

2023/24
Media Kit
V24.1

YACHT-LOG

Magazin für Wassersport, Touristik und Lifestyle

Wieshoff
Verlag
ISSN 2196-2758



Editorial



Dear Reader,
Thank you sincerely for your interest in Yacht-Log!
To the best of my knowledge, Yacht-Log is the only magazine of its kind that's published exclusively in digital format in both German and English.

Access from over 100 countries confirms the global interest in a magazine of this nature.

We've observed continuously growing subscriber numbers, almost 18,000 pageviews—with nearly 1,900 in just one day. On certain occasions, our posts on Facebook have reached over 14,000 individuals, and our announcements on social media networks have had more than 100,000 engagements. It's truly exhilarating to watch Yacht-Log grow!

In 2020 we've entirely revamped our concept. We no longer offer a paid version, opting instead to make the magazine more accessible. Yacht-Log now is always available for free download! We also have now abandoned the division in two languages to a loosely mixed in German and English. We are convinced that this will make reading easier and more exciting!

Moreover, we offer attractive advertising opportunities, direct linking of ads to websites, and annual advertising packages at a cost sometimes lower than a single ad in other magazines. In short, Yacht-Log is the perfect medium for your advertisement!

Please contact me directly if you have any questions:
juergen@yacht-log.eu

Warm regards,

Jurgen Wieshoff
Editor-in-Chief and Publisher

Imprint:

Yacht-Log is a publication of Wieshoff Verlag

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Advertising Rate Card 2023/24 Version 24.1 as of 19.09.2023

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Picture/source reference (page/source): Baltic: 2, 8, Porto Montenegro: 9, 10

YACHT-LOG: international & digital Yacht-Magazine



Since 2012, Yacht-Log has been reporting on the world of yachting and combining it with related topics from the fields of tourism and lifestyle. Depending on demand, the

magazine will also cover a variety of topics related to everything that is fun in life: special watches, art, events and much more. The magazine's editor-in-chief is an experienced skipper, a travel journalist of many years' standing and the author of several specialist books, including travel guides to destinations around the world, as well as the editor of several other magazines.

- Well-written stories, beautiful photography and an exciting layout take the reader into the breathtaking world of watersports
- The latest news from the world of watersports
- Travel features and tourist recommendations
- Maritime lifestyle news
- Articles and press releases in English and German
- Optimised for tablets and mobile devices

Electronic media has become the standard and is now on a par with, or even surpassing, print editions around the world. However, many media, especially magazines, have an old-fashioned layout and the PDF versions are still based on the print edition. Websites, blogs and especially social media have become much faster, providing as much information as possible in as little time as possible.

Yacht-Log is different.

Yacht-Log is not a blog or an online magazine, but much more.

Yacht-Log is a high quality glossy magazine optimised for digital delivery. A specially designed layout and clear text and image language ensure optimal readability on mobile phones, tablets and PCs; high-resolution images even allow high-quality viewing on 4K monitors.

This is only possible due to the special concept of Yacht-Log: the aim is not to make every piece of information available for download as quickly as possible at any time, but, as with a monthly magazine, the aim is relaxed reading at a time chosen by the reader.

This not only gives the reader the relaxed peace and time to read, it also gives us as the magazine's designers the opportunity to lovingly design details. Due to the purely digital edition, we are also subject to almost no space restrictions, and then sometimes a picture can bring more, if it is simply beautiful, or report on backgrounds for which there is normally no space.

That is why Yacht-Log is available for download free of charge: download it once, and read it as a saved file on your device at any time in high quality.



Language version

Initially, Yacht-Log was split into a German-language section and an international English-language section. This meant that topics such as new boat launches or event reports were always available twice. Increasing downloads from other countries, especially the USA, and a stronger internationalisation led us to change our concept in 2020.

As our German-speaking readers are also becoming increasingly international, we have now abandoned this strict division and from now on articles will always appear in their respective subject area, loosely mixed in German and English. We are convinced that this will make reading easier and more exciting!



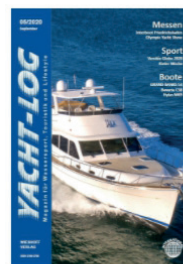
Set sail towards the digital harbor of www.Yacht-Log.eu, where a bounty of Yacht Logs await the curious navigator. With a simple, complimentary anchorage in the form of registration, a sea of versions is ready to be explored, each calibrated for diverse viewing harbors. The fleet comprises a standard version charted at a clear 150 dpi, a lightweight version streamlined for mobile downloads at 96 dpi, and a high-seas version navigating through pristine image waters at 300 dpi.

