

YACHTS & YACHTING MAGAZINE

# Y&Y

DINGHY & KEELBOAT SAILING SINCE 1947



## THE SAILOR'S 'BIBLE'

Established in 1946 by keen sailors, Yachts and Yachting is known the world over for its comprehensive coverage. Nowhere else can you find such a wide range of reports from regional dinghy events through to the international professional circuits. From youngsters in their Optimists, dinghy racers on inland reservoirs, to offshore yacht racing, Cowes Week, the Olympics and

### NOVEMBER 2009 On-Sale: Oct 8 copy deadline: Sept 21

Choose the right cover  
Kit: winter essentials  
Travel: winter sun  
Sail 4 Gold

### DECEMBER 2009 On-Sale: Nov 12 copy deadline: Oct 19

DINGHY CLASSES REVIEW  
Endeavour Trophy report  
Kit: Christmas gifts  
Travel: how to charter

### JANUARY 2010 On-Sale: Dec 10 copy deadline: Nov 16

LONDON BOAT SHOW PREVIEW  
Review of the year  
Kit: books and videos  
Travel: real family sailing experience

### FEBRUARY 2010 On-Sale: Jan 14 copy deadline: December 14

YACHT&KEELBOAT REVIEW  
Hamble Winter Series report  
Rolex Sydney Hobart Race winning moves  
Travel: what's new for 2010

### MARCH 2010 On-Sale: Feb 11 copy deadline: January 18

DINGHY SHOW GUIDE  
New boats: seen at London Boat Show  
Travel: bareboat charter tales

### APRIL 2010 On-Sale: March 11 copy deadline: February 15

Kit: hot new dinghy clothing  
Travel: flotilla holidays

### MAY 2010 On-Sale: April 8 copy deadline: March 15

Summer Race Weeks - a guide  
Travel: Ireland

### JUNE 2010 On-Sale: May 13 copy deadline: April 19

Beginner's special  
Travel: Balaerics

### JULY 2010 On-Sale: June 10 copy deadline: May 17

Warsash Spring Series report  
Kit: hot new offshore clothing

### AUGUST 2010 On-Sale: July 8 copy deadline: June 14

Round the Island Race report  
Cowes Week guide



**'As a young sailor getting the new edition of Y&Y was a highlight. It remains the 'must read' magazine for any dinghy or small keelboat sailor'**

- Ian Walker, Olympic silver medallist, Volvo & America's Cup skipper

**'Y&Y is part of the sailing landscape in this country and has played a critical part in both reporting on and popularising our sport. I have been an avid reader for close on 50 years and still enjoy reading the articles and opinions written by some of the best commentators in the business'**

- Rod Carr, Chief Executive, Royal Yachting Association

## REGULARS Each issue includes:

|                |  |
|----------------|--|
| Boat tests:    | Dinghies, multihulls, yachts reviewed      |
| Major events:  | Olympics, Volvo, America's Cup, Cowes Week |
| Kit bag:       | New equipment & clothing tried and tested  |
| Class news:    | Reports from 100s of clubs & classes       |
| Columns:       | Roll Tacks, Multi Mad, Offshore            |
| Technique:     | Beginners to advanced                      |
| Travel:        | Venue guides, holidays                     |
| Personalities: | Interviews, profiles                       |

### SEPTEMBER 2010 On-Sale: Aug 12 copy deadline: July 19

Southampton Boat Show Preview  
Cork Week report

### OCTOBER 2010 On-Sale: Sept 9 copy deadline: August 16

Cowes Week Report  
Travel: sailing for the whole family

### NOVEMBER 2010 On-Sale: Oct 14 copy deadline: September 20

Winter sailing guide  
Travel:

### DECEMBER 2010 On-Sale: Nov 11 copy deadline: October 18

DINGHY CLASSES REVIEW  
Kit: Christmas gifts



# ADVERTISING RATES

## Cover Positions

Price per insertion

| Number of Insertions:       | 1 - 3  | 4 - 7  | 8 - 12 |
|-----------------------------|--------|--------|--------|
| Inside Front & Outside Back | £3,504 | £3,254 | £2,786 |
| Inside Back Cover           | £3,033 | £2,941 | £2,499 |

## Inserts

£54 per 1,000 up to 10g per item. Catalogues, Brochures and Calendars - price on application

Special Positions 10% extra. Bleed 10% extra. All rates subject to VAT at the standard rate.

Special rates available for sailing clubs, class associations and charities on request. Trade lineage £2.24 per word. Min charge £33.60.

