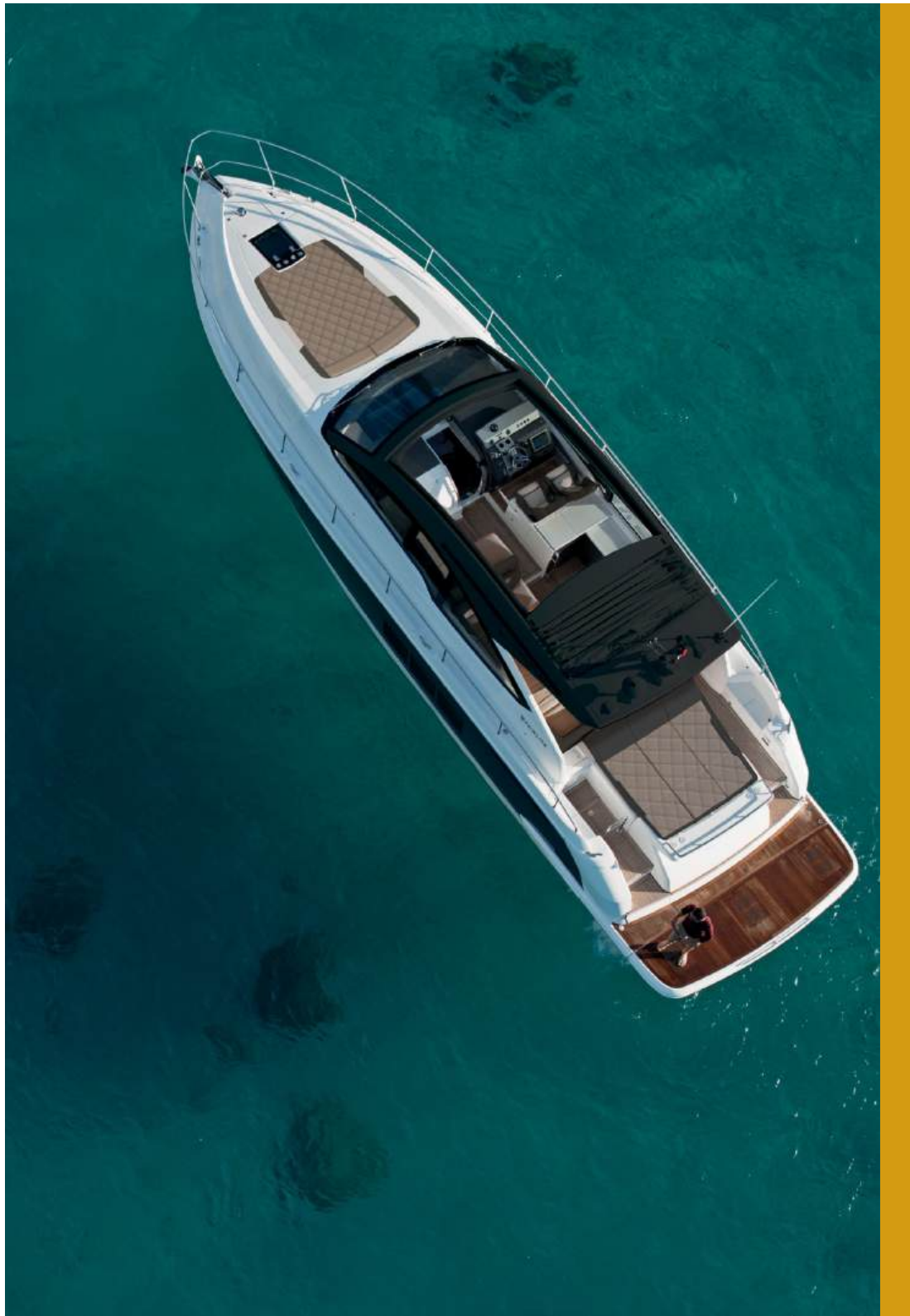




# Yachting

SETTING THE COURSE SINCE 1907

**MEDIA GUIDE**



# ENLIGHTENING HERITAGE SELECT

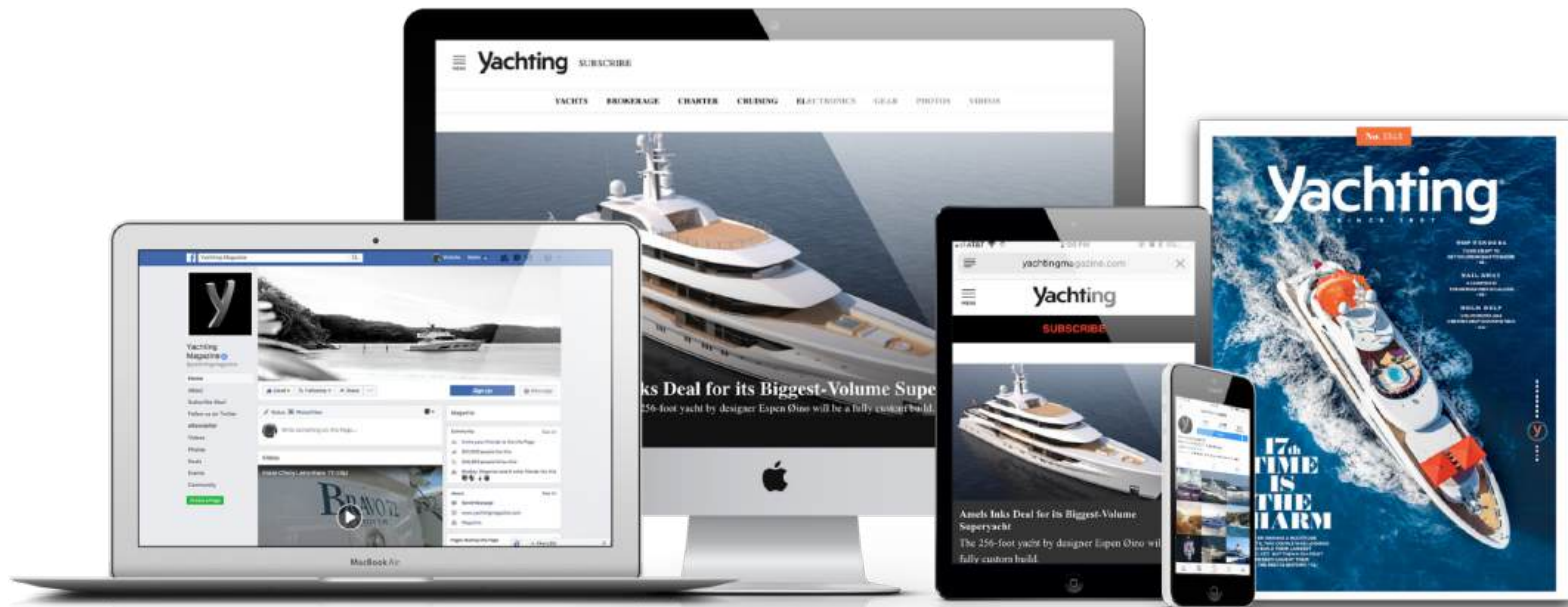
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*Yachting's* rich heritage makes it one of the most respected and enduring brands in the marine industry. Since 1907, *Yachting* has been at the forefront of the sport with intelligently written columns and features designed to fuel the passions of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

