

→ Foiling ←

M A G A Z I N E



MEDIA PACK

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WELCOME

As we come into our fourth year of Foiling Magazine, we're stoked to have seen both the sport and the magazine explode in popularity!

The latest editions of the magazine have been the biggest that we have published in 10 years at Water Born Media, and we have been stoked to be at the forefront of the 'foiling revolution'. Not only with the magazine, but also with our online propositions and with our iconic Friday Pump.

Foiling continues to be very big news and is drawing in hardcore fans from other sports as well as people with no real experience of watersports. It continues to be the fastest growing sport anywhere on the planet right now.

So, if you're a current advertiser, thanks for your support and for being with us on the journey. If you're thinking about coming on then we can promise you that we are 100% obsessed with foiling, and can offer you the kind of exposure and connectivity with the foiling masses that you simply won't find anywhere else...



WHAT CAN WE OFFER YOU?

01 THE BEST FEATURE CONTENT

Foiling Magazine works with the very best photographers and journalists in the industry who contribute features, cover events, interview high-profile riders, and bring top-level journalism to the publication. 2022 brought some insane content and we were stoked to be able to bring you hundreds of pages of features and photos that could be found exclusively in Foiling Magazine.

We are a magazine that your brand will benefit from being affiliated with, that will help grow your following, as well as establishing a level of trust and authority to your brand image within the world of hydrofoiling. And, of course, if your riders are out there doing their thing, then you can expect their adventures and exploits to be charted within the pages of Foiling Magazine too...



02 COMPREHENSIVE RIDER COVERAGE AND THE VERY BEST ACTION

Alongside feature coverage, Foiling Magazine can also offer a variety of photo coverage, such as the 'Exposure' photo spreads which open the magazine (with Foiling Magazine's quality paper weight and production values truly doing your shots justice). We can also offer regular slots looking at new riders, as well as more established pioneers, and offer sections where riders can give their own opinions on aspects of the sport.



03 TEST AND TECH CONTENT

We now have a dedicated test team in ready to put your products through their paces and provide independent and authoritative test reports. Our testers can be found in Maui, Australia, mainland US, the UK, Netherlands and Portugal. Our testers are at prime foil spots and we can test all types of foils, wings and boards in a range of conditions. There is no better equipped foil test team on the planet.

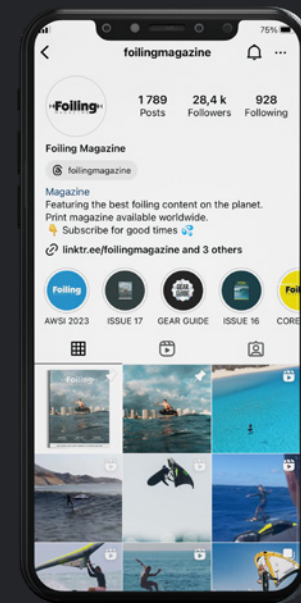
We can also offer in-depth tech slots and designer interviews, focusing on your latest products that have hit the shelves (or are about to), and enabling you to promote your latest line-ups and to showcase your innovations.



04 ONLINE

Foiling Magazine's website is the most contemporary foiling website out there, and we have a dedicated team working on this to keep it constantly up-to-date, publishing everything from just-released films to exclusive brand and rider content. Web ads are INCLUDED in print packages, as is promotion via our Instagram, TikTok and Facebook accounts.

We also send out regular newsletters, including our weekly update on everything foiling, The Friday Pump. For advertisers there is also the option to sponsor the Friday Pump to get your latest releases in front of our 25k frothing newsletter subscribers!



05 DIGITAL AND FREE!

We offer the digital version of the current Foiling Magazine for FREE in advance of the new print magazine being published. This means that print subscribers still get to enjoy the new magazine before anyone else for several weeks, before we release each issue for free online, ensuring that the magazine can be accessed and enjoyed by every foil rider on the planet.



