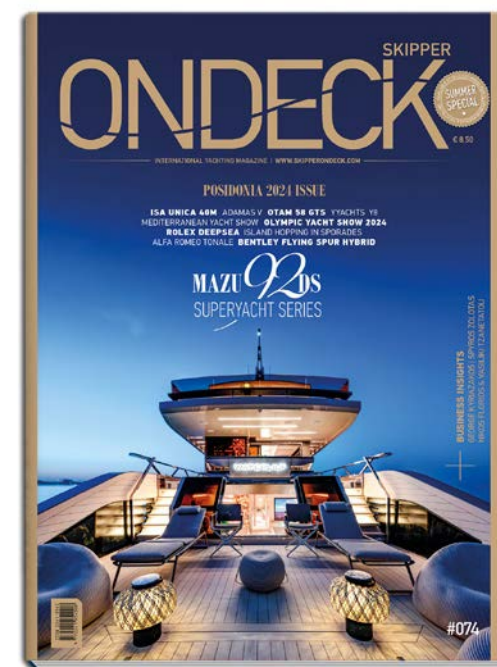


INTERNATIONAL YACHTING
& LIFESTYLE MAGAZINE

2025 MEDIA KIT



SKIPPER
ONDECK
www.skipperondeck.gr



COFFEE TABLE MAGAZINE
FOR YACHTS & LEISURE

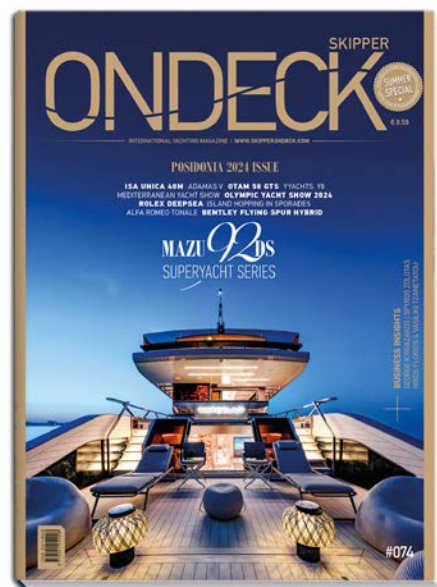
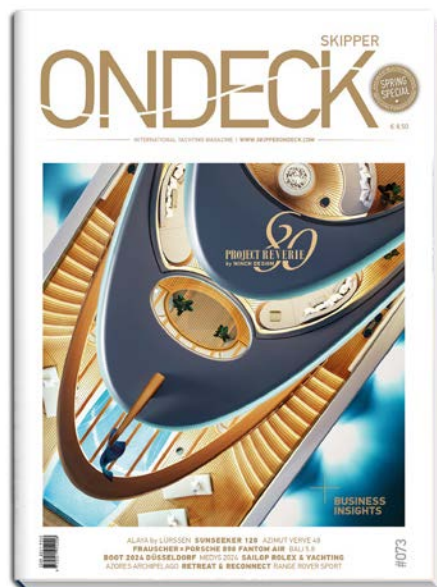


the magazine

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
Industry
insider
interviews
TRENDSt
chartering
technical
brokerage
Superyacht technology
Regattas



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



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
BLUE SUEDE SLIP-ON LOAFER
Enhanced with the detail of the rubber and rope sole, these Corneliani suede slip-ons are comfortable, high-performance and lightweight.
PRICE €300 (1) www.corneliani.com

POLO RALPH LAUREN
POLO PREPSTER SLIM TAPERED LINEN TROUSER
With an elastic drawstring waist, these trousers draw inspiration from the brand's signature Polo Prester shorts and are made with lightweight linen cloth.
PRICE €200 (1) www.polo.com

SUMMER PICKS
STEP INTO THE WORLD OF STYLE AND SOPHISTICATION WITH A CURATED SELECTION OF FASHION-FORWARD ESSENTIALS THAT REDEFINE ELEGANCE AND FUNCTIONALITY.

