



International 5.5 Metre Class Association

THIRD EDITION FOR 2023

2023 *fivepointfive* MAGAZINE

Following the success of the first two editions of *fivepointfive*, the 5.5 Metre Class intends to publish a new edition in 2023 to showcase the class and the racing. Advertising is available in the Magazine, as well as on the press releases, and the class website and is being encouraged from both class equipment suppliers as well as member's own companies. Production of the Magazine will be solely financed through advertising and dependent on sufficient advertising being generated.



1. 2023 5.5 METRE MAGAZINE

- Key class information and contacts
- 2023 Calendar
- Reports and results from 2021-2
- Regional reports
- Extensive photography from the 2021-2 seasons
- Articles of historical interest
- Interviews with key personalities
- Archive of major results
- Published early 2023

Copies will be distributed to all 5.5 sailors free of charge, and used for promotion of the class at yacht clubs around the world.

2. WEBSITE BANNER

All advertisers that submit artwork can also provide a banner advert for free inclusion on the class website: 5.5class.org.

3. EMAIL BANNER

All advertisers that submit artwork will get a banner advert on the class email newsletters and press releases. Each year around 25 email newsletters are sent to the majority of 5.5 Metre sailors around the world.

4. FEATURE ARTICLES

Manufacturers of 5.5 equipment may also provide technical editorial content for the magazine or website, which will be run as an 'Advertising feature'.

RATES AND SPECIFICATIONS

2023 MAGAZINE

A4, perfect bound, Intended size is 48-72 pages depending on booked advertising. Full colour (CMYK), Paper: 110gsm, Cover: 250 gm

ADVERTISING RATES

Double page spread (EUR 750), Full page (EUR 500), Half page (EUR 300)
A maximum of 20 pages will contain advertising. To ensure your position please book early. Initial advertising booking deadline February 1 2023. Artwork deadline March 1 2023.

SIZE

Full page (bleed): trimmed size - 297 tall by 210 wide
No elements within 20mm of trim + 6mm bleed
Full page (no bleed): 272 mm tall by 185 mm wide
Half page: 125 mm tall by 185 mm wide
Other sizes/format on application

WEBSITE AND EMAIL BANNERS

Banners should be 400 pixels wide by 150 pixels tall. Artwork should ideally be supplied as a 72 dpi RGB jpeg image in the correct pixel dimensions. Please also supply the URL to be opened when clicking on the banner.

ARTWORK

Supplied artwork is preferred, though a limited free design service is available. Please supply logos, photos, text and a rough idea of content. Artwork should be supplied as high resolution image. Files can be supplied as PDF, TIFF or JPEG. Bleed only available on full page adverts.

TERMS

Bookings run for calendar years, or pro-rata. Payment is due on publication or within 30 days of invoice. Bookings will be strictly on a first-come, first-served basis. Incorrectly sized banners maybe resized without notice. The 5.5 Class reserves the right to refuse to publish any advertisement.

ALL ADVERTISING/EDITORIAL QUERIES TO:

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Email: communication@5.5class.org • Website: 5.5class.org

