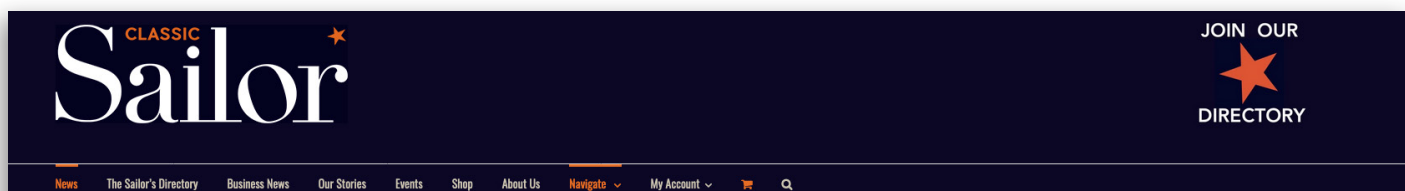


CLASSIC Sailor

ONLINE MEDIA PACK

CLASSICSAILOR.COM



News from Classic Sailor



Book signing of Les Fêtes Maritimes

Because of Covid restrictions sadly I cannot be in Rochefort this coming weekend, writes Dan Houston, to join the photographer Nigel Pert in signing copies of our collaborative book - Celebrating Trad Boats (or Les [...])



Antibes: An unusual and stunning 25th edition

Les Voiles d'Antibes regatta 2020 (September 16 - 20) Besides having had to postpone the 25th edition from June until September due to COVID, Les Voiles d'Antibes last week also had to play with the [...]



Business News

from our friends in industry



Popular ICOM radios

See More of Our stories



Maintenance

Restoring and maintaining a boat



NY40 MARLEE: Restoration of a Herreshoff Classic

June 23rd, 2018 | Heritage, Maintenance



Using wooden plugs for a flush finish

May 17th, 2018 | Maintenance

Plugs for a flush finish: Wooden plugs for counter-bored screw holes finish joinery neatly – and are easy to make using a 100 screw or on the left, or use new routing [...]



Polishing up the gelcoat

April 27th, 2018 | Maintenance

Topides looking a bit dull? David Parker describes how to buff up your boat by choosing the right polishing compounds and a power polisher. When you have owned wooden boats, an attractive and charismatic as they are, there is no getting away from the fact that the maintenance of one of any size demands a [...]

THE WEBSITE

Classic Sailor is dedicated to seamanship and seaworthy boats. It's a website for sailors, by sailors.

