

INTERNATIONAL YACHTING  
& LIFESTYLE MAGAZINE

# 2026 MEDIA KIT

SKIPPER  
**ONDECK**  
[www.skipperondeck.gr](http://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  
MARINAS  
interviews  
TRENDS  
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

chef on deck

**WATER**  
**Life's Elixir**

WATER IS AN ENIGMA - SIMPLE IN COMPOSITION, YET BOUNDLESS IN INFLUENCE. IT IS BOTH A FORCE THAT SHAPES OUR WORLD AND A SUBSTANCE THAT SUSTAINS LIFE.

**THE SILENT LUXURY OF PURE WATER**

In high-end restaurants and premier dining settings, water is quietly becoming the most sought-after luxury. Chefs and sommeliers worldwide recognize that water is an essential part of the dining experience, and its quality can make or break a meal. From the selection of the water to the way it is served, every detail is meticulously crafted to ensure the highest quality water is always on hand.

**ARE ALL WATERS THE SAME?**

Water plays a vital role in dining, enhancing the overall experience and complementing different meals. But all water is not created equal. Differences in geological formations, pollution levels, and treatment methods result in distinct water qualities. Understanding these variations allows consumers to make informed choices about the water they drink and use daily.

Here are the main types of drinking water served in restaurants and fine dining establishments:

- TAP WATER:** The most common and readily available option. Good for most dishes, but often lacks the character of other waters.
- STILL WATER:** Purified water with no carbonation. Popular for its clean, neutral taste.
- MINERAL WATER:** Naturally sourced from underground springs, rich in minerals like calcium and magnesium. Known for its health benefits and slightly distinct taste.
- SPARKLING WATER:** Carbonated water with natural or added bubbles, enhancing and often serving as an alternative to soft drinks. Enhances the dining experience, especially with rich, fatty foods.
- FLAVORED OR INFUSED WATER:** Citrus or sparkling water infused with fresh fruits, herbs, or spices.

Examples: mineral water, sparkling water, tap water. The quality of the water can significantly impact the overall dining experience.

**ONDECK**

**SKY LOUNGE**

escape | NEW ARRIVALS | cocktail | CHEF ONDECK | style file

**GLAMPING, GOURMET & GLAMOUR**  
**THE 91 ATHENS RIVIERA EXPERIENCE**

travel: ANTARCTICA ECHOES OF ICE  
tasting: WATER: THE ELIXIR OF LIFE  
OWICKS CAR RANGE ROVER SPORT THIRD-GENERATION

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.

**COOKING FOR THE ELITE**

HERE THE CO-OWNER HOLDS UP THE MOST EXPENSIVE COOKBOOK

When it comes to the art of cooking, there is no one who knows more than the chef. In this exclusive interview, we speak with the chef of one of the most prestigious restaurants in the world about his philosophy on food, his favorite ingredients, and the secrets to creating a truly exceptional dining experience.

**WINE & CHEF**

The perfect pairing of wine and food is an art form in itself. In this section, we explore the intricate relationship between the two, featuring expert advice from sommeliers and chefs on how to select the ideal wine for any dish.

**SKRADIN**  
**Gateway to ADRIATIC DREAMS**

Discover the hidden gems of the Adriatic coast, from pristine beaches to charming villages. Skradin is a beautiful area with a rich history and stunning natural beauty. Explore the region's unique culture, cuisine, and landscapes, and discover why it's the perfect destination for a luxurious getaway.

**ONDECK**

**4th PANHELLENIC YACHTING CONGRESS DOCKSIDE DIALOGUES**

A first meeting point for the industry professionals, the congress of HELLENIC YACHTING ASSOCIATION (HYA) was held in Athens, Greece, on the 1st and 2nd of November 2023.

The congress was a two-day event that brought together industry leaders, experts, and enthusiasts from across the Hellenic Republic and beyond. The event featured a series of panel discussions, workshops, and networking opportunities, all centered around the theme of "Dockside Dialogues".

