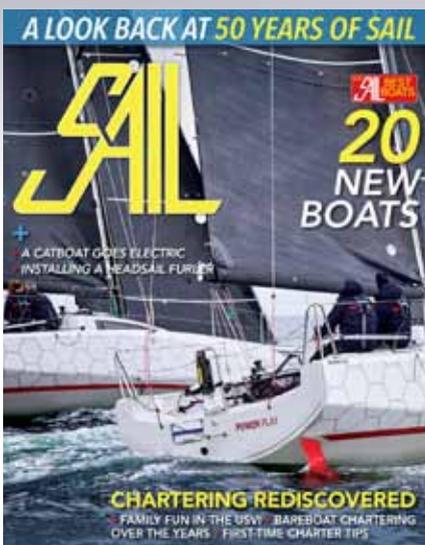


SAIL



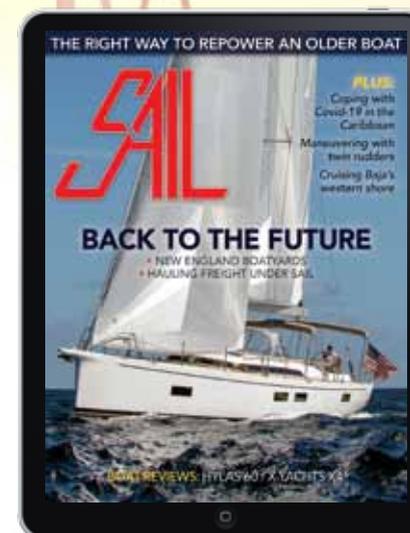
2021 MEDIA KIT

EDITORIAL MISSION



At the heart of the sailing market are active sailors of all interests—cruisers, racers, daysailers, and ocean voyagers—committed to their boats and their ever-expanding sailing experience. For these sailing enthusiasts, *SAIL* is an essential companion. Since 1970, *SAIL* has been at the forefront of the sport with compelling editorial content designed to fuel the passion of the active sailor.

If it's under sail, you'll find it in *SAIL* Magazine. Our commitment to the sailing lifestyle has made *SAIL* the most widely read sailing publication in the world. That's because *SAIL* understands the passion our readers have for sailing.

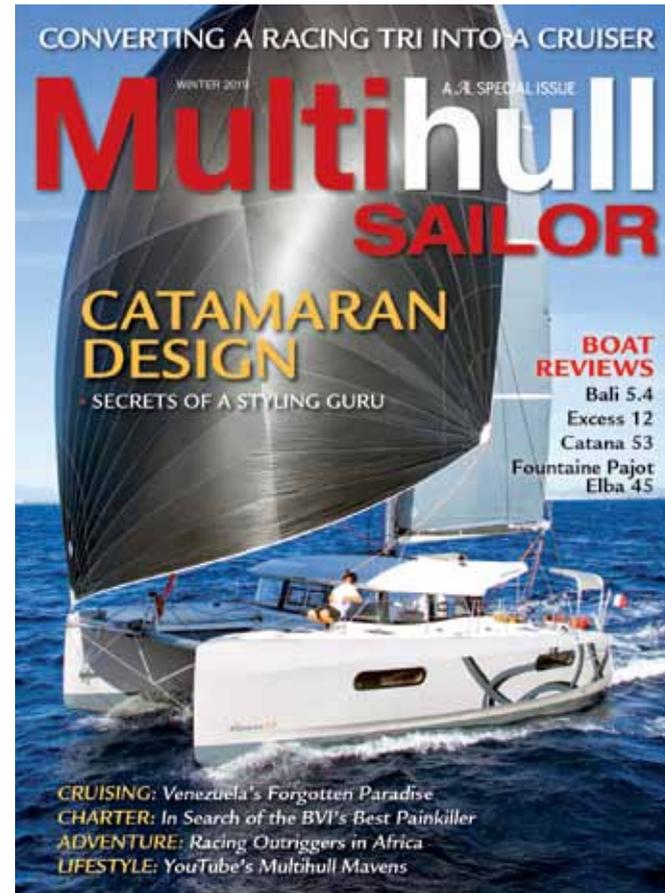


SAIL's readers value the total sailing experience, and the pages of *SAIL* reflect that. Every aspect of sailing is expertly covered—be it insights on long-range cruising, advice on trouble-shooting problems with diesel engines, or the latest on marine electronics. Quite simply, *SAIL* is designed to help its readers better enjoy the sailing lifestyle.

