

## PLANETSAIL



2024-25

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## Why Seahorse?

**Seahorse** is written by the finest minds and biggest names of the performance sailing world.

Our writers are industry pro's ahead of journalists - ensuring **Seahorse** is the last word in authority and influence.

**Seahorse** is written assuming a high level of sailing knowledge from it's readership - targetting owners and afterguard on performance sailing boats.

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### **Massive Authority and Influence** 17,000 Monthly Readers

#### Seahorse circulated by:

3,600 - RORC Members (Seahorse is their club magazine) https://www.rorc.org/membership/rorc-membership-benefits

1,200 - Storm Trysail Club members (Seahorse is their club magazine) https://stormtrysail.org/about-the-club/

4.173 – IRC certificate holders

https://ircrating.org/irc-member-offers/

13.220 - ORC certified boat owners (and crew for those registered as double handed)

https://www.orc.org

7,100 - Paid readership

https://www.seahorse.co.uk/shop/subs/

900 - Digital VIP readership

https://www.seahorse.co.uk/shop/subs/

179 - Double Handed Offshore Series Members https://www.doublehandedoffshore.com/

76 - Magenta Project Volunteers https://themagentaproject.org/

100 - Skippers packs

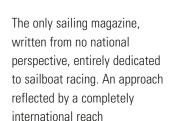
Average per issue skippers pack promotion copies













32% USA & Canada

36% EUROPE (Excl UK)

18% ROW

14% UK



Readership

by

Region



## Display

Driving product sales and brand – the classic invitation to buy:

**Display Rates for 2023-24** 

COLOUR	NUN 1	MBER OF I	NSERTION 6	IS 12
ROP Full Page	€4562	€4360	€4013	€3296
Half Page	€3442	€3197	€2987	€2504
Third Page	€2142	€2035	€1862	€1591
Double Page Spread	€7069	€6540	€6019	€4923
Outside Back Cover	€5628	€5397	€4901	€4194
Inside Front Cover	€4901	€4658	€4274	€3655

#### **Mechanical Data**

#### **DIMENSIONS** (in mm)

Bleed page size:

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

Type areas	Depth	Width
Whole Page	270	188
Half Page (vertical)	270	90
Half Page (horizontal)	132	188
Third Page (vertical)	270	57

CMYK print ready pdf - Images set to 300dpi

**AGENCY DISCOUNT: 10%** 

PLEASE NOTE: ALL RATES ARE EXCLUSIVE OF VAT

# Seahorse Magazine

Copy Dates for 2023-24

**Seahorse Editorial Schedule** 

EDITION	TECH BRIEF Copy DEADLINE	ADVERTISING Copy DEADLINE	FIRST LAND WITH READERS
January 2024	20 October 2023	3 November 2023	30 November 2023
February 2024	17 November 2023	1 December 2023	6 January 2024
March 2024	22 December 2023	5 January 2024	1 February 2024
April 2024	19 January 2024	2 February 2024	29 February 2024
May 2024	16 February 2024	1 March 2024	28 March 2024
June 2024	22 March 2024	5 April 2024	2 May 2024
July 2024	19 April 2024	3 May 2024	30 May 2024
August 2024	24 May 2024	7 June 2024	4 July 2024
September 2024	21 June 2024	5 July 2024	1 August 2024
October 2024	19 July 2024	2 August 2024	30 August 2024
November 2024	23 August 2024	6 September 2024	3 October 2024
December 2024	22 September 2024	6 October 2024	2 November 2024
January 2025	18 October 2024	1 November 2024	28 November 2024

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## Technical Briefing

Performance Sailing's greatest reach and influence tied together.

Work with Seahorse journalists on this classic 'Native content' solution.

