



Introducing the new

Sails

Online

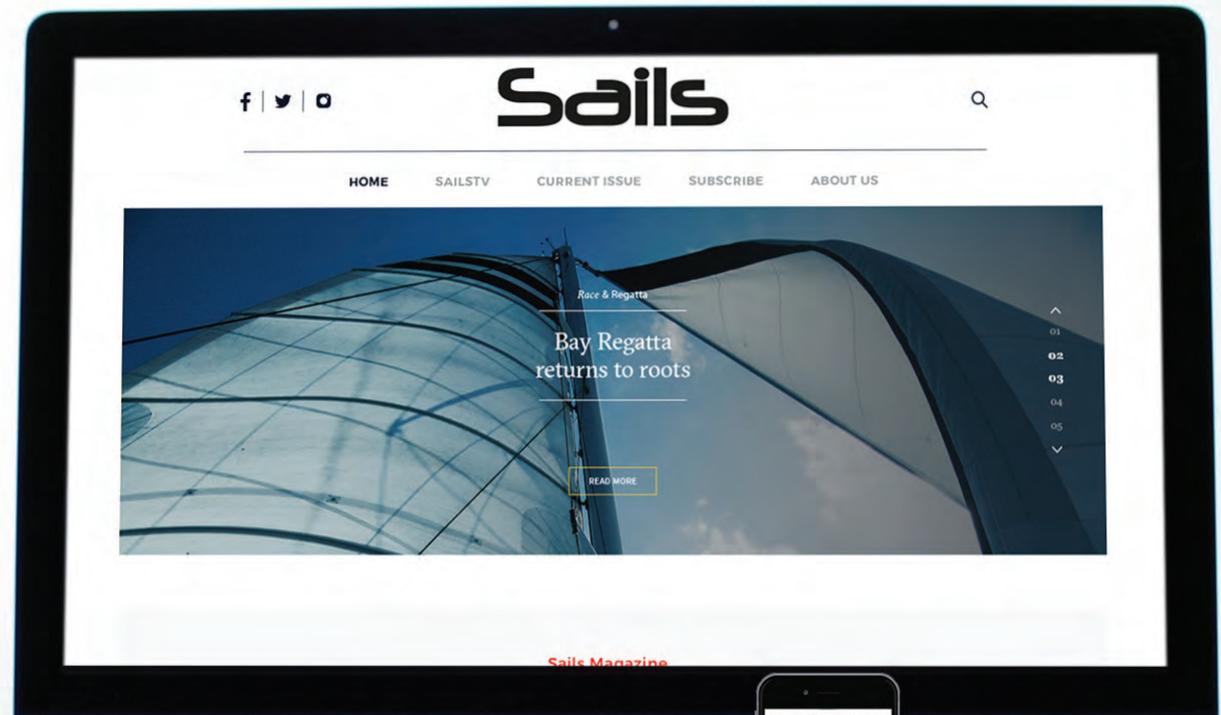
A world of sailing, sport & lifestyle.

