

INTERNATIONAL YACHTING
& LIFESTYLE MAGAZINE

2024 MEDIA KIT



SKIPPER
ONDECK
www.skipperondeck.gr



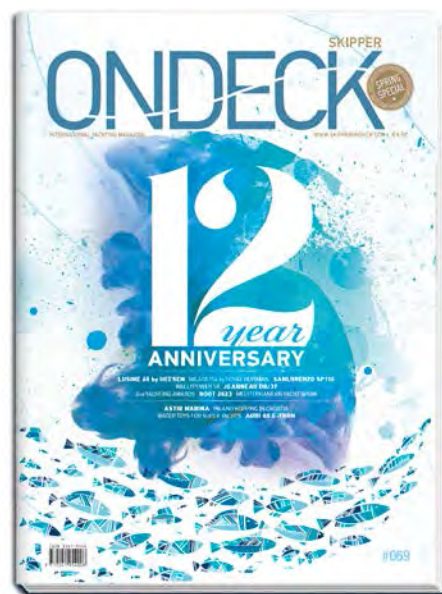
COFFEE TABLE MAGAZINE
FOR YACHTS & LEISURE



the magazine

PRINT PUBLISHED 4 TIMES A YEAR
PRINT RUN 9,000 - 12,000
DIMENSIONS 240 mm X 325 mm

PRINTING PAPER
COVERS 250 gr
BODY 130 gr



Published in Greece and distributed worldwide (via web) since 2011, Skipper ONDECK is a luxury yachting magazine designed by a group of skilled professionals who have been working in the yachting industry since 2001.

ONDECK covers news from the international yachting industry with emphasis on motor & sailing yachts longer than 10 meters. The yachts featured in each issue are accompanied by technical articles, travel stories, marketing reports and financial analyses by our contributing editors.

The digital version is enhanced with interactivity; streaming video and audio from yacht tests, researches and current International activity (events, yacht shows, regattas, meetings etc.), offering live news update.



web & tablet

editorial concept

MARINAS **interviews** Regattas
Industry **TRENDS**
insider **chartering**
technical brokerage
Superyacht technology



Published in English, Skipper ONDECK is among the first magazines to feature a native iPad application. Whereas each issue lands directly on your tablet, Skipper ONDECK also comes in a PC, smart phone and brand new global tablet version allowing you to thumb through it anywhere, even On Deck. Making the best use of the Internet's endless potential, Skipper ONDECK has become an effective promotion and communication platform for professionals as well as an information portal for fans of the sea.

business insights tech products
 trends adventures ECO YACHTING
 new gear focus
 yacht design



editorial
 concept



insiders preview

sky lounge

the lifestyle section



chef on deck



SKY LOUNGE is an independent section that brings relevant lifestyle stories, travel destinations and high-end product reviews to boaters and yachtsmen. Featuring a separate cover page, SKY LOUNGE is a special section of the magazine brimming with insider information on restaurants, nightlife, travel, fashion, art and entertainment and providing premium advertising options. Discover a new world and enjoy your flight with Sky Lounge while reading smart editorials for successful men.

sky lounge

STYLE FILE

CORNELIANI BLACK DEERSKIN SNEAKERS
The perfect look is nothing without the right pair of shoes. This made-in-Italy deerskin sneaker style is a classic. The sole will save you a lot of a worry. It all day long.
PRICE €190 | www.corneliani.com



SUMMER IN BLACK & WHITE
BRIGHT WHITE AND MYSTERIOUS BLACK. TWO POPULAR CHOICES FOR STYLISH ALL-TIME CLASSIC CASUAL-SMART OUTFITS.

CARUSO WHITE SUIT
The made-in-Italy suit is made of pure linen and wool. It's perfect for every occasion.
PRICE €2,495 | www.italy.com



TOM FORD SUN GLASSES
Urban Sunglasses with gray Polarized lenses for 100% UVA protection from harmful radiation. Designed in black and silver. Tagged in the photo.
PRICE €125 | www.tomford.com



spirits & cocktails

COCKTAIL

spring in Oaxaca

A TASTY TEMPTATION IN RED. STRAIGHT FROM THE COCKTAILS LIST OF AWARD-WINNING BARTENDER FRANCIS KANAKTSOULIS, BARCONSULTANT OF ANEMA DI PARISO.