SERENGETI | SUN GLASSES
Ultra-light sunglasses with average round shape and lenses that combine 3 leading technologies to offer 100% UV400 protection from harmful radiation but also much more comfortable driving and fun when doing sports.
PRICE €112 (1) www.kikkosunglasses.com

176

spirits & cocktails

COCKTAIL

spiced maple bourbon fizz

THE PERFECT COZY COCKTAIL: HOMEMADE SPICED MAPLE SYRUP MIXED WITH WARMING BOURBON, LEMON, AND ORANGE, THEN TOPPED OFF WITH BUBBLY CHAMPAGNE FOR THAT SPECIAL WINTER TOUCH PERFECT FOR THE COLD NIGHTS AHEAD.

INGREDIENTS

FOR THE SPICED MAPLE SYRUP

- 1 cup maple syrup
- 2 cinnamon sticks
- 1 tablespoon cardamom pods
- 1 star anise
- 1/2 cup water
- 1/2 cup orange juice
- 1/2 cup lemon juice
- 1/2 cup orange zest
- 1/2 cup lemon zest
- 1/2 cup orange zest

FOR THE SPICED MAPLE SYRUP

In a medium pot, bring 1/2 cup water, the maple, cinnamon, cardamom, star anise and ginger to a boil over high heat. Boil 20 minutes, then remove from the heat. Stir in the orange juice. Let cool, then strain the syrup into a glass. This syrup makes enough for about 6 drinks.

FOR THE MAPLE FIZZ

In a cocktail shaker, combine 1.2 tablespoons maple syrup, the bourbon, lemon juice and orange juice. Add ice and shake. Strain into a glass. Top off with champagne. Garnish with an orange slice and star anise if desired.

MAPLE FIZZ

- 2 tablespoons spiced maple syrup
- 1.2 tablespoons bourbon
- 2 tablespoons lemon juice
- 2 tablespoons orange juice
- 1/2 cup champagne
- 1/2 cup orange zest
- 1/2 cup lemon zest
- 1/2 cup orange zest

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ONDECK CAR

THE ALL-ELECTRIC MINI COOPER

THE reinvention of the ORIGINAL

AS A 3-DOOR MODEL IN ITS FIFTH GENERATION, THE PURELY ELECTRIC MINI COOPER UNDERSCORES THE BRAND'S TRADITION WITH FULL-BODY MINI DESIGN WHILE AT THE SAME TIME SYNDICATING THE ELECTRIC FUTURE. ELECTRICITY IS A FEELING AND AN IMMERSIVE USER EXPERIENCE TAKE THE MINI DNA TO A WHOLE NEW LEVEL.

THE EXTERIOR: MAXIMUM REDUCTION TO THE ESSENTIALS

The design and engineering of the new MINI Cooper is a testament to the brand's commitment to reinvention. It's a vehicle that's as much a statement as it is a mode of transport. The new MINI Cooper is a reinvention of the original, a vehicle that's as much a statement as it is a mode of transport. The new MINI Cooper is a reinvention of the original, a vehicle that's as much a statement as it is a mode of transport.

ONDECK

Dutch Masters

FROM VERMEER TO VAN GOGH

ONDECK

SKY LOUNGE

CHIC NEW ARRIVALS • COCKTAILS • CHEF CHECK • WINE FILE

SNOWY GETAWAYS

FAIRY TALE WINTER DESTINATIONS

ONDECK

style file

resto

more than a restaurant

ID 24.7365

WELCOME TO THE FIRST BUILDING IN ATHENS THAT ACTUALLY HAS NO SOUL. ENTERTAINMENT PROJECT THAT ASPIRES TO JOIN THE REVOLUTION THAT HAS SPREAD IN THE CULINARY SCENE OF THE CITY.

ONDECK

opinion makers

Chef skipper's auto design

Art & Culture

design

trendsetters

Technology

Spirits

BUSINESS

GASTRONOMY

BEAUTY

events & exhibitions



Cannes Yachting Festival

Monaco Yacht Show



Posidonia 2024



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:

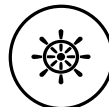
- OLYMPIC YACHT SHOW
- [MEDITERRANEAN YACHT SHOW \(EXCLUSIVE PARTNER FOR GREECE\)](#)
- CANNES YACHTING FESTIVAL, FRANCE (EXHIBITOR)
- [MONACO YACHT SHOW, MONACO](#)
- POSIDONIA EVENTS (EXHIBITOR)
- [SALON NAUTIC DE PARIS, FRANCE \(MEDIA PARTNER\)](#)
- BOOT DUSSELDORF, GERMANY (THE WORLD'S LARGEST INDOOR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



