



DELIVERING THE MARKET  
**AT FULL STRENGTH**

Photo courtesy of Jeanneau

2018 MEDIA KIT



# EDITORIAL MISSION



At the heart of the sailing market are active sailors of all interests—cruisers, racers, daysailers, and ocean voyagers—committed to their boats and their ever-expanding sailing experience. For these sailing enthusiasts, *SAIL* is an essential companion. Since 1970, *SAIL* has been at the forefront of the sport with compelling editorial content designed to fuel the passion of the active sailor.

If it's under sail, you'll find it in *SAIL* Magazine. Our comprehensive commitment to the sailing lifestyle has made *SAIL* the most widely read sailing publication in the world, as well as North America's largest circulation sailing magazine with 75,000 audited, paid individual subscribers. That's because *SAIL* understands the passion our readers have for sailing.





*SAIL*'s readers value the total sailing experience, and the pages of *SAIL* reflect that. Every aspect of sailing is expertly covered—be it insights on long-range cruising, advice on trouble-shooting problems with diesel engines, or the latest on marine electronics. Quite simply, *SAIL* is designed to help its readers better enjoy the sailing lifestyle.

Our commitment to all-encompassing coverage makes *SAIL* a powerful tool for marketers. *SAIL* reaches the largest and most affluent segment of the marketplace. Our readers are engaged in sailing and prove it by buying products that enhance their time on their boats. In short, *SAIL* gives marketers access to all that is sail.

***SAIL* Audience: 75,000 / Frequency: Monthly**



# SPECIAL ISSUES

## MULTIHULL SAILOR

Packed with information on multihulls, including the latest models from the world's builders, great places around the world to sail a multi, performance multi's, boat buying tips and more, this publication is the gateway to the ever-growing world of multihulls.

**Multihull Sailor Distribution: 20,000**

**Frequency: Summer & Fall**

**Closing Dates: Summer - March 10, 2018**

**Fall - July 20, 2018**



## NEW BOATS & GEAR

*SAIL's New Boats & Gear* is the sailing marketplace's only comprehensive guide to new sailboats and sailing gear. It's an essential resource with first-hand reviews of the latest sailboats introduced to the U.S. Market and listings for every type of gear to be found. Our digital version allows listees to manage their gear listings and maintain them in realtime.

***SAIL's New Boats & Gear 2018***

**Distribution: 20,000**

**Frequency: Annual**

**Closing Date: October 20, 2017**

**On Newsstands: December 1, 2018**





# READER **PROFILE**

## KEY DEMOGRAPHICS

Male 94%  
Average Age 58  
College Educated 93%  
Married 79%  
Average HHI \$241,569  
Average HHNW \$1,423,986

## BOAT OWNERSHIP

Currently own a boat of any type 81%  
% of boat owners who own a sailboat 91%  
Average size of boat owned 34ft  
Average # of boats owned 2.7  
Own a monohull 94%  
Own a multihull 6%  
Considering the purchase of a boat in the next 3 years 23%

## ACTIVE SAILORS

Participate in Cruising 86%  
Participate Daysailing/Weekend sailing 93%  
Participate Offshore Sailing 36%  
Participate Racing 61%  
56% have participated in sailing for 20+ years  
42% belong to yacht club, sailing club or other sailing organization

## CHARTER

Have chartered in the past 47%  
Plan to charter (next 2 years) 51%  
Average size boat chartered 43ft

## SAIL READERS

93% read 4 out of 4 issues  
63% spend an hour or more with every issue

# SAIL EVENTS

## SAILING SOUTH SEMINAR

*SAIL* Magazine's seminar on sailing south for the winter, which takes place offsite during the Annapolis Sailboat Show, is packed with essential tips from expert cruisers. Whether you're looking at cruising down the ICW or sailing offshore, you'll learn how to get to Florida, the Bahamas, the Caribbean and beyond safely and enjoyably. Sponsorship available.

## AIM STUDIOS/CATAPULT



In 2015 *SAIL*'s parent, Active Interest Media, launched **Catapult Creative Labs** in order to facilitate dynamic conversations between partner brands and their 30 million enthusiast followers. To achieve a company's marketing goals, Catapult will co-curate authentic messaging and tap AIM's experts, research, and technology to engage targeted customer sets.