INGREDIENTS
- 40ml Tawny Brandy
- 20ml House Raspberry Syrup
- 10ml fresh orange juice
- 10ml fresh lime juice
- 10ml fresh strawberry puree
- 10ml fresh strawberry puree
- 10ml fresh strawberry puree

PREPARE THE DRINK
- In a cocktail shaker, combine 40ml of brandy, 20ml of raspberry syrup, 10ml of fresh orange juice, 10ml of fresh lime juice, and 10ml of fresh strawberry puree. Shake well and strain into a glass. Garnish with a fresh strawberry.

ANEMA DI PARISO, 75 GIANNI VATTIANDOU STREET, PAROS, PAROS ISLANDS, GREECE | WWW.ANEMADIPARISO.COM | WWW.PAROSISLANDS.GR | WWW.BARCONSULTANT.COM

INCREASED EFFICIENCY & RANGE, SHARPENED DESIGN

The new Audi Q8 e-tron

Audi's Premium Plus electric SUV. The most powerful and longest range electric SUV in the world.



ONDECK

DR. MAYE MUSK IN GREECE

Dr. Maye Musk, 70, is a woman who has spent her life in the spotlight. She is a model, a mother, and a scientist. She is also a woman who has lived in Greece for over 20 years. She is a woman who has lived in Greece for over 20 years. She is a woman who has lived in Greece for over 20 years.



ONDECK

LOUNGE

CRUISING THE DARIAN ISLANDS




style file

resto

more than a restaurant
ID 24,7365

WELCOME TO THE FIRST BUILDING IN ATHENS THAT ACTUALLY HAS AN IN-CLUB ENTERTAINMENT PROJECT THAT ASPIRES TO JOIN IN THE REVOLUTION THAT HAS SPREAD IN THE CULINARY SCENE OF THE CITY.



ONDECK

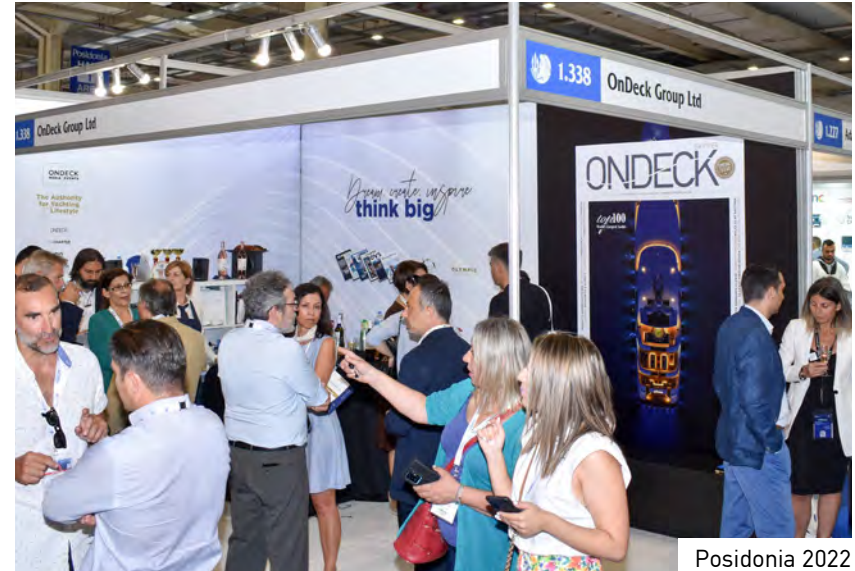
opinion makers
design
technology
trendsetters
Art & Culture
Spirits
BUSINESS
GASTRONOMY
BEAUTY

events & exhibitions



Cannes Yachting Festival

Monaco Yacht Show



Posidonia 2022



ONDECK YACHTING AWARDS

Establishing media partnerships with the world's major exhibitions and events, Skipper ONDECK holds a special place at all major industry gatherings. Not only do we get to see and review the latest models in Cannes, Monaco, Genoa, Antibes, Paris, Qatar, but we also maintain a high profile amongst industry professionals.