Activated across:

Seahorse / Print and Digital

www.seahorsemagazine.com more information page 12

**EuroSale News/Scuttlebutt Europe** more information page 11

Facebook/seahorsemagazine

**Planet Sail On Course show** more information page 10

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## Total circulation greater than 100,000

Activated across:

**Seahorse Magazine (print and digital)** 

www.seahorsemagazine.com

www.sailinganarchy.com

www.yachtracing.life

**Eurosale News/Scuttlebutt Europe** 

Facebook/seahorsemagazine

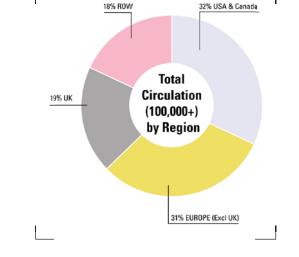
'Planet Sail On Course' show 'Docktalk' Segment

#### **Euro 3985**

Full page technical Briefing (750 words)

#### **Euro 5200**

Double page technical Briefing (1600 words)





16% EUROPE (Excl UK)







## Directory



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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#### **Euro 1389**

for a full year's campaign (breaking down to just **Euro 116** per issue)







## Brokerage

Sailing's dedicated performance sailing brokerage market place.

3 x brokerage boxes (1 row) Euro 420 (180mm wide x 52mm tall)



Seahorse Magazine

9 x brokerage boxes (3 rows – just over half page) – Euro 778 (180mm wide x 162mm tall)

6 x brokerage boxes (2 rows) Euro 601 (180mm wide x 107mm tall) 15 x brokerage boxes (full page) — Euro 1142 (210mm wide x 297mm tall for the crop marks then add 3mm to each side for bleed)





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## Race Calendar

The optimal location to ensure that key events catch the eye and are diarized

### **Technical Specifications**

Advert size: 91mm wide x 13mm 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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# Seanorse Magazine

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** 

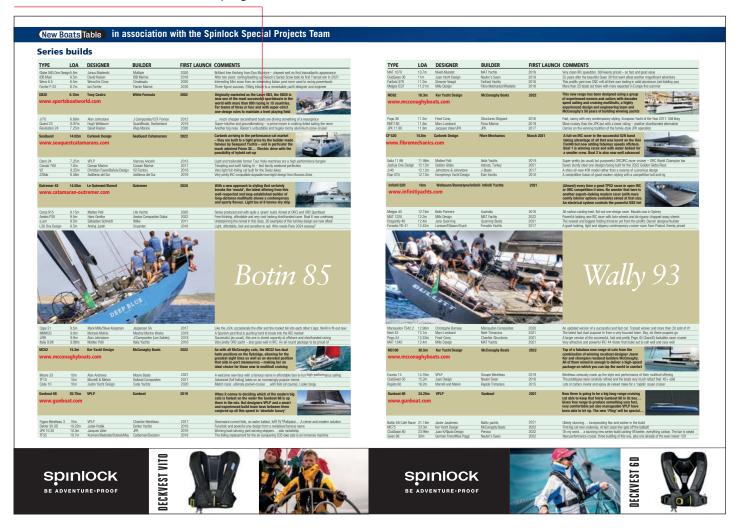
www.seahorsemagazine.com more information page 13

**EuroSail News** *formerly Scuttlebutt Europe* more information page 11

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# Seahorse Magazine

**Euro 1440** – for a 12 month campaign.



# "Planet Sail" On Course show

https://www.youtube.com/channel/UC5 mNKsJ9SEPXaZDfeJknLOw

Geo	graphy	Wa	tch time (hours)	Views ↓
	Total	8	,813.1	50,245
	United States	2,016.8	22.9%	10,129 20.2%
	United Kingdom	871.0	9.9%	4,258 8.5%
	Australia	794.5	9.0%	3,742 7.4%
	Germany	323.8	3.7%	2,308 4.6%
	Canada	417.7	4.7%	2,143 4.3%
	New Zealand	390.2	4.4%	1,867 3.7%
	Italy	168.8	1.9%	1,464 2.9%
	France	191.2	2.2%	1,420 2.8%
	Spain	168.4	1.9%	1,266 2.5%
	Netherlands	158.6	1.8%	1,007 2.0%
	Sweden	183.5	2.1%	963 1.9%
	Japan	94.7	1.1%	832 1.7%
	Denmark	121.3	1.4%	626 1.3%
	Switzerland	67.7	0.8%	455 0.9%
	Brazil	74.5	0.9%	443 0.9%
	South Africa	75.0	0.9%	355 0.7%
	Norway	63.1	0.7%	346 0.7%
	Poland	36.0	0.4%	268 0.5%
	Finland	53.1	0.6%	261 0.5%
	Argentina	44.3	0.5%	257 0.5%
	Russia	30.9	0.4%	248 0.5%
	Ireland	52.8	0.6%	215 0.4%
	Portugal	36.7	0.4%	213 0.4%
	Greece	26.8	0.3%	192 0.4%
	Belgium	20.2	0.2%	132 0.3%
	Hong Kong	19.0	0.2%	127 0.3%
	Chile	20.7	0.2%	120 0.2%
	Croatia	16.8	0.2%	118 0.2%

