

Seahorse

International Sailing



Seahorse Advertisement Rates 2009/2010

Effective 1 September 2009

COLOUR	1 Insertion	3 Insertions	6 Insertions	12 Insertions
ROP Full Page	£3546	£3390	£3120	£2563
Half Page	£2676	£2486	£2322	£1946
Third Page	£1666	£1582	£1447	£1236
Quarter Page	£1303	£1238	£1127	£967
Double Page Spread	£6183	£5874	£5390	£4612
Outside Back Cover	£4376	£4196	£3811	£3260
Inside Front Cover	£3811	£3622	£3323	£2841
Inside Back Cover	£3727	£3418	£3245	£2772

DIRECTORY PANELS:	£1069 for 12 insertions
PRIVATE BROKERAGE:	£188 for the first insertion £150 for any insertions thereafter
NEW BOAT SALES:	£4131 for 12 insertions
CHARTER:	£4131 for 12 insertions
AGENCY DISCOUNT:	10%
PLEASE NOTE: ALL RATES ARE EXCLUSIVE OF VAT	

Mechanical Data

DIMENSIONS (in mm)

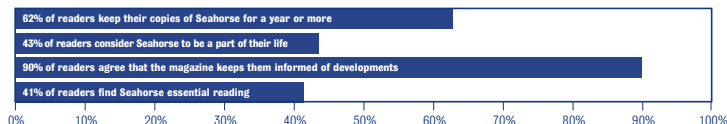
Bleed page size: 304 x 213 (untrimmed) and 297 x 210 (trimmed)

Type areas	Depth	Width
Whole Page	270	188
Half Page (vertical)	270	90
Half Page (horizontal)	132	188
Third Page (vertical)	270	57
Quarter Page (block)	128	87

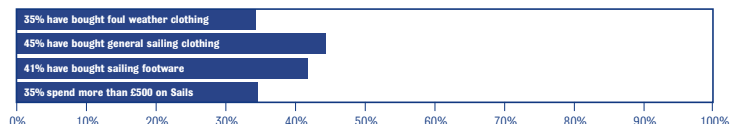
High resolution pdf files required with a colour proof.

Further details on application.

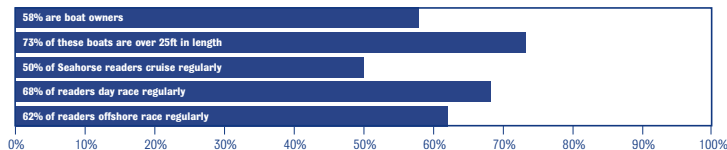
SEAHORSE'S INFLUENCE



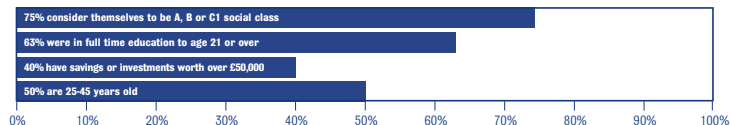
SEAHORSE READERS' TWELVE MONTH EXPENDITURE



READERS' SAILING



SEAHORSE READERS GENERAL



Source: BSB Dorland Readership survey

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EDITORIAL REMIT – from the editor

The *Seahorse* editorial team is specifically tasked to track down and report upon the breaking news in every area of performance sailboat development. Our remit extends from the smallest detail in lift-foils for a progressive lightweight skiff to a new superyacht rigging concept that we consider holds longterm relevance to performance sailing.

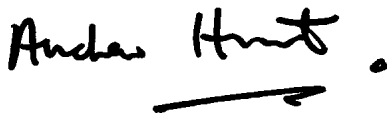
Throughout the year we will deliver informed comment from the sport's leading technical experts upon the design, engineering and execution of all the key facets of sailboat performance, from hulls to foils, from spars, sails or design tools to the latest tactical software.

Our technical remit is defined not only by the current importance of a detail development or trend, but more significantly by that development's broader relevance for the future.

This technical coverage is complemented from the racecourse itself by what is widely accepted to be an unrivalled team of Grand Prix contributors – including several America's Cup winners.

Seahorse, famously, is also not shy to lobby for major change where we feel it is of widespread benefit...

Our team prides itself upon working from an independent and international viewpoint and with the cream of the sailing world's technical writers to ensure that *Seahorse* maintains its reputation as the best-written and best-informed sailing title in the world.



Andrew Hurst
Editor

Copy Dates and Editorial Features for 2010

January	6 Nov 2009	Transat Jacques Vabre start, CNC and raceboat production, 2010 IRC analysis, Class 40 review, Volvo Ocean Race developments, Maxi technical features	28 Nov 2009
February	4 Dec 2009	Gybing board feature, World Yacht Racing Forum reports, Olympic (new...) faces, Mini 6.50 design, autopilot development. Plus: America's Cup design feature	5 Jan 2010
March	8 Jan 2010	Rolex Sydney-Hobart reports, TP52 and GP42 technical reviews, carbon rigging feature, Grand Prix sails (for all...), Imoca 60 design, Admiral's Cup planning...	30 Jan 2010
April	5 Feb 2010	Acura Key West Race Week and Miami Olympic Classes Regatta, Jules Verne record attempts, 2010 Star World Championship... America's Cup 33 preview	27 Feb 2010
May	5 Mar 2010	America's Cup 33! Acura Miami Grand Prix, IRC design update, solid rigs (across the oceans), skiff development feature. Plus... A tale of (long) design heritage.	27 Mar 2010
June	9 Apr 2010	Louis Vuitton World Series, Volvo Ocean Race development... Class 40 design, Olympic classes review, maxi-multihull design, (more) low cost dinghies...	1 May 2010
July	7 May 2010	America's Cup 'future-proofing', foiling development... and the new Hydroptère, Mini 6.50 design. Also, Golden Greats – a new series. Plus: multihull rig feature	29 May 2010
August	4 Jun 2010	Volvo Ocean Race syndicate building, IRC design, Mini Maxi development, Open Class sail development, race electronics. Plus: classic yacht performance...	26 Jun 2010
September	9 July 2010	Velux 5 Oceans build-up, Imoca 60 development, carbon (spars) for all... Volvo 70 hydraulics. Plus the choice: Dosh or glory – Olympics versus the Cup	31 July 2010
October	6 Aug 2010	Rolex Commodores' Cup preview, TP52 'class' planning and... Admiral's Cup development, World Match Racing Tour review, speed-sailing feature (water)	28 Aug 2010
November	10 Sep 2010	Commodores' Cup reports and 2010 IRC review, Velux 5 Oceans preview, composite rig manufacturing, speed-sailing (ice), America's Cup stocktake...	2 Oct 2010
December	8 Oct 2010	Route du Rhum preview, Weymouth Sail for Gold... two years and counting, Velux 5 Oceans start, electro-hydraulic systems. Plus: race navigation for dummies...	30 Oct 2010

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