Participating in each year's major exhibitions is our priority:

- OLYMPIC YACHT SHOW
- [MEDITERRANEAN YACHT SHOW \(EXCLUSIVE PARTNER FOR GREECE\)](#)
- CANNES YACHTING FESTIVAL, FRANCE (EXHIBITOR)
- [MONACO YACHT SHOW, MONACO](#)
- POSIDONIA EVENTS (EXHIBITOR)
- [SALON NAUTIC DE PARIS, FRANCE \(MEDIA PARTNER\)](#)
- BOOT DUSSELDORF, GERMANY (THE WORLD'S LARGEST INDOOR EXHIBITION)
- [DUBAI INTERNATIONAL BOAT SHOW](#)

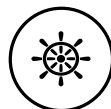


publishing & events schedule

2024

ISSUE	EDITORIAL FOCUS *	OUT IN	DISTRIBUTION AT BOAT SHOWS & EVENTS
SPRING	NEW YACHTS & SUPERYACHTS	15 MARCH	• MEDITERRANEAN YACHT SHOW, NAFPLION
<p>POSIDONIA SUMMER SPECIAL</p>  <p>OLYMPIC MARINE OLYMPIC YACHT SHOW 2024</p>	<p>CHARTER - SUMMER CRUISING BIG SPENDING OLYMPIC YACHT SHOW PREVIEW</p>	5 JUNE	<ul style="list-style-type: none"> • SPETSES REGATTA & ANDROS SAILING RACE • POSIDONIA 2024 • ADDITIONAL COPIES DISTRIBUTED ON THE DECKS OF PREMIUM CHARTER YACHTS • CANNES YACHTING FESTIVAL & MONACO YACHT SHOW • OLYMPIC YACHT SHOW 2024 (by ONDECK EVENTS)
AUTUMN SPECIAL	<p>OLYMPIC YACHT SHOW CANNES YACHTING FESTIVAL MONACO YACHT SHOW</p>	15 OCTOBER	<ul style="list-style-type: none"> • CEO CLUBS GREECE FORUM • ATHENS INTERNATIONAL BOAT SHOW
WINTER	<p>INTERIOR DESIGN LUXURY RESORTS AND DESTINATIONS</p>	15 DECEMBER	• BOOT DÜSSELDORF

* Features subject to change



summer special edition

ADDITIONAL COPIES DISTRIBUTED ON THE DECKS OF PREMIUM CHARTER YACHTS*

THE SUMMER SPECIAL ISSUE WILL BE AVAILABLE ON PREMIUM CHARTER YACHTS *



DISTRIBUTION PERIOD	6 June - 25 September
PRINT RUN	12500 copies
ESTIMATED NUMBER OF READERS	19,000 8 VIPs (in average) / Yacht

*In collaboration with top Yacht Charter Companies
You can find a complete list of Charter Yachts and VIP spots at www.skipperondeck.gr

distribution & circulation



FREQUENCY: Quarterly
AVAILABLE in: Greece and worldwide via web*
Newsstand distribution via Greek Distribution Agency.
METHOD: Paid Subscription, VIP Subscriber list
AVERAGE PRINT RUN: 9,000
LANGUAGE: English

ADDITIONAL COPIES
2500 complimentary copies to Premium Charter Yachts (Summer Special) and selected Marinas and Yacht Clubs).



WEB & DIGITAL



E-NEWSLETTER

Forwarded via e-mail to a subscriber base numbering 15,500 members and updated daily. Tablet, laptop, desktop or smartphone, you name it!

ONDECK utilizes targeted e-newsletters and digital delivery to reach out to tech-savvy yacht enthusiasts while expanding our network, influence and content delivery to a combined audience of 34,277.

AVAILABLE IN SELECTED POINTS, YACHT CLUBS & MARINAS



VIP SPOTS

- ECALI CLUB
- CEO CLUBS GREECE
- SANI MARINA - SANI RESORT
- YACHT CLUB OF PIRAEUS
- YACHT CLUB OF GREECE
- YACHT CLUB OF P. FALIRO
- GOLD AIR HANDLING
- VIP LOUNGE / AIA
- MOORINGS / ASTIR MARINA
- BLENDS MIX&MATCH
- HOTEL GRANDE BRETAGNE
- DIVANI APOLLON PALACE
- HELLENIC COMMUNITY OF MONACO
- ZEA MARINA
- KOS MARINA
- NAUTILUS S.A.






