

Sails

2012 MEDIA KIT

INCORPORATING

offshore
YACHTING



ocean
MEDIA

www.sailsmagazine.com.au

About *Sails*. *Sails* presents a world of sailing sport and lifestyle with a selection of only the best racing and cruising content each issue. Featuring interviews with the world's best sailors, boat reviews, cruising articles, coaching tutorials from the pros and top quality features by leading yachting writers from across the globe, whether our readers sail a sabot or a superyacht, *Sails* magazine has them covered.



Overview

DISTRIBUTION

Sails is widely circulated in Australia and New Zealand through newsagencies, and is also distributed at key boating events such as the Sydney, Sanctuary Cove, Mandurah and Auckland boat shows. *Sails* also circulates at numerous races and regattas including the Sydney Harbour Regatta, Airlie Beach and Audi Hamilton Island Race Weeks, the Rolex Sydney Hobart Yacht Race, Festival of Sails and New Zealand's Millennium Cup and Volvo Ocean Race Stopover – to mention a few.

PUBLISHER BACKGROUND

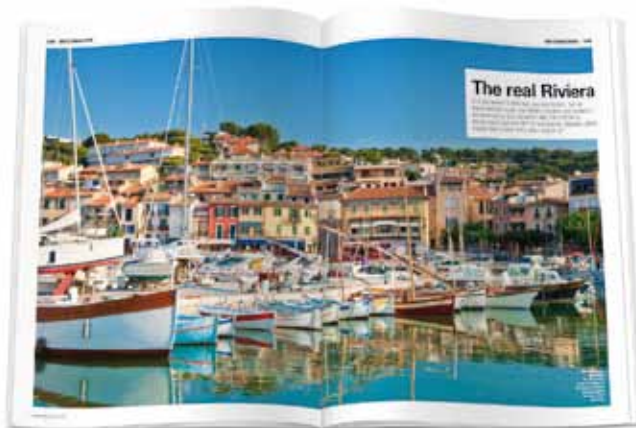
Sails is published by Ocean Media, specialising in high quality boating magazines including *Ocean*, Australia's leading luxury boating lifestyle title exclusively for yachts over \$1 million. Ocean Media also publishes *Offshore Yachting* for the Cruising Yacht Club – also included in *Sails* magazine – *The Great Southern Route* superyacht cruising guide, the Yachting Australia 'Blue Book' *Racing Rules of Sailing* and custom projects including programs for Audi Hamilton Island Race

Week, Sydney Harbour Regatta and Sail Port Stephens. Published bimonthly, *Sails* is a premium quality magazine with a high standard of graphic design, innovative feature content and stunning photography, presenting all the colour and excitement of the world's most enviable sport in spectacular fidelity. From exclusive coverage of the pinnacle racing events such as the America's Cup and Rolex Sydney Hobart, to cruising features that transport readers to exotic locations, *Sails* will entice cruisers and racers, both young and old.

OFFSHORE YACHTING

Sails draws on over 40 years of offshore racing magazine expertise from its sister publication *Offshore Yachting*, the official journal of Australia's most prestigious bluewater racing yacht club, the Cruising Yacht Club of Australia (CYCA), and home of the Rolex Sydney Hobart Yacht Race. Each regular issue of *Sails* includes the core ocean racing feature content from *Offshore Yachting*, and the Rolex Sydney Hobart special editions include the Official Program (Dec/Jan) and a comprehensive wrap up (Feb/Mar) of the great race south.

Content. With a broad editorial scope, *Sails* is a one-stop-shop for sailing enthusiasts of all stripes. Every issue covers the full gamut of sailing sport and lifestyle content in one premium quality volume: from coastal cruising to bluewater racing, whether monohulls, multihulls or moths.



Editorial

IN EVERY ISSUE

Mainsheet – the best stories in sailing, up the front.
Yachts to watch – the latest yacht designs and launches.
Race & Regatta news – reports from the top races and regattas in our region and internationally.
Features – innovative editorial supported by high impact sailing photography.
Aperture – a photographic gallery of the best snapshots in sailing.
Skipper – profiling the top performers and most interesting characters in the sport.
Tack & Gybe – *Sails'* regular Q&A session with a sailing personality.
Five of the best – five pro tips from the world's best sailors.
Cruising Log – cruising yarns for the sailors who are all about the journey.
Destination – guides to cruising into new waters, whether in exotic, far-flung destinations or closer to home.

