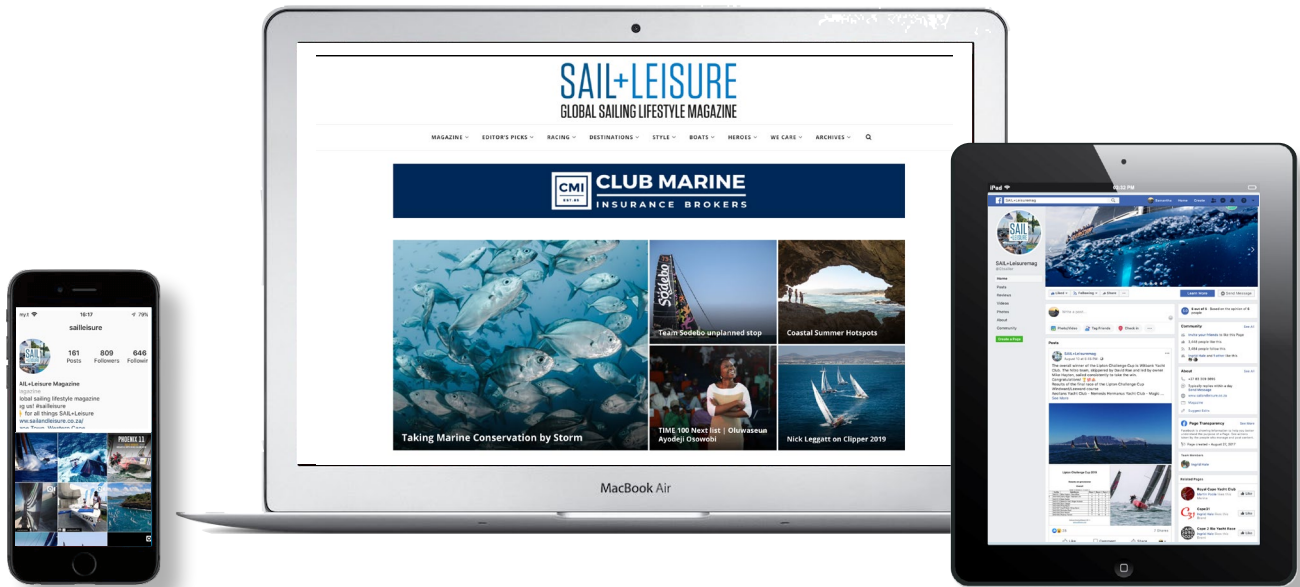


Ranked top 8 globally for the digital launch of the Panerai Submersible Bronzo

# SAIL+LEISURE

GLOBAL SAILING LIFESTYLE MAGAZINE



Sail + Leisure  
is for people of a global, carefree mindset

# We combine the world of sailing, from top local and International regattas on hi-tech racing yachts, with sailing holidays, adventures and travel.

We showcase and collaborate with Heroes in our sport, in the environment and adventurers.  
We raise awareness of environmental issues with our #wecare platform.  
Our brand partners with the most desirable lifestyle brands in the world.

**Digital packages:** R 7,500 ex VAT and agency commission

---

**Includes:** x 1 Webvertorial to be placed under a chosen category and featured on the home page under Editor's Picks  
x 1 FB post,  
x 1 Insta posts  
x 1 Twitter post  
  
All posts to be boosted

**Digital packages:** R10k ex VAT and agency commission

---

**Includes:** x1 Webvertorial - to be placed under a chosen category and featured on the home page under Editor's Picks  
x 2 FB post,  
x 2 Insta posts  
x 1 Twitter post  
  
All posts to be boosted.

# Content requirements:



## WEBSITE blog post:

- 2 to 10 words for the header
  - 4 to 30 words for the sub-heading
  - 200 to 500 words of body copy
  - 3 to 10 images
  - URL
- 



## FACEBOOK blog post:

- 10 to 50 words caption
  - 1 to 4 images
  - URL
- 



## INSTAGRAM blog post:

- 10 to 50 words caption
  - 1 to 10 images
  - URL
- 



## TWITTER blog post:

- 10 to 40 words caption
- All relevant hashtags,
- 1 to 4 images
- URL

## VISUALS

Visual content leverages the power of requests to communicate your brand. The requirements below outline the elements that can work to our partners' benefit.

- High quality photographs preferably shot on a camera or top end smartphone.
- Subtle processing – no filters
- Free of branding and/or photographer watermark

**Resolution:** Minimum of 600 x 400 pixels

# Website ad costs:

## MONTHLY BANNER COSTS

Banner Type	Location on SAL /	Month (VAT Excl)	#shared*
Hero Banner (1170 x 150px)	All pages on SAL	R2500.00	3
Leaderboard (950 x150px)	Homepage and above sections	R1800.00	3
Sidebar (340 x 220px)	All pages on SA L	R1500.00	3
Featured Event or Special Offer (340 x 220px)	All pages on SAL + own individual event/offer page	R4000.00	N/A
Webvertorial Page	Sponsored article page (Home page feature image + own article page)	R4000.00	N/A

