

Yacht RUSSIA

An aerial, high-angle photograph of a yacht's deck. The deck is made of dark wood with a complex pattern of planks and various pieces of equipment like winches and cleats. A crew member wearing a red jacket with white sleeves and grey shorts is standing on the deck, looking down at something in his hands. The yacht is moving through deep blue water, leaving a white wake behind it. The overall scene is dynamic and professional.

MEDIA KIT

2023

SAILING MAGAZINE No 1 IN RUSSIA

The publication of YACHT Russia in the Russian language started in 2008 under a license of the Die Yacht German magazine. Die Yacht itself is the key opinion sailing magazine in Europe.

Over the fifteen years of its existence YACHT Russia not only has adapted the most valuable articles of the German original to the needs of its Russian readers, but it has also managed to develop a format satisfying the requirements of the national audience. The motto of YACHT Russia is «Sailing as a Way of Life».

MOST POPULAR YACHTING MAGAZINE IN EUROPE AND IN RUSSIA TOO

One can find within the covers of YACHT Russia detailed descriptions of the prime sailing regions in the world harmoniously coexisting with reports on daring voyages of Russian and foreign yachtsmen, trials of the best newcomers in international shipbuilding, recommendations on sail boat tuning, stories about the great names of domestic and global yachting, articles on traditions of sailing culture and advice on the yacht style.

YACHT Russia is a prestigious and authoritative publication enjoying high status in its segment. YACHT Russia is highly rated by the magazine readers for its dedication to sailing boats and yachting. The highest quality of the magazine print is also put by them on the list of its advantages.

The YACHT Russia Magazine is issued six times a year in an edition of **25,000 COPIES** and distributed through all leading newsstand chains and press sections in supermarkets, in airlines business lounges, popular restaurants, showrooms of prestigious car dealers, as well as at yacht clubs and main regattas in Russia.

FREQUENCY AND QUALITY OF CONTACTS WITH YACHT RUSSIA

On average 4–5 people read one issue of YACHT Russia. **35 %** of the audience read YACHT Russia all through. **53 %** of the audience return to each issue of YACHT Russia to collect necessary information, and **12%** of the audience file the magazine.

HIGH LEVEL OF READERSHIP TRUST IN YACHT RUSSIA

72 % of the readers follow the advice and recommendations provided by YACHT Russia

IN THE COURSE OF FIFTEEN YEARS THE YACHT RUSSIA MAGAZINE HAS GAINED RECOGNITION AND RESPECT OF RUSSIAN READERS AND BECOME AN INHERENT PART OF THE SAILING COMMUNITY, AN EXPERT PUBLICATION ON WIDE VARIETY OF ISSUES IN YACHTING OF RUSSIA.



AVERAGE CIRCULATION

25 000

READER PROFILE

Average age **45**

Before **15 %**

Female **15 %**

31–45 **45 %**

Male **85 %**

After 46 **40 %**

Higher education **87 %**

SOCIAL STATUS

Top managers, lead experts, large and medium-sized business owners 78 %.

LIFESTYLE

YACHT Russia readers lead an active life. They frequent society events, exhibitions, premiers etc. They like to travel on their boats, go in for sports and pursue various sport hobbies.

55 % OF THE AUDIENCE READ EVERY ISSUE OF THE MAGAZINE

CONTENTS

EVENTS Section

NEWS – Latest news and most authentic data about sailing events.

INTERVIEW – Interviews of important persons in sailing, such as top-ranked sailors, businessmen and officials.

REPORT – Reports on the most significant sailing events, races, presentations, boat shows.

TRAVEL Section

CHARTER – Best cruising and chartering in Europe and all over the world.

HOME WATERS – Cruise destinations in Russia.

AMATEUR REGATTAS – Highlights of big regattas and other major events in amateur sailing.

YACHTS Section

TEST DRIVE – Test drives of yachts, sea trials, interior evaluation, and comparisons with other yachts in the same category.

NEW MODELS – New arrivals in the yacht market, new models and concepts.

