





The web galaxy entirely dedicated to the world of sailing.

This is not the usual website, rather an interactive platform managed and supported by a dedicated team of sailing experts, journalists and photographers with the sole aim of involving the general public through a sophisticated network of social media connections.

SAIL DIFFERENT SAIL UNIVERSE!

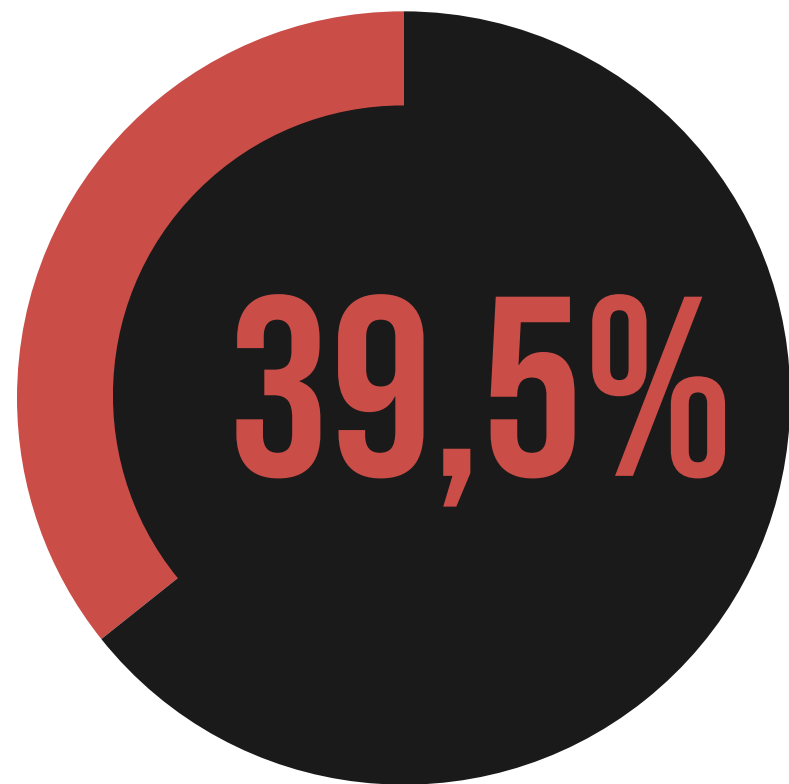


Sail Universe was founded in the autumn of 2015 by a team of sailing experts and enthusiasts from all over the world, with the aim of redirecting the world of sailing communication. In a panorama where the press has become ultra-specialized and not always accessible to all, Sail Universe comes with the aim of building a new galaxy without borders and limitations where the power of communication can once again illuminate our route.

