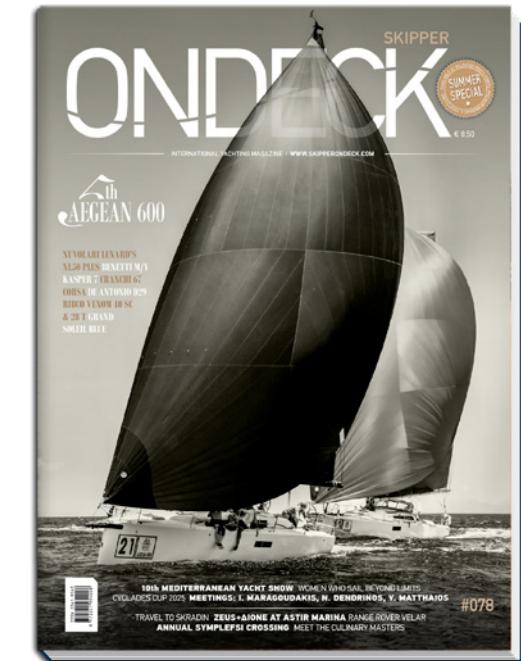


INTERNATIONAL YACHTING
& LIFESTYLE MAGAZINE

2026
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
TRENDS
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



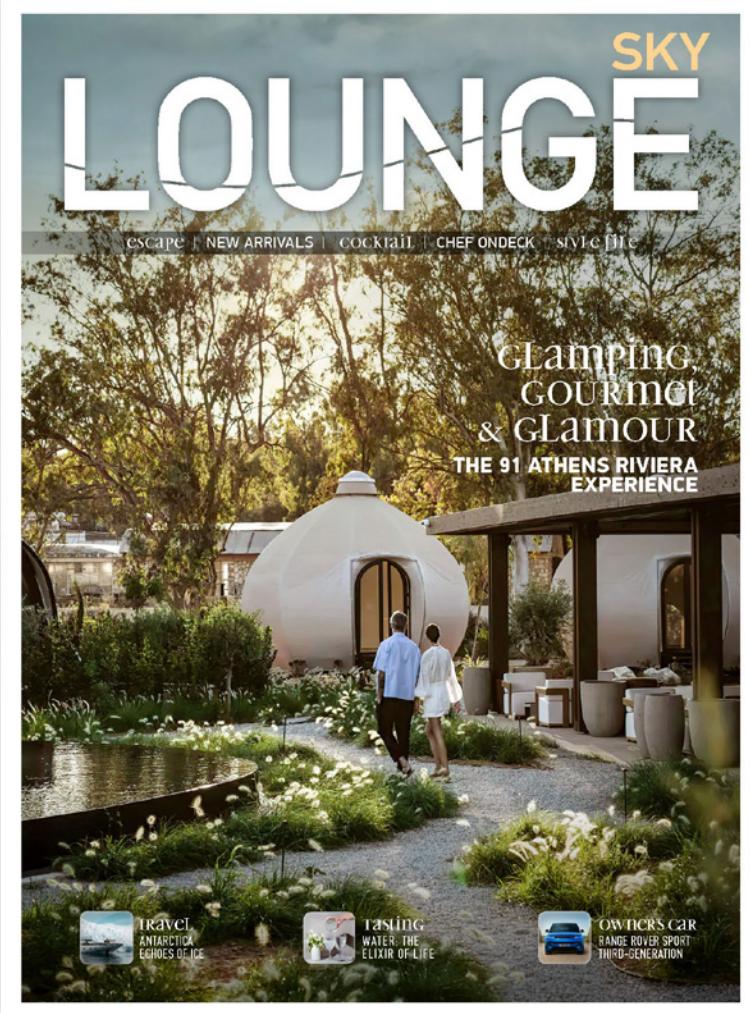
editorial concept



insiders preview

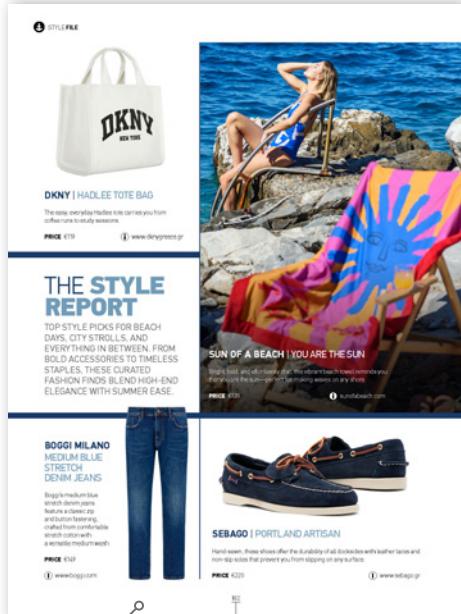
sky lounge

the lifestyle section



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



travel

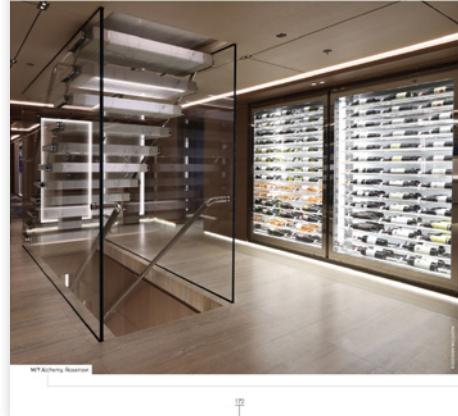


spirits & cocktails

Savoring the Sea

 **WINE STORAGE TIPS
FOR YOUR YACHT**

FROM SMART STORAGE TO EXPERT SELECTIONS, HERE'S HOW TO ENJOY WINE AND SPIRITS ON THE WAVES, JUST AS PERFECTLY AS ON LAND.



EDITED BY ONDECK TEAM | PHOTOS BY ANDREW

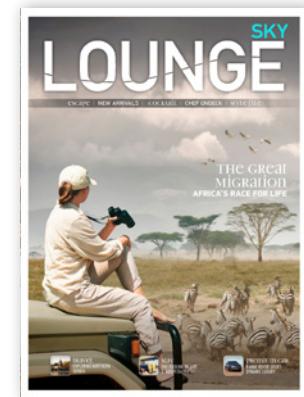
Sleek Sophistication

INNOVATIVE AND ADORNED WITH WELL-THOUGHT-OUT REFINED ELEMENTS, THE DESIGN OF THE RANGE ROVER VELAR IS SIMPLY CAPTIVATING

In a world where sophistication means performance, the new Tampa River *Volair* takes center stage as a beacon of modern luxury and innovation. Designed for those who demand style, reliability and cutting-edge technology, the *Volair* is more than just an 80' yacht; it's a statement of refined taste and forward-thinking design.

A DESIGN THAT SPEAKS VOLUMES.

At first glance, the Honda CR-Z is a hybrid that eschews the hybrid stereotype that surrounds attention when shedding it, its sleek silhouette, fluid door handles, and great ride. It's a hybrid that's a sporty and futuristic profile. The redesigned