publishing & events schedule

ISSUE	EDITORIAL FOCUS *	OUT IN	DISTRIBUTION AT BOAT SHOWS & EVENTS
SPRING	NEW YACHTS & SUPERYACHTS	15 MARCH	• MEDITERRANEAN YACHT SHOW, NAFPLION
SUMMER	CHARTER - SUMMER CRUISING BIG SPENDING OLYMPIC YACHT SHOW PREVIEW	15 JUNE	• SPETSES REGATTA & ANDROS SAILING RACE • ADDITIONAL COPIES DISTRIBUTED ON THE DECKS OF PREMIUM CHARTER YACHTS • CANNES YACHTING FESTIVAL & MONACO YACHT SHOW
AUTUMN SPECIAL			
	CANNES YACHTING FESTIVAL MONACO YACHT SHOW OLYMPIC YACHT SHOW PREVIEW	10 OCTOBER	• OLYMPIC YACHT SHOW 2025 (by ONDECK EVENTS) • ATHENS INTERNATIONAL BOAT SHOW • CEO CLUBS GREECE FORUM
WINTER	INTERIOR DESIGN LUXURY RESORTS AND DESTINATIONS	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.



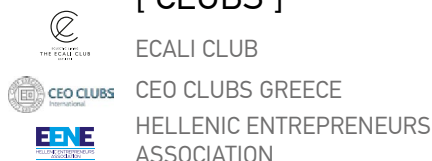
FULL LIST AT WWW.SKIPPERONDECK.GR



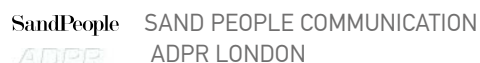
network & partnerships

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]



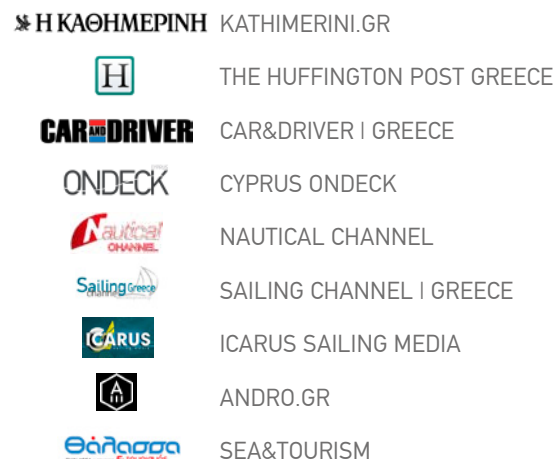
[AGENCIES]



[ASSOCIATIONS & MARINAS]



[MEDIA]



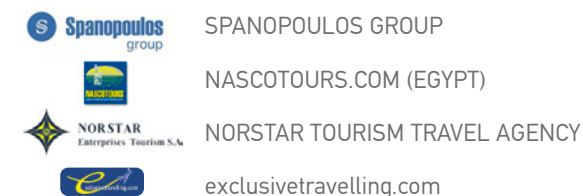
[YACHT CLUBS]



[SHOWS & CONFERENCES]



[BUSINESS]



Premium Publishing

by **ONDECK MEDIA**

ON.CHARTER
FREE PRESS



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

SNOWFLAKE
MAGAZINE



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

TRIAINA
MAGAZINE



FREQUENCY: Once a Year
Distribution via Vouliagmeni
Nautical Club
METHOD: Premium Free
Press, VIP list
AVERAGE PRINT RUN: 15,000
LANGUAGE: Greek