Coaching Clinic – articles to help sailors brush up on their technique.
Olympic Sailing – inside news direct from our Australian and New Zealand national teams.
Yacht tests – putting the latest yacht launches through their paces.
Yacht comparisons – presenting "best in class" boats in a wide range of sailing categories.
Technical – special reports on the best equipment from sails and rigs, to winches and electronics.
The Pin End – veteran yachting writer Chris Caswell's regular column.
Locker Room – the latest sailing gear and apparel.
Reviews – new books, DVDs and films reviewed.
Calendar – racing and sailing events.
The Chandlery – our preferred suppliers in a directory-style page.
Charter & Brokerage – pre-loved boats seeking new owners.

Advertising. For the sailing industry looking to promote to sailing and yachting enthusiasts in a quality print medium, *Sails* and *Offshore Yachting* provide 'two for one' advertising impact and increases the circulation in Australia and New Zealand by over 50% compared to *Offshore Yachting* alone, as your advertisement appears in both titles. Combined the titles have the largest distribution of any sailing publication in our region.



Distribution 7,000

Combined distribution is 7,000 in print, circulated nationally throughout Australia and New Zealand and reproduced digitally each issue at www.sailsmagazine.com.au. The great benefit of *Sails* magazine is that in addition to *Offshore Yachting* circulating to 2,500 CYCA members and enthusiastic ocean racing subscribers as a separate magazine, some 4,500 additional copies of *Sails* magazine give advertisers a 'two for one' advertising impact – with your one advertisement appearing in both magazine titles with a combined print run of 7,000 copies all replicated online.

RETAIL CIRCULATION THROUGHOUT AUSTRALIA, NEW ZEALAND AND SOUTH EAST ASIA

Retailed via the newsagency network nationally in Australia and New Zealand, and select retail outlets in South East Asia.

DIRECT CIRCULATION TO OVER 500 SAILING CLUBS

Every sailing and yacht club in Australia and New Zealand (YA members) also receive copies direct to their club to generate reader awareness and circulate with active sailors at club level.

EXTENSIVE BOAT SHOW AND EVENT CIRCULATION

- Feb/March issue is widely distributed at New Zealand's Millennium Cup and Volvo Ocean Race Stopover in Auckland.
- April/May issue is circulated from the Ocean Media stand at the Sanctuary Cove International Boat Show in May, and widely distributed at Sail Port Stephens Race Week.
- August/September issue is circulated from the Ocean Media stand at the Sydney and Auckland International Boat Shows, and widely distributed at the Airlie Beach and Hamilton Island Race Weeks.
- October/November issue is circulated from the Ocean Media stand at the Mandurah Boat Show WA and Gold Coast Marine Expo.
- December/January issue is the official program for the Rolex Sydney Hobart Yacht Race.

Sails online. Our website www.sailsmagazine.com.au provides a true cross-media platform for readers and advertisers to access *Sails* online. This includes *Sails* Live news with our Top 5 news stories of each week. Plus we publish the Top 5 features from the current issue on our website free of charge. E-newsletters are sent weekly alerting our readers about the latest content and breaking news.



SAILS LIVE
Email newsletter



SAILSMAGAZINE.COM.AU



REALVIEW
Digital editions

The digital experience

DIGITAL EDITIONS

Sails online is a complete electronic replication of the printed edition, featuring the latest in page turning software. Your print advertisement is duplicated in the digital edition carrying your creative through the online experience. Both *Sails* magazine and *Offshore Yachting* are duplicated page-for-page online to deliver cross-platform exposure for our advertising partners and the sailing industry. Featuring a fully-searchable database of every back issue of all our titles, our Realview digital editions are a convenient and user-friendly way to enjoy the sailing experience on your PC, laptop, iPad or smartphone.