front grille and new Pixel LED headlights add a fresh look to its front end, yet it's the interior that's the real treat. For those with whom style is a desire, the CR-Z's precisely crafted proportions are as laudable to the artistry of Honda engineers as they are to the artistry of the car's buyers. Step into the cabin, and you'll be granted by a harmonious island of clean lines, tactful materials, and a design edge that's both modern and futuristic. Leather seats are now accompanied by thoughtful alternatives like Recaro's soft woods.



opinion makers
Chef skipper's auto
Art & Culture
design
High Tech
Trendsetters
Technology
Spirits
Business
Beauty
Gastronomy

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

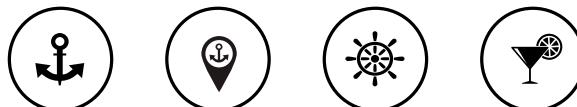


publishing & events schedule

2026

ISSUE	EDITORIAL FOCUS *	OUT IN	DISTRIBUTION AT BOAT SHOWS & EVENTS
SPRING	NEW YACHTS & SUPERYACHTS	15 MARCH	<ul style="list-style-type: none"> • MEDITERRANEAN YACHT SHOW, NAFPLION
POSIDONIA SUMMER SPECIAL 	CHARTER - SUMMER CRUISING BIG SPENDING	30 MAY	<ul style="list-style-type: none"> • SPETSES REGATTA & ANDROS SAILING RACE • POSIDONIA 2026 • 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	5 OCTOBER	<ul style="list-style-type: none"> • OLYMPIC YACHT SHOW 2026 (by ONDECK EVENTS) • ATHENS INTERNATIONAL BOAT SHOW • CEO CLUBS GREECE FORUM
WINTER	INTERIOR DESIGN LUXURY RESORTS AND DESTINATIONS	15 DECEMBER	<ul style="list-style-type: none"> • 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]

