

The background of the entire page is a photograph of a sailboat's deck and rigging. Large white sails are visible against a clear blue sky. The boat's deck is white with stainless steel railings and hardware. The sea is a deep blue, and distant land is visible on the horizon.

**cruising**  
helmsman

**MEDIA KIT** 2018

DELIVERING AN AUDIENCE  
OF ENGAGED YACHT  
OWNERS AND CRUISING  
ENTHUSIASTS



## Cruising Helmsman

*Cruising Helmsman* is Australia's favourite sailing media brand. It has been the leader in information for recreational yacht owners since 1981.

Each issue of *Cruising Helmsman* covers the whole spectrum of cruising from mono to multihull with information on cruising adventures, destinations and lifestyle, as well as practical boat owning advice.

# Our audience, your customer

*Cruising Helmsman* readers consist of Australia's most active and devoted cruisers seeking practical advice, destination inspiration and cruising adventure stories.

They're typically semi-retired or retired older males, or couples, with an adventurous spirit and the means to pursue their passions.

## THE TYPICAL CRUISING HELMSMAN CUSTOMER



**63%**  
sail at least  
fortnightly



**79%**  
own their  
own boat



**82%**  
visit the  
website weekly



**\$100K+**  
is the average  
reader income



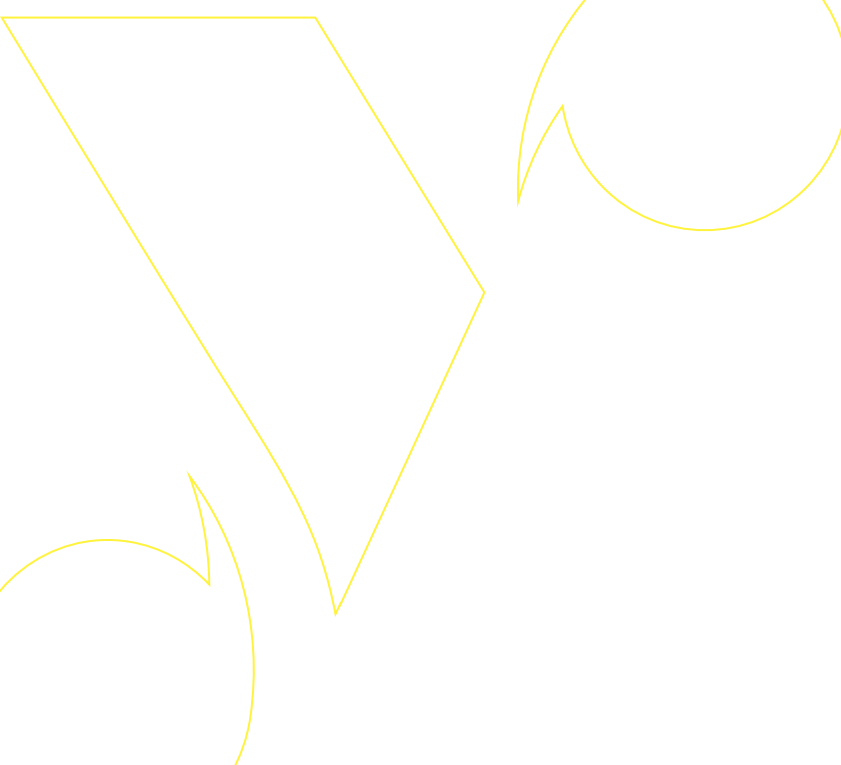
**41%**  
have been reading  
the mag for 10+ years



**70%**  
spend \$1K+ a year  
on sailing products



**57%**  
share their mag with  
at least one person



# Cruising Helmsman platforms

## 1 MAGAZINE

Published monthly, *Cruising Helmsman* is written by some of the world's most experienced sailors and journalists.

**Distribution:** 6,700  
(PUBLISHER'S STATEMENT)

**Readership:** 21,000  
(PUBLISHER'S STATEMENT DEC 2017)



1

## 2 WEBSITE

mysailing.com.au provides breaking news, latest gear, technical advice, informative how-tos and much more.

**Monthly Unique Users:** 31,810  
(GOOGLE ANALYTICS NOV 2017)



2

## 3 ENEWS

The best, and most engaging content from mysailing.com.au direct to subscribers. The access route for advertisers looking for immediate return on investment.