The congress was a great success, and it was a pleasure to host such a high-profile event. We look forward to future collaborations and events that will continue to advance the Hellenic Yachting industry.

**ONDECK**



# sky lounge

**3 STYLEFILE**

**DKNY | HADLEE TOTE BAG**  
The easy, one-strap Hadlee tote carries you from afternoon to day-to-day wear.

**PRICE** £78 [www.dkny.com](http://www.dkny.com)

**THE STYLE REPORT**  
TOP-STYLE PICKS FOR BEACH DAYS, CITY STROLLS, AND EVERYTHING IN BETWEEN. FROM BOLD ACCESSORIES TO TIMELESS STAPLES, THESE CURATED FASHION FINDS BLEND HIGH-END ELEGANCE WITH SUMMER EASE.

**BOGGI MILANO | MEDIUM BLUE STRETCH DENIM JEANS**  
Boggi's medium-blue stretch denim jeans feature a classic zip-off button fastening, crafted from comfortable stretch cotton with a versatile medium wash.

**PRICE** £147 [www.boggi.com](http://www.boggi.com)

**SEBAGO | PORTLAND ARTISAN**  
Hand sewn, these shoes offer the durability of all-leather lace and non-slip soles that prevent you from slipping on any surface.

**PRICE** £220 [www.sebago.gr](http://www.sebago.gr)

**SUN OF A BEACH | YOU ARE THE SUN**  
Bright, bold, and cheerful, this vibrant beach towel is made from 100% cotton and features a bold, colorful sunburst design.

**PRICE** £17.99 [www.sunofabeach.com](http://www.sunofabeach.com)

**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.

BY MANDE KENTRELEW, CO-OWNER OF WINE LOUNGE

**NYC Artisan, Restaurant**

**ONDECK**

**Range Rover Velar**  
**Sleek Sophistication**

EDITED BY ANDREA TEAH | PHOTO LAND ROVER

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 Range Rover Velar takes owner design as a matter of modern luxury and innovation. Designed for those who demand style, versatility, and cutting-edge technology, the new car is the perfect blend of luxury and forward-thinking design.

**A DESIGN THAT SPEAKS VOLUMES**  
As it all glances, the Range Rover Velar exudes an understated elegance that transcends ordinary notions of luxury. In the sleek, sculptural, fluid design, the great red leather design philosophy creates a timeless and futuristic profile. The redesigned front grille and new front LED headlights add a touch of luxury to the rugged exterior. The new front grille is a masterpiece of design, featuring a new grille and new front LED headlights. The new front grille is a masterpiece of design, featuring a new grille and new front LED headlights.

**ONDECK**

**TRISAIONE**

**A NEW CHAPTER OF GREEK LUXURY**

TRISAIONE, a 10-story skyscraper in the heart of the city, is a new chapter of Greek luxury. The building is a masterpiece of design, featuring a new design and a new chapter of Greek luxury.

**ONDECK**

**SKY LOUNGE**

THE GREAT MIGRATION  
AFRICA'S RACE FOR LIFE

ONCE UPON A TIME, AFRICA WAS A PLACE OF LIFE. NOW, IT'S A PLACE OF DEATH.

**ONDECK**

**ECHOES of ICE**  
**A CAPTAIN'S ANTARCTIC CHRONICLE**

**THE JOURNEY FROM EUROPE TO THE ICE**  
WILDERNESS OF THE SOUTHERN HEMISPHERE WAS MORE THAN A GEOGRAPHICAL PASSAGE, IT WAS AN ODYSSEY THROUGH SOME OF THE MOST ENDURING NATURE ON THE PLANET, FILLED WITH BOTH CHALLENGES AND AWESOME BEAUTY.

**THE BOLD**  
Due to our mission to explore the world, we have a long history of exploration. The mission of our team is to explore the world, and we have a long history of exploration. The mission of our team is to explore the world, and we have a long history of exploration.

