

# VELA

IL GIORNALE DELLA

is

Magazine



Tablet and smartphone



Website



Social



Top Yacht Design



Newsletter



VELAFestival



Nauticplace



Sea Master



Top Boat Market



# Magazine



Il Giornale della Vela reached an average of of **22.000\*** copies sold for each issue in 2016 (**12.500** copies from news agents and **2.500** downloads from tablets and **7.000** subscriptions from magazines on paper and tablet/smartphones). There is an average number of readers of **130.000** for each copy released. According to these figures , Il Giornale della Vela has become a land mark among the sailing and the sea lovers. Hence, Il Giornale della Vela is the most widespread sailing and nautical magazine in Italy at the moment by printing an average of **30.000\*** copies of paper editions.

# Tablet and smartphone



Il Giornale della Vela is available also on digital formats such as Apple and Android. In 2016 Il Giornale della Vela apps (magazine and digital library) reached **60.000\*** downloads, revealing a significant increase towards the last year. In addition, the digital subscriptions has doubled since 2015 (only taking into consideration Apple) by counting an average of **2.500\*** subscriptions.

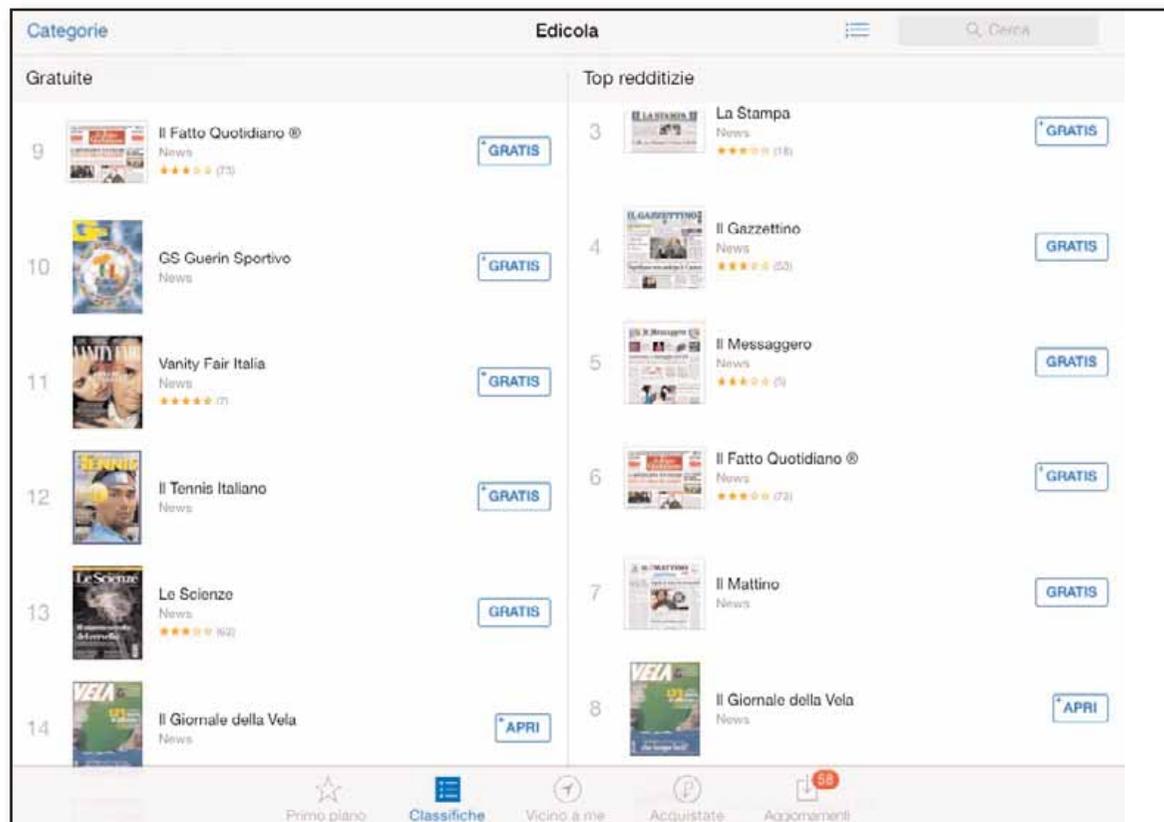


Apple chose Il Giornale della Vela app for the TV advertising of the launch of the iPad 3 in Italy. There are 3 different sections at the moment :

- **Il Giornale della Vela** monthly paper edition.
- **Books and handbooks:** 35 publications including all books, handbooks and guides of Panama Publishing Company.
- **Mediterranean guides:** 37 guides of the Mediterranean Sea for cruising and visiting the land.

# Tablet and smartphone

Il Giornale della Vela is surely one of the most downloaded magazines on the iOS platform. It boasts the leadership among the other nautical magazines and it is ranked in the first ten positions in comparison with the national press and media.