On the near horizon, the website is charting a course to unveil a treasure trove of Yacht-Log archives, ensuring smooth sailing for those seeking to delve into past issues.

Anchored firmly in the haven of top-notch security standards, www.Yacht-Log.eu is vigilantly scanned with the dawn of each day for any lurking viruses and malware, assuring a safe and seamless voyage through the download seas at all times. The trusted compass of the SiteLockSecure seal further navigates the realm of safety, endorsing a secure haven for all maritime explorers. Drop anchor at www.Yacht-Log.eu, register your crew, and embark on a voyage through the rich logbooks of nautical adventures awaiting your discovery.

[www.Facebook.com/YachtLog](https://www.facebook.com/YachtLog)

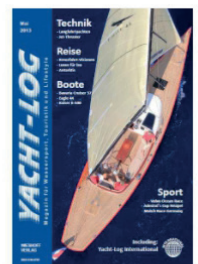
[www.Instagram.com/YachtLog](https://www.instagram.com/YachtLog)



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Kostenloser Download der aktuellen Ausgabe



Mediadaten 2020/21
Mediadaten, Anzeigenpreise, Kooperationsmöglichkeiten, und Informationen zu unserem Magazin



Archiv
Kostenloser Download aller älteren Ausgaben



Media Facts

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Frequency of publication:

Bimonthly (6 issues a year)

Terms of payment:

upon receipt of invoice

Details of printing

Size of magazine 200 x 280 mm

Type area 180 x 260 mm

Column size 87 mm

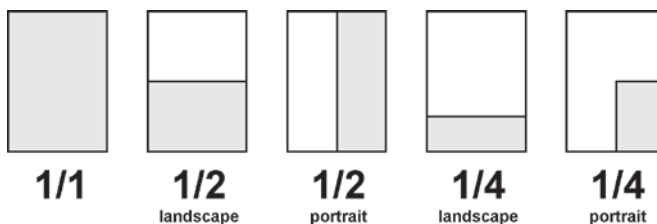
Format: PDF

Data delivery: JPG/TIF min. 300 dpi

Data delivery by E-Mail to:

sales@yacht-log.eu

FTP-Transfer on request



Dimensions and rates

Format Size	Price
1/1	200 x 280 mm € 890,00
1/2 landscape	200 x 135 mm € 490,00
1/2 portrait	100 x 280 mm € 490,00
1/4 landscape	200 x 75 mm € 299,00
1/4 portrait	100 x 140 mm € 290,00

Special Positions:

Second page	+ 25 %
Third page.....	+ 10 %

Frequency discount

2 issues	5 %
4 issues	10 %
6 issues	15 %
8 issues	20 %

Volume discount:

3 pages	10 %
6 pages	15 %
9 pages	20 %
12 pages	25 %

All prices plus VAT

Agency commission 15 %.

Services included

Direct linking

Advertisements are provided directly with a link. This ensures fast and direct communication: the reader gets his further information immediately, without first having to awkwardly open the browser and type in addresses, and the advertiser can link directly to the advertised product or service. Using a selected landing page makes traffic measurements very easy, and give direct results about the success of the campaign.

In addition, individual areas of the ad can be assigned to different links, e.g. the product photo to the online store, the address to the website and the Facebook logo to the company page on Facebook. We will be happy to advise you on how to best design your ad.

Specimen copies

Upon request, each advertiser will receive a PDF copy of the ad issue with their name, company logo and ad/article reference on the cover page to pass on to their customers/partners. For example: if you as a dealer start a promotion for a special product of a selected manufacturer you can easily proof your efforts.

Sponsoring

Sponsoring provides the opportunity to accompany an issue as a media partner. This can include an editorial report such as an extensive company portrait (8-10 pages) as well as the design of the cover page and a full-page advertisement. Furthermore, it is possible to support a specific section, e.g. individual technical areas, charter, travel focus etc., details and prices on request.

Shows & Conferences Extra (Exhibitors)

If your company exhibits at a show we are covering in the magazine we would be very happy to not only place the advert accordingly, but also link it directly to the exhibitor list of the show. If we do have a partner agreement with the show we offer special discounts for advertising.

Shows & Conferences Extra (Hosts) Media Partnership

If you as a host of a show or conference are interested in a media partnership, we are able to promote the show in our yearly calendar, cover it with pre- and after-reporting, live coverage from the event, full media coverage and discounts for your exhibitors, and a lot more. Please contact us for more information:
sales@CLEAN-ENERGY-Magazine.com
Everything is possible.



