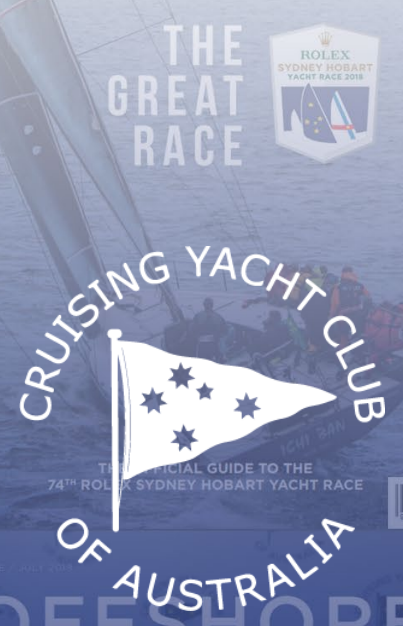


# OFFSHORE

The magazine of the Cruising Yacht Club of Australia

## MEDIA KIT



TONY CABLE | LISA BLAIR | DAVID KELLETT

THE OFFICIAL GUIDE TO THE 74TH ROLEX SYDNEY HOBART YACHT RACE

75TH BIRTHDAY | OUR NEW CEO | WENDY TUCK

JANEY TRELAVEN | YACHTSPERSON OF THE YEAR | THOMAS QUICK

GOLDEN FORTUNES | OLYMPIC ASPIRATIONS | SHANE KEARNS

LOOKING SHARP | WINTER WONDER | SHIP SHAPE

JPK PACIFIC | HOBART HEROES | YOUNG STARS

ENTRIES OPEN! | CLEAN & GREEN | FROM THE ARCHIVES

THE 2019 ROLEX SYDNEY HOBART YACHT RACE - MARKING AN HISTORIC MILESTONE







## BACKGROUND

Offshore is the official publication of the Cruising Yacht Club of Australia, home of the world-famous Rolex Sydney Hobart Yacht Race.

Offshore, which has told the story of the CYCA since June 1971, covers all the on- and off-water adventures of Australia's biggest sailing events and personalities.

The magazine is produced every three months (quarterly) and is delivered directly to Members' mailboxes in Australia and around the world.

Offshore is also available in the CYCA Clubhouse, at reception and viewable on the CYCA website 24/7, along with a full archive of past editions.

Offshore is the perfect way for brands and businesses to connect with CYCA Members.



## CYCA MEMBERS

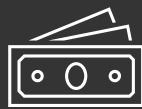
Nestled on the foreshore of Rushcutters Bay, on the spectacular Sydney Harbour, the Cruising Yacht Club of Australia is the Club of choice for the Australian sailing community.

Home of the Rolex Sydney Hobart Yacht Race since its inception in 1944, the Cruising Yacht Club of Australia has enjoyed its position at the forefront of global sport.

Our Membership of more than 3,100 sailors and enthusiasts are passionately engaged with the Club, and form the basis for everything that we accomplish.



69% Male  
31% Female



\$150k+  
Average Annual  
Income



13 Years  
Average Length  
of Membership



60% Members  
are Aged  
25-64



83% of Members  
Reside within  
150km





# 2023 DEADLINES

## AUTUMN 2023

Distributed: Monday 13 February 2023

Deadline for advertising material: Wednesday 18 January 2023

## WINTER 2023

Distributed: Monday 5 June 2023

Deadline for advertising material: Wednesday 10 May 2023

## SPRING 2023

Distributed: Monday 4 September 2023

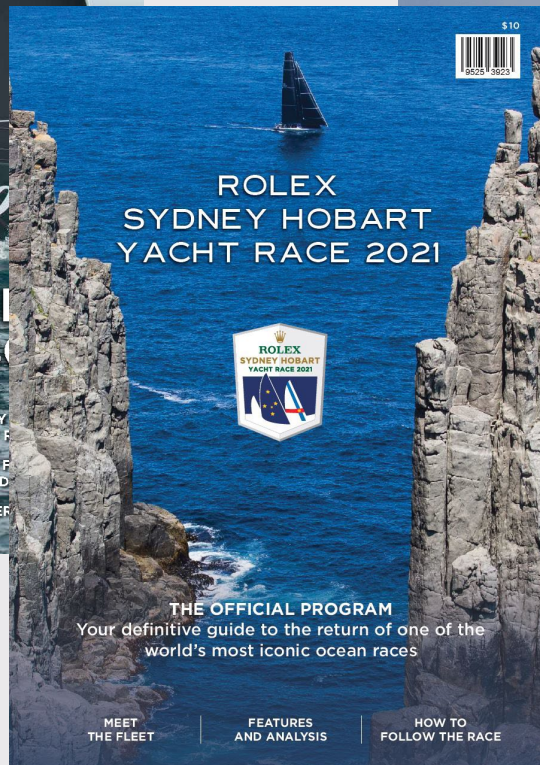
Deadline for advertising material: Wednesday 16 August 2023