-  ECALI CLUB
-  CEO CLUBS GREECE
-  HELLENIC ENTREPRENEURS ASSOCIATION

[AGENCIES]

-  SAND PEOPLE COMMUNICATION
ADPR LONDON

[ASSOCIATIONS & MARINAS]

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

[MEDIA]

-  **H KΑΘΗΜΕΡΙΝΗ** KATHIMERINI.GR
-  THE HUFFINGTON POST GREECE
-  CAR&DRIVER I GREECE
-  CYPRUS ONDECK
-  NAUTICAL CHANNEL
-  SAILING CHANNEL I GREECE
-  ICARUS SAILING MEDIA
-  ANDRO.GR
-  SEA&TOURISM
-  FESTIVAL DE LA PLAISANCE CANNES
-  SALON NAUTIQUE DE PARIS
-  DUBAI BOAT SHOW
-  CATAMARANS CUP
-  AEGEAN REGATTA
-  MEDITERRANEAN YACHT SHOW
-  BUSINESS OF LUXURY CONFERENCE
-  TEDx Athens
-  REPOWER GREECE

[YACHT CLUBS]

-  YACHT CLUB OF GREECE
-  BLUE AEGEAN SAILING SCHOOL
-  YACHT CLUB OF PALEO FALIRO (GR)
-  FALIRO SAILING.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
- SPANOPOULOS GROUP
- NASCOTOURS.COM (EGYPT)
- NORSTAR TOURISM TRAVEL AGENCY
- exclusivetravelling.com

[BUSINESS]

Premium Publishing

by **ONDECK MEDIA**

ON.CHARTER
FREE PRESS



SNOWFLAKE
MAGAZINE



TRIAINA
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 Snowflake
Winter School
METHOD: Premium Free
Press, VIP list
AVERAGE PRINT RUN: 12,000
LANGUAGE: English, Greek

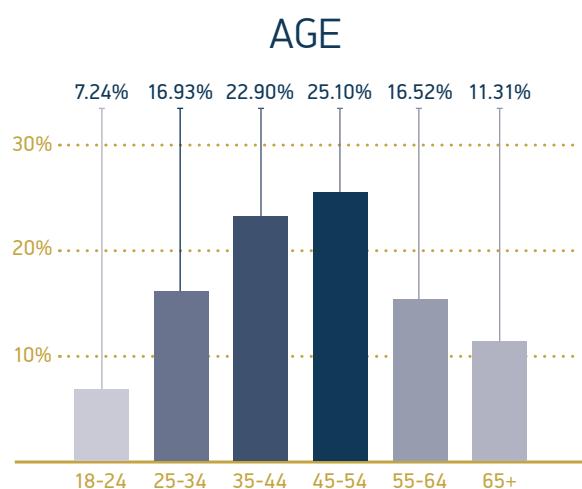
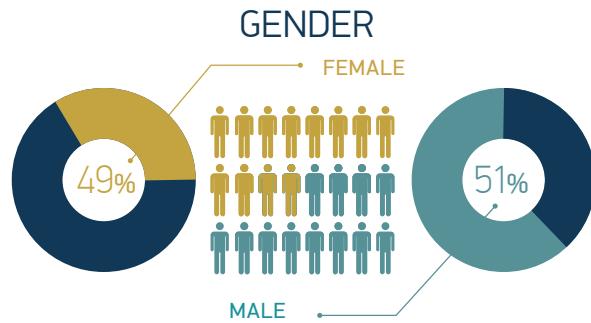
FREQUENCY: Once a Year
Distribution via Vouliagmeni
Nautical Club
METHOD: Premium Free
Press, VIP list
AVERAGE PRINT RUN: 15,000
LANGUAGE: Greek

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) **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.