Left. In the daily Apple Ranking list Il Giornale della Vela app is in the first ten positions.

# Website



Il Giornale della Vela website is the most visited website among all the sailing and nautical followers by counting up to **6.214\*** users who visit us every day (data from avril 2016). Our website provides not only nautical news but also useful informations such as boats profiles, charter, new and second hand boats occasions. Therefore, Il Giornale della Vela website has become leader within the nautical websites sphere by reaching a high number of monthly visit such as **186.444\*** (data from avril 2016). The number of unique visitors each month is **71.000\*** (data from avril 2016).

# Newsletter - DEM



Our selected mailing list can reach out over **40.000** addresses. We send them our newsletters including all the latest news from our website twice a week. Additionally, we can also provide **customised newsletters (DEM)** according to our business partners' special needs.

# Social network



**Facebook.** We have **39.427\*** friends who regularly get in touch with our page and group. The average views for each post is **45.000**.



**Instagram.** We have **4.430\*** followers every day. Our contests "Crociera Gdv" have registered over 7.500 photos that were sent to us from our followers.



**Twitter.** With over **3.338\*** followers our profile enhances the visibility of our publishings both online and on the other social networks.



**YouTube.** Interviews, boats tests, background materials and boat races. This is what you can find in our playlists which attract an average of **20.000\*** views every month.

# VELAFestival



The VELAFestival is considered to be the first real event in Italy which is entirely focused on the sailing world. It finally brings together all the true sailing lovers outside the magazine's context. **The fourth edition** occurred in Santa Margherita Ligure from the 5th to the 8th of May 2016. There were an average of **15.000** entrances over these four days of the event. Furthermore, there were **296.212** users who visited our website [www.velafestival.com](http://www.velafestival.com) and the other web pages related to the event on [www.giornaledellavela.com](http://www.giornaledellavela.com). VELAFestival sent **670.000** newsletter to **50.000** addresses.

More than **200** boats from 2 to 35 meters docked at VELAFestival. VELAFestival is not just about viewing boats, but it is also a place where the sailing lovers can meet the greatest Italian sailors and participate to water and land activities such as "**The Sailor of the Year**".

We held the third edition of the **VELAFestival CUP** which is a sailing competition where all types of boats can participate and we counted up to **206 boats** on the starting line.

The first four editions of the **VELAFestival** were sponsored by the renowned watch brand **TAG Heuer** belonging to the LVHM group.

# Nauticplace



A brand new service for all the people with a strong interest in the sailing world was created in 2012. To be more specific, Nauticplace is the biggest Italian online nautical shop.

**www.nauticplace.com** boasts of **5,344\*** active clients and provides a catalog of almost **10.000** products. This is the ideal place where to find all you need to equip your boat, including not only accessories, safety and electronic products but also technical clothing and gifts. Our safety system allows you to purchase the items you wish and to have them easily delivered to your house or to your dock.

# Sea Master



It was created in 2011 in order to enhance the sailing knowledge of all our users. It is the first Italian sailing master class held by professional instructors. The course mainly focuses on teaching all the key skills and technics to become a confident and experienced sailor.

The Sea Master courses adopted an anglo-Saxon approach based on the problem solving method in order to be practical and easy to apply to the real situations.

The courses' main commitment is to teach our participants not only to a **short-handed sailing** but also to **ocean going cruising**. In addition, our instructors can provide **tailor made lessons on our clients' actual boats** according to their needs.

Sea Master has organised **250** courses for over **1.300** participant since 2011.

# Ads/Yacht charter/Superyacht

In 2016 Giornale della Vela's team has created two new websites linked to giornaledellavela.com but independent at the same time with the purpose to increase online audience.



Topboatmarket.com new website is dedicated to the entire world of yachting ads. It is linked and promoted over Giornale della Vela, market leader magazine, in its paper and digital version. In a short time topboatmarket.com has already reached hundred of used and secondhand boat and remarkable results in terms of page views.



giornaledellavela.com/noleggio-barche/ is a new comparison website that allows people to find the best offer to rent a sailing boat with or without skipper. A new service for our readers and users of Giornale della Vela Galaxy. This new duty presents hundred of offers for every month of the year all around the world.

*Top* Yacht  
Design

Top Tacht Design is both a three-monthly magazine and a website dedicated to the superyacht world. The magazine is distributed in 32 country all over the world. The website has a constant updating and a weekly newsletter that is sent to a selected mailing list. Magazine and website are in italian and english.

IL GIORNALE DELLA  
**VELA**

is

**296.000\* MONTHLY UNIQUE VISITORS**

Source: Editor's statement, Google Analytics, Facebook Insight.