52,300 +  
AVG. MONTHLY  
UNIQUE VISITORS

456,600 +  
SOCIAL MEDIA  
AUDIENCE

29,500  
CUSTOM EMAIL  
SUBSCRIBERS

41,000  
EDITORIAL E-NEWS  
SUBSCRIBERS



## PASSIONATE PARTICIPANTS

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

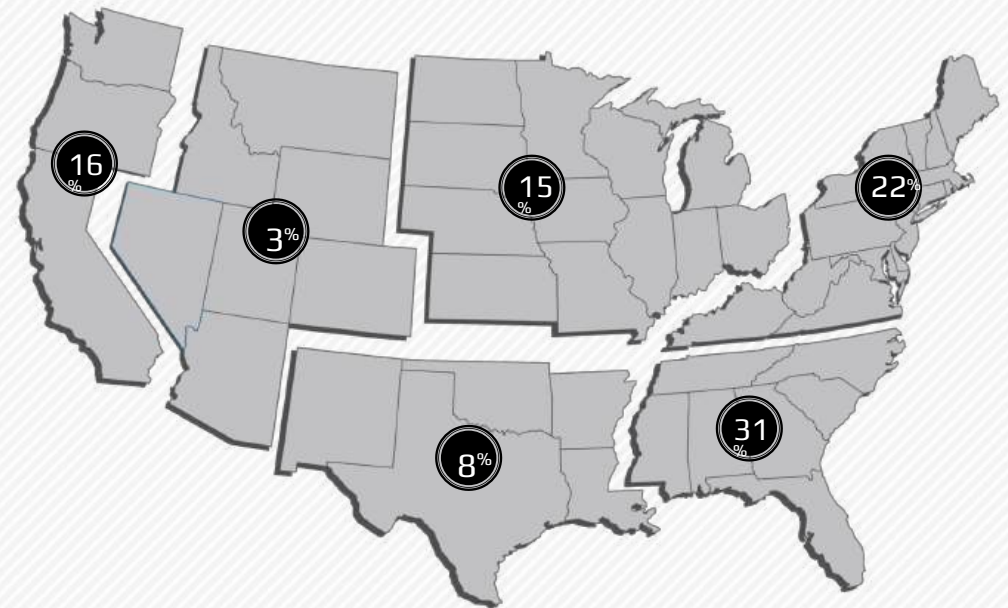
### OUR PRINT AUDIENCE

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





## 2025 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.

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