



T I D E

SAILING LIFESTYLE TRAVEL

MEDIA PLAN 2026



01 INTRODUCTION

A WAY OF LIFE. A LIFE OF ADVENTURE.

TIDE offers an authentic and sophisticated perspective; the chance to explore the shifts and changes at the very core of the sailing Superyacht world: the boats, the people, the experiences, the destinations – the many facets that entice so many individuals to pursue this alluring form of international exploration.

From the much beloved to the off-grid, it reveals the inside track on the most exquisite Superyacht stops across the globe, as well as recognises and celebrates the sense of kinship that exists between those drawn to this exciting lifestyle.

Providing a sought-after platform for the Superyacht

sailing community to share their stories, TIDE is also a space to hear more from the vanguard of the industry's designers and engineers on the cutting-edge technologies they apply – with a newfound emphasis on sustainability – to produce the most extraordinary vessels launched to date. These yachts traverse the oceans that connect us, exploring up-close the most miraculous natural wonders out there.

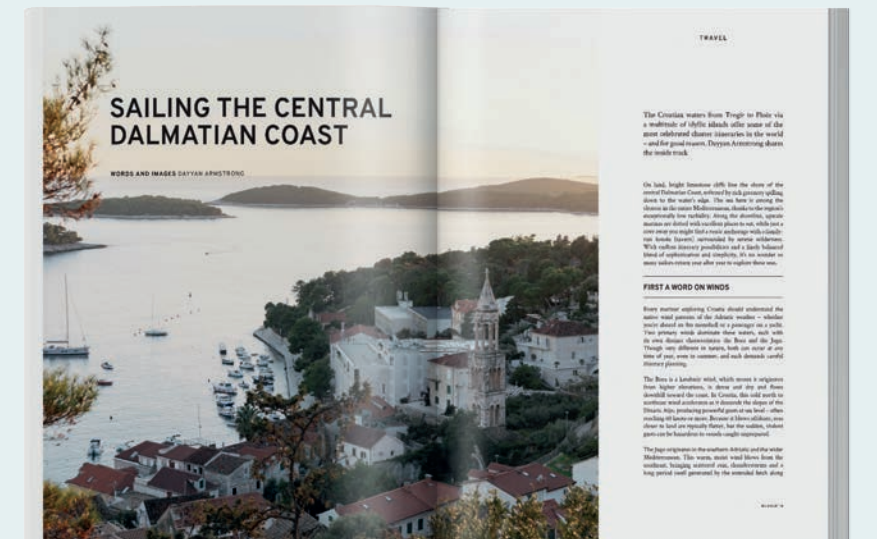
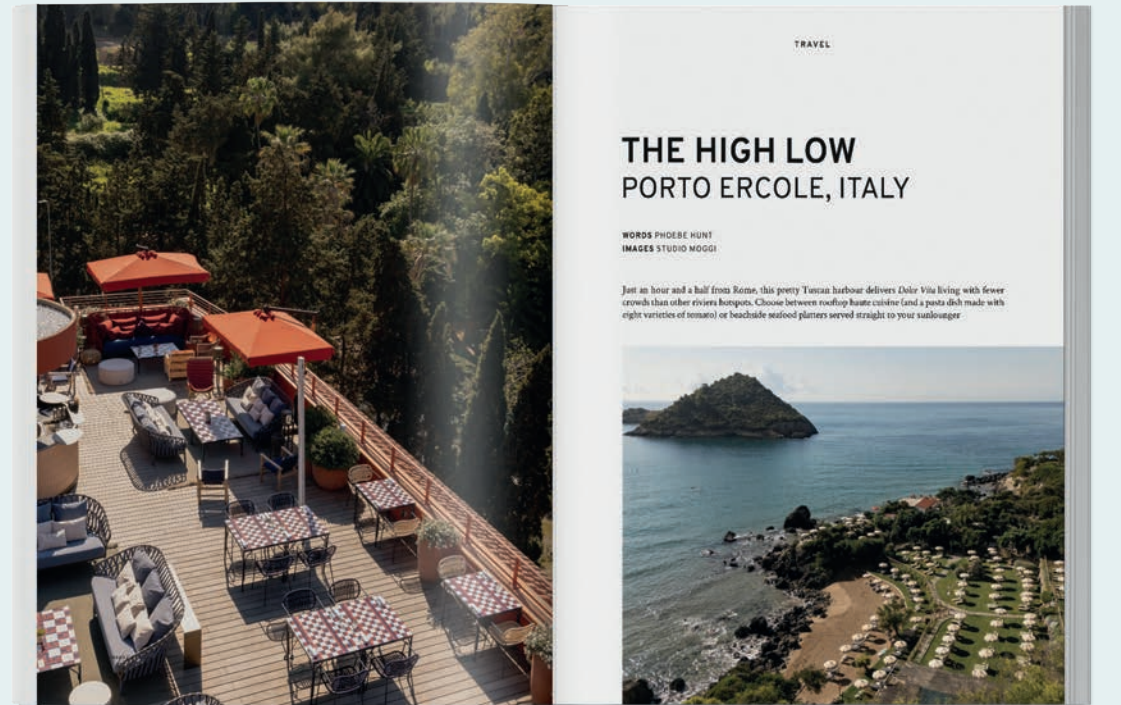
Through its high quality writing and exceptional photography, new and non-sailors are also given a true taste of the extraordinary lifestyle it embodies – the ultimate, beautiful and audacious escape.