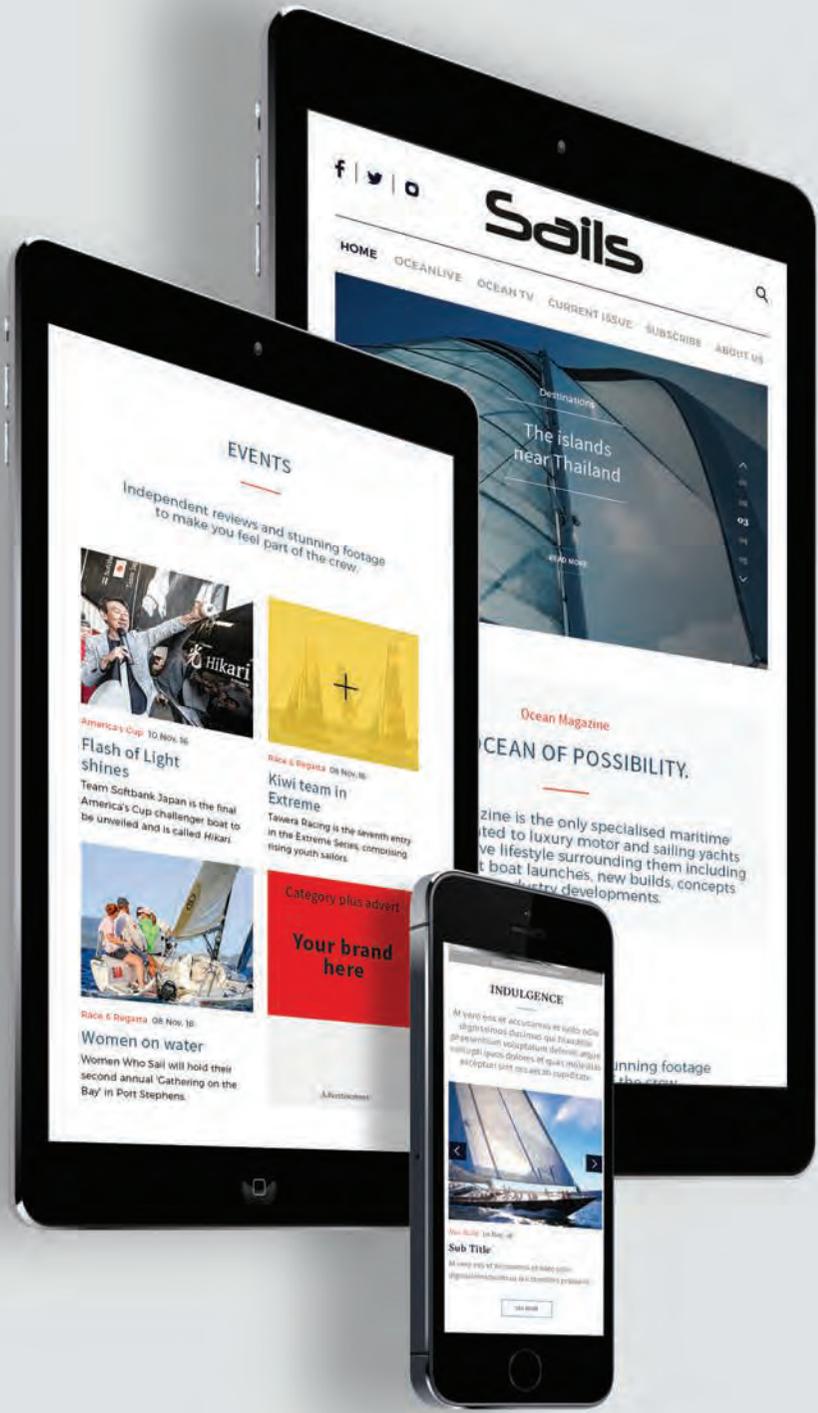
RACING | YACHTS | GEAR | INDUSTRY | CRUISING | EVENTS

Introducing the new Sails online.

Sails presents a world of sailing with a selection of only the best racing and cruising content.

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 has them covered.





Leading by design.

Sails Magazine is undergoing a digital transformation, representing our commitment to deliver the ultimate readership experience for our audience, and the yachting sector in the South Pacific.

“ Our new improved website will feature additional video content to create an immersive online experience that compliments our printed publication. ”

Content categories.

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.

1. Racing



- Regattas
- Offshore
- Skippers
- Youth sailing

2. Yachts



- New builds
- Reviews
- Design

3. Gear



- Hardware
- Technology
- Toys & Tenders

4. Industry



- Regional
- International
- Profile
- Environmental

5. Cruising



- Rallies
- Charter
- Destinations

6. Events



- Boat Shows
- Social

Advertising opportunities

1.

Leaderboard banner

Be seen first! Our premium advertising opportunity, sits at the top of every single page on the website and within our weekly newsletter. Sold on a bi-monthly basis, there is only one placement available for those that wish to make a lasting impression.

2.