**ONDECK**

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

style file  
travel



# 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](#)

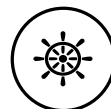




# publishing & events schedule

ISSUE	EDITORIAL FOCUS *	OUT IN	DISTRIBUTION AT BOAT SHOWS & EVENTS
SPRING	NEW YACHTS & SUPERYACHTS	15 MARCH	• MEDITERRANEAN YACHT SHOW, NAFPLION
POSIDONIA SUMMER SPECIAL 	CHARTER - SUMMER CRUISING BIG SPENDING	30 MAY	• SPETSES REGATTA & ANDROS SAILING RACE • <b>POSIDONIA 2026</b> • ADDITIONAL COPIES DISTRIBUTED ON THE DECKS OF PREMIUM CHARTER YACHTS • CANNES YACHTING FESTIVAL & MONACO YACHT SHOW
AUTUMN SPECIAL 	CANNES YACHTING FESTIVAL MONACO YACHT SHOW <b>OLYMPIC YACHT SHOW PREVIEW</b>	5 OCTOBER	• <b>OLYMPIC YACHT SHOW 2026 (by ONDECK EVENTS)</b> • ATHENS INTERNATIONAL BOAT SHOW • CEO CLUBS GREECE FORUM
WINTER	INTERIOR DESIGN LUXURY RESORTS AND DESTINATIONS	15 DECEMBER	• <b>BOOT DÜSSELDORF</b>

\* 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](http://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](http://WWW.SKIPPERONDECK.GR)

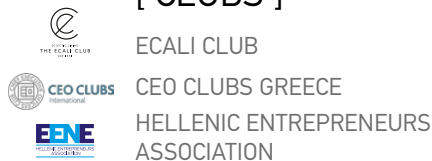




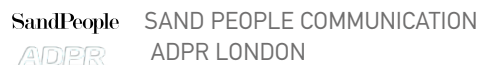
# network & partnerships

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 ]



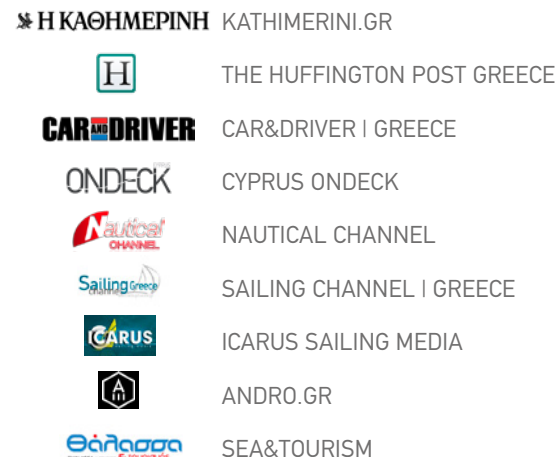
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## [ ASSOCIATIONS & MARINAS ]



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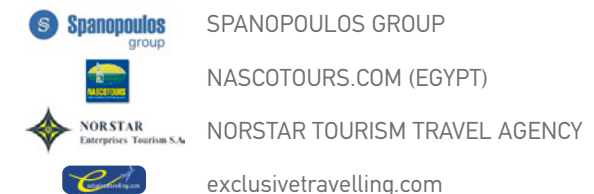
## [ YACHT CLUBS ]



## [ 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**

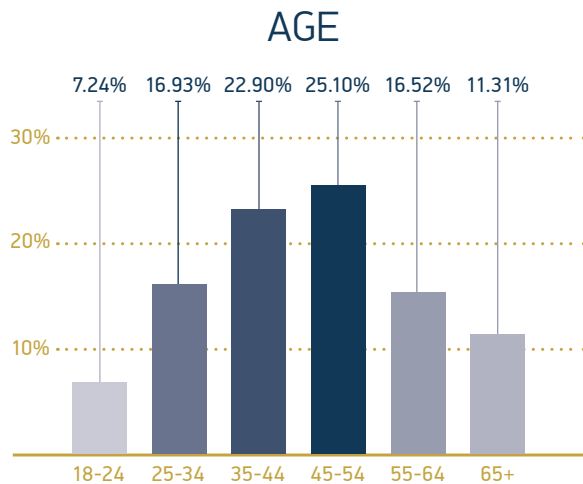
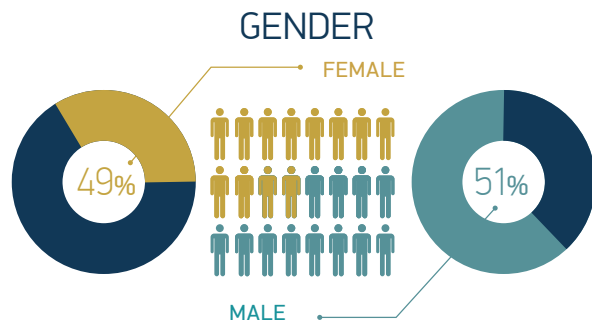