IT COVERS ADVENTURE, TRAVEL,
DESIGN, THE ENVIRONMENT,
TECHNOLOGY, CULTURE
AND CUISINE

02 CONTENT

We work with writers, photographers and other key contributors from the Superyacht sailing community, as well as designers, branding and marketing teams at the top of their game in order to create smart, insightful and compelling content that speaks directly to our audience. Our editorial delivers unique stories informed through experience along with outstanding imagery from the very heart of the industry, combining to motivate the curiosity of the adventurer within every reader and forge a new passage in sailing media. Each issue contains editorial that addresses the social and environmental changes that are currently transforming the yacht industry, as well as the technologies and techniques that are propelling this drive toward greater sustainability in innovation.

We plan our editorial calendar around the ocean's sailing seasons, Superyacht regattas, launches and events, developing relevant content for the title. Additional travel and lifestyle features are also sourced from talented and respected writers and photographers in the field, ensuring that a gripping and all-encompassing narrative is created for our readers.



03 ABOUT

SAILING, LIFESTYLE AND TRAVEL

TIDE Magazine is published by a group of passionate sailors and curious travellers, writers and photographers, eager to share their wealth of knowledge from personal experiences, and to celebrate the camaraderie shared between those attracted to this unique, fast-paced lifestyle.

WITH ITS ATTRACTIVE CONTENT,
PHOTOGRAPHY AND DESIGN, WE
SEEK TO INSPIRE OUR AUDIENCE
TO EXPLORE AND ENJOY SAILING
AND THE WORLD TO ITS FULLEST.

The remarkable yachts, distinctive owners and talented crews all have stories to tell – we strive to celebrate and to memorialise these narratives for the many generations of adventurers to come.





04 THE AUDIENCE AND READERS

TIDE is consumed by a wide demographic including high-net-worth individuals, first-time and long-term yacht owners, professional sailors, captains and crew, plus a broader, general public – all of whom share a common love and passion for the ocean and seeing the best of the world, an intrepid spirit and an appreciation of sustainability, to protect this wonderful environment and ensure it endures.

05 DISTRIBUTION



TIDE Magazine distributes 10,000 copies circulated into high wealth areas, ports of call and sailing destinations and cities throughout Europe, the USA and the Pacific.

A strong subscription base targeting informed readers and new demographics. With an 85% content to 15% advertising ratio, 35 exclusive advertising positions targeting individuals on a global level.