Category plus

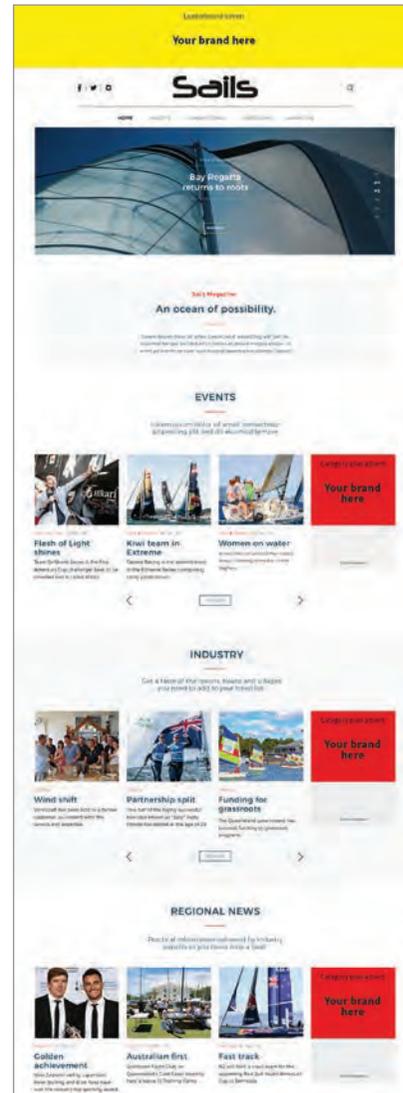
Pick from our six categories and be seen on the homepage, the first section of the chosen category page, on all related article pages and in our weekly newsletter. By advertising with a category you can ensure that readers who are interested in your product, brand or services will see your ad placement.

3.

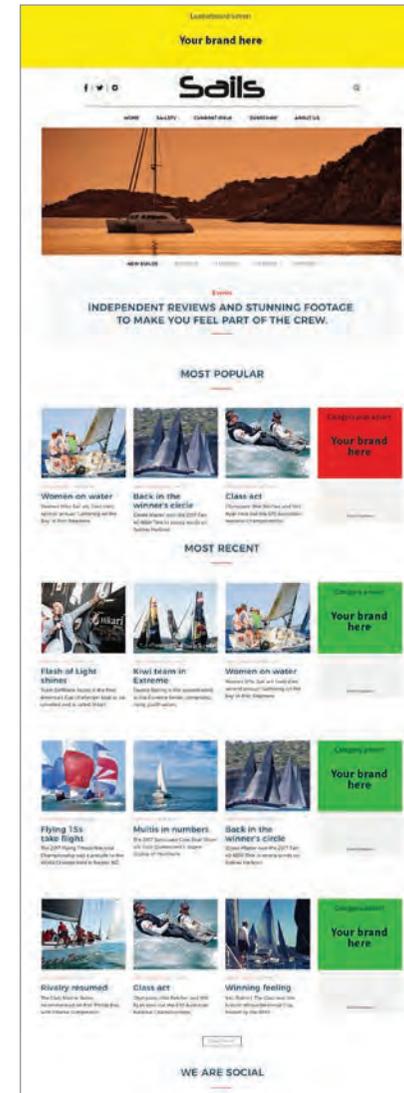
Category

A cost effective option that enables targeted exposure for advertising placements that appear on specific category pages or on articles within that category.

