

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 stainless steel railings and various pieces of equipment are in the foreground. The sea is visible in the distance under a bright sky.

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



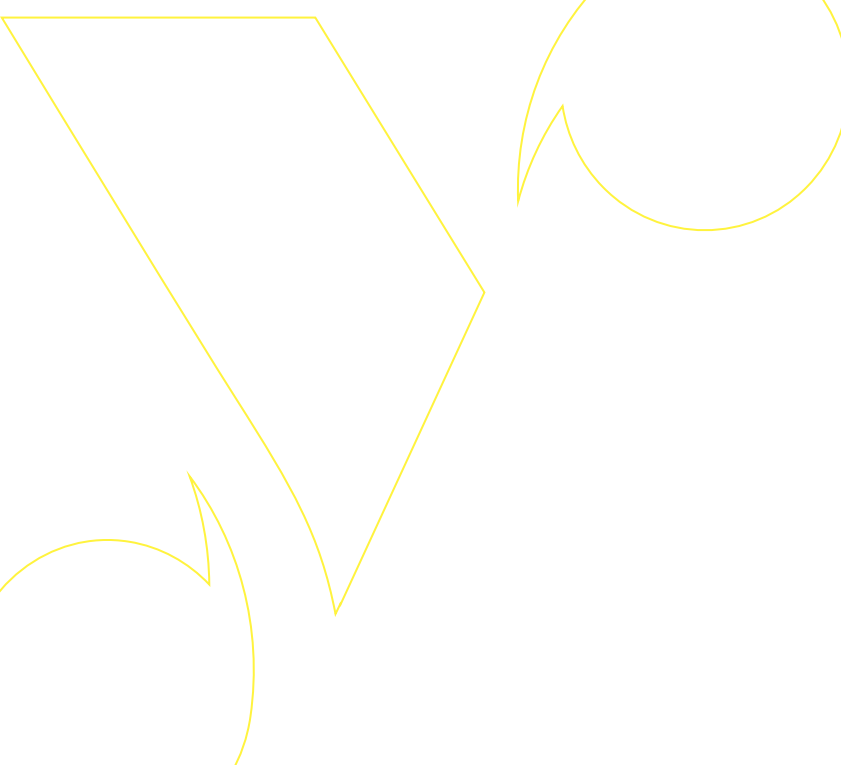
41%
have been reading
the mag for 10+ years