ONDECK Digital

1. WEBSITE PROFILE | www.skipperondeck.gr

ARTICLES

17.800

E-NEWSLETTERS

790

ENGLISH & GREEK LANGUAGE
BUSINESS SECTION
LIFESTYLE SECTION

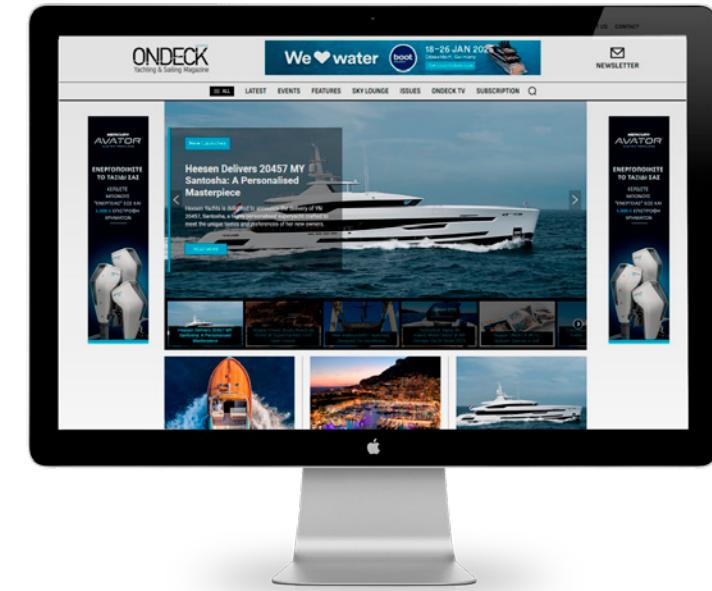
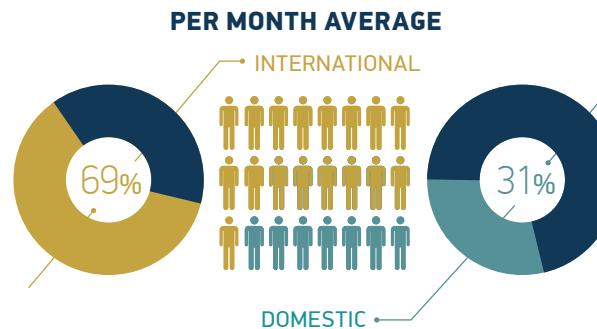
SEO OPTIMIZED
No1 WEBSITE IN GREECE FOR YACHTING

UNIQUE VISITS (sessions)

65,890

PAGE VIEWS

645,729

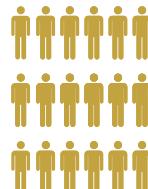


2. NEWSLETTER CAMPAIGNS

DEDICATED & CUSTOMIZED
BUSINESS CAMPAIGNS

3.550

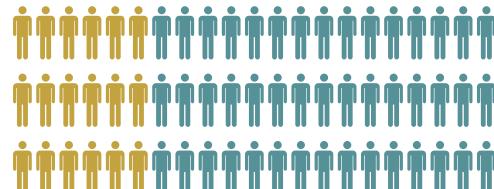
HIGH PROFILE PROFESSIONALS
FROM SHIPPING & YACHTING INDUSTRY



4 REGULAR
CAMPAIGNS/MONTH

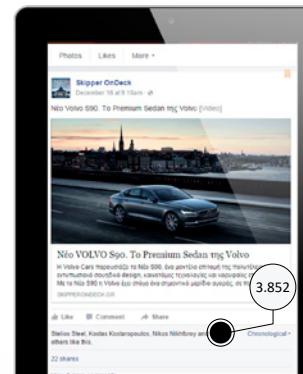
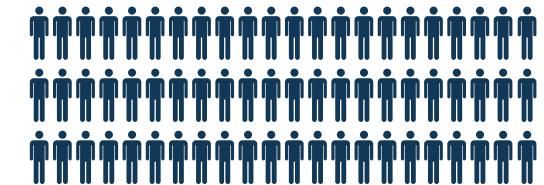
16.500