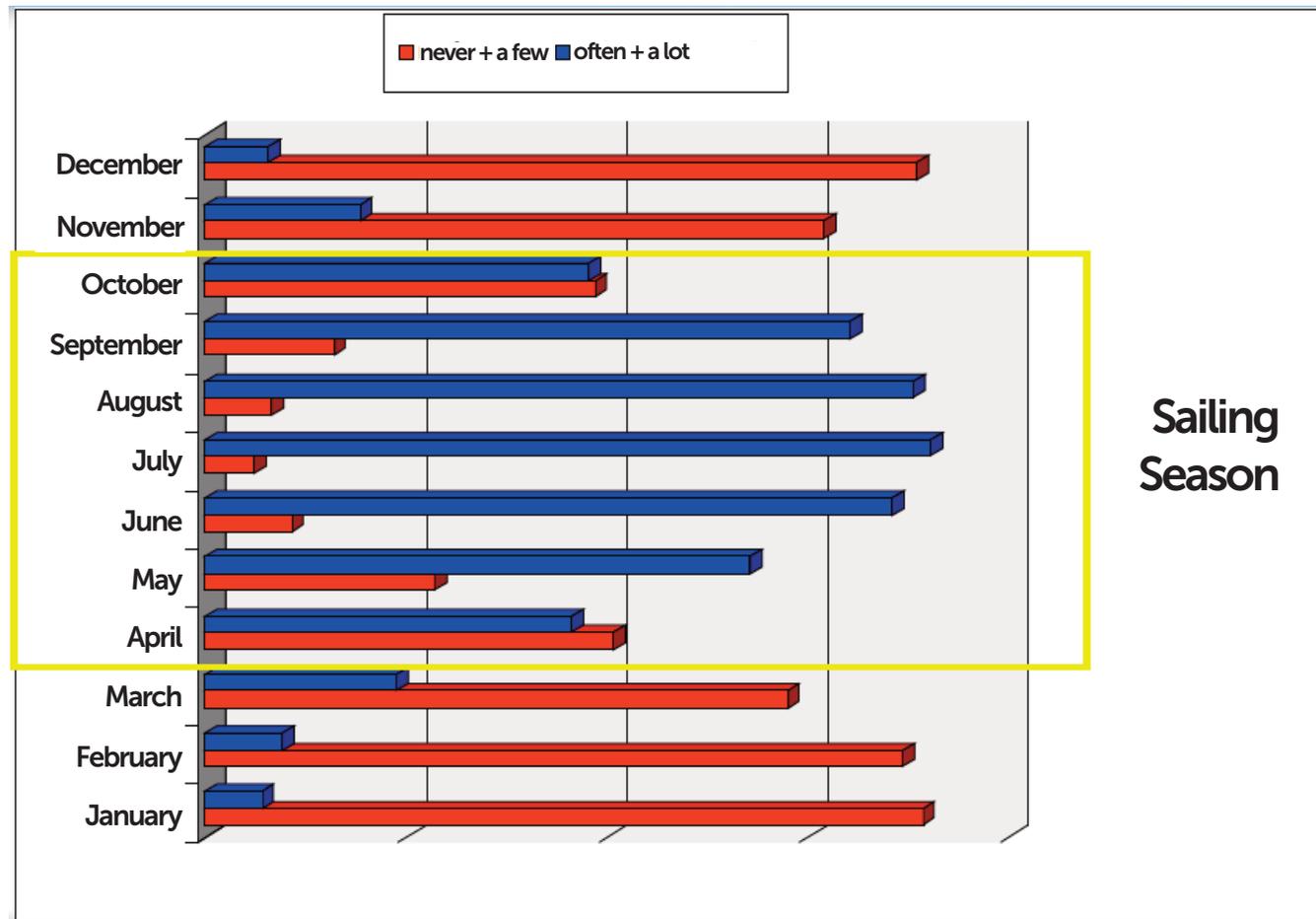
# Il Giornale della Vela's readers\*



<b>Sex</b>	male	74%
	female	26%
<b>Age</b>	< 24 years old	5,3%
	25-34	14,7%
	35-44	22,6%
	45-54	30,1%
	55-64	21,6%
	> 64	5,7%
<b>Education</b>	graduates	31%
	high school degree	53%
<b>Social and economic status</b>	high	18%
	medium-high	39%
<b>Profession</b>	business man	42,1%
	manager	
	free-lance	

\* 2013 research through a questionnaire on 700 readers/subscribers

# When Il Giornale della Vela's readers go sailing during the year\*



\* 2013 research through a questionnaire on 700 readers/subscribers

# giornaledellavela.com users\*



<b>Sex</b>	male	69%
	female	31%
<b>Age</b>	25-34	16%
	35-44	49%
<b>Education</b>	graduates	38%
	high school degree	51%
<b>Social and economic status</b>	high	15%
	medium-high	33%
<b>Profession</b>	business man	34,1%
	manager	
	free-lance.	