**Subscribers:** 6,879  
(GOOGLE ANALYTICS SEPT 2017)

## 4 SOCIAL

A highly engaged and connected community

**Facebook:** 4,269

**Instagram:** 566  
(AS AT OCT 2017)



3

4

# Magazine editorial schedule

## JANUARY

- Practical: Environment
- Overseas: Indian Ocean
- Australia: Queensland

## FEBRUARY

- Practical: Families
- Australia: Tasmania

## MARCH

- Practical: Storms
- Overseas: SE Asia

## APRIL

- Practical: Electrical
- Australia: New South Wales

## MAY

- Practical: Wood
- Overseas: New Zealand

## JUNE

- Practical: Multihulls
- Australia: South Australia

## JULY

- Practical: 'Out There'
- Overseas: Pacific Ocean

## AUGUST

- Practical: Safety
- Australia: Victoria

## SEPTEMBER

- Practical: Rigging
- Overseas: Europe

## OCTOBER

- Practical: Food
- Australia: Western Australia

## NOVEMBER

- Practical: Overseas
- Overseas: Americas

## DECEMBER

- Practical: Metal
- Australia: Northern Territory

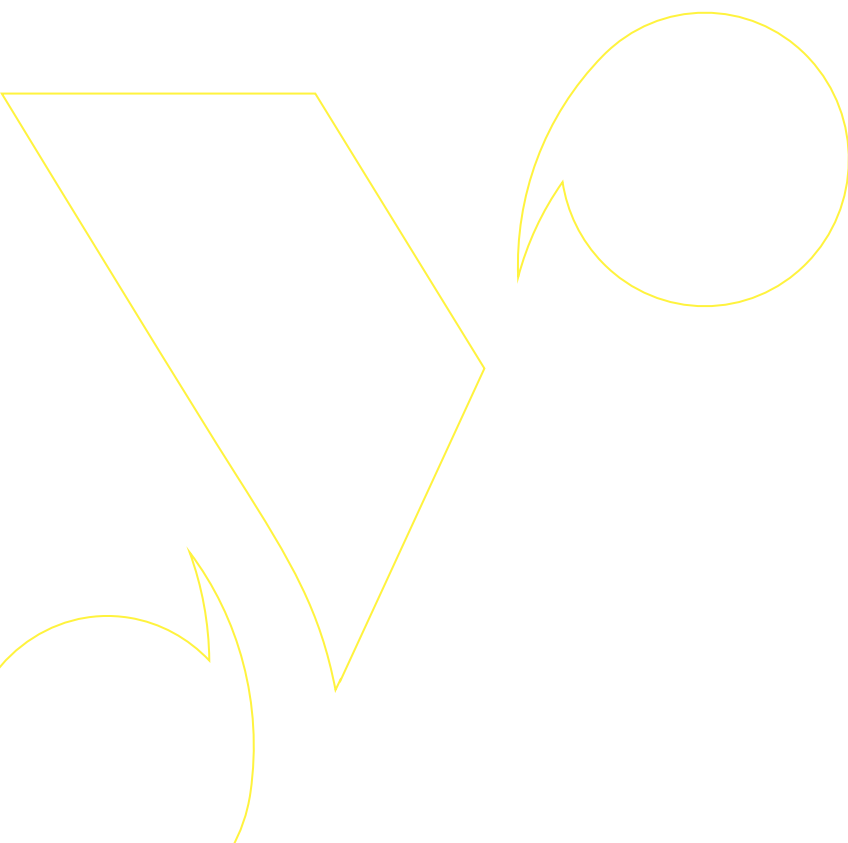


## Marketing solutions

In conjunction with the Yaffa Custom Content department, *Cruising Helmsman* can develop and deliver a tailored marketing package to help your brand achieve its specific strategic objectives, featuring elements including:

- Advertising (off - and online)
- Video
- Event partnership
- Custom events
- Direct marketing
- White papers and educational tools
- Native advertising
- Profiles (organisations and people)
- Social
- Reviews
- Inserts and covers
- Opinion pieces

**CONTACT YOUR SALES MANAGER FOR CUSTOMISED PACKAGES.**



# Rate card and material specifications

**2018**

## Magazine Rates

Size	Casual	3*	6*	12*
DPS	\$4000	\$3750	\$3500	\$3250
Full page	\$2550	\$2400	\$2250	\$2150
½ page	\$1650	\$1450	\$1250	\$1190
¼ page	\$1000	\$900	\$850	\$800