DISTRIBUTION

PRINT

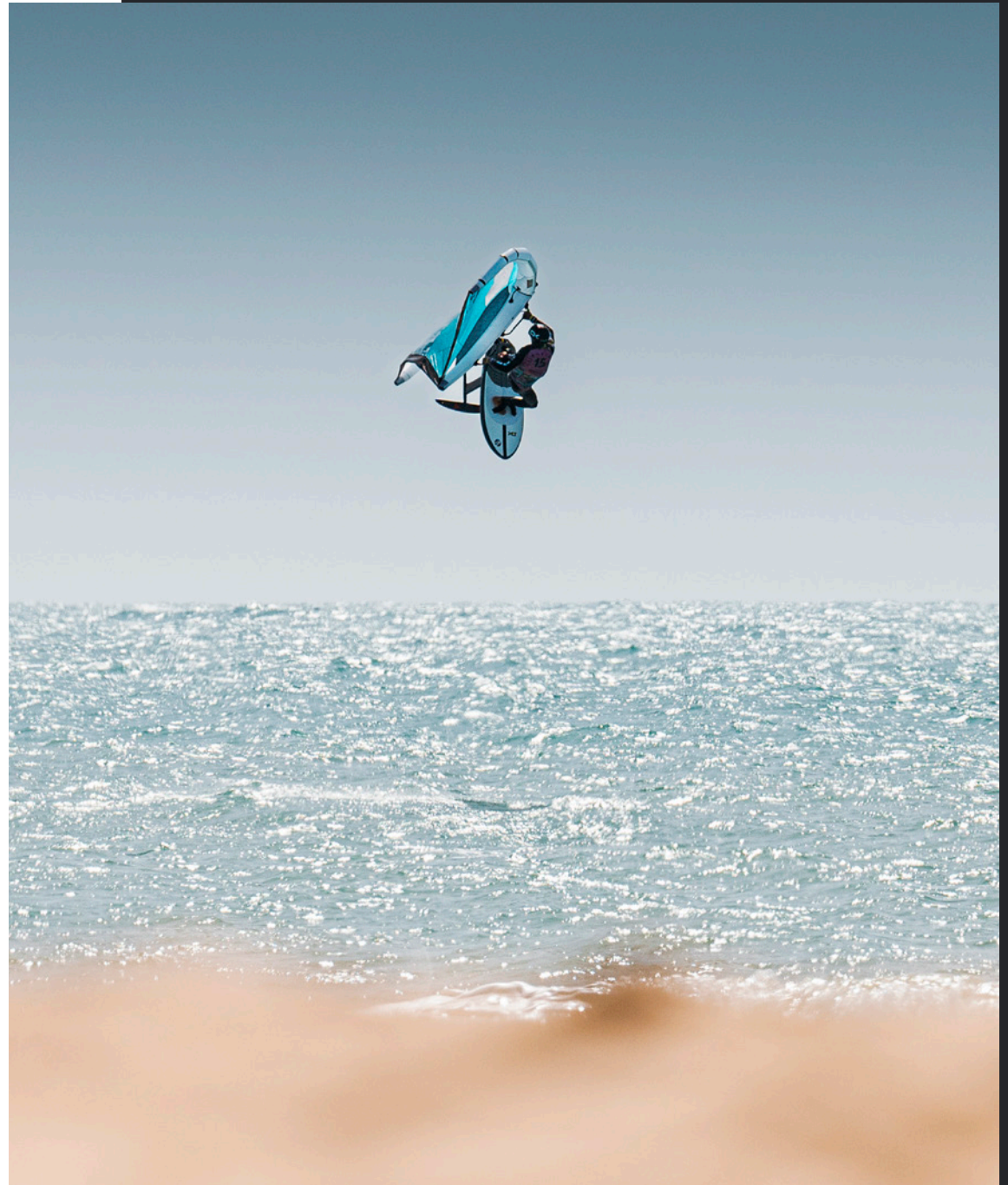
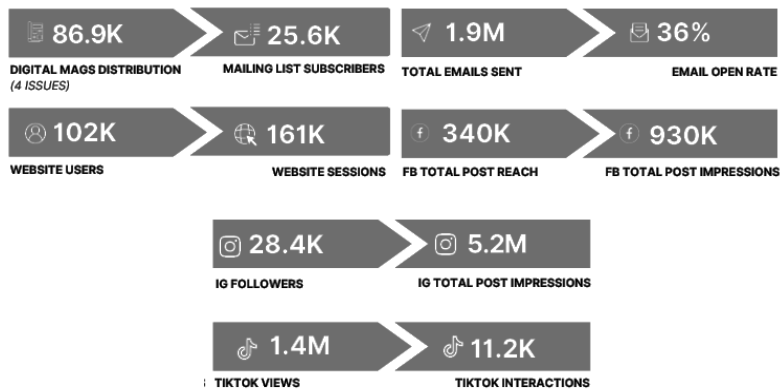
- Direct Sales. Subscriptions are at the core of our distribution model and we offer free shipping to the US, Europe, Australia and New Zealand. Print subscribers now also get one of our 100% organic tees and immediate access to the digital version of the magazine as part of their subscription package.
- We ship boxes of magazines to major retailers for free distribution to customers.
- Free single issues of the magazine are sent to foil stores and schools globally. We distribute to all of our established watersport store portfolio but also to more surf-oriented shops.
- Distribution in bookstores. Foiling Magazine can be found on select newsstands, both as an individual magazine and also as a 'double pack', where it is wrapped with our sister magazine, TheKiteMag.
- Events. As foiling has become more established and demos, events and trade shows proliferate, we are primed to ensure comprehensive distribution at all of these. We are also happy to provide magazines at events at the behest of advertising brands who are attending.
- All advertising brands can provide their own lists of retailers, riders, and broader contacts, and we will ensure that they are added to our print issue mailing list.