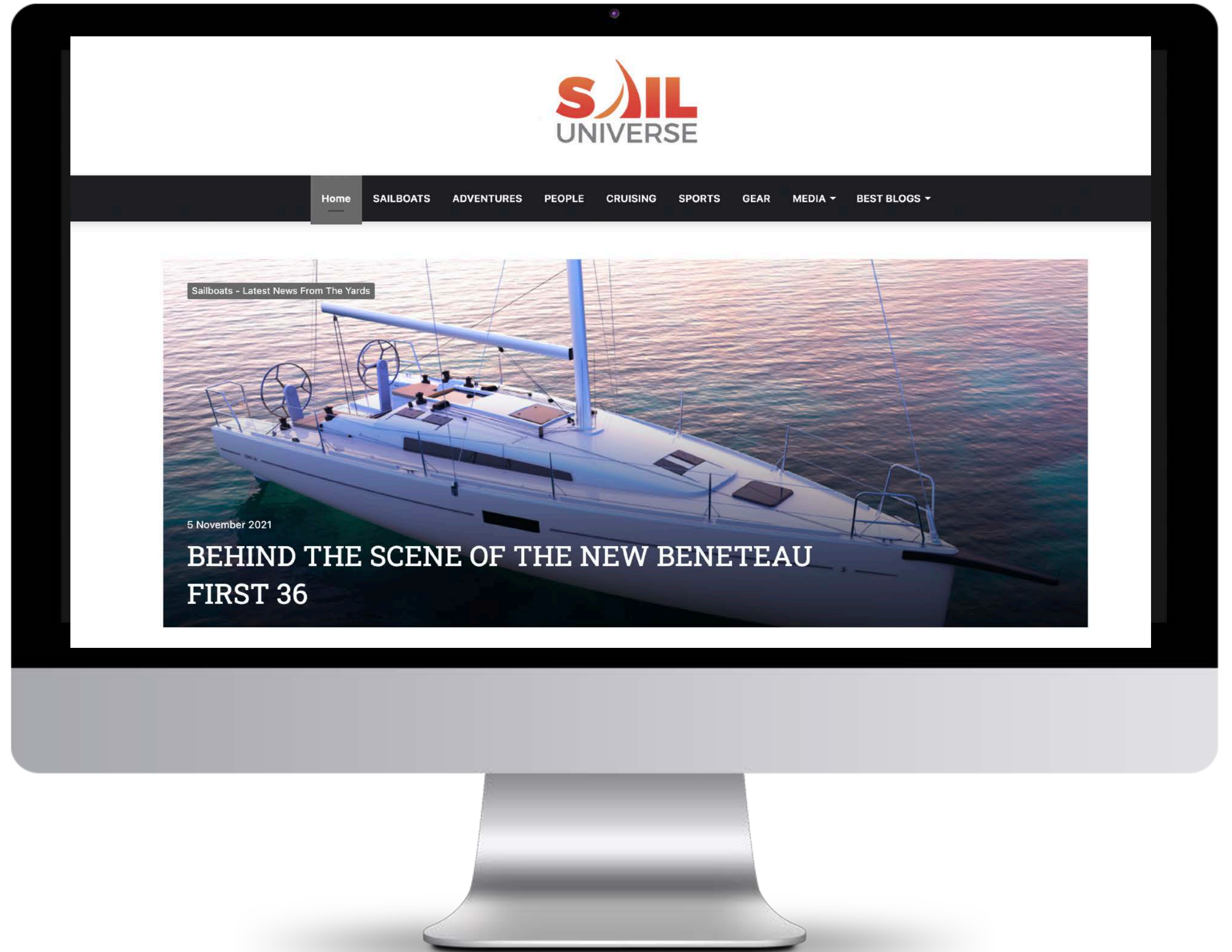
This is why journalists, photographers, technical experts and sailors from the United States, New Zealand and Australia have decided to connect, in order to create a real "Sail Universe".

EASY AND INTUITIVE

Sail Universe comes with an extremely intuitive and easy desktop layout. Straightforward site navigation makes it easy for visitors to quickly find the information that interests them by simply following the relevant link.