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

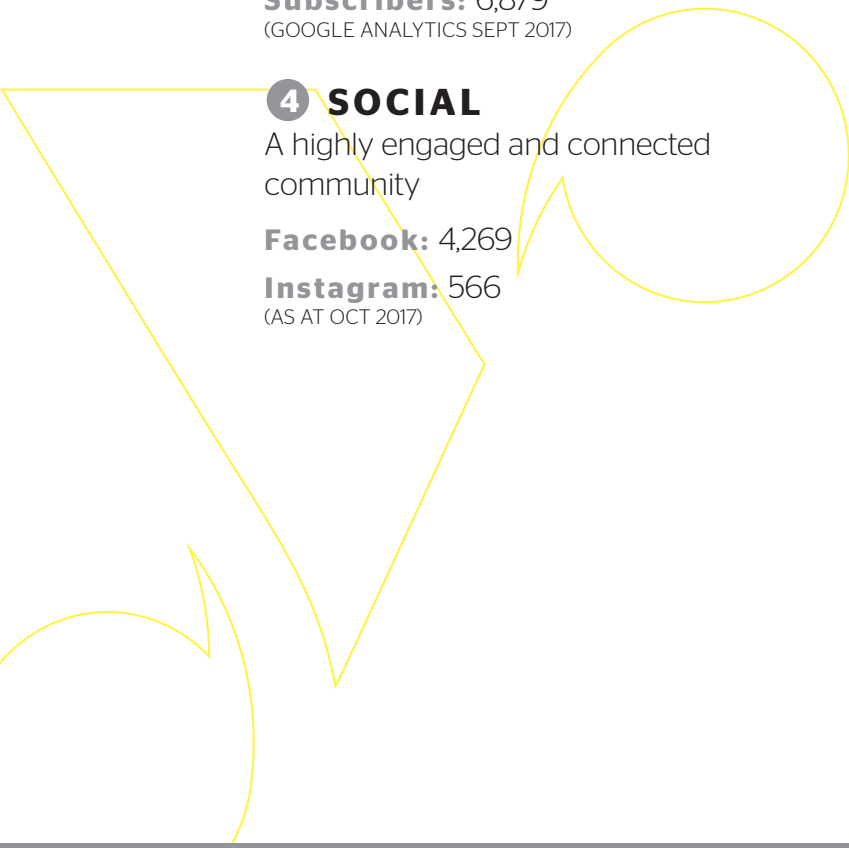
Facebook: 4,269

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

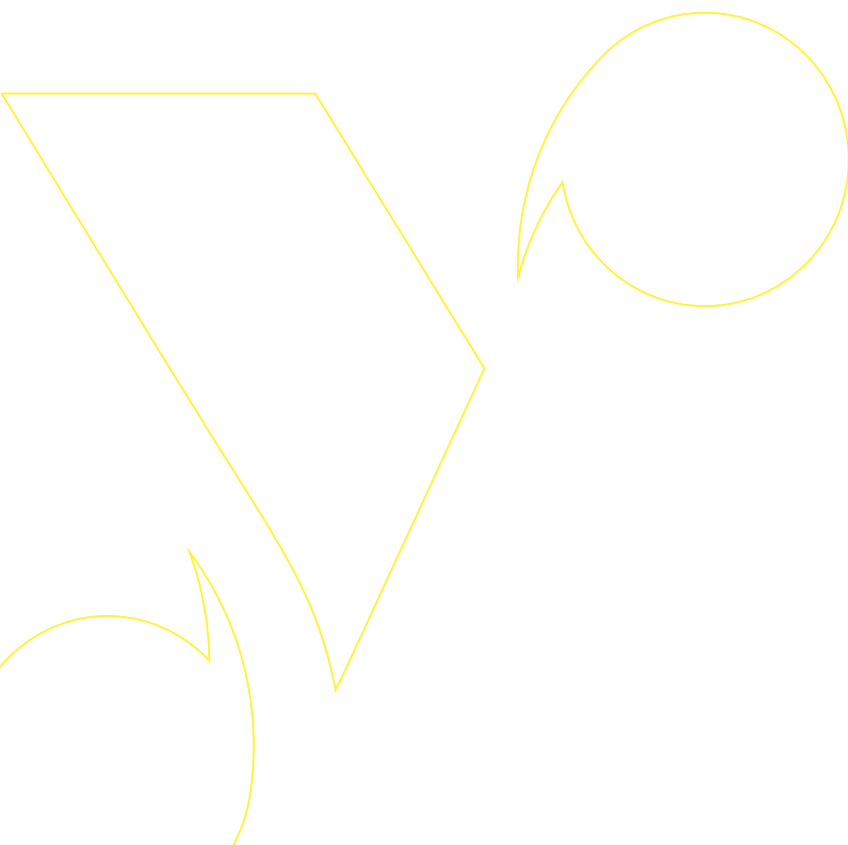


Marketing solutions

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
¼ page (classified)	\$445 (casual)			\$395 (12*)
½ page (classified)	\$285 (casual)			\$195 (12*)

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

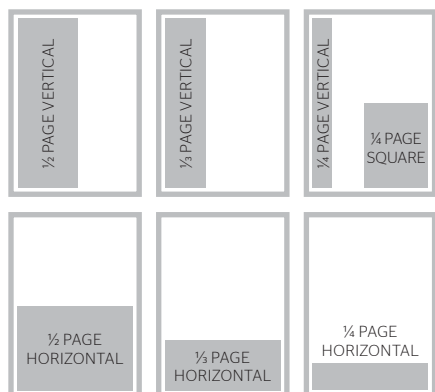
Material Specifications

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 (classified)	90	115
½ page (classified)	90	50

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

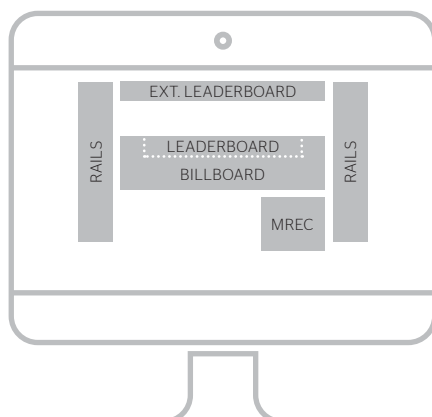
Section	Size	Weekly	Monthly
Exclusive positioning	Rails (x2)*	\$1100	N/A
	Billboard*	\$950	N/A
	Extended Leaderboard	N/A	\$1400
	Leaderboard	N/A	\$990
	MREC	N/A	\$720
Run of site	Background Skin*	\$1100	N/A
	Pop-up	\$990	N/A
	Video	\$1350	N/A
	Leaderboard	N/A	\$850
	MREC	N/A	\$750

* 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.

Amanda Patrick
Account Manager

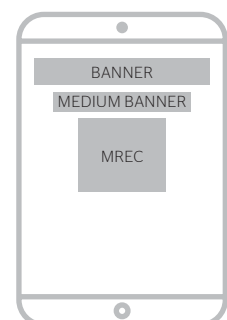
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Content Marketing

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.



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