DISTRIBUTION

DIGITAL

- Foiling Magazine is distributed via **Zinio**, the global leader for online magazine publications and in our opinion the best reader on the market.
- Foiling Magazine is also now available via **PressReader**. This means that it is accessible accessible for free via WiFi at select airlines, libraries, hotels, cruise lines. So - for example - if you log in to PressReader at any Marriott or Four Seasons hotel, or on any Air Canada or British Airways flight, then that is where you will now find Foiling Magazine. Aside from WiFi access globally, PressReader's subscribers can access the magazine for free and it is now also possible to subscribe to Foiling Magazine via PressReader.
- We have dedicated apps on both the Apple and Android stores. These inform subscribers when their latest editions are available, as well as providing free sample content to non-subscribers. These have been built specifically for Foiling Magazine.



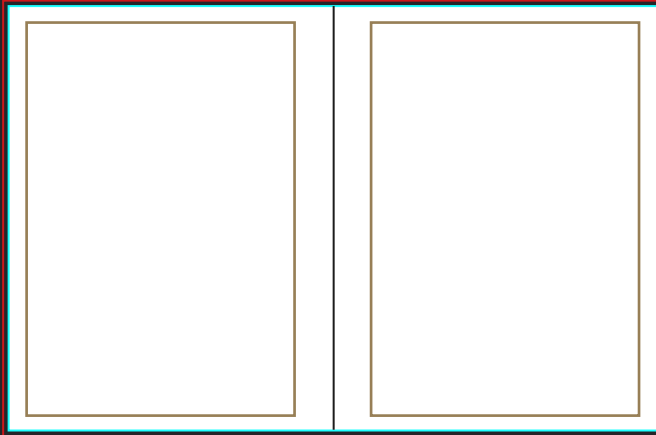
ZINIO™

pressreader





PRINT ADVERTISING SPECS






Magazine specs

Page size: 210mm X 275mm
Bleed: 3mm

Margins

Top: 11mm Bottom: 10mm
Inside: 25mm Outside: 12mm

-  Page size
-  Bleed area
-  Safe area



Double page spread

Advert size: 420mm X 275mm
Bleed: 3mm



Single page

Advert size: 210mm X 275mm
Bleed: 3mm



Half page

Advert size: 173mm X 127.5mm
Bleed: 3mm

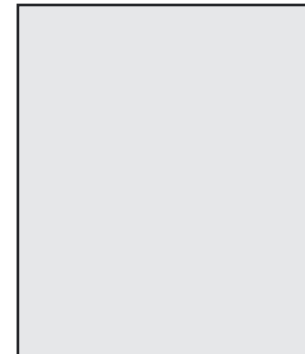


DIGITAL ADVERTISING SPECS



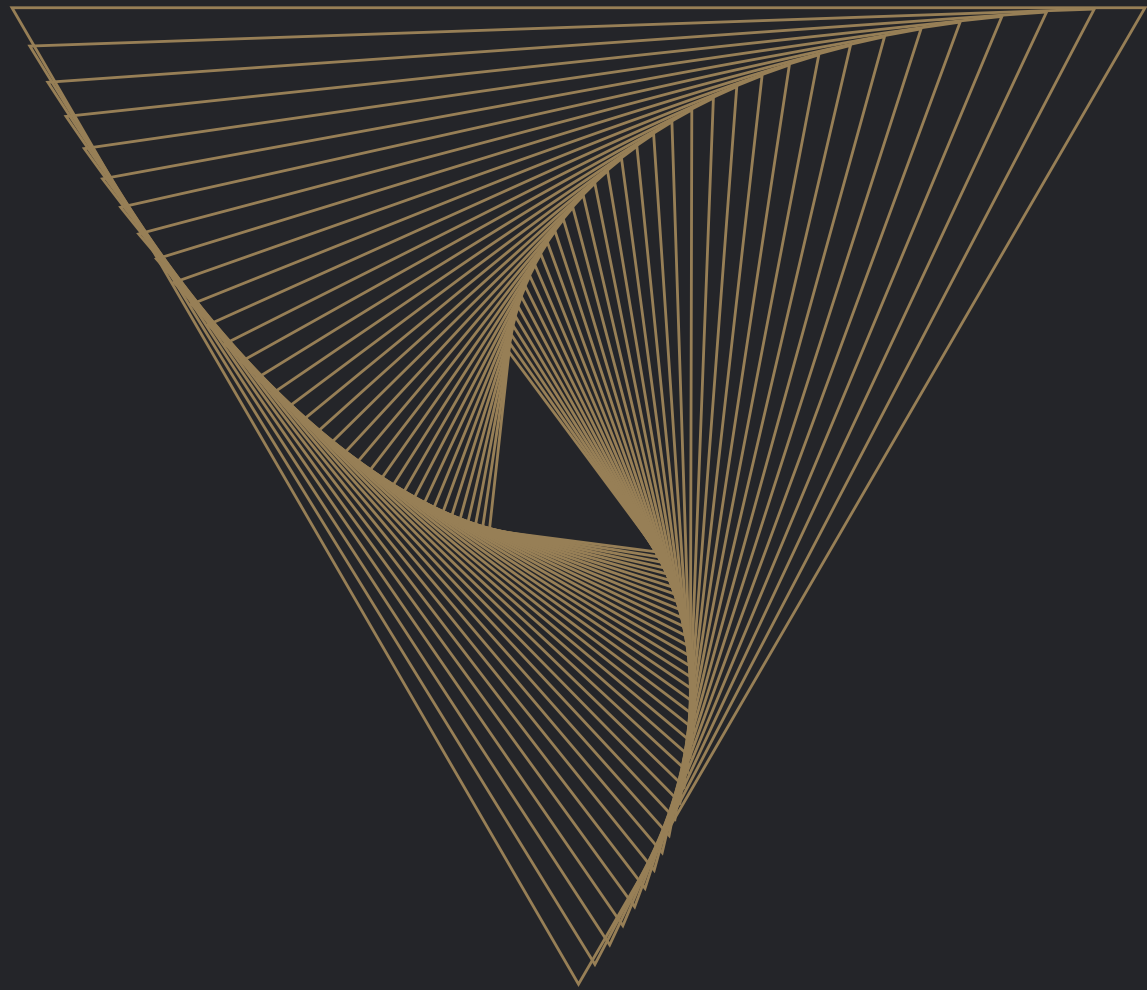
Banner Advert

Advert size: 1044 by 133 pixels
Format: GIF, JPG or PNG
Max size: 425 KB



MPU Advert

Advert size: 360 by 465 pixels
Format: GIF, JPG or PNG
Max Size: 425 KB



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MAGAZINE