ENLIGHTENING HERITAGE SELECT

Yachting's rich heritage makes it one of the most respected and enduring brands in the marine industry. Since 1907, Yachting has been at the forefront of the sport with intelligently written columns and features designed to fuel the passions of the active boater. Yachting’s editorial team consistently delivers select content that enlightens and educates boaters of all experience levels and ultimately enhances the boating experience. Through all of our channels, engaged audiences enjoy award-winning, visually-exciting coverage of premium yachts, technology, design, seamanship, destinations, electronics, equipment, exotic charters, current events and the history of the sport.
DELCIVERING QUALIFIED AUDIENCES ACROSS MULTIPLE CHANNELS

605,000
TOTAL AUDIENCE

974,075
AVG. MONTHLY PAGE VIEWS

80,000
MONTHLY PRINT CIRCULATION

153,276
AVG. MONTHLY UNIQUE VISITORS

290,000 +
SOCIAL MEDIA AUDIENCE

35,000
CUSTOM EMAIL SUBSCRIBERS

45,000
EDITORIAL ENWS SUBSCRIBERS

IPSOS Fall 2017 Affluent Survey, Omniture Nov 2016-Oct 2017
PASSIONATE PARTICIPANTS
OUR READERS ARE ENTHUSIASTIC, ACTIVE YACHTSMEN WHO HAVE THE MEANS TO INDULGE THEIR PASSION.

OUR PRINT AUDIENCE

Average Annual HH Income $410,000
Average Net Worth $3,056,000
Average Age 55
College Educated 88%
Own a Boat 86%
Average Length of Largest Boat Owned 42'
Average Number of Boats Owned 2.6
Avg Number of Years Active on the Water 30
Avg Days Spent on The Water in the Past Year 63
Read Every Issue 89%
Avg Number of Years Subscribed 3.4
Avg Number of Hours Spent Reading Each Issue 1.3
Took Any Action As a Result of Reading the Magazine 82%

OUR ONLINE AUDIENCE

Male 70%
Female 30%
Age 35-44 20%
Age 45-54 19%
Age 55+ 21%
College Educated 67%
Average Annual HH Income $100K+ 31%

CIRCULATION - GEOGRAPHIC DISTRIBUTION
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<td>We take a look at the technology that is driving the latest and greatest in yachts and gear.</td>
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<td>FEBRUARY</td>
<td>MIAMI BOAT SHOW</td>
<td>An insider's look at what is new and exciting at the 2018 Miami International Boat Show.</td>
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<td>SPORTFISH + TENDERS</td>
<td>Angler’s Rejoice. The newest sportfish yachts and sport-fish tenders are found here, as well as notable angling personalities.</td>
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<td>THE INNOVATION ISSUE</td>
<td>We celebrate the people, companies and technology that have made the sport of yachting what it is today.</td>
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Editorial content is subject to change.
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