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## PLANETSAIL

## **Smart Review**

- Based on UK around Solent area Travel supplements seperately priced by mutual agreement
- No sailing using existing sailing footage where available
- interview with someone senior in the company/design team etc.
- Matt interviews above on site if possible – alternatively interviews remotely – Skype/Zoom etc.
- Posted on Boat Review shelf
- Posted within On Course show

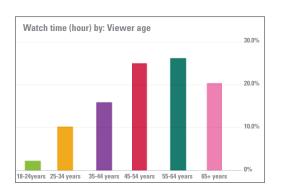
Sale price – POA

# Watch time (hour) by: Device type 33.3K 22.2K 11.1K TV Computer Mobile phone Tablet Game console

## Sailing Review

- Based on UK around Solent area Travel supplements seperately priced by mutual agreement
- 1/2 a day filming to include dockside interviews and Matt sailing the boat
- Professional drone or boat to boat footage we supply photographer / pilot - client supplies rib and driver if necessary
- Interview with someone senior in the company/design team etc.
- Matt interviews above on site if poss. alternatively interviews remotely -Skype/Zoom etc.
- Travel supplements seperately priced by mutual agreement
- Posted on Boat Review shelf
- Posted within On Course show

Sale price – POA



#### Dock Talk

- Worked on entirely remotely
- Working from existing video and still assets
- Including piece to camera by Matt
- Posted within the Docktalk section of the On Course show

Sale price – EUR 1850





## EuroSail News/ Scuttlebutt Europe

Activating news behind product — securing brand and event associations.

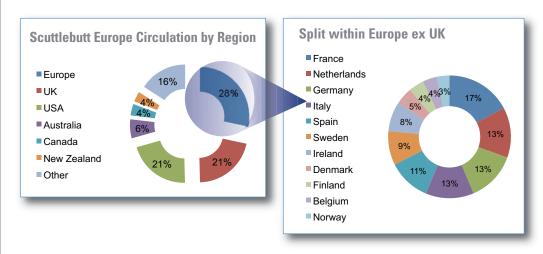
Creating the dockside buzz around brand.



formerly Scuttlebutt Europe

## **Total circulation 10,000 daily**

Circulation - by Email - 6500 (expected 7000 by year end)



Circulation – by Affiliated Newsfeed Services – 3500 daily

https://rorcrating.com/news/

https://scuttlebutteurope.com

https://seahorsemagazine.com

https://rorcrating.com

Ads are a maximum of 250 words

Graphic can be a logo or product picture, width in newsletter will be 200 pixels in width, maximum of 225 pixels height, in either JPG or GIF format. We will alter to fit. We can create animated GIFs at no charge.

ADVERTISING OPTIONS	COST PER AD TEXT INCLUDING GRAPHIC	TOTAL CAMPAIGN Cost
24+ ad package	105 Euros	2520 Euros
12+ ad package	125 Euros	1510 Euros
6+ ad package	150 Euros	880 Euros
3+ ad package	175 Euros	520 Euros
Single ad insertion	200 Euros	200 Euros

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## Seahorse Magazine Website

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.

# Seanorse Magazine

Average Users per month: 12,371

**Average Visits per month:** 22,492

Euro 450 per week – Video content

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

**Euro 390** per month Shared header banner



Latest issue out now!

aced The Drheam-Cup is a class act from start to finish with Rome about performance knew ab

k of an eye
pur tacks, smart topic, easy
tilen. Diverse Performance
may has foods a some



raceboatsonly

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Analytics | Seahorsemagazine.com | All Web Site Data |

Audience Overview |

Overview |

Overview |

Users | 1,2022 - Jun 30, 2023 |

Users | 1,2022 - Jun 30, 2023 |

Users | 1,2024 |

August 2022 | Season | 2022 | Season

**MUSTO** 

7 - 3 August

e magazine and Yachtscoring.com, EuroSail News is a digest of sailing results, new boat and gear information and letters from sailors — with tributions welcome, send to editor@eurosailnews.com

See what's inside..

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