FULL LIST AT WWW.SKIPPERONDECK.GR





network & partnerships

Skipper ONDECK provides top quality printed & digital content and is currently expanding its international network to ensure greater global communication support. At present, the "ONDECK" media brand is proud to be powered by communication consultants in Italy, the UK and South America.

[CLUBS]

-  THE YACHT CLUB
-  CEO CLUBS GREECE
-  HELLENIC ENTREPRENEURS ASSOCIATION










[AGENCIES]

-  SAND PEOPLE COMMUNICATION
-  ADPR LONDON

[ASSOCIATIONS & MARINAS]

-  GREEK MARINAS ASSOCIATION
-  Greek Yachting Association (GYA)
-  Sani Marina
-  D MARIN
-  OLYMPIC MARINE
-  ATHENS MARINA

[MEDIA]

-  KATHIMERINI.GR
-  THE HUFFINGTON POST GREECE
-  CAR&DRIVER | GREECE
-  CYPRUS ONDECK
-  NAUTICAL CHANNEL
-  SAILING CHANNEL | GREECE
-  ICARUS SAILING MEDIA
-  ANDRO.GR
-  SEA&TOURISM





[YACHT CLUBS]

-  YACHT CLUB OF GREECE
-  BLUE AEGEAN SAILING SCHOOL
-  YACHT CLUB OF PALEO FALIRO (GR)
-  FALIROSAILING.GR

[SHOWS & CONFERENCES]

-  CANNES YACHTING FESTIVAL
-  PARIS SALON NAUTIC
-  DUBAI BOAT SHOW
-  CATAMARANS CUP
-  AEGEAN REGATTA
-  MEDITERRANEAN YACHT SHOW
-  BUSINESS OF LUXURY CONFERENCE
-  TEDx Athens
-  REPOWER GREECE

[BUSINESS]

-  SPANOPOULOS GROUP
-  NASCOTOURS.COM (EGYPT)
-  NORSTAR TOURISM TRAVEL AGENCY
-  exclusivetravelling.com

Premium Publishing

by **ONDECK MEDIA**

ON.CHARTER
FREE PRESS

SEABORN
MAGAZINE

SNOWFLAKE
MAGAZINE

ZEA MARINA
MAGAZINE

Φ MAGAZINE



FREQUENCY: Triannual
Distribution at the main
Greek marinas
METHOD: Free Press
AVERAGE PRINT RUN: 20,000
LANGUAGE: English



FREQUENCY: Once a Year
Distribution via Technohull
METHOD: Premium Free
Press, VIP list
AVERAGE PRINT RUN: 15,000
LANGUAGE: English



FREQUENCY: Once a Year
Distribution via Snowflake
Winter School
METHOD: Premium Free
Press, VIP list
AVERAGE PRINT RUN: 12,000
LANGUAGE: English, Greek



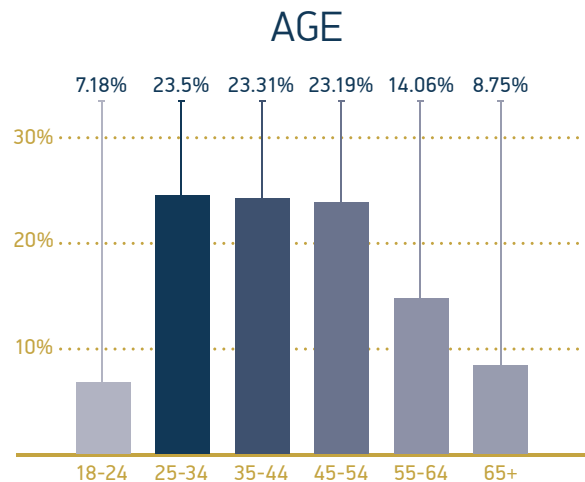
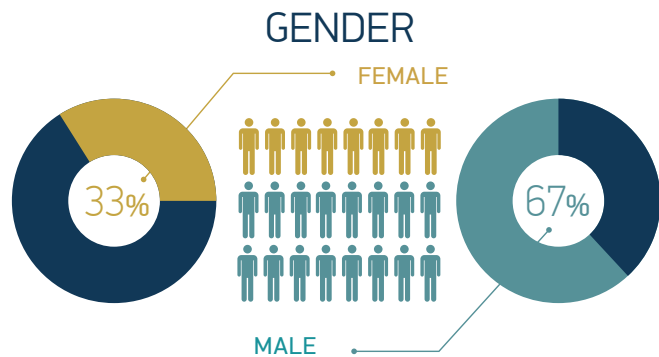
FREQUENCY: Once a Year
Distribution via Zea Marina
METHOD: Premium Free
Press, VIP list
AVERAGE PRINT RUN: 15,000
LANGUAGE: English, Greek



