

26

NORTH

R E P O R T

M E D I A K I T



INTRODUCTION

WELCOME TO THE 26 NORTH YACHTS MAGAZINE

This exclusive publication offers over 80 pages of original content for today's luxury consumer, covering the worlds of yachting, private aviation, fine watches and jewelry, travel, automobiles, spirits, and more. North Report is the type of bespoke magazine that readers proudly display on their yacht, their jet, or in their South Florida residence.

WHY ADVERTISE WITH US?

North Report magazine is geared towards affluent readers with a strong interest in luxury goods and experiences. With high-end editorial design, exclusive content, and a three-month coverage period, the magazine offers a level of depth and quality that invites repeated browsing, allowing advertisers to reach qualified, motivated consumers.



PRINT DEMOGRAPHIC

REACH A COVETED DEMOGRAPHIC

Today's luxury-minded readers don't want disposable content. They want a collectible keepsake worthy of display and repeated browsing, and that's exactly what North Report offers.

With quality writing, beautiful imagery, and highly relevant stories, the magazine is designed to captivate our core audience from cover to cover.

AVERAGE AGE

35+

AUDIENCE

26,000+



RATES & SPECIFICATIONS

PRINT RATES

STANDARD POSITION

Full page: \$2,500 (\$1,500 if buying 3+ ads*)

2 Page Interior Spread: \$4,500

Advertorial: \$5,000

*Inquire for other multi-issue package rates.

PREMIUM POSITION

Inside front cover spread: \$6,000

Inside back cover spread: \$5,500

Inside front cover: \$3,500

Inside back cover: \$3,500

Back cover \$4,000

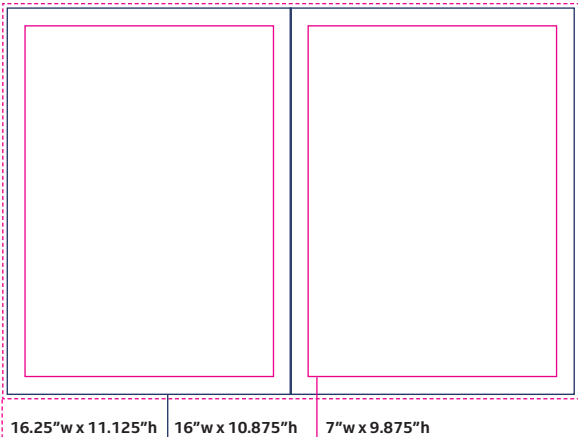
PRINT SPECIFICATIONS

FULL SPREAD AD

16" wide x 10.875" high, with .125" bleed all around.

All sensitive information must be within the safety zone of

7" wide x 9.875" high on each page.

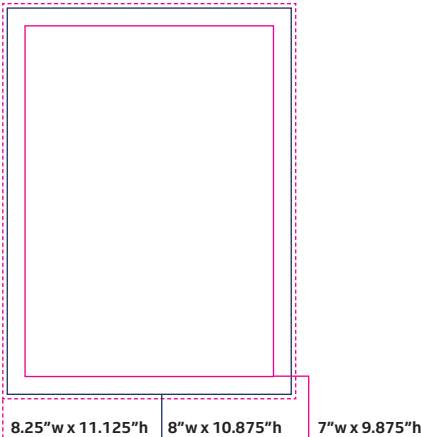


FULL PAGE AD

8" wide x 10.875" high, with .125" bleed all around.

All sensitive information must be within the safety zone of

7" wide x 9.875" high.



ADVERTORIAL

Full page Ad + 500 word article & one to three (1 to 3) High Resolution JPEGs (1600 x 1200px to 3200 x 2400px) to accompany the article.

PRINT CALENDAR

DEADLINES

**#7 FALL 2023 (AUGUST TO JANUARY):
LUXURY YACHTING (MEDITERRANEAN EDITION)**

Ad Deadline: **07/29/2023**

Distribution Date: **09/20/2023**

**#9 FALL 2024 (AUGUST TO JANUARY):
LUXURY YACHTING (CARIBBEAN EDITION)**

Ad Deadline: **07/29/2024**

Distribution Date: **09/20/2024**

**#8 SPRING 2024 (FEBRUARY TO JULY):
ADVENTURE**

Ad Deadline: **12/18/2023**

Distribution Date: **02/05/2024**

**#10 SPRING 2025 (FEBRUARY TO JULY):
TOYS, TECH & TENDERS**

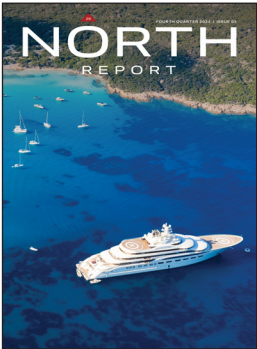
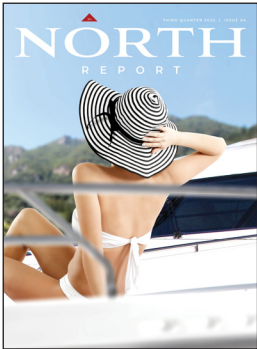
Ad Deadline: **12/16/2024**

Distribution Date: **02/03/2025**



NORTH REPORT MAGAZINE

OUR EDITORIAL PLAN FOR THE YEAR AHEAD



ISSUE	THEMES	EVENTS	AD DEADLINE	DISTRIBUTED
#7 FALL 2023	Luxury Yachting (Mediterranean Edition)	Newport Boat Show (September) Fort Lauderdale Boat Show (October)	07/29/2023	09/20/2023
#8 SPRING 2024	Adventure	Miami Boat Show (February) Palm Beach Boat Show (March)	12/18/2023	02/05/2024
#9 FALL 2024	Luxury Yachting (Caribbean Edition)	Newport Boat Show (September) Fort Lauderdale Boat Show (October)	07/29/2024	09/20/2024
#10 SPRING 2025	Toys, Tech & Tenders	Miami Boat Show (February) Palm Beach Boat Show (March)	12/16/2024	02/03/2025

PRINT RUN: 3,500

DISTRIBUTION & DEMOGRAPHICS

DISTRIBUTION & CIRCULATION

North Report is distributed by mail to thousands of high-end yacht owners from Miami to Palm Beach, as well as Rhode Island. Print copies are also available at all of South Florida's major international boat shows. A digital edition is sent to the 26 North

Yachts global network, which includes thousands of connected, powerful, and high-net-worth individuals. The digital edition is hosted on the all-new 26NorthYachts.com and is regularly promoted through email and social media.

PRINT

3,500

READERSHIP

26,530

DIGITAL DEMOGRAPHICS

MALE / FEMALE %

76% / 24%

AGES 18-34

27%

AGES 35-44

14%

AGES 45-64

43%

AGES 65+

16%

UNIQUE VISITORS/MONTH

12,628

SOCIAL FOLLOWERS

13,908

CONTACT

Publisher: 26 North

For advertising information please email: info@26northyachts.com or call: +1.954.900.9988