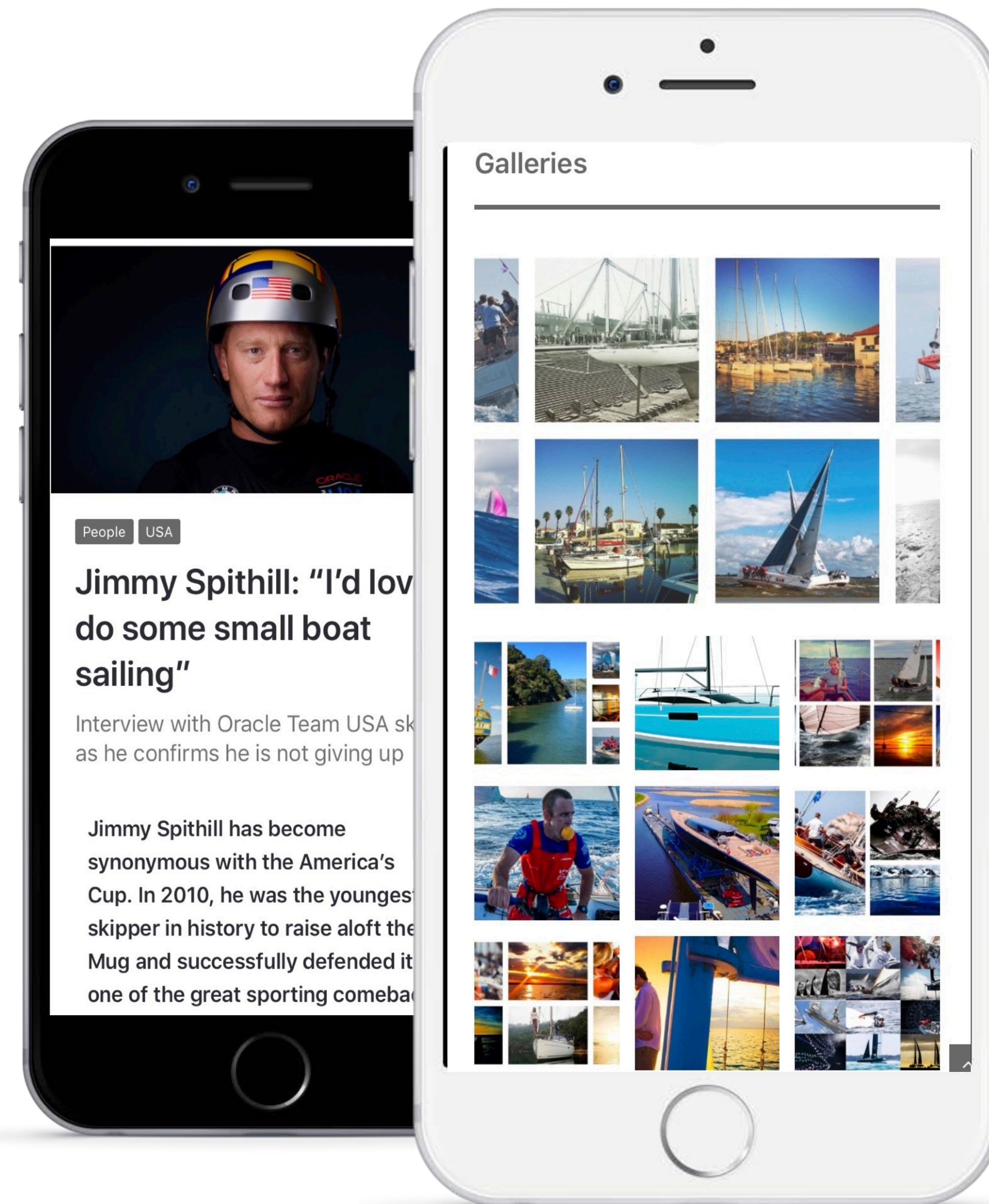


Percentage of desktop visits.



ALWAYS WITH YOU

Sail Universe has a responsive web design layout, which means that regardless of the device, you are always going to have the perfect reading experience. News, videos and audios are always only one click away.



SAILBOATS

The latest news on shipbuilding technology, and the latest boat review tests. Plus don't forget to *vote*, and let us know which one is *your favorite*.

CRUISING

Places, routes and destinations to sail the world around. We are also able to offer you the best deals from charter companies worldwide.

ADVENTURES

Great sailors, their enterprises and records. The mysterious tales of the passionate sailors of today, eager to live and share their dreams.

SPORT

The very best from sailboat racing, from a new perspective. All you can sail, from coastal racing to the great global ocean challenges.

PEOPLE

Great characters, experts and athletes worldwide.

Our correspondents are chasing the heroes of tomorrow around the world. Before the others get there.

GEAR

All you can gear! Technical reviews and tips on the latest gear. Reviews and video tutorials on navigation and sailboat maintenance.

MEDIA

The most captivating photos and videos from sailboat racing and the best cruising enterprises. Images can speak louder than words.

BEST BLOGS

Best sailing travel blogs. A selection of the hottest sailing blogs around the world: Europe, Australia, United States and South Africa.



LOUIS DERRY

Blogger - UK

Louis Derry is a marine DIY enthusiast and liveaboard with a passion for providing helpful and insightful articles for boaters and sailors alike.

OUR TEAM OF EXPERT'S SAILING BLOGGERS IS SOMEWHAT A NOVELTY: REAL EXPERTS LIVING AND BREATHING THE SEA EVERYDAY.



MARTINA ORSINI

Photographer- Italy

Born in 1986, travels all around the world, following the most important regattas.



RICCARDO FRACCHIA

Sailor - Italy

In 2002, after 5 long years of work, the ketch Clovis became his traveling home.



SAILING BRITALY

Sailors - Ireland

Sailing Britaly brings you the adventures of Chris and Rossella.

OUR BLOGGERS



LIZ GILLOOLY

Blogger - USA

Famous for her ironic articles, she is foremost a true sailor. Sailboat captain, ocean enthusiast, world traveler island lover, whale naturalist.

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JOHN JAMIESON

Technical Expert - USA

John is a great and passionate nautical expert, author of several books.



TUOMO MERETNIEMI

Sailor - Finland

He is sailing around the world with his family. Testing new teaching methods.



SAILING NANDJI

Sailors - Australia

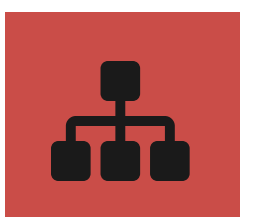
The hottest sailing couple on the web.

OUR RESULTS: WE GROW EVERY DAY

Founded in spring 2015, Sail Universe was finally launched in winter 2015. Our team has worked very hard to keep the content always up to date and at the same time building a successful social network to gather sailing passionate and enthusiasts from around the world.



122.000 people subscribed to our social network by October 2021.



This astounding result was obtained thanks to the constant content update and website relaunch.