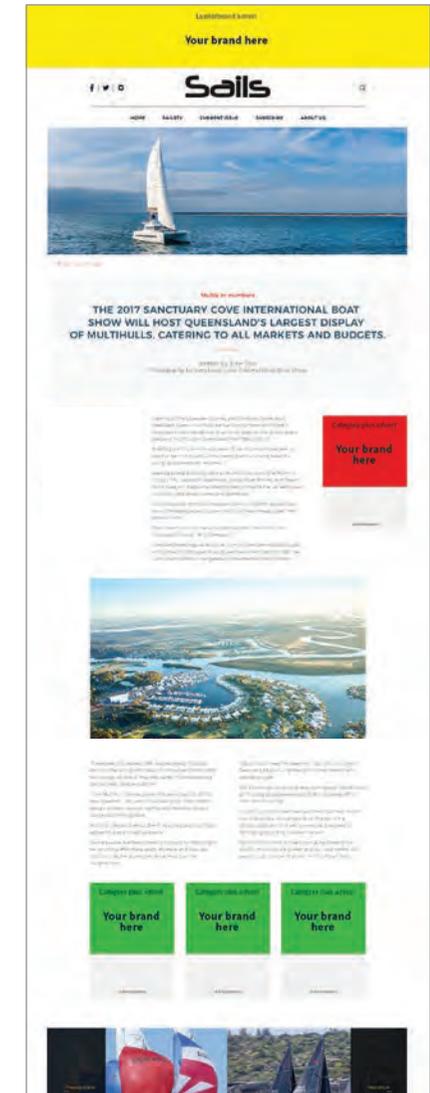
Homepage



Category article listing



Article



Advertising opportunities

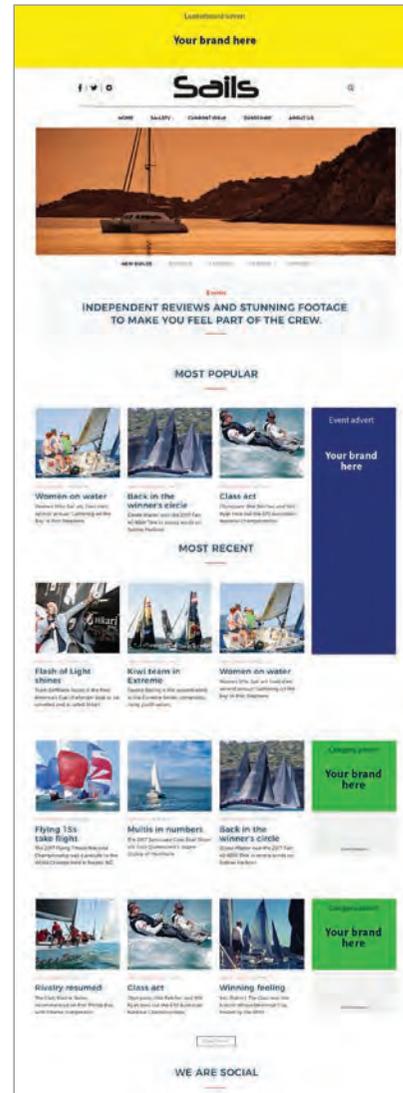
4. Events skyscraper 

A high-impact alternative for brand looking for enhanced visibility among an audience interested in boat shows, regattas and other social events. It includes Category Plus space in home page and article page.

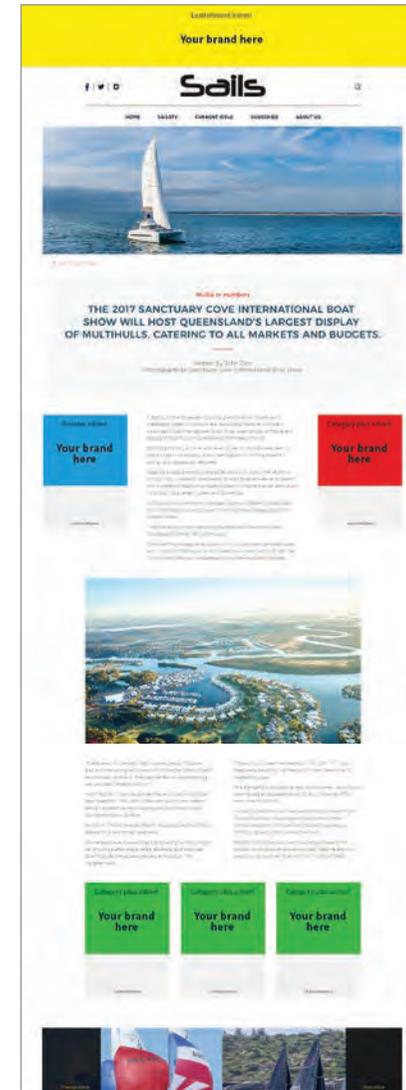
5. Booster 

An upgrade alternative to increase visibility for Category Plus and Category advertisers. It features an additional 300x250 space on every article page in the chosen category.