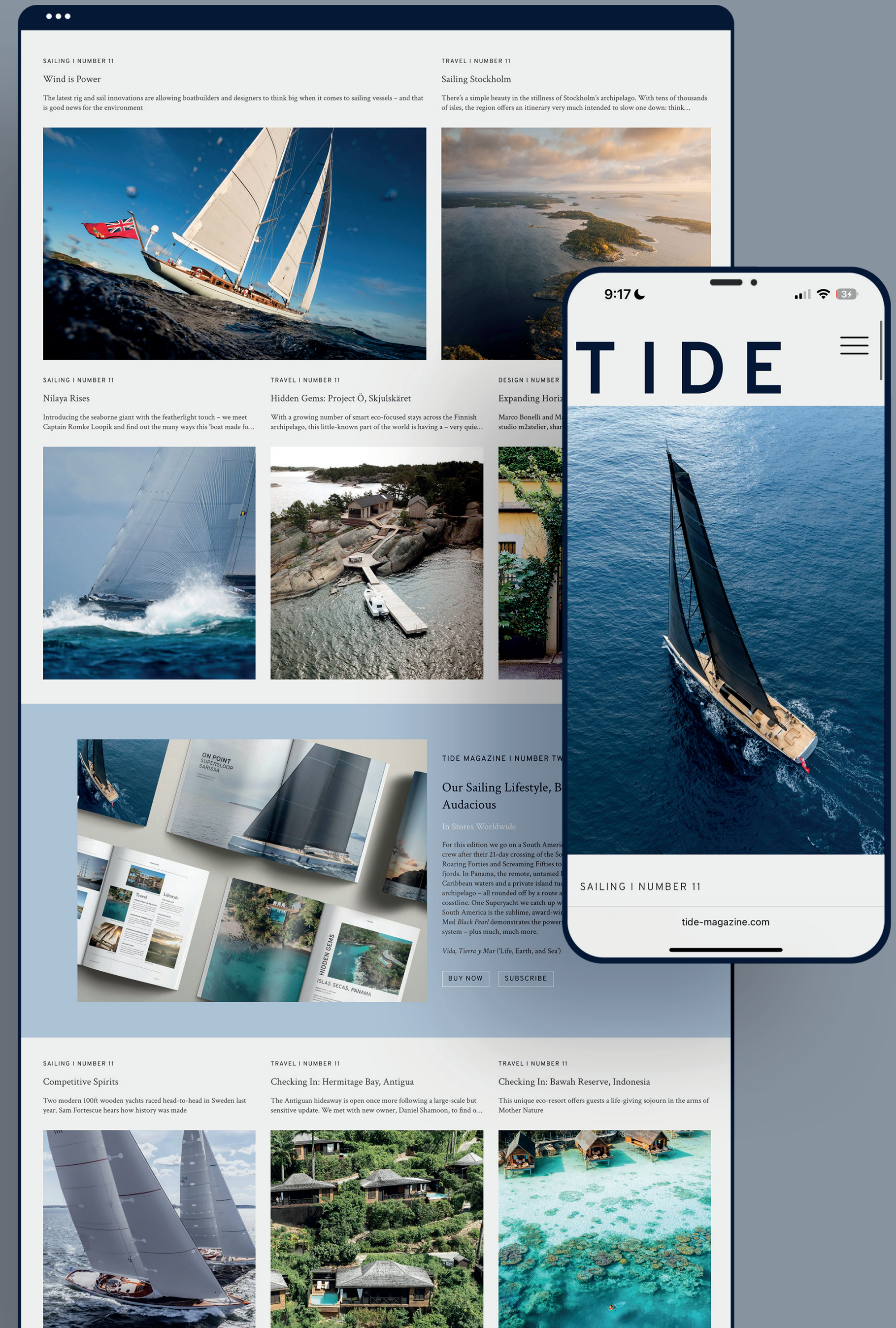
20% delivered directly into key businesses, marinas and yacht clubs; We create an active communication medium for our readers, leveraging environments, interactivity, and lifestyle relevance.

06 CREATIVE SOLUTIONS

DIGITAL & PRINT

TIDE provides high-net-worth readers with a medium that captures the excitement of the sailing lifestyles of the yachting community, while retaining a strong emphasis on travel, design, environment and sustainability, so as to also appeal to non-Superyacht owners who also love to experience the world and life to its fullest. With our broad readership comes a wealth of advertising opportunities and guaranteed exposure to a very affluent, well-travelled and experience seeking community.

We work with clients to create effective marketing campaigns, tailored to achieve your specific goals. Collaboration across print and digital media offers innovative ways to communicate your message to our engaged and informed audience. Managed by the magazine's creative team and editorial directors, TIDE Magazine offers multi-media and interactive solutions including advertising campaigns, film, contract publishing and events.



07 RATE CARD 2026

ISSUES PER YEAR 4 Bi-monthly issues per year		PUBLISHED IN ENGLISH 10,000 copies		MEDIA SCHEDULE & RATES		
DISTRIBUTION Europe/Caribbean/Pacific/USA7,500 Subscription2,000 Marketing500				NO	MONTH	ONSALE
				12	March	17 March
				13	July	14 July
				14	September	22 September
				15	December	15 December
PAPER STOCK Size 280mm x 215mm Portrait Cover 300 GSM Edixion Offset Pages 120 GSM 2pp Edixion Offset Pureprint - Sustainable in Print TIDE Magazine has partnered with Pureprint Group, a CarbonNeutral® company focusing on luxury titles. Their print communications are produced with FSC® certified paper from responsible sources. Pureprint's paper is Carbon Balanced with the World Land Trust, an international conservation charity, who offset carbon emissions through the preservation of high conservation land. 100% of our inks are vegetable oil based and 100% of the dry waste created during manufacturing is diverted from landfill. www.pureprint.com				ADVERTISING RATES		
				Single page	€ 5,200	£ 4,500
				Double page	€ 8,700	£ 7,500
 				PREMIUM PAGE POSITIONS		
				Inside Front Cover Double		50%
				2nd inside double page		30%
				3rd inside double page		20%
				Outside Back Cover Double		70%
				Inside Back Cover (Double or Single)		50%



08 MASTHEAD

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