

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.

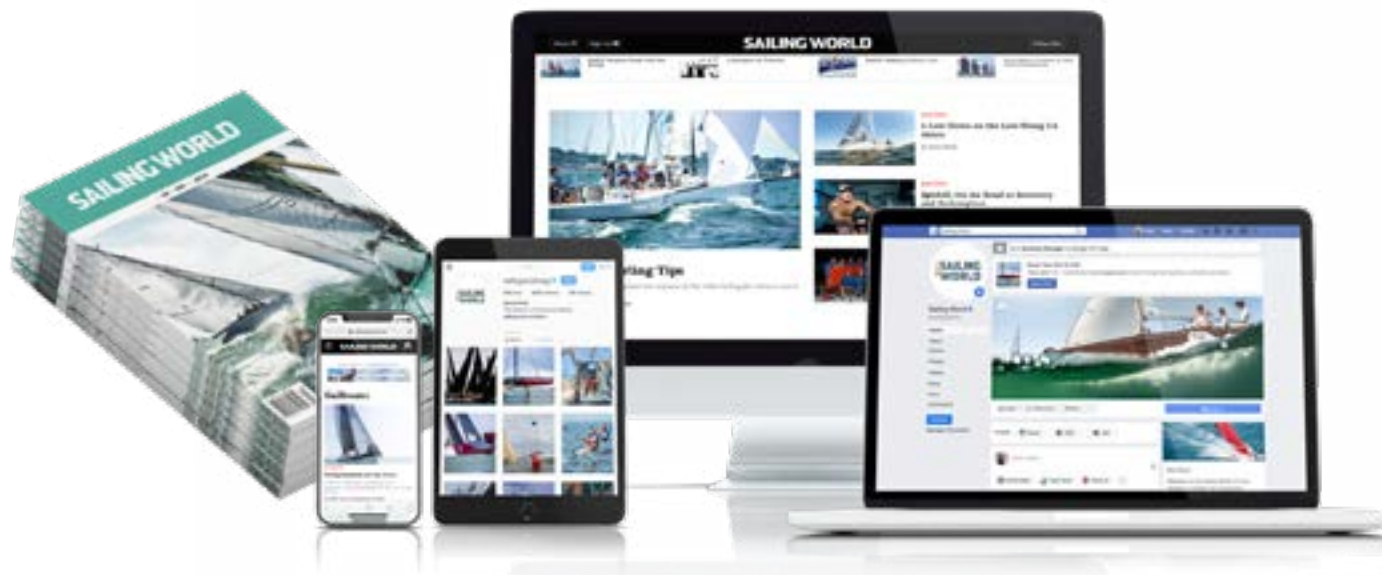
BRAND OVERVIEW

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

95,000
AVG. MONTHLY
PAGE VIEWS

50,000
AVG. MONTHLY
UNIQUE VISITORS

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 2023

Offshore Racing Package

Handicap Racing How-To

Ad Close: 1/20/23
Materials Due: 1/24/23
On Sale Date: 3/6/23

SUMMER 2023

Grand-Prix Racing

Super Yachts

Sailing's Female Superstars

Ad Close: 4/21/23
Materials Due: 4/25/23
On Sale Date: 6/5/23

FALL 2023

Dinghy Sailing

Beginner's Guide to Foiling

Ad Close : 7/21/23
Materials Due: 7/25/23
On Sale Date: 9/4/23

WINTER 2024

Boat of the Year

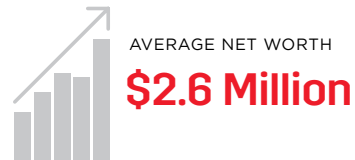
Ad Close: 11/15/23
Materials Due: 11/17/23
On Sale Date: 1/1/24



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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