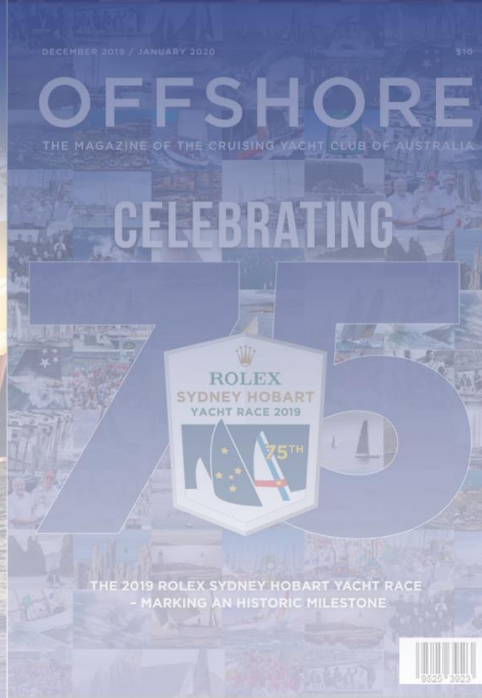
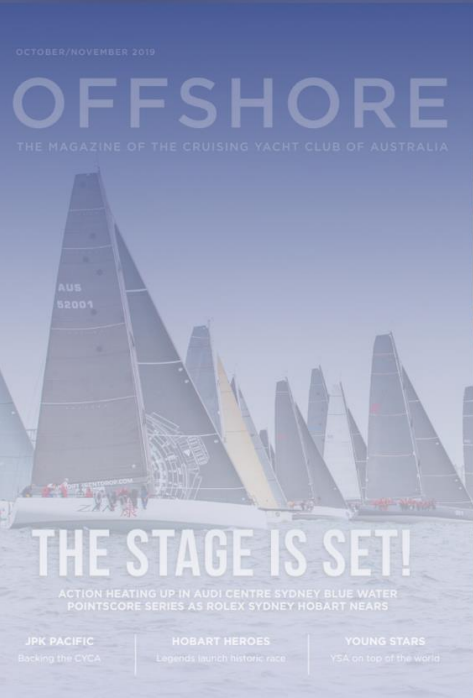
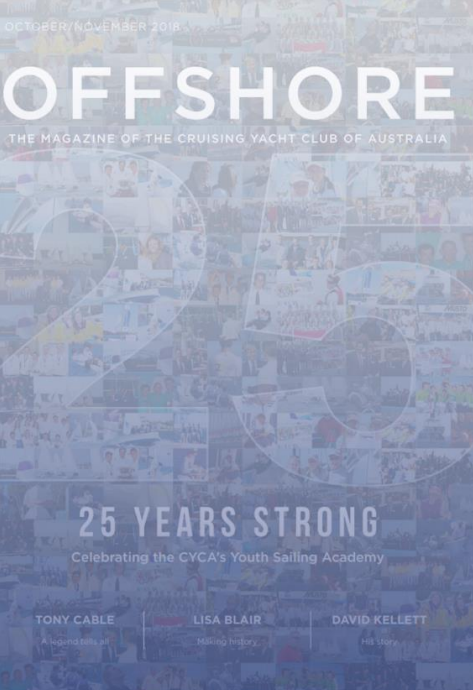






BACKGROUND

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

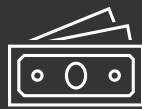
Nestled on the foreshore of Rushcutters Bay, on the spectacular Sydney Harbour, the Cruising Yacht Club of Australia is the Club of choice for the Australian sailing community.

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 3,300 sailors and enthusiasts are passionately engaged with the Club and form the basis for everything that we accomplish.



69% Male
31% Female



\$250k+
Average Annual
Income



13 Years
Average Length
of Membership



60% Members
are Aged
25-64



83% of Members
Reside within
150km

ADVERTISING SPECS



FULL PAGE

\$3,500 exGST per issue
Width: 210mm
Height: 297mm
Bleed: 3mm on all sides

HALF PAGE

\$1,850 exGST per issue
Width: 210mm
Height: 148.5mm
Bleed: 4mm on bottom, left and right sides



