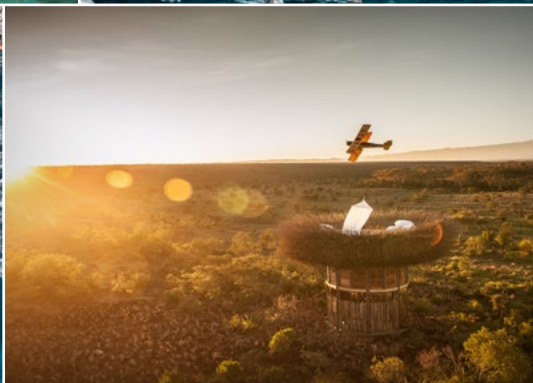
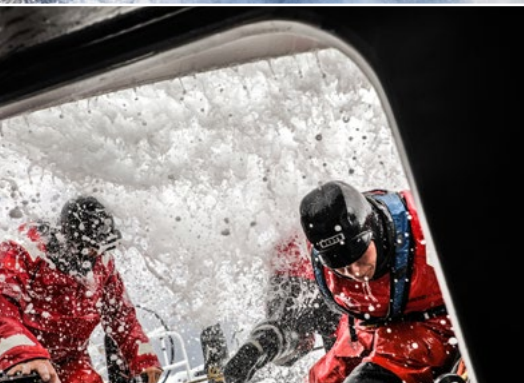




SAIL+LEISURE

GLOBAL SAILING LIFESTYLE MAGAZINE



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SAIL + LEISURE is an upmarket, niche publication showcasing the lifestyle and sport of sailing. We produce a high-quality product that speaks for the international and South African sailing and leisure industries. Our engaging content, which incorporates local and international news across both spectrums, provides a solid environment for our advertisers. Packed with great reads, *SAIL + LEISURE* is aimed at active, competitive, professional, armchair sailors and sailing fans. The content covers local sailing regattas, international events, professional sailor profiles, adventure, environmental news and travel stories on exotic destinations around the world. A website and social media platforms support the print version of the magazine.

Target Audience – 30-60 year olds with disposable income. Readers are discerning, well-travelled, well-informed, globally and socially minded.

Print run – 6000 copies per issue

Distribution – SLOW/airport lounges, boutique hotels, copies on sale at selected retailers (Exclusive Books, CNA, select Spar stores and top yacht clubs)

Subscription – options for digital and print.

Ad Rates

	Price	Trim (mm)	Type area (mm)	Bleed (mm)
DPS	R33 709	420 x 276	400 x 256	430 x 286
FPFC	R17 742	210 x 276	190 x 256	220 x 286
½ page V	R9 765	105 x 276	85 x 256	115 x 286
½ page H	R9 765	210 x 138	190 x 118	220 x 148
¼ page	R5 155	105 x 138	85 x 118	115 x 148
Advertorial DPS	R40 451			
Advertorial FPFC	R21 290			

All rates ex VAT and agency commission.

Ad material must be supplied according to the required specifications. Any adjustments to size/layout and format will be charged at R350 per change.

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Stats & figures

Demographics

- Readers live mainly in Western Cape, Gauteng and KwaZulu-Natal: urban and suburban
- LSM 9 and 10
- May have children but are 'young at heart'
- Household income: R100 000+ per month
- Disposable income is spent on his passions

Psychographics

- Well-travelled
- Well-read
- Has an adventurous spirit
- Is interested in international regattas and will follow the world sailing circuit such as Volvo Ocean Race, Atlantic Rally for Cruisers, Caribbean circuit, Cowes Week, Mediterranean circuit, America's Cup
- Competes in sailing regattas at a high level and will travel afterwards to explore the area
- Can afford to stay in a resort although this might not be their first choice
- Would rather seek out their own adventure and plan his own trip to follow top sporting events e.g. Formula 1, Tour de France, Absa Cape Epic, Red Bull King of the Air
- Would charter a cruising boat or motor yacht
- A lot of sailors ride bicycles competitively, to keep fit and for transport in port
- Technologically capable: proficient in the use of internet, social media and similar digital platforms
- Up to date with the latest gadgets and navigation equipment
- Follows latest trends in boat design, sail design, etc.

Style & Grooming

- Good sense of understated style, understands the value of purchasing quality goods such as high-end sailing and leisurewear brands.
- Wears sailing brands such as SLAM, Musto, Gill, Sebago and leisurewear brands such as G-Star, Hugo Boss, Country Road Man, Havaianas, Reef, Prada etc.
- Will buy the latest in racing watches (TAG Heuer, Rolex, Suunto) and navigation equipment, bicycles, cameras, GoPros, SUPs, surfboards, kiteboards
- Cares about grooming and skincare, uses fragrances and good quality sunscreen products.
- Is interested in cars and related events such as Formula 1 Grand Prix, sports car rallies, etc.
- Also appreciates and drives luxury vehicles such as BMW, Mercedes-Benz, VW Touareg, Volvo, Land Rover Discovery, Jeep Wrangler, Porsche Cayenne, Audi
Aspires to drive if he doesn't already own: Jaguar, Aston Martin, Porsche, Ferrari and Maserati

Food & Beverages

- Collects and appreciates fine wines, attends whisky tastings and enjoys craft beers
- Aficionado
- Coffee connoisseur
- Eats at top restaurants – appreciates good food
- Shops at Woolworths, Spar, and delis

Frequency

4 ISSUES A YEAR

Issue

March

June

September

December

SAS (South African Sailing)

Profiles of membership in target market

Age:

26-40:	1 070
41-55:	1 813
56-70:	1 323

TOTAL POTENTIAL TARGET MARKET BY AGE GROUP:

5 766

Gender split: male/female

26-40:	804/ 266
41-55:	1 558/ 355
56-70:	1 173/ 150

Sailing membership by region

EASTERN CAPE	530
KWAZULU-NATAL	544
NORTHERN REGION	1 295
WESTERN CAPE	3 191

Target market and customers

- Age of members at the largest yacht club in SA (Royal Cape Yacht Club):

26-40:	11,6%
41-50:	26%
51-60:	30%