**FREQUENCY:** Once a Year  
Distribution via Flisvos  
Marina,  
**METHOD:** Premium Free  
Press, VIP list  
**PRINT RUN:** 10,000  
**LANGUAGE:** English



# 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](http://www.skipperondeck.gr)

### ARTICLES

17.800

### E-NEWSLETTERS

790

### UNIQUE VISITS

(sessions)

65,890

### PAGE VIEWS

645,729



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

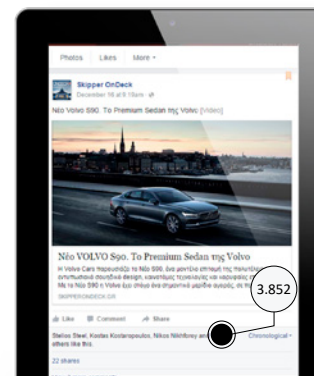
SUBSCRIBED USERS  
AND VALID E-MAIL ADDRESSES



## 3. SOCIAL MEDIA

25.200

FB & INSTAGRAM  
FOLLOWERS

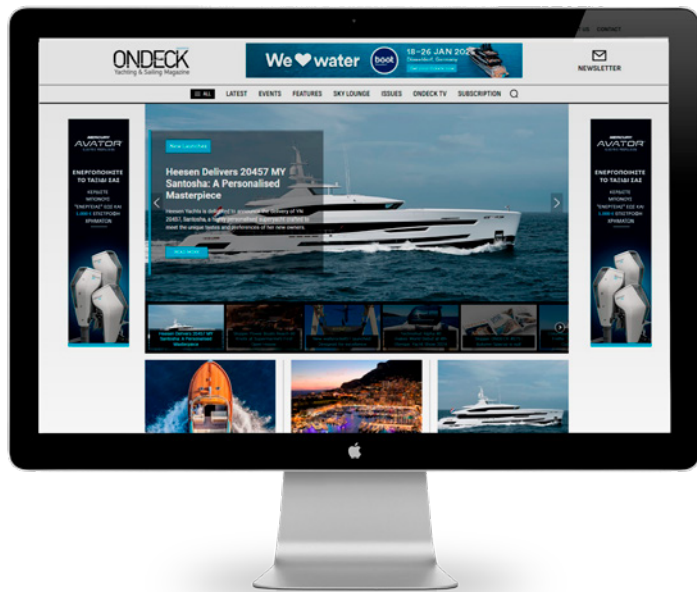


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- ondeck\_mag
- ONDECK Media
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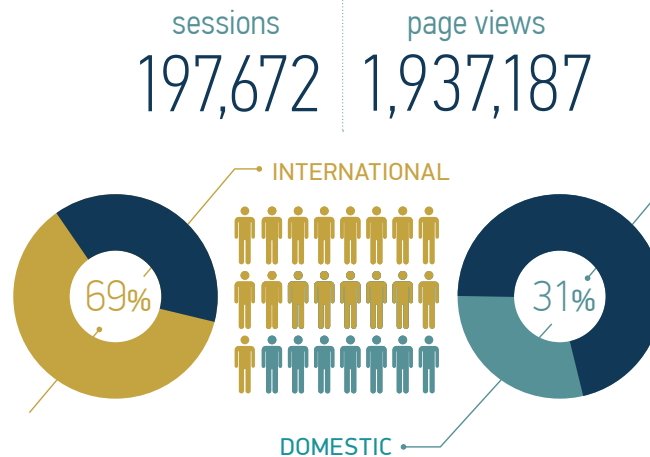
PROMO POSTS on FACEBOOK & INSTAGRAM