## THE WEB

### SAILMAGAZINE.COM

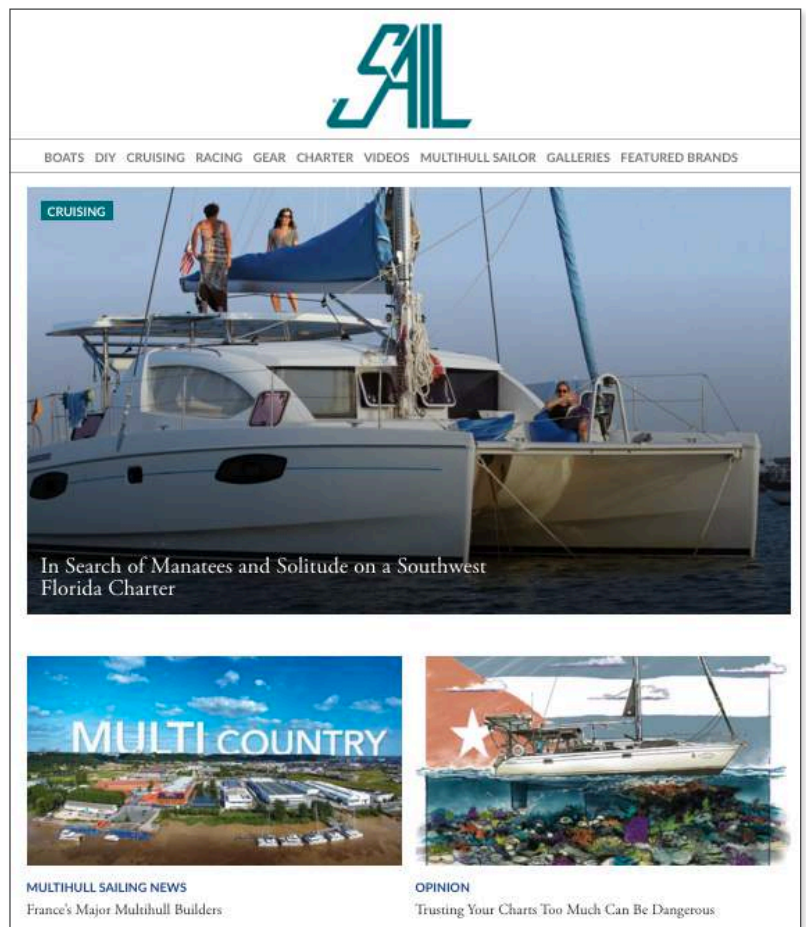
The authoritative content source for active sailors, **sailmagazine.com** features reviews of the latest boats and gear, sailing tips, cruising and charter destinations, racing coverage and the latest breaking news in sailing.

The site has 80,000 archived pages of content and 200+ videos delivered with fully responsive technology that adapts to any mobile platform.

**SAILfeed** delivers the best sailing blogs in one place. Timely topics, intriguing cruise logs, captivating images and unique perspectives all drive the content.

***SAIL Buyer's Guide***, the digital companion to ***SAIL's New Boats and Gear*** is also found here. Sailors can search marine industry products from hundreds of companies in our comprehensive database.

Monthly page views: 308,23  
Unique visitors: 128,626





# SOCIAL MEDIA & EMAIL



Daily delivery to 26,000 subscribers\*  
Available ad unit: 600 x 100 banner

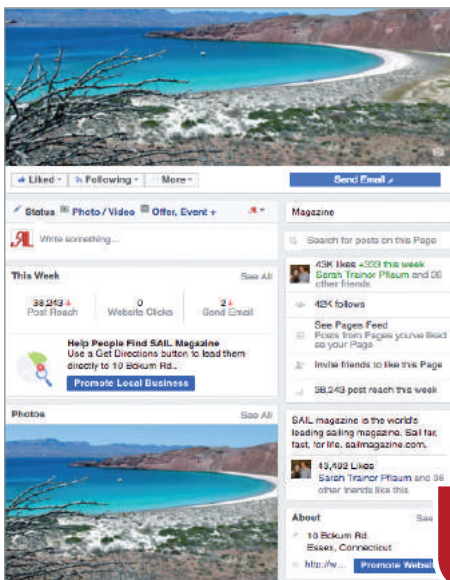
## UNDER SAIL

SAIL's daily e-newsletter delivers the latest sailing news and multimedia content produced exclusively for email readers by the editors of SAIL.

Features include boat and gear reviews, cruising news, racing analysis, charter stories, maintenance topics, DIY projects and sailboat upgrades, general industry news and more!

## TARGETED EMAIL MARKETING

SAIL Mail is an email marketing tool designed to help you promote your brand, deliver call-to-action messages, and drive sales to your company's product or service. Use SAIL Mail to blast your message to SAIL's digital audience of 26,000 active and engaged sailors.



SAIL Email List: 30,000\*



## SOCIAL MEDIA

SAIL's social media presence is not only far-reaching, it's impactful. Our following is substantial and constantly growing because our engagement is genuine. Daily, we share links to the hottest news and the most intriguing photos and videos in such a way that SAIL has become respected as the must-follow sailing community.

Facebook likes: 53,114\*  
Twitter followers: 33,300\*

\*October 2017



Photo courtesy of Hanse



**BOB BAUER** Group Publisher | 401-935-4945 | [bbauer@aimmedia.com](mailto:bbauer@aimmedia.com)

**JESSICA SCHULTZ** Florida & Caribbean | 239-738-3132 | [jschultz@aimmedia.com](mailto:jschultz@aimmedia.com)

**ANDREW HOWE** Northeast/Midwest/Gulf States | 617-901-0092 | [ahowe@aimmedia.com](mailto:ahowe@aimmedia.com)

**BLAKE CHASSE** Mid-Atlantic & West | 617-909-2918 | [bchasse@aimmedia.com](mailto:bchasse@aimmedia.com)

**ELENA PATRIARCA** Europe | +39 349 6138109 | [patriarca.elena@gmail.com](mailto:patriarca.elena@gmail.com)

**BRAD BURTON** Marketplace | 860-767-3200 ext. 235 | [bburton@aimmedia.com](mailto:bburton@aimmedia.com)

**SAIL Magazine** | 10 Bokum Road | Essex CT 06426 | (860) 767-3200 | [sailmagazine.com](http://sailmagazine.com)