3 STEPS OF SAIL UNIVERSE SUCCESSFUL BUSINESS

1

STEP ONE

New and always updated content creation and the best selection from the **World Wide Web**. Thanks to our global social network structure.

2

STEP TWO

Thanks to our social media profile "**personalization**", Sail Universe has become a reference point for many sailing enthusiasts.

3

STEP THREE

Every article is geolocated, this means that users can easily locate articles coming from a specific country.

TIMELINE

Sail Universe was born, thanks to the meeting of a team of professionals.

4/23/2015

Sail Universe makes its official debut on the web.

1/1/2016



Our Instagram profile reaches the first 10,000 subscribers, which will become 30,000 in late December.

3/14/2016

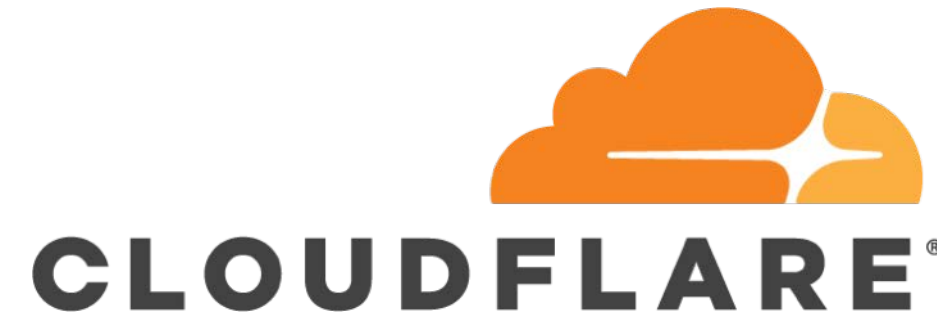


6/9/2016

Sail Universe Best Blogs brings together and presents a preview of Best sailing bloggers sailing around the world. Updated weekly

9/15/2016

Sail Universe goes into the DNS Cloudflare Galaxy, so as to ensure the best experience to users all around the world.



4/30/2017

May 2017: Sail Universe reaches more than 524,000 pageviews and 222,000 unique visitors.



1/30/2019

Sail Universe is featured In Feedspot Top 15 World Sailing Blogs.