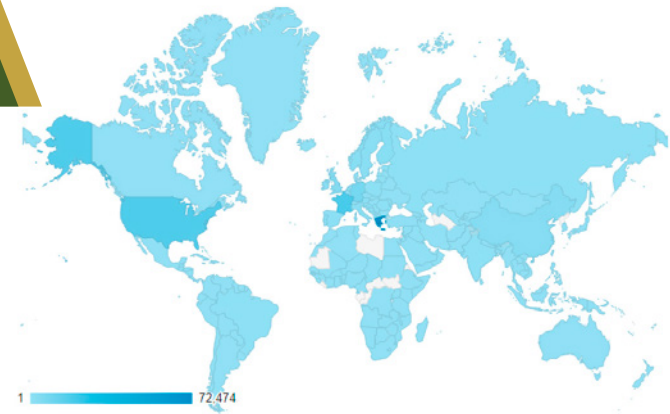
# ONDECK Digital



## \* GOOGLE ANALYTICS [www.skipperondeck.gr](http://www.skipperondeck.gr)



\* PERIOD SUMMER 2025 (JUN - JUL - AUG)

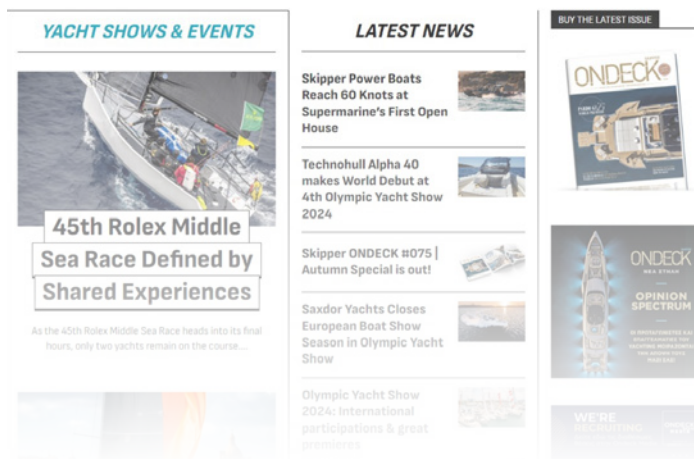
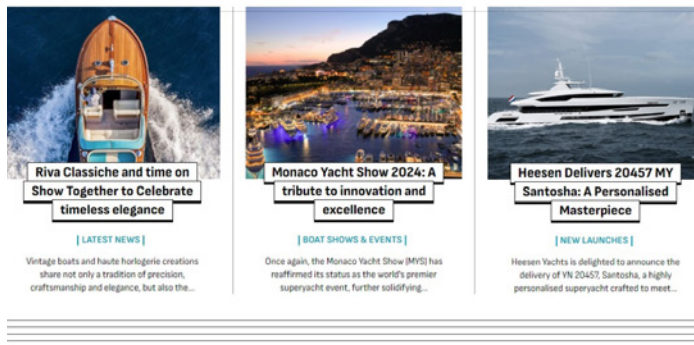


COUNTRY	USERS	% USERS
1. GREECE	42,471	30.76%
2. Netherlands	24,475	17.72%
3. United States	20,963	15.18%
4. Germany	19,411	14.06%
5. Austria	5,332	3.86%
6. Finland	4,030	2.92%
7. United Kingdom	3,682	2.67%
8. Italy	2,810	2.04%
9. France	1,729	1.25%
10. Ireland	1,512	1.09%