ZEA MARINA
MAGAZINE



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

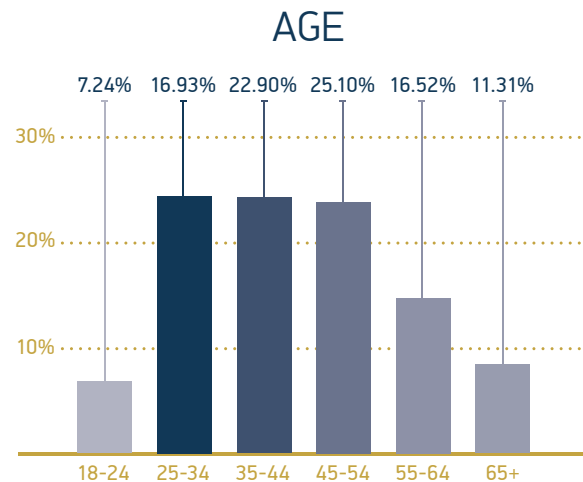
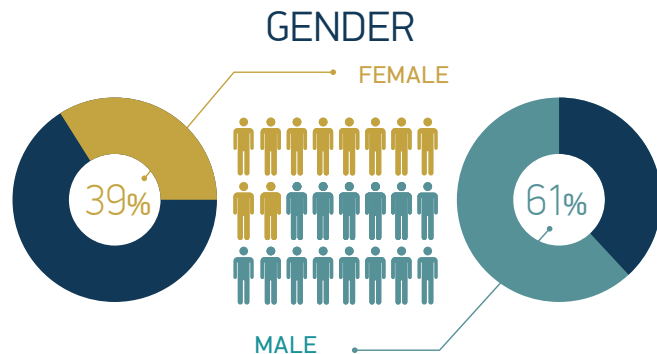
Φ MAGAZINE



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) **64% male - 36% female**

MEDIAN AGE **48**

AFFLUENCE **Median HHi €55,000**

COLLEGE GRADUATES+ **97%**

CITY DWELLERS **86%**

TRAVEL FREQUENCY **4 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

17.800

E-NEWSLETTERS

790

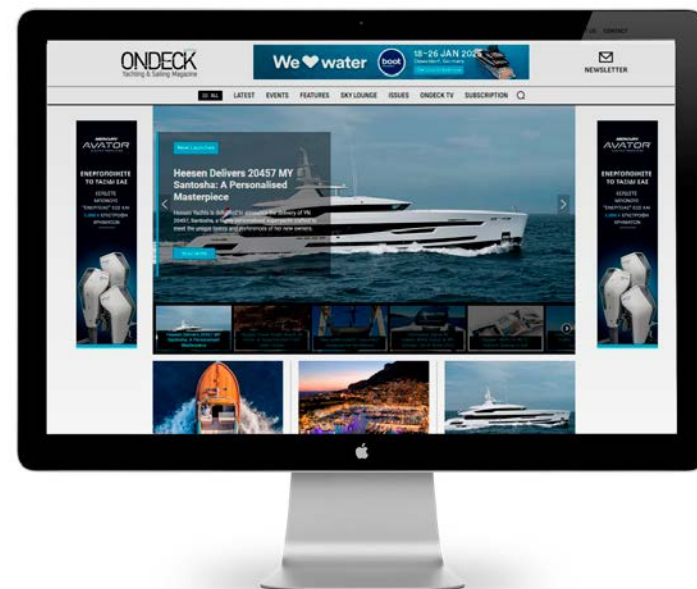
UNIQUE VISITS

(sessions)