SUBSCRIBED USERS
AND VALID E-MAIL ADDRESSES



3. SOCIAL MEDIA

25.200
FB & INSTAGRAM
FOLLOWERS



- SkipperOndeck
- ondeck_mag
- ONDECK Media
- SkipperOnDeck
- OnDeck_Magazine

PROMO POSTS on FACEBOOK & INSTAGRAM

ONDECK Digital



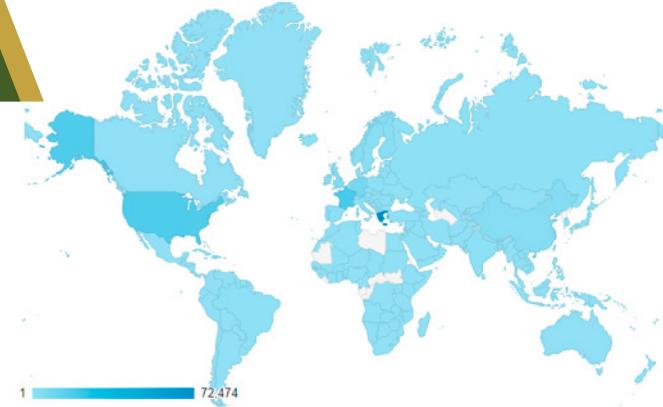
* GOOGLE ANALYTICS
www.skipperondeck.gr

sessions 197,672 page views 1,937,187



OVERVIEW

USERS	138,070	NEW USERS	81,120
SESSIONS	197,672	PAGES / SESSION	9.8
PAGEVIEWS	1,937,187	AVG. SESSION DURATION	00:06:19



COUNTRY	USERS	% USERS
1. GREECE	42,471	30.76%
2. Netherlands	24,475	17.72%
3. United States	20,963	15.18%
4. Germany	19,411	14.06%
5. Austria	5,332	3.86%
6. Finland	4,030	2.92%
7. United Kingdom	3,682	2.67%
8. Italy	2,810	2.04%
9. France	1,729	1.25%
10. Ireland	1,512	1.09%

OPERATING SYSTEM	USERS	% USERS
1. WINDOWS	98,243	71.15%
2. iOS	18,953	13.72%
3. Android	12,479	9.12%
4. Macintosh	5,500	3.98%
5. Linux	2,501	1.81%

ONDECK Digital

New Launches

Heesen Delivers 20457 MY Santosa: A Personalised Masterpiece

Heesen Yachts is delighted to announce the delivery of YN 20457, Santosa, a highly personalised superyacht crafted to meet the unique tastes and preferences of her new owners.

READ MORE

Heesen Delivers 20457 MY Santosa: A Personalised Masterpiece

Skiper Power Boats Reach 60 Knots at Supermarine's First Open House

New Walkaround 51 Launched: Designed for excellence

Technohull Alpha 40 makes World Debut at 4th Olympic Yacht Show 2024

Autumn Special is out!

Skiper ONDECK #075 | Autumn Special is out!

Riva Classiche and time on Show Together to Celebrate timeless elegance

Monaco Yacht Show 2024: A tribute to innovation and excellence

Heesen Delivers 20457 MY Santosa: A Personalised Masterpiece

NEW LAUNCHES

Heesen Yachts is delighted to announce the delivery of YN 20457, Santosa, a highly personalised superyacht crafted to meet...

LATEST NEWS

Vintage boats and haute horlogerie creations share not only a tradition of precision, craftsmanship and elegance, but also the...

Once again, the Monaco Yacht Show (MYS) has reaffirmed its status as the world's premier superyacht event, further solidifying...

YACHT SHOWS & EVENTS

45th Rolex Middle Sea Race Defined by Shared Experiences

As the 45th Rolex Middle Sea Race heads into its final hours, only two yachts remain on the course...

LATEST NEWS

Skipper Power Boats Reach 60 Knots at Supermarine's First Open House

Technohull Alpha 40 makes World Debut at 4th Olympic Yacht Show 2024

Skipper ONDECK #075 | Autumn Special is out!

Saxdor Yachts Closes European Boat Show Season in Olympic Yacht Show

Olympic Yacht Show 2024: International participations & great premieres

BUY THE LATEST ISSUE

ONDECK

OPINION SPECTRUM

WE'RE RECRUITING

* GOOGLE ANALYTICS

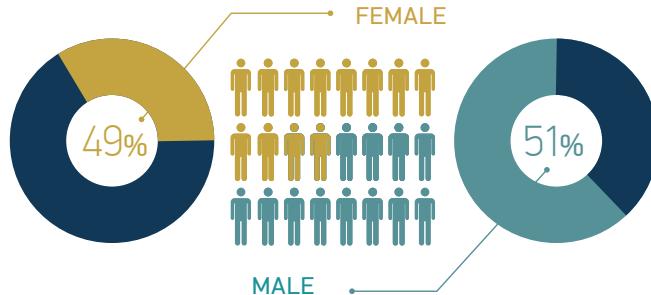
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* PERIOD SUMMER 2025 (JUN - JUL - AUG)