Our dedication to all-encompassing coverage makes *SAIL* a powerful tool for marketers. Not only do we reach the largest and most affluent segment of the marketplace, our readers are engaged in sailing and prove it by buying products that improve their sailing experience.

SAIL Audience: 50,000 / Frequency: 8x

SPECIAL ISSUES



NEW BOATS & GEAR

SAIL's *New Boats & Gear* is the only comprehensive guide to new sailboats and sailing gear in the sailing marketplace. It's an essential resource featuring first-hand reviews of the latest sailboats introduced to the U.S. Market and listings for all types of gear. Our digital version found on sailmagazine.com allows listees to manage their gear listings and maintain them in realtime.

Distribution: 20,000

Frequency: Annual / Closing Date: July 22, 2021 / On Newsstands: August 26, 2021

MULTIHULL SAILOR

Packed with information on multihulls, including the latest models from the world's builders, great places around the world to sail a multi, performance multi's, boat buying tips and more, this publication is the gateway to the ever-growing world of multihulls.

Distribution: 20,000

Frequency: Biannual / Spring Issue Closing Date: March 25, 2021 / On Newsstands: May 8, 2021
Winter Issue Closing Date: October 20, 2021 / On Newsstands: November 25, 2021

EDITORIAL CALENDAR



JANUARY/FEBRUARY: [AD CLOSE 12/2/20, ON SALE 1/5/21](#) Best Boats 2021, America's Cup preview, dressing for success on passage, low-friction rings, preventing galvanic corrosion

MARCH: [AD CLOSE 1/7, ON SALE 2/11](#) Bluewater Adventures, the latest in sailing gear and hardware, route-planning for passagemakers, re-rigging with Dyneema

APRIL: [AD CLOSE 2/4, ON SALE 3/11](#) Chartering off the beaten path—La Paz, Lake Superior and Croatia, a look at rope clutches and stoppers, starting a stubborn outboard

MAY: [AD CLOSE 3/9, ON SALE 4/14](#) Gunkholing, sailing watches, transiting the Panama Canal, preventing accidental jibes, all about battens, sealants vs. adhesives

MHS SPRING: [AD CLOSE 3/25, ON SALE 5/8](#) A roundup of sub-40ft multihulls, the importance of weight (or lack thereof), latest design trends, handheld spotlights

JUNE: [AD CLOSE 4/15, ON SALE 5/20](#) A cruiser's guide to racing, small boats, sailing in fog, all about rudders and steering, lifejackets

JULY/AUGUST: [AD CLOSE 5/6, ON SALE 6/10](#) Olympic Preview, a look at exhaust systems, speccing a new headsail furler

SEPTEMBER: [AD CLOSE 7/8, ON SALE 8/12](#) Best Boats 2022 Preview, Chartplotter roundup, the latest in rope

OCTOBER/NOVEMBER: [AD CLOSE 9/1, ON SALE 10/8](#) Winter Charters in the Caribbean and Med, stability and righting moment, cold-weather sailing gear

NEW BOATS & GEAR: [AD CLOSE 7/22, ON SALE 8/26](#) 2022 Sailor's Resource Guide, featuring new sailboat reviews and a comprehensive listing of gear & services

MHS WINTER: [AD CLOSE 10/20, ON SALE 11/25](#) Multihull daggerboard and keels, a guide to beach cats and other smaller multihulls



SAIL Average Monthly Pageviews 446,623*
 SAIL Average Monthly Unique Visitors 273,965*



UNDER SAIL ENEWSLETTER

SAIL's daily e-newsletter will engage your brand with our audience of over **20,038** active, loyal subscribers. Under Sail delivers the latest sailing news and multimedia content produced exclusively for email readers by the editors of SAIL. You'll find boat and gear reviews, cruising news, racing analysis, charter stories, maintenance topics, DIY projects, sailboat upgrades and more.

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The authoritative content source for active sailors and boat owners, sailmagazine.com features reviews of the latest sailing products and gear, sailing tips and how-to boat reviews with on-board video, charter coverage from around the world, the latest breaking news in sailing, and much more!

SOCIAL MEDIA

SAIL's social media presence has grown to over **102,608** followers. We share daily links on the latest news in sailing, compelling photos, and videos. SAIL has become respected as the must-follow sailing community.



POINT OF SAIL

In SAIL's **Point of Sail** podcast launching next month, principal editor Adam Cort talks to sailors, designers and boatbuilders about all things sailing—with guests ranging from solo-circumnavigator and author Jerome Rand to Ayme Sinclair, vice president of the National Women's Sailing Association.



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