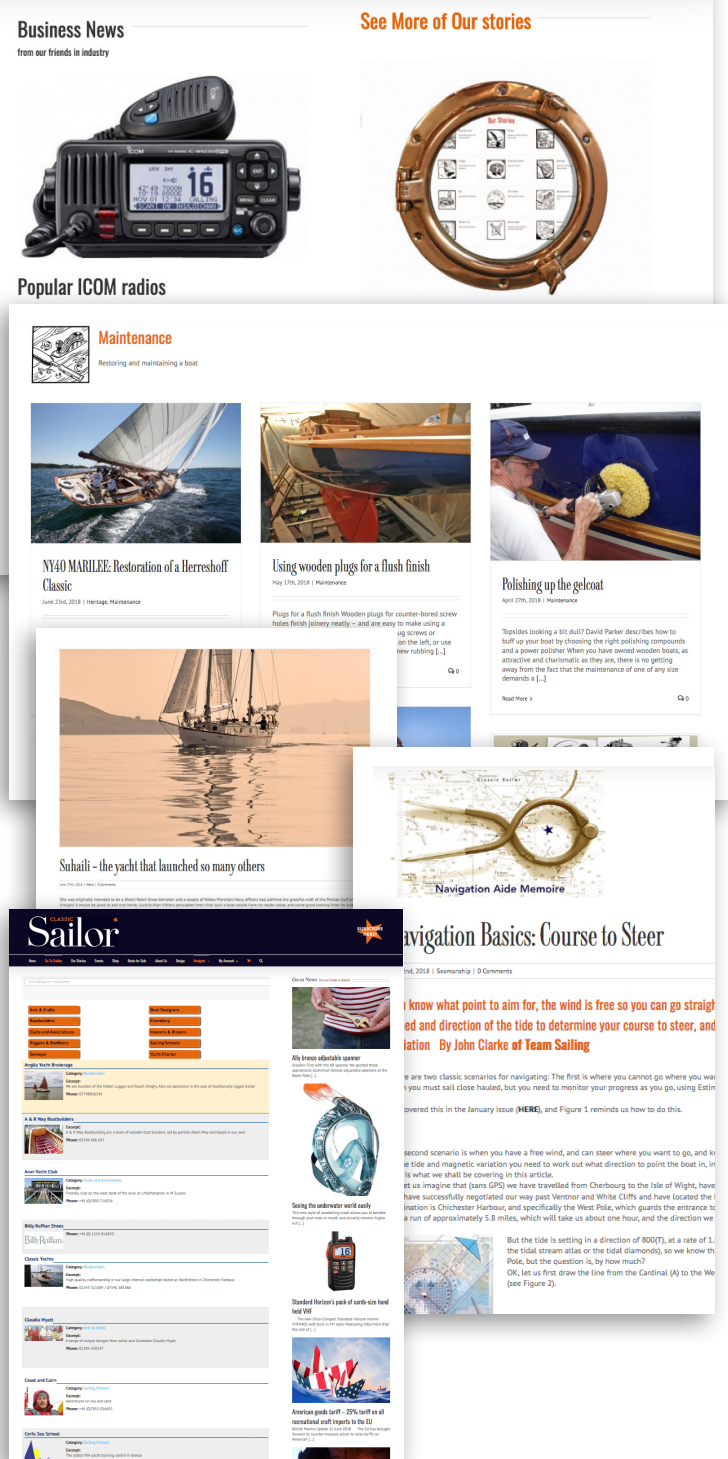
Our hugely experienced editorial team includes: Dan Houston, Andrew Bray, Peter Willis, Guy Venables, Sam Llewellyn, Peter Poland and David Parker.

The traditional sailor approaches his or her time on the water with a degree of discernment and expects the same from an online magazine. Classic Sailor has engaged a dedicated online audience who trust our news, views and reviews and who enjoy the wide mix of features focused on their kind of sailing.

While most site visits are from the UK we are enjoying an increasing global audience with visits from the USA, Canada, Australia, Scandinavia and Europe as well.

And we can help you reach this enthusiastic market.

Visit www.classicsailor.com and see for yourself!



www.classicsailor.com

OUR AUDIENCE

Our core audience and readership are boat owners, buyers and users whom we define as follows:

- Boat, boat-share owners or those looking to buy a boat
- Boats mainly of 18-60ft in length (mostly sail; some power)
- Boats based on proven seaworthy design, whether in GRP, wood or metal; new as well as used
- Owners often likely to use yard or professional services for layup, chandlery, paint and epoxy jobs, maintenance, electronics and re-powering etc
- Owner's berth is likely to be on swinging mooring, mudberth or marina / boatyard
- He/she will do some DIY and will buy materials on site or online
- Owners are interested in traditional navigation, safety, the latest kit and practical seamanship
- Vessels will be well found, and owners will equip them with modern safety and navigation gear
- Vessels are regularly upgraded and well maintained

We are running features on maintenance, restoration and fitting out that reflect our readers' values and choice of seaworthy, competent, good looking boats, regardless of building materials used.

We are also covering charter and training courses to help our readers get the best experience from their sailing time.

This is the prime sector for brokers, equipment manufacturers and suppliers, sailmakers, clothing retailers and marine services etc to win new business. Why? Because these vessels represent the bulk of our boating stock and are far more likely to receive spend on upgrades than contemporary production craft.

Classic Sailor will bring new business to our advertisers by concentrating on this core market.