PRACTICUM Section

SKIPPER PRACTICE – Practical tips, reviews and advice from sailing professionals.

PERSONAL EXPERIENCE – First-hand sailing stories of cruises and races. International sailing experience.

EQUIPMENT TEST – Technical characteristics and comparative tests of equipment.

Boat equipment, hardware and apparel reviews.

SAILING SPORTS Section

TOP RACE – Coverage of Volvo Ocean Race, Vendee Globe and America's Cup events.

NATIONAL CLASS – Development of Russian national class and new tendencies in Russian sailing community.

PERSON – Prominent figures, businessmen and politicians contributing to the Russian yachting development. Patrons and sponsors of leading sailing teams of Russia.

HISTORY – Icons of sailing and great sailors of the past.

CALENDAR – Announcement of major professional and amateur sailing events.



YACHT RUSSIA SAILING ACADEMY

Sochi

Yacht Russia Sailing Academy is the first sailing academy in Sochi, opened in 2014 on the basis of the only Russian magazine about sail – Yacht Russia.

The range of services of the sailing academy includes: organization of sports competitions, corporate and image regattas, holding cups and master classes.

Yacht Russia Sailing Academy is based in the most modern yacht marina of the country – Sochi Grand Marina, which located in the center of Sochi, on the territory of the Sea Station. In addition to parking and a technical area for yachts, there are many restaurants, cafes, shops near the marina, hotels, beaches, an entertainment center and a water park are located nearby.



Such a convenient location of Yacht Russia Sailing Academy ensures that its customers can not only go sailing, but also spend a comfortable time on the shore.

The main focus of the Academy is the organization and conduct of corporate regattas, training and sailing camps.

The Academy owns 10 Elan 210 cruising and racing sailing yachts, each of which can accommodate up to 5 people at a time.

Corporate Regatta is a great way to establish positive connections with business partners and increase your brand awareness. For the duration of the corporate regatta Yacht Russia Sailing Academy offers exclusive branding conditions.

After all, advertising on a sailing yacht is a powerful support for the brand in association with yachting and an excellent opportunity to promote the most advanced business ideas, as advertising in sailing gives access to a solvent audience, as well as provides unique opportunities for individual contacts with clients. Brand positioning, promotion through sailing yachts and events is an original, effective and modern solution.

A yacht with waving flags, banners with your brand's logo and bright sides will not go unnoticed. The convenient location of the Academy in the heart of the city of Sochi, in a place of concentration of tourists, provides a wide audience coverage.

The possibilities of branding yachts today are practically unlimited! Modern technologies allow you to implement the most daring creative ideas!



THE SAILOR OF THE YEAR NATIONAL AWARD

YACHT Russia hosts presentation of the Sailor of the Year National Award.

In 2009 the YACHT Russia magazine instituted this national award in sailing and yachting as the highest prize for major contribution to the development of sailing in Russia. The ceremony in Moscow is attended any more than 1000 guests: prominent politicians, business leaders, and distinguished yachtsmen.



YACHT RUSSIA MAGAZINE ONLINE

YACHT Russia actively develops its Internet activities with due regard to modern trends, therefore the magazine is widely represented in social networks and its online version with large data set offers ample advertising opportunities to clients.

The enhanced WWW.YACHTYRUSSIA.COM portal of the magazine holds a position of information centre for the yachting community of Russia so every amateur and professional can find all required data there.

The online version of YACHT Russia is an analog of the print version of the magazine and is accessible on any information carrier. Geographically the distribution area of the online version is practically unlimited and this is of prime importance for practicing yachtsmen.

Our audience reads the electronic version of YACHT Russia in ports and marinas of the Mediterranean, Caribbean, South-East Asia and other parts of the world, and versatile multimedia options of the version (video and audio clips, photos, e-maps, etc) offer a wide range of marketing and advertising tools to our clients.

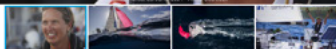
Electronic version of the magazine distributing through



The network users can swiftly obtain first-hand information on the latest news in the sailing world, view pictures and videos of various events, compare their notes, and put questions to our experts as well.

