

**NOREEN MURRAY**

Senior Account Manager

+1 401.527.2221

[noreen.murray@firecrown.com](mailto:noreen.murray@firecrown.com)

**VANESSA LUQUIS**

Senior Marketing Manager

+1 954-662-2425

[vanessa.luquis@firecrown.com](mailto:vanessa.luquis@firecrown.com)



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