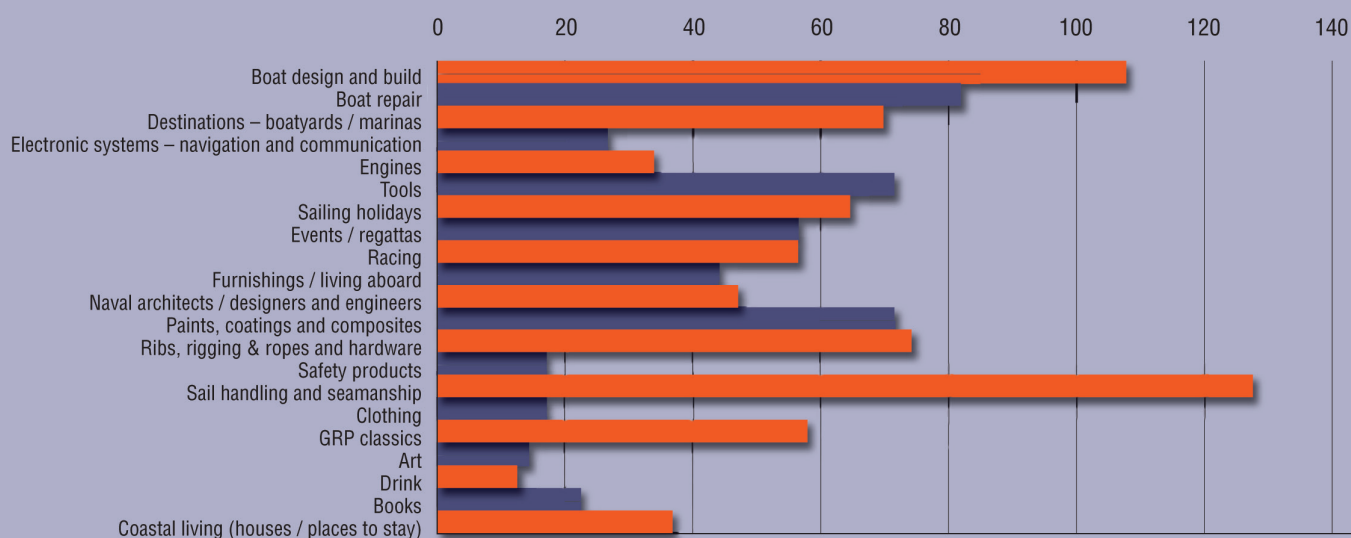
Ask us to get in touch with you today and find out why the real sailors really like us.

For more information please send an email to:

asmin@classicsailor.com

or telephone +44 (0)7747 612 614

Classic Sailor Annual Subject Coverage



CLASSIC Sailor

We are at the centre of a growing community of dedicated sailors who are passionate about their boats and boating and we look forward to working with you in partnership

2020 RATECARD

HOW TO ADVERTISE WITH US

We have a feature rich, well designed and popular website, with up to date news, a whole range of features from “how to” practical articles to the popular book and kit reviews. And there’s our comprehensive events guide, with its own upload facility.

Online advertising opportunities can be tailored to suit your digital campaign, with static or animated banner advertising, plus side panels throughout our site, as well as our Go-To Guide and news. We also have our newsletter and a popular Facebook page with very good engagement numbers.

Images can be supplied as Jpeg, Tiff, PNG, PSD

THE SAILOR’S DIRECTORY

This gives you full control over your campaign with a full page on our website and the ability to upload your news with photos words and video whenever you wish. It’s a great way to get those press releases into the public eye and specifically to reach our dedicated readership.

Prices start from **£100pa**, an annual charge with your own full online, updateable page with photos and text, plus regular News, and postings across our Social Media sites. Our more integrated service is **£300** per year while our truly bespoke unlimited service is just **£980** (includes design).

Ask for details or our flyers on this – contacts below.

ONLINE ADVERTISING

Header banner home page:	£350 (pcm)
Header banner feature pages:	£295 (pcm)

Side panel home page:	£175
Side panel feature page:	£120

Panel Sizes	Width x depth
Header banner size:	728 x 90mm
Header banner double:	728 x 180mm
Side panel size:	300 x 300mm
Side panel double:	300 x 600mm

All rates include VAT, except where stated

SITE STATS

* Our recent monthly website figures show more than 15,500 unique visitors, with nearly 24,000 page visits.

These numbers have grown organically since 2017.

Organic or natural growth is growth without advertising. Around half our visitors have found us via social media (Facebook and Twitter) while just under half are finding us through search engines.

DON'T FORGET

We can help with your layout

CONTACTS:

Ad Sales: via admin@classicsailor.com

See classicsailor.com and click on the directory link (top right of the home page) for flyers on joining our Sailor’s Directory.

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