- \* Maximum number of adverts rotating in 1 location (top of individual sections and sidebars). Exclusive use of the placement can be booked by purchasing all 3 spots (3 x monthly rate) Artwork in the required size to be provided by the client. We offer a website advert design service at R250 (excl VAT) per advertisement.
- \* Content to be provided by the client (text, pictures, logos and URL links) as per specs above.
- \* Featured Events or Special Offer content for featured pages is also to be provided by the client: (text, pictures, logos and URL links)

Jeanne van Rooyen: [jeanne@bigbluemediaco.za](mailto:jeanne@bigbluemediaco.za)  
Shirley Roos: [shirley@bigbluemediaco.za](mailto:shirley@bigbluemediaco.za)  
Jacelize Rust: [jacelize@bigbluemediaco.za](mailto:jacelize@bigbluemediaco.za)

# Website ad layout:


ABOUT CONTACT ADVERTISE SUBSCRIBE

**SAIL+LEISURE**  
south africa's first sailing lifestyle magazine


Subscribe today

HOME EDITOR'S PICKS RACING DESTINATIONS GEAR BOATS HEROES GALLERY DIARY SUBSCRIBE CONTACT


## HERO BANNER




Choosing Foul Weather Gear for Sailing




The Top 5 Greatest Sailors Living Today



5 Questions you should always ask when buying a boat



Clipper Race | The Race of Your Life



5 Best Beaches in the British Virgin Islands

ABOUT CONTACT ADVERTISE SUBSCRIBE

**SAIL+LEISURE**  
GLOBAL SAILING LIFESTYLE MAGAZINE

MAGAZINE EDITOR'S PICKS RACING DESTINATIONS STYLE BOATS HEROES WE CARE ARCHIVES

## Ullman Sails

ullmansails.com




Nick Leggatt on Clipper 2019



The Ocean Race at Ocean Tribois awards



The Weekend Wrap-up




Infinity Dash Games | Records broken



Luderitz Speed Challenge recap 2019

## Leaderboard


RACING



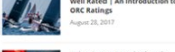
Marina Lanzarote Prepares For Transatlantic Race Fleet  
September 28, 2019

Setting off on an epic Atlantic race on Saturday 25 November from Marina Lanzarote, the 4th edition of the BOC Transatlantic Race.


View All >




Messel Bay Race 2017 | 210m Offshore Challenge  
September 23, 2017



Well Rated | An Introduction to OIK Ratings  
August 28, 2017



Volvo Ocean Race | What the skippers say  
August 20, 2017



Clipper Race | The Race of Your Life  
July 13, 2017

Type and hit enter...

Subscribe and WIN a SUP worth R1800

UPCOMING EVENTS



Volvo Ocean Race | Auckland Inshore Race  
March 10




Volvo Ocean Race | Auckland Start at 14:27  
March 18 @ 10:00am

View All Events

## Leaderboard


DESTINATIONS



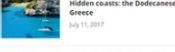
A Turkish Cruising Delight  
September 6, 2017

A family cruising holiday had always been on my wish list. We hadn't yet engaged...


View All >




If You're Nervous About Your First Time Traveling, Read This  
July 11, 2017



Hidden coasts: the Dodecanese, Greece  
July 11, 2017



5 Best Beaches in the British Virgin Islands  
July 11, 2017



The 11 Most Beautiful Beach Towns in The World  
July 11, 2017

## Sidebar or Feature/Special


to feature page

SUBSCRIPTIONS AVAILABLE


Combo Subscription  
R513.00 / year

MAGAZINE EDITOR'S PICKS RACING DESTINATIONS STYLE BOATS HEROES WE CARE ARCHIVES


RACING



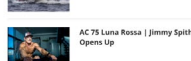
2019 Middle Sea Race | Elusive 2 Takes the Win



The Weekend Wrap Up

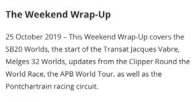


Les Voiles de Saint Tropez 2019 | 20 Ans De Passion!




AC 75 Luna Rossa | Jimmy Spithill Opens Up

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The Weekend Wrap-Up  
25 October 2019 - This Weekend Wrap Up covers the SBO World, the start of the Transat Jacques Vabre, Meiges 32 Worlds, updates from the Clipper Round the World Race, the APB World Tour, as well as the Pontchartrain racing circuit.

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INTERNATIONAL YACHTBROKERS & CONSULTANTS


DESTINATIONS



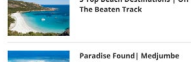
Intasure Spring Regatta | Breeze On




5 Top Beach Destinations | Off The Beaten Track



Paradise Found | Medjumba island



Rolex TP52 World Championships | Performance in Puerto Portals



The New Moorings 5000  
The Moorings have added the new state-of-the-art Moorings 5000 to their fleet, and we are beyond excited.

RECENT POSTS

The Ocean Race | Cape Town 2021-22


Taking Marine Conservation by Storm

Team Sodebo unplanned stop

Coastal Summer Hotspots


The Weekend Wrap-up

UPCOMING EVENTS



THE HIGH PERFORMANCE CHANNEL  
OPENED 2019  
21st OCT. to 1st DEC.

Luderitz Speed Challenge 2019 | Namibia  
October 31 - December 1



Southern Charter  
CLASSIC