## SUMMER 2023/24 + ROLEX SYDNEY HOBART PROGRAM

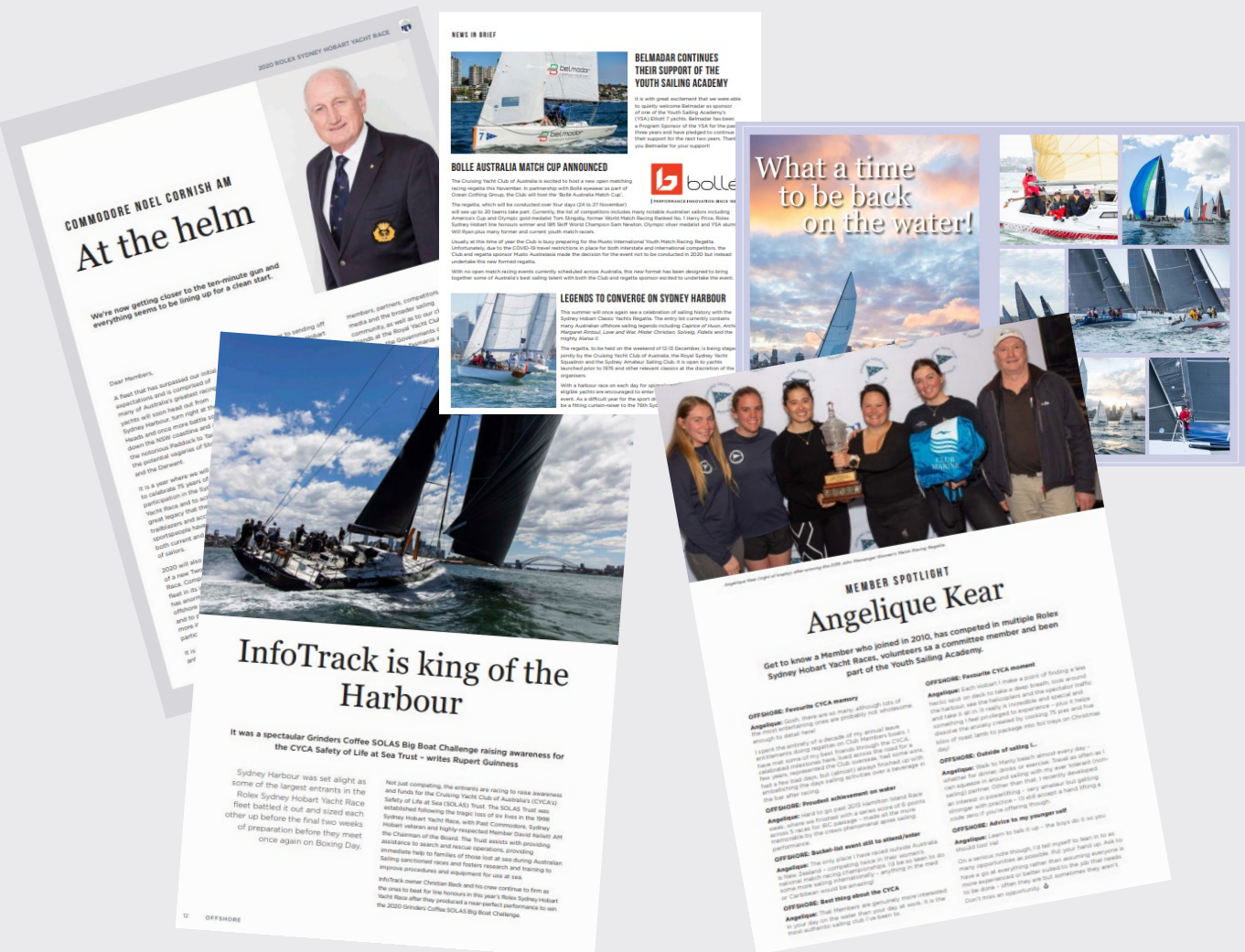
Distributed: Thursday 30 November 2023

Deadline for advertising material: Wednesday 8 November 2023

\*Dates and deadlines may be subject to change







## REGULAR SECTIONS

- ‘At the Helm’ - Commodore’s Report
- News in Brief
- New Members
- Racing Wraps and Previews (major races, series and regattas)
- Feature Stories
- CYCA Youth Sailing Academy
- Member Spotlights
- Classic Yachts
- Cruising
- Boat Maintenance
- ‘From the Archives’
- Sustainability Report
- ‘Tell Tales’
- What’s On





## CONTACT

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