



ROYAL SOLENT YACHT CLUB MAGAZINE

Key Statistics

- Annual magazine published in March.
- Print run of 1000.
- 72 pages.
- A4 (297mm high x 210mm wide).
- Printed in full colour on high quality gloss art paper - cover pages on 250gsm, inner pages on 130/150gsm.

Overview

The Royal Solent Yacht Club magazine is an annual publication featuring editorial about key Club events and developments throughout the year, with most of the content being contributed by Club members.

The magazine is distributed to over 600 member addresses in March, as well as to other Yacht Clubs on the Island and along the South Coast. Our total membership currently stands at over 1000 and, unlike many other yacht clubs, is increasing. Half our members live on the Island, while the majority of our mainland-based members live in London with second homes in the West Wight. RSYC members fall within the ABC1 demographic with the majority in the A category. The average age of our membership is 56 years, with 58% male and 42% female.

Copies of the magazine are also on display in the Clubhouse throughout the year for visitors to read and take away with them; visitors to the Club are predominantly visiting yachtsmen and women, plus those attending corporate and private events.

Details of advertisement sizes and prices, plus deadlines for booking advertisement space and supplying artwork are shown on the enclosed 2016 Advertisement Registration Form, which is also available for download from our website – www.royalsolent.org

We have a Graphic Designer available to create new artwork or edit existing artwork – please refer to the enclosed Advertisement Registration Form for prices for new artwork. Quotes can be provided for amendments to existing artwork subject to the materials provided – please liaise with Claire Hallett.

If you have any other specific queries regarding advertising in the Royal Solent magazine, please email the Advertisement Manager, Tony Knaggs.

Existing Advertisers

The Royal Solent magazine features advertisements from a wide range of prestigious local businesses and suppliers, ranging from beauty salons to boatyards, many of whom advertise with us on a regular basis.

Advertisers in the 2015 magazine included:

- Alchemy Architects
- Blackrock Insurance Services
- Island Computer Systems
- Glanvilles Legal Services
- GTI Glazing
- Harwoods Chandlery
- Spencer Rigging
- Waterside House B&B
- Wight Water Plumbing & Heating

Magazine Contacts

- Editor – Dick Dawson, dick@dpdawson.co.uk, 01983 760655
- Advertisement Manager – Tony Knaggs, knaggs513@btinternet.com, 07912 646955
- RSYC Office Contact – Claire Hallett, membership@royalsolent.org, 01983 760256

Sponsorship Opportunities

For any businesses seeking to increase their professional profile and brand awareness, the Royal Solent runs a number of open sailing events during the summer for which we are able to offer sponsorship packages, encompassing advertising and merchandising opportunities.

If you are interested in finding out more about sponsoring a sailing event, please contact the Club Secretary, Hamish Fletcher, on 01983 760256 or at secretary@royalsolent.org.