

***Yachts International* Shifts to Quarterly Undertakes Major Redesign**

Active Interest Media's *Yachts International* has announced that beginning with its September 2019 issue, the magazine will shift its publication frequency to quarterly from seven times a year. As part of the shift, the title will undertake a major redesign, expanding its range of coverage and enhancing its visual presentation.

"Beginning with our September issue, you'll find a completely reimagined, visually driven yachting magazine, printed on high-quality paper and presented with fresh architecture, that better captures the best of the best in the broader large-yacht milieu," says the magazine's editor-in-chief, Kenny Wooton. "The editorial package naturally will include exquisitely photographed and compellingly written features on the finest superyachts in the world. But the yachting lifestyle is broader than just the vehicles upon which owners indulge their passions. It encompasses art, design, engineering, technology, travel, history, craftsmanship, personalities and the other facets around which the yachting community revolves. We'll go deep on those topics as well, with great photography and compelling storytelling."

The shift to quarterly frequency was precipitated by research by Active Interest Media's in-house branding and marketing agency, Catapult Creative Labs, into audience consumption patterns of the company's 50-plus print magazines. The research found that in some cases, affluent, busy, outdoor enthusiasts would be better served receiving high-quality print material in fewer packages, backed up by expanded digital platforms.

"Since 1997, *Yachts International* has delivered an entertaining, informative, award-winning print product to its passionate, loyal audience of yacht owners and enthusiasts," says AIM Marine Group president Gary DeSanctis. "In recent years, we've expanded that experience into the digital realm with an engaging website and an active, aggressive presence on social media. Our goal is to achieve a more contemporary balance of print and digital that better reflects the way we all consume media."

DeSanctis says the new quarterly will deliver the same number of editorial pages previously found in seven issues. The print issues will be timed to coincide with four major boat shows: Monaco, Fort Lauderdale, Miami and Palm Beach, with expanded digital coverage in the interims.

"We invite you to join us on this exciting new approach to bringing the world to the American yachtsman," says Wooton.

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