



Yachting

S I N C E 1 9 0 7

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

907,000+
TOTAL AUDIENCE



 @YachtingMag

 Yachting Magazine

 @YachtingMagazine

72,000
MONTHLY PRINT
CIRCULATION

91,000
AVG. MONTHLY
UNIQUE VISITORS

664,000+
SOCIAL MEDIA
AUDIENCE

35,000
CUSTOM EMAIL
SUBSCRIBERS

45,000
EDITORIAL ENEWS
SUBSCRIBERS

PASSIONATE PARTICIPANTS

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

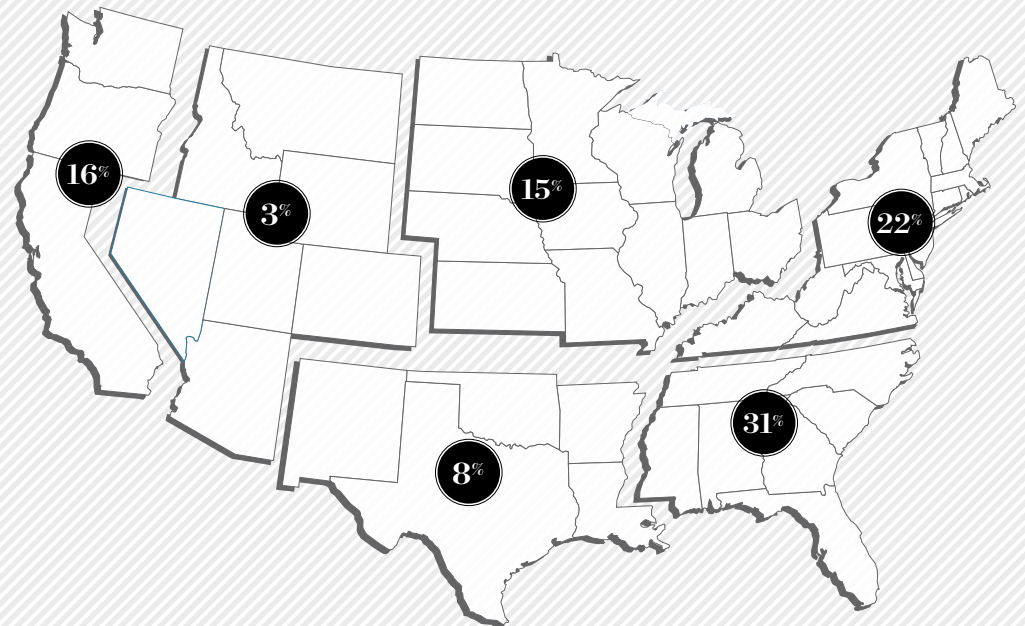
OUR PRINT AUDIENCE

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	16%
Age 55+	77%
Average Annual HH Income \$100K+	60%

CIRCULATION - GEOGRAPHIC DISTRIBUTION



2021 EDITORIAL CALENDAR

○ JANUARY ○

THE INNOVATION ISSUE

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

AD CLOSE: 11/02/20
MATERIALS DUE: 11/04/20
ON SALE: 12/15/20

○ FEBRUARY ○

MIAMI BOAT SHOW

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

AD CLOSE: 12/04/20
MATERIALS DUE: 12/08/20
ON SALE: 1/19/21

○ MARCH ○

ELECTRONICS

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

AD CLOSE: 1/04/21
MATERIALS DUE: 1/06/21
ON SALE: 2/16/21

○ APRIL ○

SAFETY & SEAMANSHIP

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

AD CLOSE: 2/01/21
MATERIALS DUE: 2/03/21
ON SALE: 3/16/21

○ MAY ○

REFIT AND REPAIR

We look at yacht refit inside and outside. How to budget, prepare and execute bringing your dream boat back to new.

AD CLOSE: 3/08/21
MATERIALS DUE: 3/10/21
ON SALE: 4/20/21

○ JUNE ○

SPORTFISH + TENDERS

Angler's Rejoice. The newest sport-fish yachts and fishing tenders are found here, as well as notable angling personalities.

AD CLOSE: 4/05/21
MATERIALS DUE: 4/07/21
ON SALE: 5/18/21

○ JULY ○

SUMMER CRUISE

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

AD CLOSE: 5/03/21
MATERIALS DUE: 5/05/21
ON SALE: 6/15/21

○ AUGUST ○

THE ADVENTURE ISSUE

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

AD CLOSE: 6/07/21
MATERIALS DUE: 6/09/21
ON SALE: 7/20/21

○ SEPTEMBER ○

TECHNOLOGY

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

AD CLOSE: 7/05/21
MATERIALS DUE: 7/07/21
ON SALE: 8/17/21

○ OCTOBER ○

FALL BOAT SHOW ISSUE

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

AD CLOSE: 8/09/21
MATERIALS DUE: 8/11/21
ON SALE: 9/21/21

○ NOVEMBER ○

MEGAYACHTS

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

AD CLOSE: 9/07/21
MATERIALS DUE: 9/09/21
ON SALE: 10/19/21

○ 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.

AD CLOSE: 10/04/21
MATERIALS DUE: 10/06/21
ON SALE: 11/16/21

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