INSERTS

\$999 exGST per issue
Size: A5



Multiple insertion & multi-issue rates available on request

2025/26 DEADLINES

SPRING 2025

Distributed: mid September 2025

Deadline for advertising material: Monday 1 September 2025

SUMMER 2025/26 + ROLEX SYDNEY HOBART PROGRAM

Distributed: first week of December 2025

Deadline for advertising material: Thursday 30 October 2025

AUTUMN 2026

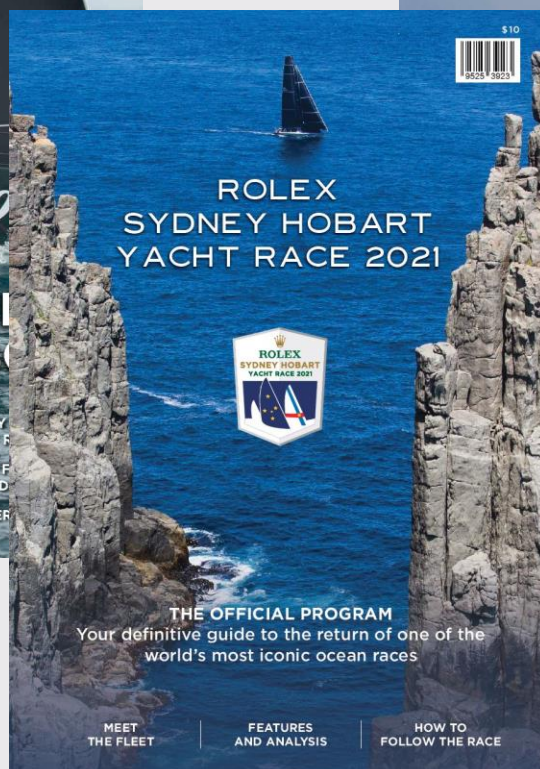
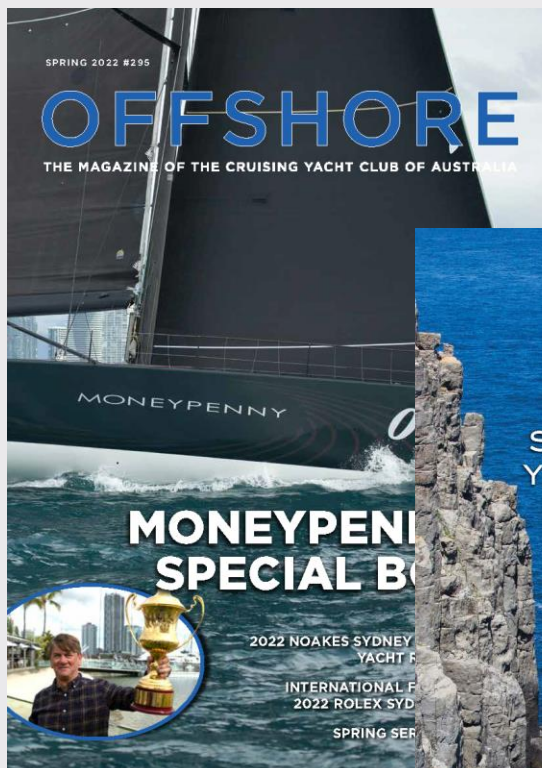
Distributed: 27 March 2026

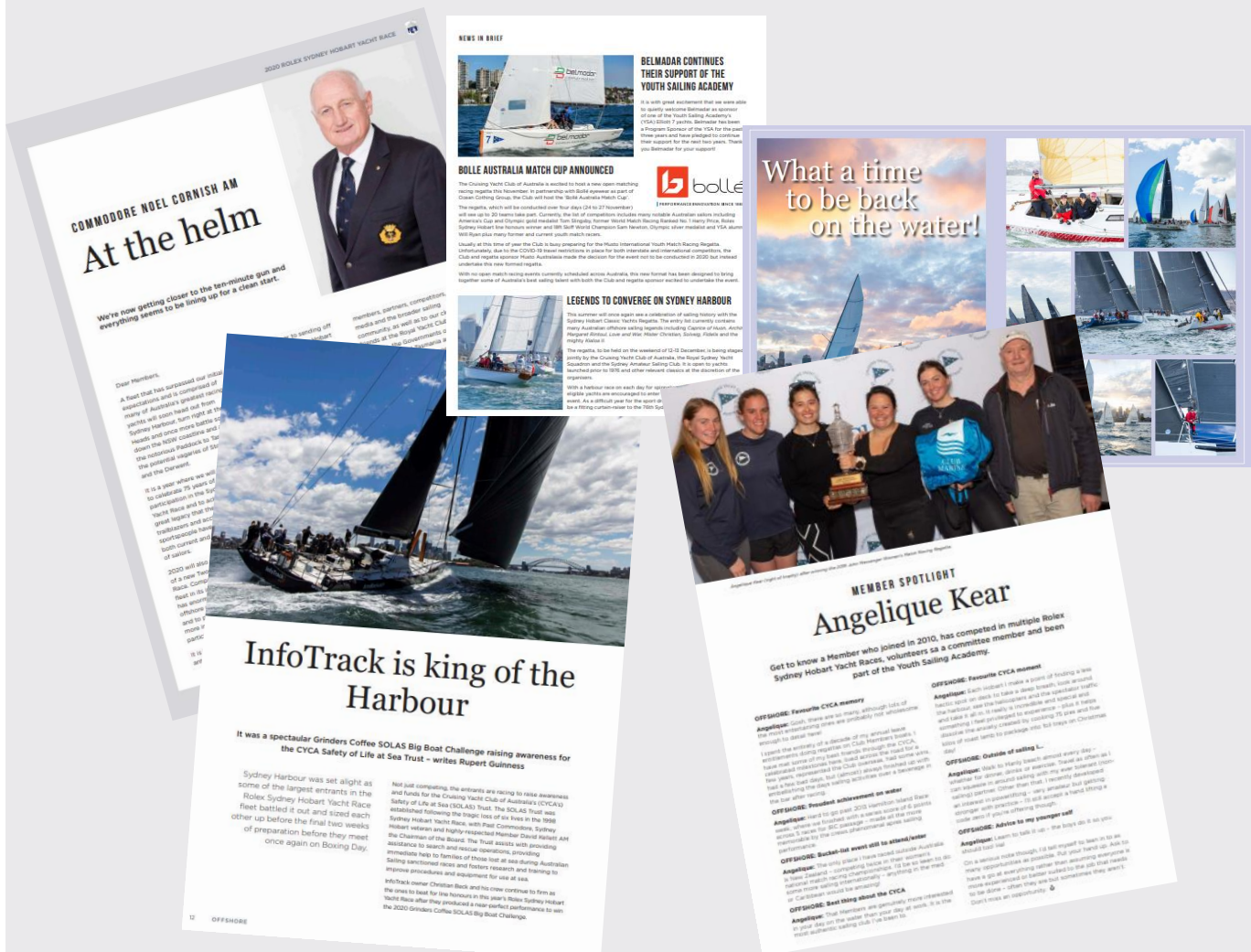
Deadline for advertising material: Monday 2 February 2026

*Dates and deadlines may be subject to change

DISTRIBUTION

- **3000** printed copies
- Digital readership avg **1500**
- Every edition located on CYCA website





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



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