Category article



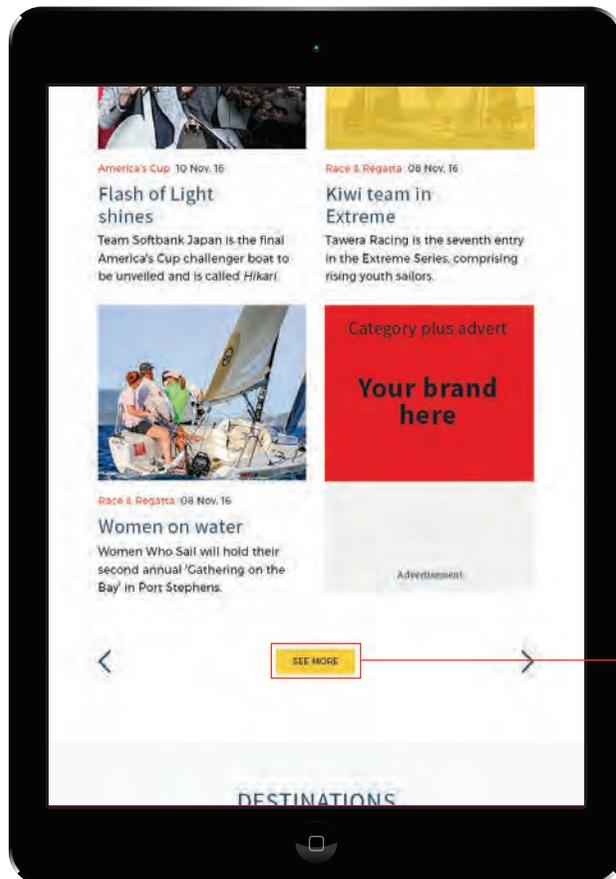
Article



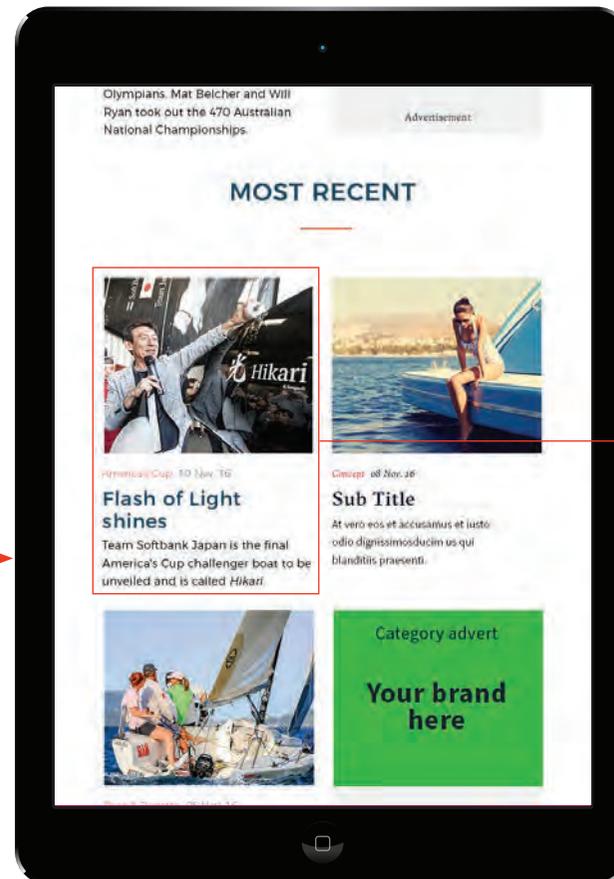
Targeted placements.

Users can scroll through a selection of the most popular or most recent content across all categories on the homepage (Fig 1), or choose a category specific selection of articles based upon their area of interest (Fig 2). Each 'category promo module' allows for three links to articles (Fig 3) and one advertisement. Making placements category specific allows for highly effective and targeted advertising, increasing the likelihood of click through from an audience interested in or engaged with your products and services.

