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After three decades of development and investment, the North Design Suite is able to produce reliably fast sails, that keep their shape, leading the way in modern sailmaking tools.

The use of Load Sharing Technology 27 years ago has since evolved in sophistication and now there are many more fibre types which is pushing toward the next generation of sails in an attempt to marry the practicality of a “soft” carbon sail with the performance of a “hard” wing. The solutions arrived at later reproduction. Some were more complex and has evolved into a product of a complex process where process of trial and error, where proof of concept is not enough, and the practicalities of use and production have to be considered.

The software in the later years has seen a lot of development and is now used in 3Di technology. With 3D construction, an advanced composite technology has been developed that allows for more accurate and efficient production of sails. This technology has allowed for the creation of sails that are both fast and reliable, and is now widely used in the sailing industry.

The importance of this process cannot be overstated — teams in the early days and is very much in the DNA of the company. And with that style that Lowell encouraged in the group has made huge progress in some incremental advantage. North team member Dave Lenz, who is veteran sail designer Mickey Ickert.

"We’re getting really good at having an open string of communication throughout the company, from the contributions made to the knowledge base. The value of these insights debriefs held during and after projects are not just at the front end of new projects, but in the entire process of sail design," said Lenz. "We can marvel at the astounding deformation of shape can now be made not only predictable, but also accurate, which is a huge improvement over traditional methods of sail design."

"We first need to understand some of the valuable input from both the design and sales forces," added Lenz. "This input is then catalogued and used to assist the sail designers in their work. The software in the also now including spar makers, and it can be very hard to find a winning edge in performance. This is where North Sails experience and huge knowledgebase can provide answers, but also help shape the relevant questions that arise to our clients. By combining cutting-edge sail design software simulations with expert insights and real-world observations, North Sails can provide a simulation program called the Virtual Wind Tunnel, which is used to observe laminar and turbulent flow of offwind sails as a tool, to better understand flying shapes and how they change."

"We are thrilled to see the innovation and progress that North Sails has been making," said veteran sail designer Mickey Ickert. "It is clear that the company is committed to pushing the boundaries of sail design and technology, and I am confident that their work will continue to set the standard for the industry."

"Our writers are industry pro’s ahead of journalists - ensuring Seahorse is the last word in authority and influence. Our readership - targeting owners and afterguard on performance sailing boats. Seahorse is written assuming a high level of sailing knowledge from it’s readership -targetting owners and afterguard on performance sailing boats.

Massive Authority and Influence

20,000 circulation

The only sailing magazine, written from no national perspective, entirely dedicated to sailboat racing. An approach reflected by a completely international reach.

Recognised by the RORC, IRC & ORC all of whom subscribe all their members and certificate holders to Seahorse as a benefit.
Display Rates for 2020-21

Effective 1 September 2019

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Mechanical Data

DIMENSIONS (in mm)

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297mm x 210mm (where the crop mark should be set) then please add 3mm outside the crop marks to each edge for bleed

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CMYK print ready pdf – Images set to 300dpi

AGENCY DISCOUNT: 10%

PLEASE NOTE: ALL RATES ARE EXCLUSIVE OF VAT

Copy Dates for 2020-21

Seahorse Editorial Schedule

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<td>18 February 2021</td>
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Air draught: 23.2m (76ft)

"All of our instruments are designed to look like racers, with a classic setup – symmetrical deck layout, flush deck or very low-profile separation from the mainsail and a way into the engine room," Harvey says. "This makes it’s a rather handsome yacht and Philippe Briand’s diligent market research has paid off. After six years of production, demand in that class is currently seeing far higher demand for motor yachts than for sailing yachts, the demand for CNB 76 looks set to be the largest class competing at the upcoming Rolex Maxi World Cup."

"Our starting point was to make a classic setup – symmetrical deck layout, flush deck or very low-profile separation from the mainsail and a way into the engine room," Harvey says. "This makes it’s a rather handsome yacht and Philippe Briand’s diligent market research has paid off. After six years of production, demand in that class is currently seeing far higher demand for motor yachts than for sailing yachts, the demand for CNB 76 looks set to be the largest class competing at the upcoming Rolex Maxi World Cup."

"The idea was a clever one that innovation continues. ‘We have just introduced a new hydraulic system that allows us to connect with existing wiring loom has proved very popular with both customers and boatyards. It must be said that the CNB 76 is definitely a top-performing yacht, with some of the fastest results in the past few years."

"The RC44 is one of the most successful yachts in the RC44 class. It has a strong history of success, having won the RC44 World Championship in 2015 and 2016. The RC44 is known for its lightweight and high-performance design, which makes it a popular choice among sailors.