WEBSITE AND E-NEWSLETTERS

Driving traffic to www.sailsmagazine.com.au, weekly e-newsletters are sent to our database of thousands of sailing enthusiasts, keeping them abreast of the latest news from the yachting industry. We also send a bimonthly e-newsletter directing recipients to free content featured from the current issue.

ADVERTISING ONLINE

Advertisers have an opportunity to communicate with our readers beyond the pages of the magazine by advertising directly on our website and e-newsletters. Banner ads and premium island button links are available (see online advertising).

VIDEO INCLUDED IN DIGITAL EDITIONS

An exciting feature available to advertisers is the option to embed a video into your online advertisement reproduced from the magazine in our Realview edition. Video takes the two-dimensional vision of your creative to the next level. Movement, sound and a more detailed profile can be created, promoting anything from the styling of several models, lifestyle and locations, through to the quality interior. Showcase your latest TVC or any other audiovisual content, of any length. Video can convey the entire story – bringing your advertisement to life. Just ask us how.

Advertising rates. Advertising in *Sails* magazine is a fully integrated print and online marketing solution. Advertisements are delivered in print, and also online in our digital Realview editions viewable on PC, iPad or smartphone anywhere, anytime. Additionally, advertisers can feature on our website www.sailsmagazine.com.au and appear on *Sails* Live e-newsletters with a banner ad or premium island positions.

SAILS display advertising rates (effective Jan 2012)

FOUR COLOUR	CASUAL	3X	6X
Double page spread	\$5300	\$4900	\$4500
Full page	\$3250	\$3050	\$2850
Half page	\$2050	\$1850	\$1650
Quarter page	\$1150	\$1050	\$950

All rates shown are in Australian dollars. Pricing does not include GST.

PRIME POSITIONS

Inside front Cover	25%
Spread prior Contents	15%
Left hand page opposite Contents	15%
Right hand page opposite Contents	20%
Right hand page opposite Editor/Publisher/Credits	15%
Early right hand page first half	10%
Inside back cover	10%
Outside back cover	50%
Guaranteed position	5%
Right hand page	5%

CHARTER & BROKERAGE over 50% reduced**

FOUR COLOUR	CASUAL	3X	6X
Double page spread	\$2500	\$2250	\$2000
Full page	\$1500	\$1350	\$1100
Half page	\$950	\$875	\$750

All rates shown are in Australian dollars. Pricing does not include GST.

** Pre-owned boats or charter vessels to be displayed in this section.

THE CHANDLERY – Directory

FOUR COLOUR		6X
Directory half page	6 x issue booking	\$650
Directory quarter page	6 x issue booking	\$450
Business cards	6 x issue booking	\$250

All rates shown are in Australian dollars. Pricing does not include GST.

SAILS ONLINE advertising rates for sailsmagazine.com.au***

POSITION	BIMONTHLY	SIX MONTHS	12 MONTHS
Top Banner	\$1200	\$3240	\$5760
Middle Banner	\$1000	\$2700	\$4800
Footer Banner	\$800	\$2160	\$3840
Top Island	\$1200	\$3240	\$5760
Other Island	\$1000	\$2700	\$4800

All rates shown are in Australian dollars. Pricing does not include GST.

Your advertisement appears for two months (in line with the current *Sails* magazine print edition) on both www.sailsmagazine.com.au and also on *Sails* Live weekly e-newsletters.

10% DISCOUNT for six month bookings / **20% DISCOUNT** for twelve month bookings.

**** **BONUS 10% OFF** for *Sails* print edition advertisers.

Media partnership packages*

SPINNAKER \$25,000

Six double page advertisements – prime position

- Bonus four-page editorial profile and regular editorial inclusions each issue
- 40 copies of each issue to distribute through your sales staff or potential clients
- Website login for 30 users

MAIN \$15,000

- Six full-page advertisements – prime position
- Bonus three-page editorial profile and regular editorial inclusions each issue
- 20 copies of each issue to distribute through your sales staff or potential clients
- Website login for 20 users

JIB \$8,500

- Three full-page advertisements – prime position
- Bonus double-page editorial profile and regular editorial inclusions each issue
- 10 copies of each issue to distribute through your sales staff or potential clients
- Website login for 10 users

* All packages are paid in advance to secure Package Benefits.