FREQUENCY: Once a Year
Distribution via Flisvos
Marina,
METHOD: Premium Free
Press, VIP list
PRINT RUN: 10,000
LANGUAGE: English

reader profile

DEMOGRAPHICS



ABC1 (upper-middle) **67% male - 33% female**

MEDIAN AGE **42**

AFFLUENCE **Median HHi €50,000**

COLLEGE GRADUATES+ **94%**

CITY DWELLERS **84%**

TRAVEL FREQUENCY **3 times per year (average)**

Skipper ONDECK offers the best targeted audience of the highest quality within the yachting and sailing industry. Thanks to the internet technology, high readership and gripping engagement are guaranteed as our readers are provided with enhanced services such as streaming video and audio, interactivity, ease of access, links to advertisers and other useful information, high quality panoramic photos of boat interiors.

Our readers are sailing enthusiasts, yacht club members, frequent voyagers, boat owners or owners-to-be, young and adventurous, computer literate and familiar with high tech gadgets such as PDAs, e-readers and smart phones.

Skipper ONDECK addresses all modern sea sportsmen.

UNIQUE ACCESS TO THE ENGLISH SPEAKING YACHT AND SUPERYACHT INDUSTRY MEMBERS IN GREECE

ONDECK Digital

1. WEBSITE PROFILE | www.skipperondeck.gr

ARTICLES

17.000

E-NEWSLETTERS

740

UNIQUE VISITS

(sessions)
66,035

PAGE VIEWS

326,180

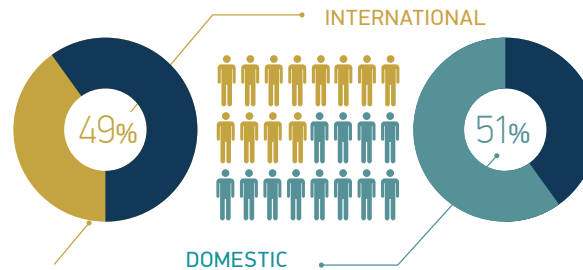


ENGLISH & GREEK LANGUAGE
BUSINESS SECTION
LIFESTYLE SECTION

SEO OPTIMIZED

No1 WEBSITE IN GREECE FOR YACHTING

PER MONTH AVERAGE



2. NEWSLETTER CAMPAIGNS

DEDICATED & CUSTOMIZED
BUSINESS CAMPAIGNS

3.250

HIGH PROFILE PROFESSIONALS
FROM SHIPPING & YACHTING INDUSTRY



4 REGULAR
CAMPAIGNS/MONTH

15.500

SUBSCRIBED USERS