65,965

PAGE VIEWS

532,658



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

3.550

HIGH PROFILE PROFESSIONALS
FROM SHIPPING & YACHTING INDUSTRY



4 REGULAR
CAMPAIGNS/MONTH

16.500

SUBSCRIBED USERS
AND VALID E-MAIL ADDRESSES



3. SOCIAL MEDIA

17.500

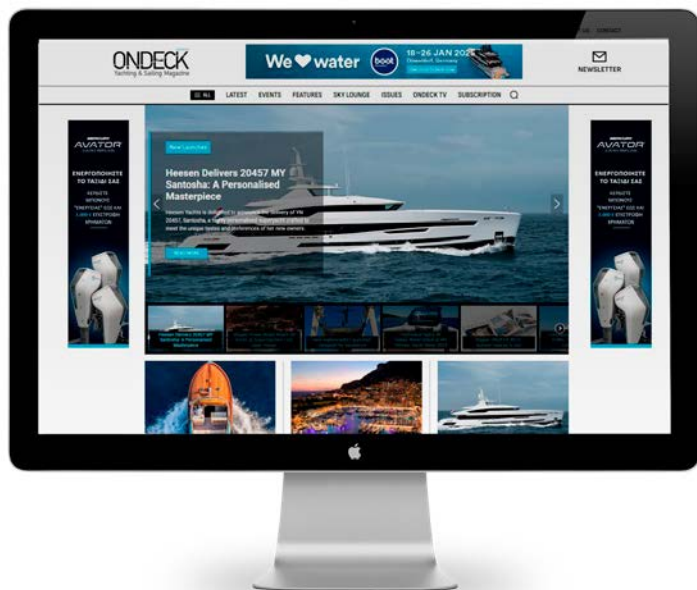
FB & INSTAGRAM
FOLLOWERS



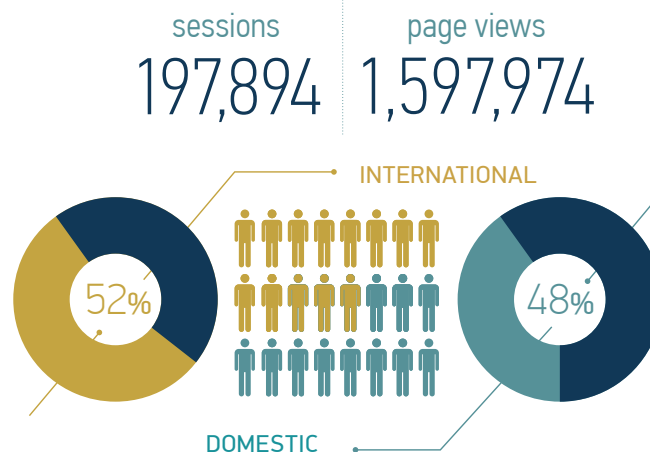
- SkipperOnDeck
- ondeck_mag
- ONDECK Media
- SkipperOnDeck
- OnDeck_Magazine

PROMO POSTS on FACEBOOK & INSTAGRAM

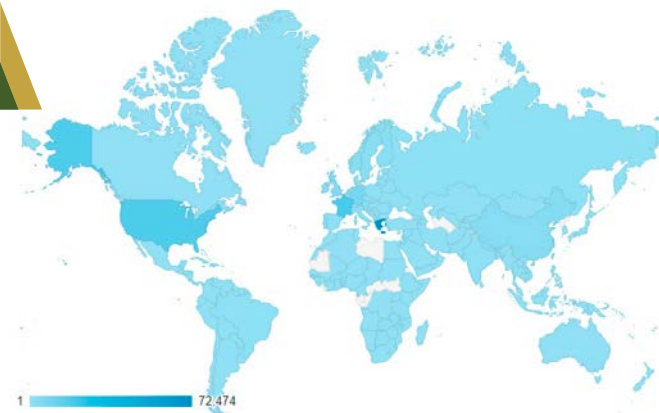
ONDECK Digital



* GOOGLE ANALYTICS www.skipperondeck.gr



* PERIOD SUMMER 2024 (JUN - JUL - AUG)

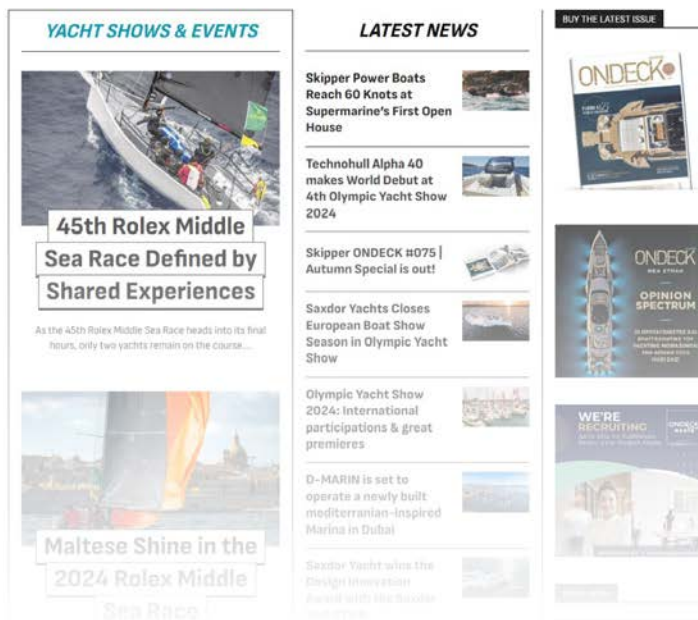
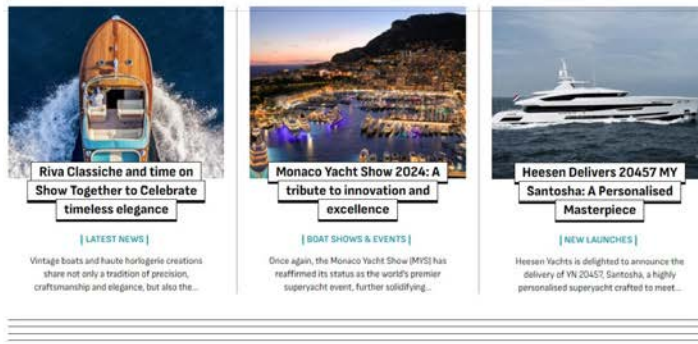