Distribution „YACHT-LOG

„Yacht-Log“ is sent to registered subscribers. Furthermore, it is sent to almost all companies active in the field of water sports in Europe (approx. 1300) and internationally (approx. 500). In many water sports relevant forums on social networks, the Yacht-Log is advertised and the availability of the respective new issue is pointed out; in total, a potential readership of more than 100,000 readers. In keeping with its international orientation, Yacht-Log is bilingual and publishes articles in both German and English. The retrievals (according to website statistics) come from 100 (!) countries by now. The layout of the magazine is designed as a classic illustrated magazine, but with modern elements and optimised for mobile devices, and therefore appeals to readers of all ages.

Keyword content marketing

Yet another new term for something old? Not at all! Current studies show: Advertising alone is no longer a sufficient means to win customers. According to the survey „Reader's Digest European Trusted Brands, 81 percent of Europeans do not trust advertising. In Germany, it is even 88 percent who are suspicious of classic advertising. In short, customers are simply fed up with being inundated with advertising on all channels.

Content marketing means: media content such as texts, pictures or videos instead of advertising. Unlike advertising, content marketing aims to convince people of an offer through informative and advisory information. The content marketing approach is therefore: in-depth information instead of superficial advertising, exciting stories instead of monosyllabic phrases, dialogue instead of monologue. Content marketing wins and retains customers in the long term. It is precisely this form of information that takes place in magazines in general and in Yacht-Log in particular: Well-written stories, beautiful photographs and an exciting layout possess an added value that appeals to the emotional level. And the emotional level ultimately forms an extremely important part of the communication with the customer.

E-magazines - death of paper?

Since the beginning of electronic publishing many years ago, the demise of print has been predicted. What a hype there was at that time at the meeting place of the industry, the Book Fair in Frankfurt, and how many publishing houses were „doomed“! Today, some 20 years later, one has to conclude that books and magazines continue to exist unchanged.

Certainly, some things and the market have changed, and especially publishing houses that couldn't adapt to the new circumstances have disappeared from the market, but the dead simply live longer;-)

Many people simply appreciate the haptic experience of a book or magazine, and that will only change very slowly. The well-known magazines in Germany on the subject of water sports are established and read with pleasure, and good journalism simply has its price. But it is nevertheless a fact that the rise of electronic media is unstoppable. Even in kindergarten, the first smartphones appear, and teachers at grammar schools complain because pupils no longer learn the answers to their questions, but secretly Google them under the table.

So why shouldn't an electronic alternative be possible in parallel with the existing media? The world of information has also changed, the information available has increased many times over, and many people simply read the latest news in between. Added to this is the increased emergence and ease of use of „electronic readers“. Every current smartphone can be used in this form, tablets are increasingly replacing the classic computer and notebook, and e-book readers such as Amazon's Kindle are being massively launched on the market.

So what could be more natural than to launch a magazine that adapts to these changed conditions? The idea of offering content online in addition to the print version exists at many publishing houses. But only a few have managed to make this content financially profitable; for many people, paying for content contradicts the „idea of freedom“ of the internet. In addition, there is the problem that constant contact with the internet is not yet the norm, certainly not when travelling abroad.

So what could be more obvious than to use the advantages of the digital medium and eliminate the disadvantages? The digital magazine offers one way to do this: presented like a classic print magazine, it is always available once loaded onto the device, and when online, it offers the corresponding options such as link connections, etc.



This has many advantages:

Contact

The ads in Yacht-Log are directly linked; the reader clicks on the ad and is already on your homepage. No browser call, no typing in of an address, directly to your virtual front door. This shows the customer how valuable he is to you.

Feedback

Linking the ad in combination with a landing page (a special page on which the visitor then lands), gives you the opportunity to point directly to a specific offer. In addition, this allows a direct evaluation of how many customers have reacted to the ad and how.

Promotion

If you are represented in the Yacht-Log with an article or an advertisement, we will provide you with a special edition of the Yacht-Log on request, in which your company logo is shown directly on the title page with a reference to the corresponding page. You can then send this „specimen copy“ to your customers and draw attention to your products in a neutral environment. Or you can use it to show your suppliers/trading partners how active you are.

Cross-platform

Thanks to the PDF standard, Yacht-Log is available on all electronic devices, from computers to laptops, tablets, smartphones and e-book readers.

Downloaded online, read offline

Yacht-Log does not need an online connection to be read. Once loaded onto the device, you can read anywhere: at home, on the train, on the road, in between, and of course on the yacht.

This is a sample for a full text page

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Words: 398
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(including spaces)