



2022 MEDIA KIT

EDITORIAL MISSION

SAIL Audience: 39,000 / Frequency: 8x

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 commitment to the sailing lifestyle has made *SAIL* the most widely read sailing publication in the world. 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. *SAIL* is designed to help its readers better enjoy the sailing lifestyle.

Our dedication to all-encompassing coverage makes *SAIL* a powerful tool for marketers. Not only do we reach the largest and most affluent segment of the marketplace, our readers are heavily engaged in sailing and prove it by buying products that improve their sailing experience.



SPECIAL ISSUES



NEW BOATS & GEAR

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

Distribution: 10,000

Frequency: Annual / Closing Date: July 20, 2022 / On Newsstands: August 24, 2022

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.

Distribution: 10,000

Frequency: Biannual / Spring Issue Closing Date: March 25, 2022 / On Newsstands: May 8, 2022

Winter Issue Closing Date: October 20, 2022 / On Newsstands: November 25, 2022



JANUARY/FEBRUARY: AD CLOSE 11/23/21
ON SALE 1/4/22 Best Boats Winners 2022, Tall Ships issue, DIY square sails, obtaining a captain's license, installing a watermaker

MARCH: AD CLOSE 1/6, ON SALE 2/10
2022 Pittman Award Winners, a DIY battery bank upgrade, gunkholing on the Great Lakes

APRIL: AD CLOSE 2/3, ON SALE 3/10
A different kind of charter: Lake Tahoe, New England and Sweden, fabricating a replacement mast in the Bahamas, sorting out a tangled prop

MAY: AD CLOSE 3/8, ON SALE 4/13
Three veteran cruisers on moving up to a bigger boat, sailing in fog without radar, a look at winch handles

JUNE: AD CLOSE 4/14, ON SALE 5/19
Small Boat Issue, Friendship sloop reunion, starting a stubborn outboard, sealants vs. adhesives, sailing apps, trailering tips

MHS SUMMER: AD CLOSE 3/22, ON SALE 4/26
A survey of sub-40ft multihulls, the importance of lightweight in multihulls, multihull anchoring and mooring

JULY/AUGUST: AD CLOSE 5/10, ON SALE 6/14
A cruiser's guide to racing, saving the world's oceans, lifejackets revisited, down & dirty splicing, refurbishing a cabin sole, chartplotter roundup

SEPTEMBER: AD CLOSE 7/5, ON SALE 8/9
Best Boats Preview, The Ocean Race and what to expect, the latest in rope technology, LED running lights, piloting the old-fashioned way

NEW BOATS & GEAR: AD CLOSE 7/19
ON SALE 8/23 2023 Sailor's Resource Guide, featuring new sailboat reviews and a comprehensive listing of gear & services

OCTOBER/NOVEMBER: AD CLOSE 8/30
ON SALE 10/4 Annapolis Sailboat Show, Winter Charters issue, finding the right charter boat, stability and righting moment, Holiday Gift Guide, blocks and mechanical advantage

MHS WINTER: AD CLOSE 10/18,
ON SALE 11/22 A look of the latest generation of racing multihulls, how to go about buying a used multihull, trends in multihull design

DIGITAL & SOCIAL

E-NEWS & EMAIL MARKETING



Average Monthly Pageviews	459,995*
Average Monthly Unique Visitors	285,183*

UNDER SAIL ENEWSLETTER

SAIL's daily e-newsletter will engage your brand with our audience of over **20,866** active, loyal subscribers.

We deliver the latest sailing news and multimedia content produced exclusively for email readers by the editors of SAIL. You'll find boat and gear reviews, cruising news, racing analysis, charter stories, maintenance topics, DIY projects, sailboat upgrades and more.

728x90 banner and sponsored content opportunities.

SAILMAGAZINE.COM

The authoritative content source for active sailors and boat owners, sailmagazine.com features reviews of the latest sailing products and gear, sailing tips and how-to boat reviews with on-board video, charter coverage from around the world, the latest breaking news in sailing, and more! Standard IAB banners and special ad units are available.

SOCIAL MEDIA

SAIL's social media presence has grown to over **106,798** followers. We share daily links on the latest news in sailing, compelling photos, and videos. SAIL has become respected as the must-follow sailing community. Audience marketing campaigns are available.

POINT OF SAIL

In SAIL's **Point of Sail** podcast with over **13,000** downloads and growing, principal editor Adam Cort talks to sailors, designers and boatbuilders about all things sailing. Guests range from Don McIntyre, 2018 Golden Globe organizer to Mary Crowley of Ocean Voyages Institute to Jeff Johnstone, J/Boats President. Episode sponsorships are available.

*2021 YTD metrics



TARGETED EMAIL MARKETING

Designed to help promote your brand, deliver call-to-action messages, and drive sales to your company's product or service. Send your message to SAIL's digital audience of **21,646** opted in and engaged sailors today!

ADDITIONAL DIGITAL OFFERINGS

- FBCA (Facebook Custom Audience)
- AIM Local
- Digital Boatshow
- BoatQuest
- Captain's Videos
- Social Marketing Automation



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