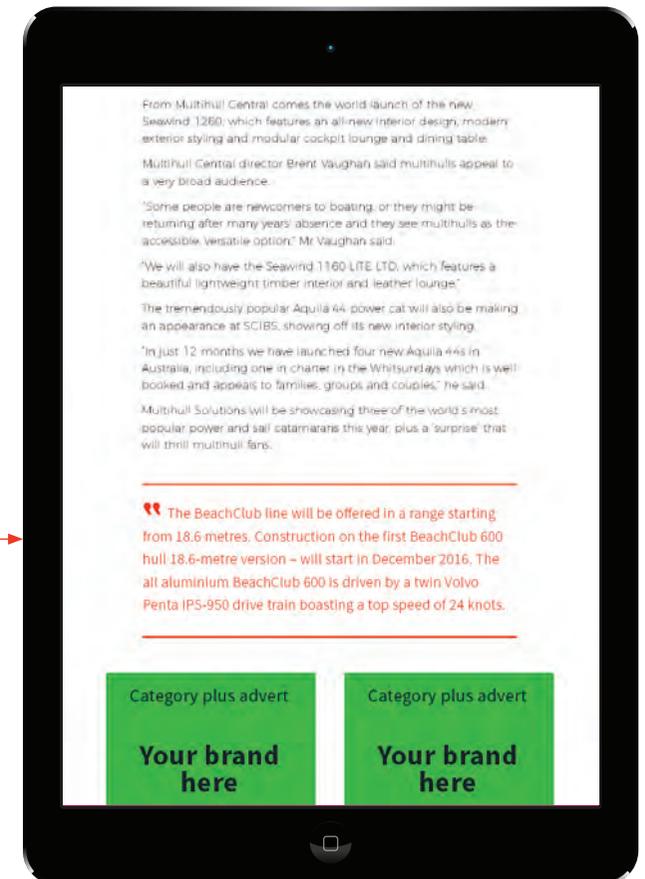
Homepage (Fig 1)



Category article listing (Fig 2)



Article (Fig 3)



Advertising specifications

| | DIMENSIONS | PLACEMENTS AVAILABLE | ALL | HOME | CATEGORY OVERVIEW | OCEAN TV LISTING | RELEVANT ARTICLES | EDM | SIZE & FORMAT | PRICE BI-MONTHLY |
|-----------------------|---|------------------------|-----|------------------------------|-------------------|------------------|--------------------------|-----|-------------------------------------|------------------|
| 1. LEADERBOARD BANNER | 1280x220px (Desktop) Additional sizes: 800x220px (Tablet) 640x200px (Mobile) | 1 | • | • | • | • | • | • | Jpeg 250kb | \$5,900 |
| 2. CATEGORY PLUS | 300x250px | 6 (1 per category) | | • (First advertiser) | • | • | • (Top of article) | • | Jpeg/gif 120kb (max 4 frames) | \$3,200 |
| 3. CATEGORY | 300x250px | 18 (3 per category) | | | • | | • (Bottom of article) | | Jpeg/gif 120kb (max 4 frames) | \$1,800 |
| 4. EVENTS | 300x900px | 1 (Events category) | | • (Regular Category Plus) | • | | • (Bottom of article) | | Jpeg/gif 240kb (max 3 frames) | \$4,200 |
| 5. BOOSTER | 300x250px | 6 (1 per category) | | | | | • | | Jpeg/gif 120kb (max 4 frames) | \$1,200 |

Multi channel opportunities.

Leverage a combination of printed and digital media to engage across multiple channels and multiply the power of your campaign.

Sails magazine incorporating Offshore Yachting Magazine has a distribution of 7,000 in print, circulated nationally throughout Australia and New Zealand. Distribution is split between Offshore Yachting magazine's 2,500 CYCA members and enthusiastic ocean racing subscribers, with 4,500 additional copies of Sails magazine giving advertisers a 'two for one' impact - with your one advertisement appearing in both titles and replicated online.

DISTRIBUTION

7,000

Titles distributed to Australia and New Zealand's biggest boating enthusiasts and club members.



Sails

ADVERTISING

National Advertising Manager

MICHELE McCAMLEY

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EDITORIAL

Editor

Scott Alle

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