AND VALID E-MAIL ADDRESSES



3. SOCIAL MEDIA

17.300

FB & INSTAGRAM
FOLLOWERS



- SkipperOnDeck
- ondeck_mag
- ONDECK Media
- SkipperOnDeck
- OnDeck_Magazine

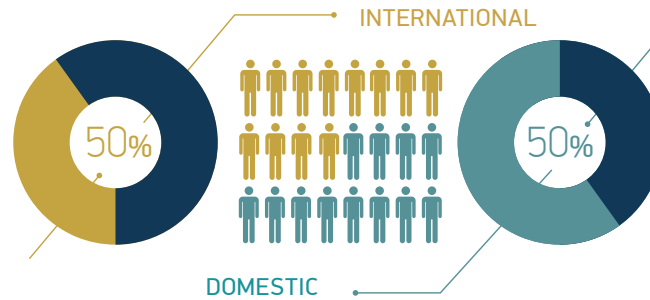
PROMO POSTS on FACEBOOK & INSTAGRAM

ONDECK Digital

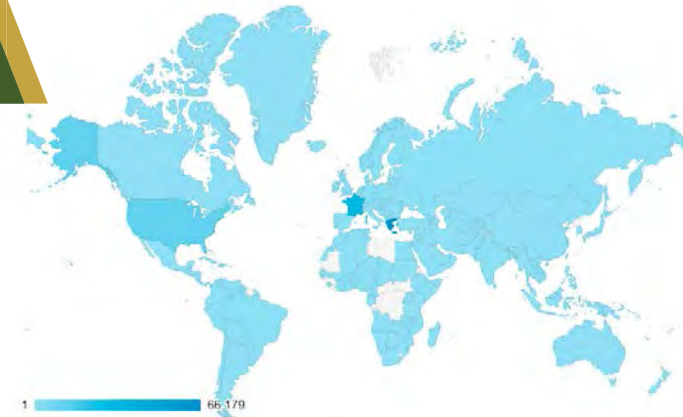


* GOOGLE ANALYTICS www.skipperondeck.gr

sessions 198,107 page views 978,541



* PERIOD SUMMER 2022 (JUN - JUL - AUG)



COUNTRY	USERS	% USERS
1. GREECE	77,473	50.38%
2. France	34,292	22.30%
3. United States	14,954	9.72%
4. United Kingdom	2,528	1.64%
5. Netherlands	2,129	1.38%
6. Germany	2,086	1.36%
7. Norway	1,936	1.26%
8. Italy	1,719	1.12%
9. Finland	1,533	1.00%
10. Sweden	900	0.59%

OVERVIEW

USERS	152,586	NEW USERS	86,457
SESSIONS	198,107	PAGES / SESSION	4.94
PAGEVIEWS	978,541	AVG. SESSION DURATION	00:04:85

OPERATING SYSTEM	USERS	% USERS
1. WINDOWS	66,187	43.25%
2. Android	38,395	25.09%
3. iOS	35,316	23.08%
4. Macintosh	8,398	5.49%
5. Linux	3,983	2.60%

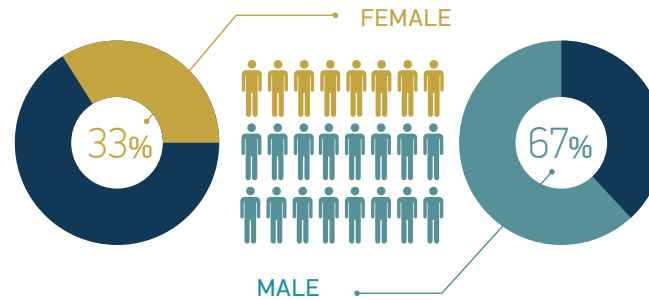
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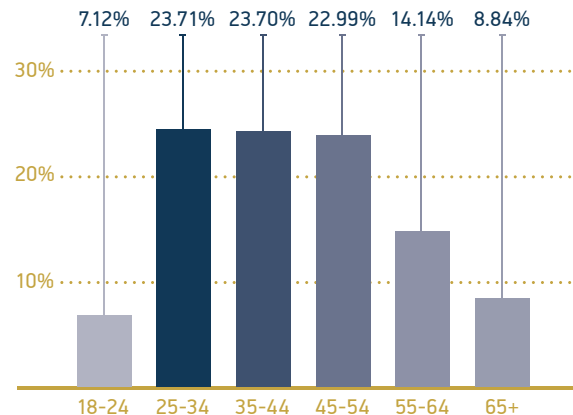
SESSIONS 198,107 | PAGEVIEWS 978,541

DEMOGRAPHICS

GENDER



AGE



AFFINITY CATEGORY (REACH)

% USERS

1.	NEWS & POLITICS/AVID NEWS READERS	3.68%
2.	Lifestyles & Hobbies/ Business Professionals	3.16%
3.	Food & Dining/Cooking Enthusiasts	3.11%
4.	Travel/Travel Buffs	2.97%
5.	Shoppers/Value Shoppers	2.95%
6.	Lifestyles & Hobbies/Green Living Enthusiasts	2.93%
7.	Sports & Fitness/Sports Fans	2.92%
8.	Lifestyles & Hobbies/Outdoor Enthusiasts	2.78%
9.	Beauty & Wellness/ Frequently Visits Salons	2.69%
10.	Sports & Fitness/Health & Fitness Buffs	2.67%