AUDIENCE ANALYSIS

45-64
AGE

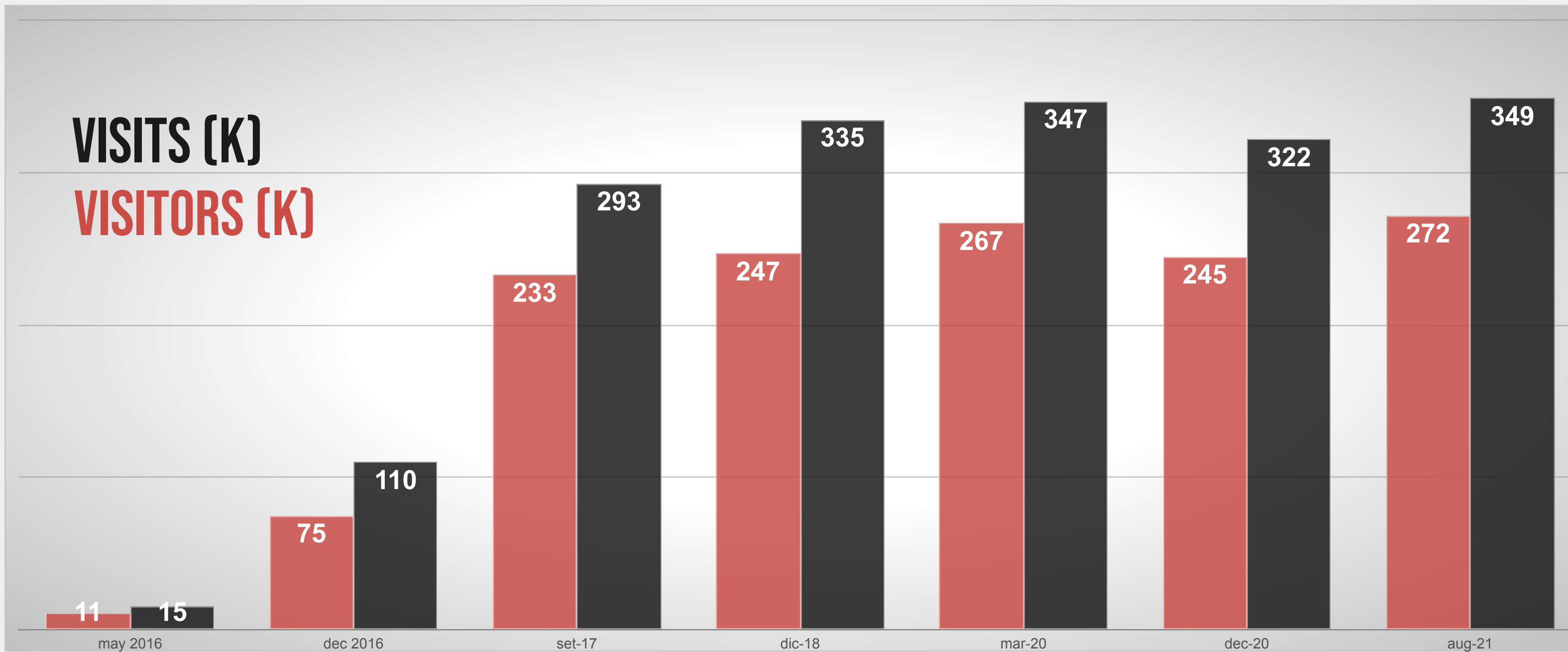
MAIN AGE
READERS

74,23%

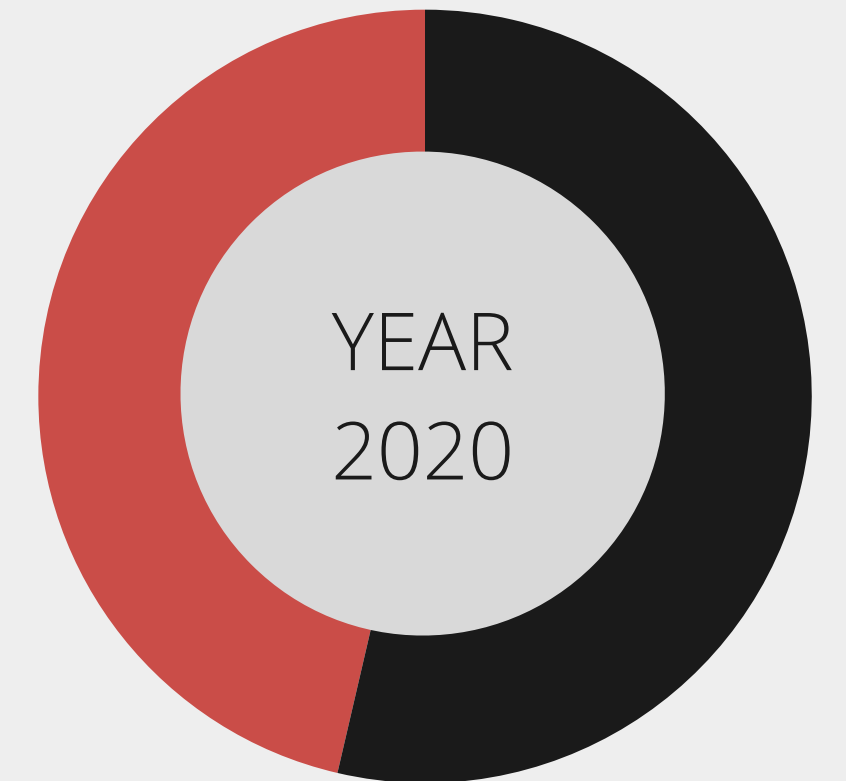
MALE
VISITORS

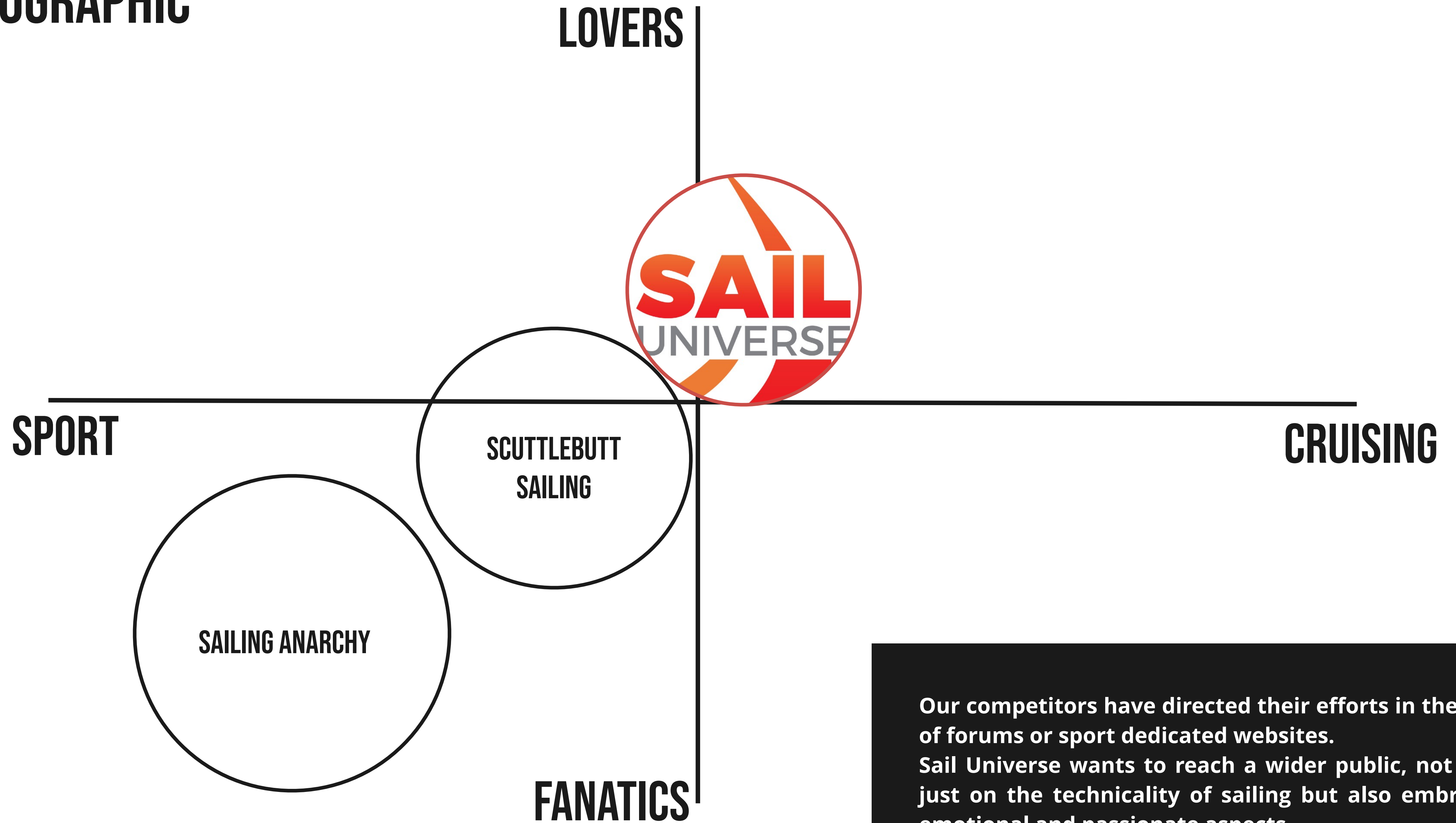
