

# 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 un-rivaled instructional content.

# BRAND OVERVIEW

**20,000**

CIRCULATION

**4X**

FREQUENCY

**1962**

YEAR ESTABLISHED

\* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.



 @SailingWorldMag

 Sailing World Magazine

 @SailingWorldMag

**83,000**

AVG. MONTHLY  
PAGE VIEWS

**45,000**

AVG. MONTHLY  
UNIQUE PAGE VIEWS

**355,000**

SOCIAL MEDIA  
AUDIENCE

**21,000**

CUSTOM EMAIL  
SUBSCRIBERS

**27,000**

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.



**SPRING 2024**

Offshore Racing Package

Handicap Racing How-To

Ad Close: 1/19/24  
Materials Due: 1/23/24  
On Sale: 3/4/24

**SUMMER 2024**

Grand-Prix Racing

Super Yachts

Sailing's Female Superstars

Ad Close: 4/19/24  
Materials Due: 4/23/24  
On Sale: 6/3/24

**FALL 2024**

Dinghy Sailing

Beginner's Guide to Foiling

Ad Close : 7/19/24  
Materials Due: 7/23/24  
On Sale: 9/2/24

**WINTER 2025**

Boat of the Year

Ad Close: 11/15/24  
Materials Due: 11/19/24  
On Sale: 12/30/24

\*Calendar & issue themes subject to change



# 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.

## DEMOGRAPHIC



## SAILING ACTIVITIES



### SAILING ACTIVITIES IN PAST 12 MONTHS



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