IN-MARKET SEGMENT

% USERS

1.	Trips by Destination/Trips to Europe/Trips to Greece	3.72%
2.	Travel/Hotels & Accommodations	2.46%
3.	Education/Post-Secondary Education	2.43%
4.	Real Estate/Residential Properties	2.22%
5.	Autos & Vehicles/Vehicles (Other)/Boats & Watercraft	2.13%

A collage of various digital content pieces from the website, including:

- Articles: "REMEMBERING THE CASTAGNONA HERITAGE 9.9", "THE GUYOT 410 - SETTING A NEW STANDARD IN BLUEWATER CRUISERS", "Rolex Middle Sea Race: Line Honour Alert", "Rolex Middle Sea Race: 2022 Edition Highlight", "Swan One Design World: Strong Starts Rewarded", "Mall yacht racing fires up tomorrow at...", "The 40th Edition of The Genoa International Boat Show", "Tourism & Travel-related Services by Atlas Agency", "LailaBay Resort Sips The Greek 'philivania' at...", "Fabrizio de Falco (Saloni Yachts) in art...", "OMEGA's Seamaster Planet Ocean 600 M", "The new Rolex Submariner", "SAILING THE WALL | Experience Grestholm", "The partner you can trust!
- Advertisements: "THRACE YACHTING", "DUFOUR", "METROPOLITAN COLLEGE", "HYDROLIFT | NORDIC MARINA", "VEMAR COATINGS".
- Other content: "Join me on the 'Walk of Fame' of the...", "OMEGA's Seamaster Planet Ocean 600 M", "The new Rolex Submariner".



YACHTING PARTNERS

key advertisers

LIFESTYLE



2024 RATES

AD SPECIFICATIONS	PARTNER PACKAGES			
	BRONZE 1 Issue (€)	SILVER 2 x Issues	GOLD 3 x Issues	PLATINUM 4 x Issues
		(DISCOUNT %)		
Half Page	1,400	-15%		
Full Page Standard	2,400			
Full Page Premium	3,200		-25%	
Spread Double Page	3,600			
A' Ins. Cover Page	4,200			-30%
Back Cover	5,200			

BESPOKE OPTIONS Bespoke marketing solutions are available on request.

TERMS OF COOPERATION DISCOUNTS | PROVISIONS

The discount offered to advertisers can come up to 75% off the prices on the pricelist and depends on the time period of the advertising project, the number of advertisements, the duration of the cooperation and other factors taken into account by the publishing company during the general assessment of the cooperation with the customer. The publishing company has the right to refuse to publish any advertising material that does not match the magazine aesthetics or runs counter to the publishing company's principles and interests.

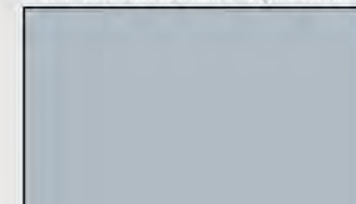
BILLING INFORMATION

Bills are rendered on the on-sale date of issue, to be paid net 30 days. At the discretion of the Publisher, new advertisers may be required to provide acceptable credit references or cash with an order

PRODUCTION SPECS

Double Page

Print Area: Width 480mm x Height 325mm



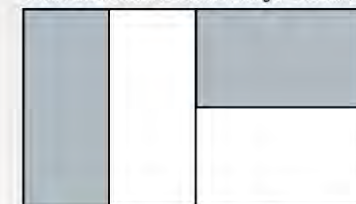
Full Page

Print Area: Width 240mm x Height 325mm



1/2 horizontal

Print Area: Width 240mm x Height 160 mm



Print Area : Width 120mm x Height 325mm

1/2 vertical

1/4 Page Across

Print Area : Width 480 mm x Height 40 mm



**ONDECK
MEDIA**

T +30 211 345 5000 | office@skipperondeck.gr | www.skipperondeck.gr