218

COUNTRIES
BY DECEMBER
2020



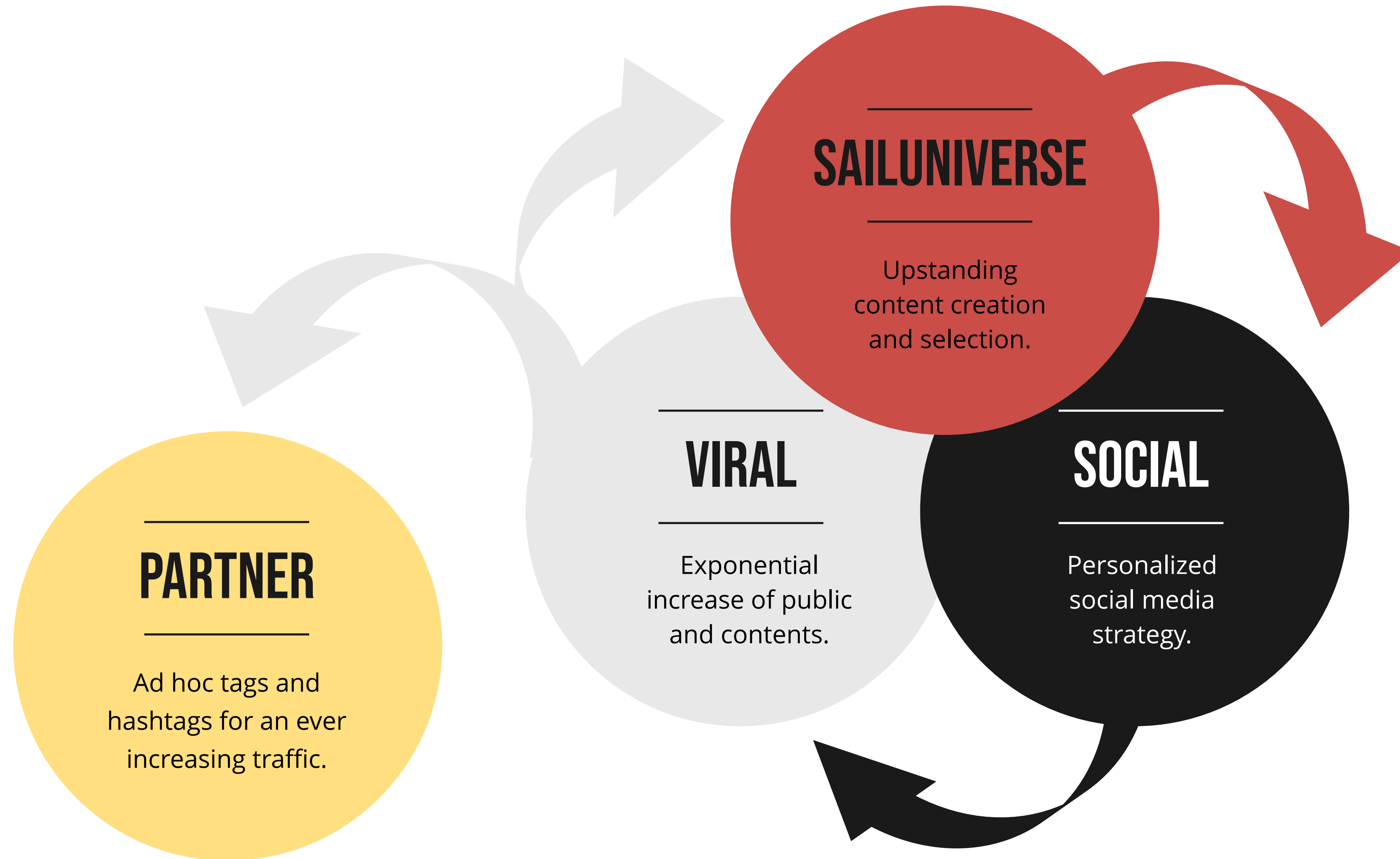
42,6%
UNITED
STATES
TRAFFIC





Our competitors have directed their efforts in the building of forums or sport dedicated websites. Sail Universe wants to reach a wider public, not focusing just on the technicality of sailing but also embracing its emotional and passionate aspects.