The publisher reserves the right to refuse amend or withdraw any advert without prior notice or warning and without explanation.

Space bookings to be made no later than 14 days prior to publication. Cancellation of pre-booked space: 28 days, 42 days for covers.

## Full Colour Display

Price per insertion

| Number of Insertions:          | 1 - 3  | 4 - 7  | 8 - 12 |
|--------------------------------|--------|--------|--------|
| DPS (Double Page Spread)       | £5,451 | £5,071 | £4,330 |
| Full Page                      | £3,029 | £2,817 | £2,406 |
| Portrait Page                  | £2,271 | £2,100 | £1,817 |
| Half Page                      | £1,817 | £1,691 | £1,448 |
| Page strip                     | £1,180 | £1,092 | £944   |
| Quarter Page                   | £1,089 | £1,014 | £870   |
| Sixth Page*                    | £579   | £536   | £459   |
| Eighth Page*                   | £497   | £459   | £397   |
| Single Column - cm* (min 3 cm) | £60    | £56    | £46    |

\* Only available in the classified section

## Display Specification

(height mm x width mm)

|  |                |
|--|----------------|
| Column width                           | .62mm          |
| Bleed Plates                           | .306mm x 236mm |
| Trim Page Size                         | .300mm x 230mm |
| Double Page Spread (inc bleed)         | .306mm x 466mm |
| Portrait                               | .135mm x 186mm |
| Portrait bleed (inc bleed)             | .203mm x 157mm |
| 1/2 page horizontal                    | .137mm x 205mm |
| 1/2 page horizontal bleed (inc bleed)  | 149mm x 236mm  |
| 1/2 page vertical                      | .280mm x 100mm |
| 1/2 page vertical to bleed (inc bleed) | .306mm x 115mm |
| 1/4 page vertical                      | .137mm x 100mm |
| 1/4 page horizontal (or strip)         | .66mm x 205mm  |

## Classified Specification

(height mm x width mm)

|                     |                |
|---------------------|----------------|
| Type Page Size      | .266mm x 196mm |
| 1/2 page horizontal | .129mm x 196mm |
| 1/2 page vertical   | .262mm x 96mm  |
| 1/4 page horizontal | .66mm x 196mm  |
| 1/4 page vertical   | .129mm x 96mm  |
| 1/6 page vertical   | .129mm x 62mm  |
| 1/8 single column   | .105mm x 62mm  |
| 1/8 double column   | .52mm x 129mm  |

Page sponsorship considered on request, ask your sales consultant.

## Artwork Specification

The artwork needs to be produced at **300 dpi** and produced in CMYK colours. The artwork needs to be supplied in an Apple Macintosh readable file and saved in a pict, jpeg, tiff, Indesign or Quark file. All fonts, illustrations, and scanned images need to be included with your file. We accept artwork produced in the following software: QuarkXPress, Indesign, Photoshop and Illustrator. We also accept print ready pdf files. You must make sure that all fonts and pictures are installed at the right resolution and that ALL colours are saved in CMYK. We are unable to open any other files saved in a different format.

It is important that you send a cromalin (colour proof) of the artwork with your file wherever possible. Please specify if you have special requests for your advert, for example, bleed etc.

The artwork needs to be sent to us by the copy deadline date (see overleaf for each issue). Please send your artwork via post on cd or alternatively you can email it to us at [claire@yachtsandyachting.com](mailto:claire@yachtsandyachting.com) and please cc [advertising@yachtsandyachting.com](mailto:advertising@yachtsandyachting.com)

**Gael Pawson - Editor**

**Mark Jardine - Website Editor**

**Mike Hicks - Sales Consultant**

**Claire Greeno - Art & Production Editor**

**Kylie Alder - Art & Production Assistant**

**e: [Gael@YachtsandYachting.com](mailto:Gael@YachtsandYachting.com)**

**e: [Mark@YachtsandYachting.com](mailto:Mark@YachtsandYachting.com)**

**e: [advertising@YachtsandYachting.com](mailto:advertising@YachtsandYachting.com)**

**e: [Claire@YachtsandYachting.com](mailto:Claire@YachtsandYachting.com)**

**+44 (0)7855 849273**

**+44 (0)7710 930270**

**+44 (0)845 299 7839**

MAIN OFFICE - YACHTS & YACHTING PO BOX 445 SOUTHAMPTON SO31 0BD | T: +44 (0) 845 299 7839

ACCOUNTS DEPARTMENT - WADHAM HOUSE | 6 BLYTH ROAD | BROMLEY | KENT | BR1 3RX | +44 (0) 208 4604224