

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.

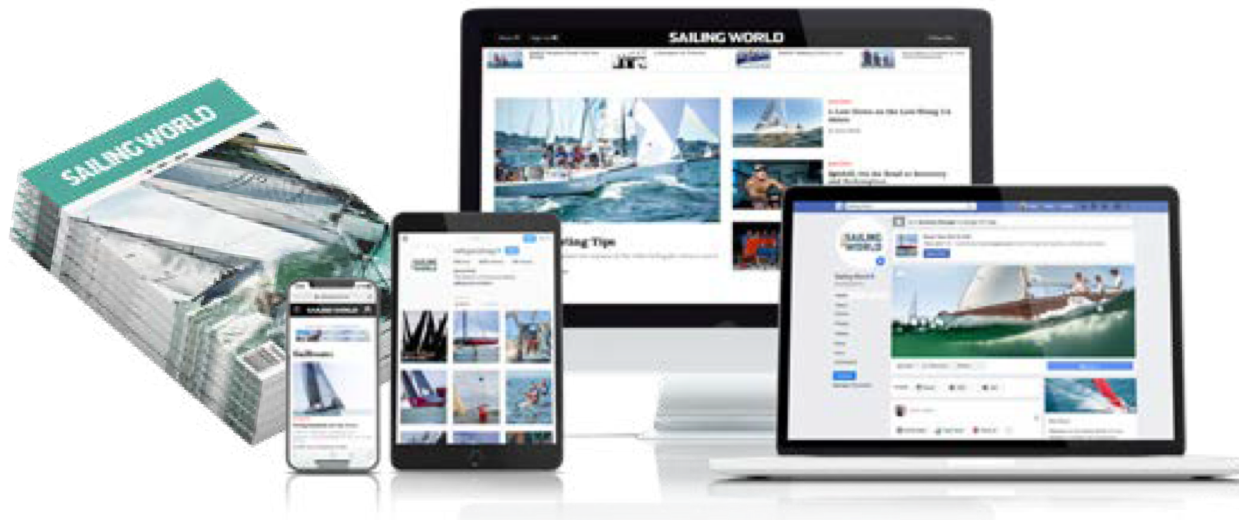
BRAND OVERVIEW

4X
FREQUENCY


445,000+
Total Brand Footprint


1962
YEAR ESTABLISHED

* ALL ISSUES ARE AVAILABLE ON TABLETS AND EREADERS, INCLUDING THE IPAD, NOOK AND KINDLE.
*TOTAL BRAND FOOTPRINT INCLUDES PRINT EDITION/PASS-ALONG, DIGITAL EDITION ON TABLETS/EREADERS, AND DIGITAL/SOCIAL IMPRESSIONS.



 @SailingWorldMag

 Sailing World Magazine

 @SailingWorldMag

86,000
AVG. MONTHLY
PAGE VIEWS

55,000
AVG. MONTHLY
UNIQUE PAGE VIEWS

364,000
SOCIAL MEDIA
AUDIENCE

18,000
CUSTOM EMAIL
SUBSCRIBERS

25,000
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.

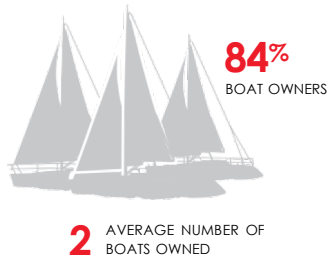
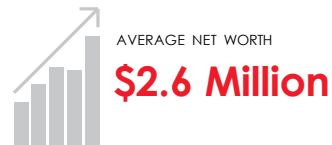




AUDIENCE PROFILE

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.

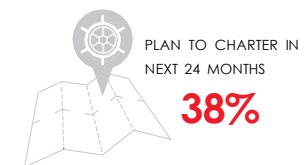
DEMOGRAPHICS



SAILING ACTIVITIES



SAILING ACTIVITIES IN PAST 12 MONTHS



SPRING 2025

Caribbean Racing + Foiling Week
and Exploring the State of Foiling

Ad Close: 2/20/25
Materials Due: 2/24/25
On Sale: 4/7/25

SUMMER 2025

Keelboat Handicap Racing
Package: Top Regattas, Top Teams

Ad Close: 4/17/25
Materials Due: 4/21/25
On Sale: 6/2/25

FALL 2025

Grand-Prix Racing Today, From
Superyachts to Custom Offshore
Machines + Boat of the Year 2026

Ad Close : 7/17/25
Materials Due: 7/21/25
On Sale: 9/1/25

WINTER 2026

High-Performance Dinghy Racing
Feature Package (Hot Classes and
Hot Sailors)

Ad Close: 11/13/25
Materials Due: 11/17/25
On Sale: 12/29/25

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