A DIFFERENT WAY TO COMMUNICATE

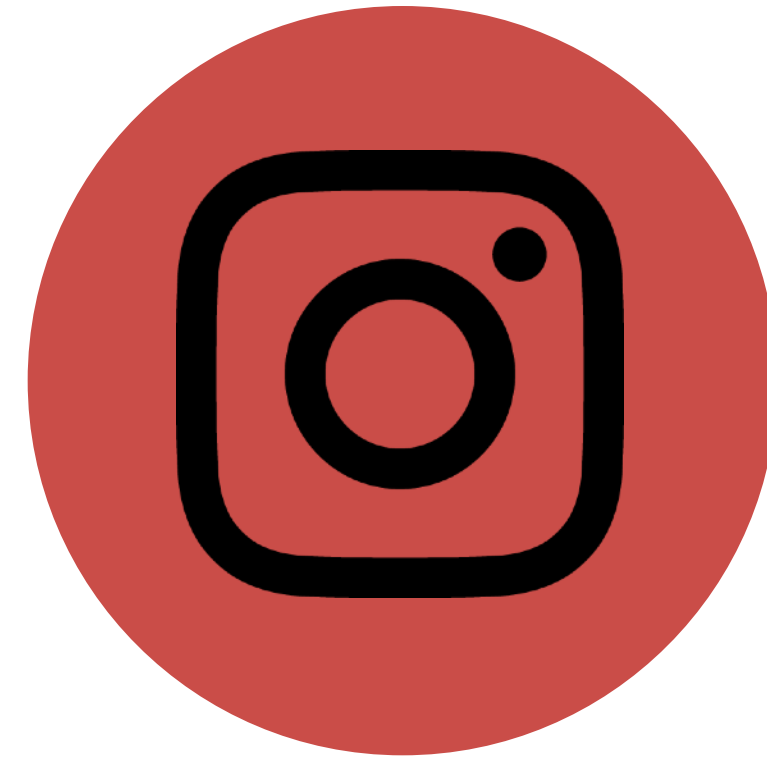




55,594

We grow every day

LIKES



74,523

We grow every day

FOLLOWERS



252,800

We grow every day

IMPRESSIONS

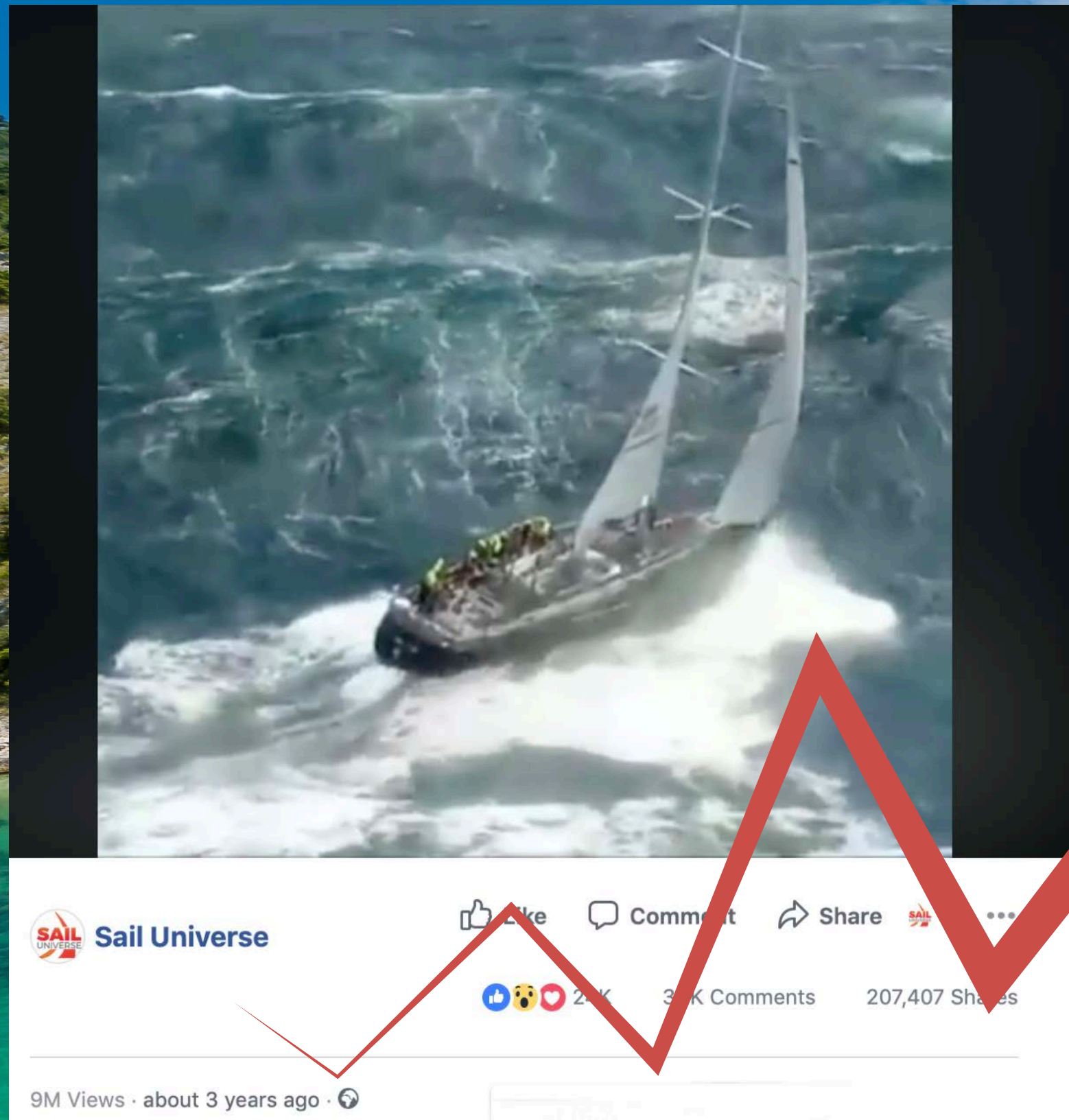


1,500

We grow every day

FLIPS

**MORE THAN
9 MILLION VIEWS!**



WE MAKE YOUR CONTENT VIRAL

TODAY THAN EVER BEFORE

WHY YOU SHOULD INVEST IN SAIL UNIVERSE

Sail Universe is not a standard magazine reaching out for the web. It is an entirely web dedicated platform, appositely designed to communicate via social networks.

Personalized, interactive and geolocated communication strategy enables us to reach the desired target in the best possible way.



ADVERTISING

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EDITORIAL

THE STAFF

If you have a story, a photo, an idea... contact us: info@sailuniverse.com

The success of Sail Universe is largely due to our community of readers and their commitment to promote the sport we love!



SEE YOU ON [SAILUNIVERSE.COM](https://www.sailuniverse.com)