## 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

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%



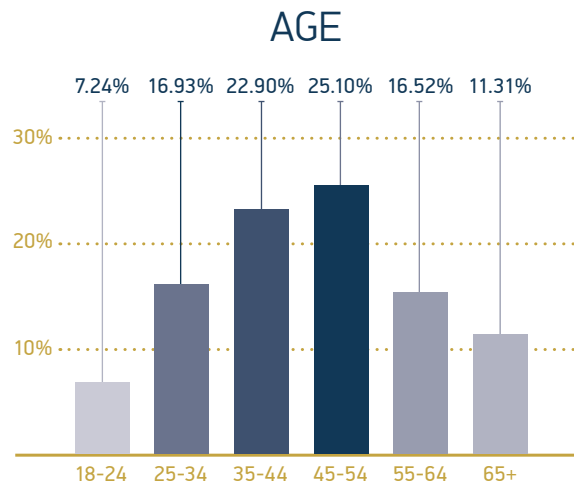
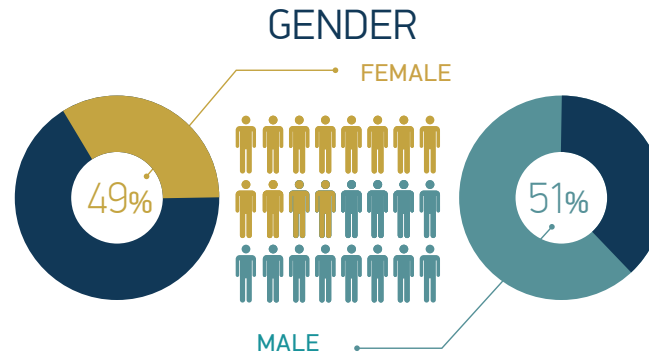
## \* GOOGLE ANALYTICS

[www.skipperondeck.gr](http://www.skipperondeck.gr)

\* PERIOD SUMMER 2025 (JUN - JUL - AUG)

SESSIONS **197,672** | PAGEVIEWS **1,937,187**

## DEMOGRAPHICS



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%
6. News & Politics/Avid News 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
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%

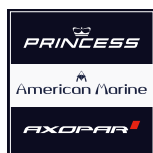




YACHTING PARTNERS

# key advertisers

LIFESTYLE



# 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%	-25%	-30%
Full Page Standard	2,400			
Full Page Premium	3,200			
Spread Double Page	3,600			
A' Ins. Cover Page	4,200			
Back Cover	5,200			

BESPOKE OPTIONS Bespoke marketing solutions are available on request.

## TERMS OF COOPERATION DISCOUNTS I 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.

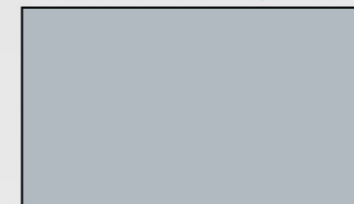
### BILLING INFORMATION

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**

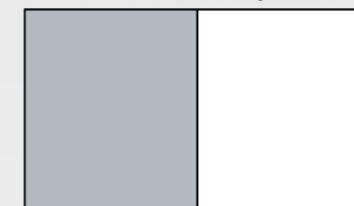
### Double Page

Print Area: Width 480mm x Height 325mm



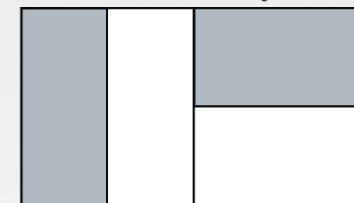
### Full Page

Print Area: Width 240mm x Height 325mm



### 1/2 horizontal

Print Area: Width 240mm x Height 160 mm

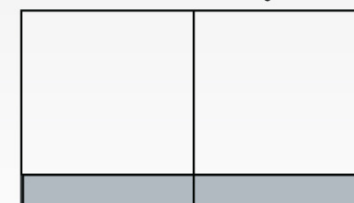


Print Area : Width 120mm x Height 325mm

### 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](mailto:office@skipperondeck.gr) | [www.skipperondeck.gr](http://www.skipperondeck.gr)