Specifications. *Sails* magazine's reputation is enhanced by its attractive print quality and high production values. Printed on premium gloss paper stock, you can be guaranteed that your advertisement will look its best on our pages. *Sails* magazine is published bimonthly, in six editions per year that are tailored for maximum exposure at the most significant international yachting events and boat shows.

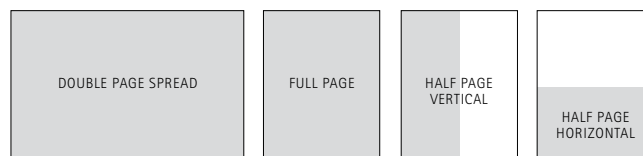
DEADLINES

ISSUE	FEB/MAR	APR/MAY	JUN/JUL	AUG/SEP	OCT/NOV	DEC/JAN
Booking Deadline	Jan 14	Mar 5	Apr 29	Jul 1	Aug 26	Oct 28
Material Deadline	Jan 21	Mar 12	May 6	Jul 8	Sep 2	Nov 4
On Sale Date	Feb 16	Apr 6	Jun 1	Aug 3	Sep 28	Nov 30
Boat Show & Events	Millennium Cup Volvo Ocean Race Stopover (NZ)	Sail Port Stephens Regatta Sanctuary Cove Boat Show		Sydney Boat Show Ocean Cocktails Airlie Beach Race Week Hamilton Island Race Week Auckland Boat Show Cannes Boat Show	Mandurah Boat Show	Rolex Sydney Hobart Official Program

DIMENSIONS – PRINT

	TRIM SIZE	TYPE SAFETY	BLEED
Full Page	230 x 297	210 x 277	236 x 303
Double Page Spread	460 x 297	440 x 277	466 x 303
Half Page Vertical	115 x 297	95 x 277	121 x 303
Half Page Horizontal	230 x 145	210 x 125	236 x 151
Quarter Page Vertical	115 x 145	95 x 125	121 x 151

Width and height dimensions are in millimetres.



DIMENSIONS – CHANDLERY (Directory only)

TRIM SIZE	TYPE SAFETY	BLEED
Half Page Horizontal	190 x 110	180 x 100
Quarter Page Vertical	90 x 110	80 x 100
Business card	90 x 50	80 x 100

Width and height dimensions are in millimetres.

DIMENSIONS – ONLINE

	WIDTH	HEIGHT	KB
Banner	728	90	40
Island	300	250	40

Width and height dimensions are in pixels.

Supplying advertising material

CANCELLATION DEADLINE

Cancellation deadline is 10 working days prior to booking deadline, otherwise booking will stand and be invoiced as confirmed.

DIGITAL ARTWORK

- Adobe Acrobat PDF (MAC or PC files): PDF files may be supplied with crop marks and 3mm bleed. All fonts must be embedded and the PDF must be distilled with CMYK downsampling at least 300 dpi.
- InDesign CS4/Quark Xpress 6 (MAC files only): Supply high resolution scans, at 300 dpi or higher in TIFF, EPS or JPEG format. Files must be supplied with a same size laser proof, print out of the disk directory window, as well as all fonts and extensions.
- Illustrator CS4 (MAC files only): Illustrator files may be supplied with all fonts converted to outlines.
- Online advertisements are typically Flash files up to 40k in size plus a backup gif/jpeg. Designers must 'hard code' the links into the banners.

SUPPLYING MATERIAL OPTIONS

1. Send files via email to: creative@oceanmedia.com.au
2. QuickCut
3. Upload to our FTP site: sydmac1.gtsolutions.com.au
Username: offshoremagazine
Password: offshore

When supplying artwork, all colours should be indicated as process colour percentages [CMYK]. All PMS spot colours must be converted to CMYK.

All material must reach the publisher by the material deadline or a surcharge of up to 50% may be incurred.

PROOFS

Our production schedules do not allow us to show printing proofs to the advertiser. Proofs are viewed and assessed by our production department.



Sails

www.sailsmagazine.com.au

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