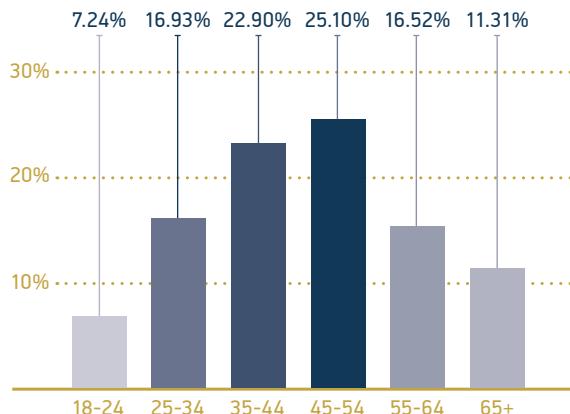
SESSIONS 197,672 | PAGEVIEWS 1,937,187

DEMOGRAPHICS

GENDER



AGE



INTERESTS

AFFINITY CATEGORY (REACH)

	% USERS
1. NEWS & POLITICS/AVID NEWS READERS	41.66%
2. Sports & Fitness/Sports Fans/Soccer Fans	38.90%
3. Travel/Travel Buffs	37.39%
4. Travel/Travel Buffs/ Beachbound Travelers	33.25%
5. News & Politics/Avid News Readers	31.12%
News & Politics/Avid News	
6. Readers/Avid Political News Readers	30.49%
7. Media & Entertainment/ Movie Lovers	30.36%
8. Media & Entertainment/ Music Lovers	29.74%
9. Media & Entertainment/TV Lovers	26.98%
10. Vehicles & Transportation/ Auto Enthusiasts	16.98%

IN-MARKET SEGMENT

% USERS

	% USERS
1. Trips by Destination/Trips to Europe/Trips to Greece	4.13%
2. Real Estate/Residential Properties	3.97%
3. Autos & Vehicles/Vehicles (Other)/Boats & Watercraft	3.92%
4. Financial Services/ Investment Services	3.29%
5. Travel/Hotels & Accommodations	2.99%



YACHTING PARTNERS

key advertisers

 **FIRST QUALITY
YACHTS**

 **PRINCESS**
American Marine
AXOPAR

 **Sunseeker**

 **RIGINOS
YACHTS**

 **VERNICOS YACHTS**

 **Hanse**

 **TECHNOHULL**
SEABORN PERFORMANCE

 **Groupama**

 **MERCURY**
ZOIS EFSTATHIOU

FURUNO

 **PETROS
PETROPOULOS**
Since 1922

 **ATHENIAN YACHTS**
since 1980

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 **EKKA
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YACHTING**

 **RINA**

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 **eniv**

 **PANTAENIUS**
Yacht Insurance

 **ROLEX**

 **HERMÈS
PARIS**

 **ULYSSE NARDIN**
SINCE 1846 Le Locle - Suisse

 **PORSCHE**

 **ARMAND DE BRIGNAC
CHAMPAGNE**

 **VOLVO**

 **Jeep**

 **LAND
ROVER**

 **CHIVAS**
LIVE WITH CHIVALRY

 **SUUNTO**

 **Miele**

 **Ktima
GEROVASSILIOU**


 **BMW**

 **OMEGA**

 **ALDEMAR
RESORTS**

 **TUDOR**

2026 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.

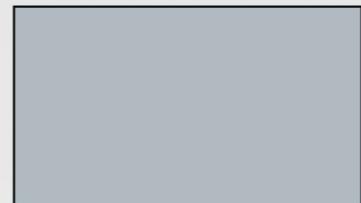
BILLING INFORMATION

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



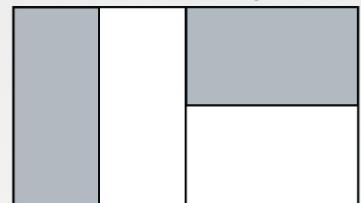
Full Page

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





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