"The RC44 is equipped with a powerful 250-horsepower engine, which allows it to reach speeds of over 20 knots. It has a beam of 5.7 meters and a draft of 2.5 meters, which makes it suitable for both inshore and offshore racing. The RC44 has a hull made of high-strength carbon fiber, which provides excellent stability and durability."

"The RC44 is designed to be easy to handle, with a well-balanced helm and a stable, responsive steering system. It is equipped with a state-of-the-art navigation system, which includes a GPS, radar, and chartplotter. The RC44 is also fitted with a powerful communication system, which allows the crew to stay in touch with the shore and with other racers.

"The RC44 is known for its high performance and reliability, and it is a popular choice among sailors who want to compete at the highest level."

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"The RC44 is known for its high performance and reliability, and it is a popular choice among sailors who want to compete at the highest level."
The most efficient way to ensure product & brand are displayed to the international performance sailing marketplace.

**Technical Specifications**

**Advert size:** 85mm wide x 30mm high

High resolution vector pdf files required with all colours set to cmyk and any images to be minimum 300dpi.

Further details on application.

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**Directory**

**Euro 1389**

for a full year’s campaign

(breaking down to just Euro 116 per issue)

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**Graeme Beeson – Advertising Manager**

Tel: +44 (0)1590 671899

Email: graeme@seahorse.co.uk

Skype: graemebeeson
Euro 490 – for a 6 month campaign.
New Boats
Enhanced Entry

Super-efficient, highly embedded placement of a new boat sales advert

Activated across:
Seahorse
www.seahorsemagazine.com
more information page 13

EuroSail News formerly Scuttlebutt Europe
more information page 11

Euro 1440 – for a 12 month campaign.

Graeme Beeson – Advertising Manager
Tel: +44 (0)1590 671899
Email: graeme@seahorse.co.uk
Skype: graemebeeson
Performance sailing’s biggest reach and sharpest teeth.

Authority and Influence readily delivered.

Graeme Beeson – Advertising Manager
Tel: +44 (0)1590 671899
Email: graeme@seahorse.co.uk
Skype: graemebeeson

234,217 AVG Visitors per month
Euro 720 – Native content – pr piece (“Big Pimpin”)
Euro 780 per month – Banner (300 w X 250 h) & Monthly Native content – pr piece

For advertising information, please contact editor(at)sailinganarchy.com
Total circulation 10,000 daily
Circulation - by Email - 6500 (expected 7000 by year end)

Scuttlebutt Europe Circulation by Region
- Europe 26%
- UK 21%
- USA 16%
- Australia 6%
- Canada 6%
- New Zealand 5%
- Other 5%

Split within Europe ex UK
- France 17%
- Netherlands 13%
- Germany 13%
- Italy 13%
- Spain 9%
- Sweden 9%
- Ireland 8%
- Denmark 11%
- Finland 13%
- Belgium 13%
- Norway 13%

Effective 1 September 2019

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Circulation – by Affiliated Newsfeed Services – 3500 daily
Scuttlebutt Europe – website and app
Rorc Rating
Seahorse Magazine
Farr 40 Class
PPL Media
Armstrong Global Shipping - News
Sailing Source

Adverts are kept to rates that reflect the most efficient targeted advertising in the sailing sector these rates are achieved in part by specifying prepayment of all campaigns.

Graeme Beeson – Advertising Manager
Tel: +44 (0)1590 671899
Email: graeme@seahorse.co.uk
Skype: graemebeeson
Fresh, insightful and focused coverage of the stories behind yacht racing’s premier professional events.

America’s Cup, SailGP, The Ocean Race, Vendee Globe, 52 Super Series, Ultim 32/23, Olympic Classes, World Match Racing Tour

Average of 5000 visitors per month in first 10 months since going live

Euro 290 per month
Square Banner (300 w X 300 h)

Euro 390 per month
Shared header banner (728 w X 90 h)

Graeme Beeson – Advertising Manager
Tel: +44 (0)1590 671899
Email: graeme@seahorse.co.uk
Skype: graemebeeson
Super highly targeted and efficient Banner and Video placement. Driven by Seahorse’s unique dedicated Performance Sailing Brokerage, Sailor of the month, Technical Briefings and EuroSail News (formerly Scuttlebutt Europe) newsfeed.

9,649 AVG Visitors per month

Euro 450 per week – Video content

Euro 290 per month
Banner (190 w X 220 h)

Euro 390 per month
Shared header banner

Graeme Beeson – Advertising Manager
Tel: +44 (0)1590 671899
Email: graeme@seahorse.co.uk
Skype: graemebeeson