RATES EXCLUDE 10% GST  
PREFERRED POSITION LOADING: OBC +30%, IFC +20%

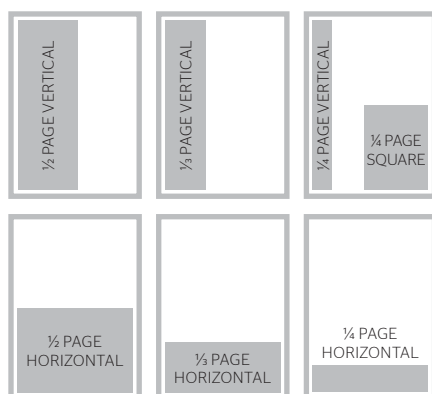
## Material Specifications

Size	Width	Height
DPS (trimmed)	440	275
FP (trimmed)	220	275
½ page vertical	95	245
½ page horizontal	195	121
¼ page horizontal	195	58
¼ page square	94	121
¼ page square	95	135

ALL SPECS ARE IN MM  
PLEASE INCLUDE 5MM BLEED ON FP AND DPS ADS

## Deadlines

Issue	Booking	Material	Publication
Jan	8 Nov	15 Nov	18 Dec
Feb	4 Dec	11 Dec	23 Jan
Mar	9 Jan	16 Jan	19 Feb
Apr	7 Feb	14 Feb	20 Mar
May	8 Mar	15 Mar	20 Apr
Jun	5 Apr	12 Apr	18 May
Jul	4 May	11 May	14 Jun
Aug	4 Jun	11 Jun	13 Jul
Sep	4 Jul	11 Jul	14 Aug
Oct	6 Aug	13 Aug	14 Sep
Nov	5 Sep	12 Sep	17 Oct
Dec	4 Oct	11 Oct	15 Nov



## Website Rates

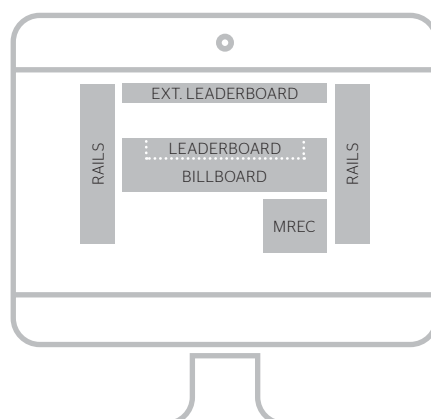
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$1100	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
Run of site	MREC	N/A	\$720
	Background Skin*	\$1100	N/A
	Pop-up	\$990	N/A
	Video	\$1350	N/A
Run of site	Leaderboard	N/A	\$850
	MREC	N/A	\$750

\* DOES NOT DISPLAY ON MOBILE SITE  
RATES EXCLUDE 10% GST - PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

## Material Specifications

Size	Width	Height
Background Skin	1920	1200
Rails (x2)	160	750
Pop-up (desktop)	590	490
Pop-up (mobile)	300	250
Billboard	960	250
Extended Leaderboard	960	90
Leaderboard	728	90
MREC	300	250
Video	16:9 aspect ratio	

ALL SPECS ARE IN PIXELS



## eNewsletter Rates

Size	Monthly
eDM	\$1495 (per broadcast)
Banner	\$1200
Medium Banner	\$1000
MREC	\$785

RATES EXCLUDE 10% GST - PLEASE CONTACT THE SALES MANAGER FOR FURTHER DIGITAL OPTIONS

## Material Specifications

Size	Width	Height
eDM	600	900
Banner	600	90
Medium Banner	468	60
MREC	300	250

ALL SPECS ARE IN PIXELS

## Deadlines

Website and eNewsletter online material deadline is five days prior to publishing. eDM broadcast material deadline is 10 days prior to publishing.

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### Mike Ford

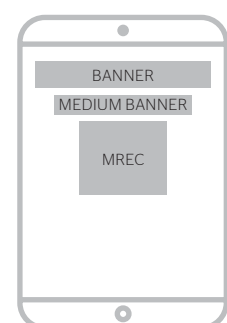
**Publisher**

P: 02 9213 8262

E: mikeford@yaffa.com.au

## Content Marketing

Custom content/advertorial options are available for all print and digital platforms. Card rates apply with a 30% production fee loading if Yaffa creates the content.



## Contact

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