COUNTRY	USERS	% USERS
1. GREECE	72,474	47.61%
2. France	18,846	12.38%
3. United States	17,314	11.37%
4. Germany	7,291	4.79%
5. China	3,621	2.38%
6. United Kingdom	3,599	2.36%
7. Netherlands	2,727	1.79%
8. Italy	2,018	1.33%
9. Norway	2,015	1.32%
10. Finland	1,989	1.31%

OVERVIEW

USERS	151,167	NEW USERS	81,344
SESSIONS	197,894	PAGES / SESSION	8.07
PAGEVIEWS	1,597,974	AVG. SESSION DURATION	00:08:22

OPERATING SYSTEM	USERS	% USERS
1. WINDOWS	53,752	35.47%
2. iOS	39,825	26.28%
3. Android	32,429	21.40%
4. Macintosh	12,479	8.24%
5. Linux	9,462	6.24%



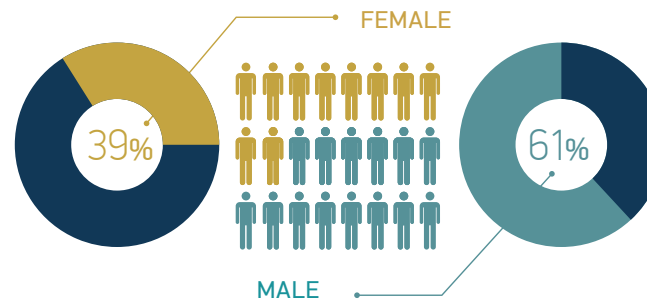
* GOOGLE ANALYTICS www.skipperondeck.gr

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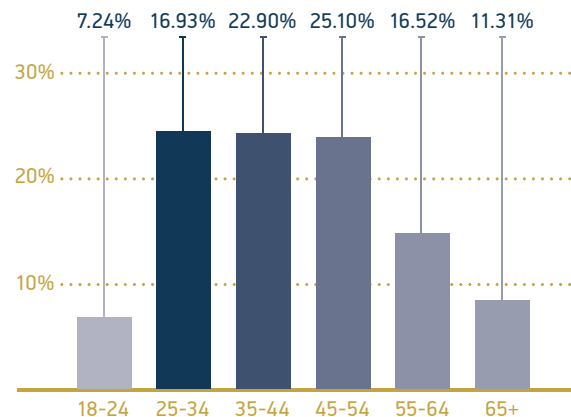
SESSIONS **197,894** | PAGEVIEWS **1,597,974**

DEMOGRAPHICS

GENDER



AGE



AFFINITY CATEGORY (REACH)

% USERS

1.	NEWS & POLITICS/AVID NEWS READERS	3.51%
2.	Food & Dining/Cooking Enthusiasts	3.34%
3.	Travel/Travel Buffs	3.19%
4.	Lifestyles & Hobbies/ Business Professionals	3.07%
5.	Lifestyles & Hobbies/Green Living Enthusiasts	3.06%
6.	Shoppers/Value Shoppers	2.99%
7.	Sports & Fitness/Sports Fans	2.75%
8.	Beauty & Wellness/ Frequently Visits Salons	2.74%
9.	Sports & Fitness/Health & Fitness Buffs	2.74%
10.	Banking & Finance/Avid Investors	2.61%

IN-MARKET SEGMENT

% USERS

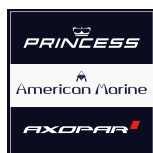
1.	Trips by Destination/Trips to Europe/Trips to Greece	3.30%
2.	Autos & Vehicles/Vehicles (Other)/Boats & Watercraft	2.47%
3.	Real Estate/Residential Properties	2.41%
4.	Financial Services/ Investment Services	2.33%
5.	Travel/Hotels & Accommodations	1.96%



YACHTING PARTNERS

key advertisers

LIFESTYLE





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