

Yachting World

The world's most international yachting brand



MALE:	95%
AVERAGE AGE:	51
ABC1:	72%
CIRCULATION:	27,649

Passionate about sailing

The average reader has been **sailing for 21 years**

72% own a **boat**, average size 34 feet

On average have been involved in sailing for **21 years**

Spend **46 days** per year actively sailing

On average spend **£7,760 per year** sailing & maintaining their boat

Spend just over £2,000 per year **mooring their boat**

Average value of current boat is **£96,000**

49% intend to buy a new boat in the next few years and they intend to spend, on average, **£129,200** on that new boat

Enjoy the good things in life!

76% say they enjoy owning good **quality things** (all adults 74%)

69% enjoy splashing out on a meal in a **restaurant** (all adults 53%)

82% agree it is worth **paying extra** for quality products (all adults 71%)

Loyal readers

44% have their copy of Yachting World delivered to their home by their local newsagent

80% read every issue

The average reader has been reading Yachting World for nearly 12 years

Each issue is read, on average, for **3 hours 50 minutes**

Source: ABC JanDec08//Reader Surveys 06/ Premier TGI 2005

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