Ирина Грачева: «Мне это удалось!»

О том, как проходила гонка Mini-Tansat, о своих впечатлениях и немного – о планах – рассказывает Ирина Грачева – первая россиянка, которая успешно прошла одиночную трансатлантическую гонку.



НОВОСТИ

Спорт | О главном | Большие гонки | Любительские регаты | Клубы | Вопросы гурма | Статьи жизни | Оборудование
Путешествия | Галерея | Советы шкиперу | Регаты | Яхты | История | Регистры | COVID-19 | Книжки

Мировой обзор

2022 | 2021 | 2020 | 2019 | 2018 | 2017 | 2016 | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 | 2008



События недели

Рекорд не состоялся
Смешанную двуконьку заключительной EGO яхты на старт 2022 - 2023



Взнос

От Сиднея до Хобарта
В Сидней сараях (СБ, видео)



Путешествия

Керван достиг Тасмании
Регата южноамериканской гонки Golden



Взнос/статья

Рекорд Эшби стал официальным
Восстановление рекорда



Новости | Статьи | **Журнал** | Магазины | Подписки

ЖУРНАЛ
Yacht RUSSIA

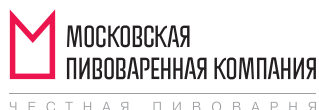


АРХИВ НОМЕРОВ

В январском номере:

- стр. 8 От издатели
- стр. 16 Яхт-клубы сегодня. Какими они могут быть
- стр. 18 Обновляемся в Масштаб
- стр. 22 Marmaris International Race Week: русская дуэль...
- стр. 36 Остатки «Яхт-Регистр»: нужно ли делу?
- стр. 40 Андрей Васильев: «Я здесь по делу»
- стр. 44 Своими руками
- стр. 56 «ЯК» 59
- стр. 64 Новая технология
- стр. 70

OUR PARTNERS



ADVERTISING DEADLINES

№ 1–2, January–February 2023

Adv module deadline 15.12.2022

Issue date 26.12.2022

№ 3–4, March–April 2023

Adv module deadline 16.02.2023

Issue date 27.02.2023

№ 5–6, May–June 2023

Adv module deadline 16.04.2023

Issue date 27.04.2023

№ 7–8, July–August 2023

Adv module deadline 15.06.2023

Issue date 26.06.2023

№ 9–10, September–October 2023

Adv module deadline 17.08.2023

Issue date 28.08.2023

№ 11–12, November–December 2023

Adv module deadline 17.10.2023

Issue date 28.10.2023

GENERAL RATES

Cover

2nd cover € 5 000

3rd cover € 4 300

4th cover € 5 800

Internal unit

Outside gatefold – 2 type pages* € 7 500

1/1 type page € 3 500

1/2 type page € 2 000

1/3 type page € 1 500

1/4 type page € 900

Investment** € 4 500

*at the beginning of the magazine before the editor's column

** in personalized numbers

Sizes



1/1 type page
215x280



1/2 type page
215x140, horiz.



1/2 type page
110x280, vert.



1/3 type page
215x95,
horizontal



1/3 type page
70x280,
vertical



1/4 type page
215x70,
horizontal



1/4 type page
110x140,
vertical

CONTACTS

Elena Subbotina subbotina@yachtrussia.com
Director of the Magazine

Artur Grokhovskiy grokh@yachtrussia.com
Editor-in-Chief

Sergey Borisov borisov@yachtrussia.com
Senior Editor

Elena Kraverskaya kraverskaya@yachtrussia.com
Senior Advertising Manager

Anton Shibaev shibaev@yachtrussia.com
Issuing editor

Vladimir Geskin geskin@yachtrussia.com
Senior Editor of Internet portal

Boris Senatorov senatorov@yachtrussia.com
Marketing and SMM

Kristina Larionova larionova@yachtrussia.com
Director of the Yacht Russia Sailing Academy

tel. +7 (495) 925 3510