



# YACHTING *Classique*

THE MAGAZINE OF  
**EXCEPTIONAL SAILING**

**MEDIAOBS**



## MEDIAOBS

is a communication ecosystem serving advertisers and their agencies that designs and develops comprehensive commercial solutions mixing advertising and all other forms of communication.

**MEDIAOBS** relies on the professionalism of its teams and on 5 commitments:

- > **Creativity** - capacity for innovation
- > **Agility** - responsiveness at the service of market players
- > **Collective Strength** - Motivated ambassadors enriched by the values of our brands
- > **Service and solutions** - optimization of media complementarities

**12** press families

**26** publishers

**57** media brands

**One of the most important independent agencies** acting on behalf of third parties.

**MEDIAOBS** is part of the SFA Group, owned by **Claude Perdriel**, an industrialist and media man.





# MEDIAOBS

12 families of media brands with strong personalities,  
influential, specific, landmarks in their universes

## BUSINESS

Challenges  
Régions Magazine

## INNOVATION

01 Net  
Sciences et Avenir  
La Recherche  
Pour la Science  
Cerveau et Psycho  
Futura

## CULTURE

Première  
Les Cahiers du Cinéma  
L'Écran Fantastique  
TroisCouleurs  
Lire  
Le Journal des Arts  
L'Œil  
L'Express Culture  
La Tribune Dimanche

## LIFESTYLE

Les Inrockuptibles  
Polka  
Edgar

## SOCIETY

Têtu  
So Good

## LUXURY

Voiles et Voiliers  
**Yachting Classique**  
La Revue des Montres  
Dreams  
Diapason  
Opéra Magazine

## HISTORY & PASSION HISTORY

L'Histoire  
Secrets d'Histoire  
L'Essor  
Militaria  
Raids  
Raids Aviation  
Charge Utile  
GBM  
SteelMasters  
WingMasters

## FOOD

Marmiton  
Régal  
Les Petits Plats de Laurent Mariotte  
laurentmariotte.com  
Saveurs  
Saveurs Green  
Saveurs Nutrition

## ESCAPE

Détours en France  
Enjoy ! by Transavia  
A/R Magazine  
Grands Reportages  
Trek  
AJT

## CITY GUIDES

Paris Vous Aime Magazine

## ART OF LIVING

Maison Créative  
Détente Jardin  
Silence ça Pousse !  
Esprit d'ici

## INVESTIGATION

Le Nouveau Détective  
Horoscope

**26**  
**PUBLISHERS**  
**WRITE**  
**THEIR HISTORY**  
**WITH US**



- **63%**  
men

- average of  
**54 ans**

- **High socio-professional categories**  
over-represented

- **13 million**  
boaters





### Practice of Pleasure Boating :

- **Shared ownership**

17% own 2 boats

(compared to 7.5% for the average of other owners)

- Their motivations

- **Communion with nature**

The act of sailing itself (**technical** pleasure)

**Discovery** (in relation to their vacation habits, outside of boating)

Spending quality time with friends, family

- Their choice of boats

**Technical criteria** related to navigation

**Comfort**

- Predominantly sail on **sailing boats** (79%)

- **91%** have been sailing for more than 20 years



### Theme

**Exceptional Sailing**

### Content

- Historical documents
- Reports
- Analyses
- High-quality exclusive photos

**Price** €8.50€

### Publication Quarterly

(march / june / september / november)

### Distribution

Available at newsstands, by subscription, and online

### Format

High-quality magazine

Directed by **Emmanuel Charras**

Square spine, size 230 mm x 300 mm





### Socio-economic profile and lifestyle :

- **Affluent male** target
- 50 years and older
- Residents of the **Ile de France** region
- Own a **second home**
- High **vacation** departure rate  
(8.1 departures compared to an average of 5.5)
- **Eco-citizen**
- **Hedonists**



- High rate of **magazine handling**  
Quarterly magazine
- **Premium** target  
Excellent affinity with brands (Core target: very high incomes top 2 = index 157;  
top 5 = index 136)
- **High circulation**  
30,000 copies  
5,000 subscribers in France\*  
**Special** Boat Show issue
- **Exclusive themes**
  - Emotion
  - Aesthetics
  - Technology
  - Lifestyle
- **Cost-effective**  
Cost Per Thousand (CPM)



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## THEY HAVE TRUSTED US

