

MEDIA KIT

/2026

# FRANK

THE OFFICIAL MAGAZINE OF DENISON YACHTING



WHERE LUXURY MEETS OPPORTUNITY

# FRANKLY SPEAKING

FRANK is all about getting to the heart of the matter. Its pages uncover the human interest stories that give yachting its passion and breathe new life into clever ideas. We highlight the humble, celebrate entrepreneurial spirit, and showcase daring adventures. It's about capturing the raw energy and natural flair that exists within every Denison yacht owner today, and echoes the sentiments held by Frank Denison, founder of Broward Marine.

From intelligent debate to cutting-edge science, and risky sports to surreal charter experiences, FRANK does not shy away from the awkward, controversial or questionable. There is no glossing over of the finer details.

Brazen at times, amusing in spirit, and always transparent in discussion, the focus is on discovering new angles and enjoying every minute. And, of course, always being 'frank' about the conclusions.



# ABOUT DENISON

Denison has long been a leader in the yachting industry with a rich family history dating back to 1948, and the start of Broward Marine in Fort Lauderdale. Today, the company provides complete yachting services worldwide, from sales and charter to crew placement and new construction. Decades of experience provide a long-term perspective on the industry, extensive industry contacts, a deep client roster and a passion for yachting.

## BY THE NUMBERS

**20+** WATER FRONT OFFICES  
IN AFFLUENT AND  
HIGH MARINE TRAFFIC  
LOCATIONS

**150+** LICENSED AND BONDED  
SALES BROKERS

**55** DEDICATED MARKETING,  
ADMIN, SUPPORT AND  
SERVICE TEAM

**30+** NATIONAL AND  
INTERNATIONAL YACHT  
SHOWS ANNUALLY  
ATTENDED

## SOCIAL MEDIA THAT ENGAGES

<b>YOUTUBE</b>	<b>273.7K</b> Subscribers	<b>61,7M</b> Total Views
<b>INSTAGRAM</b>	<b>245.5K</b> Followers	<b>1.44M</b> People Reached
<b>FACEBOOK</b>	<b>149.9K</b> Followers	<b>4.5M</b> People Reached
<b>LinkedIn</b>	<b>11,594K</b> Followers	<b>608.6K</b> Impressions
<b>X (Twitter)</b>	<b>13.8K</b> Followers	<b>2,15M</b> Impressions

(Compared to top 18 industry competitors)

# FRANK READERSHIP

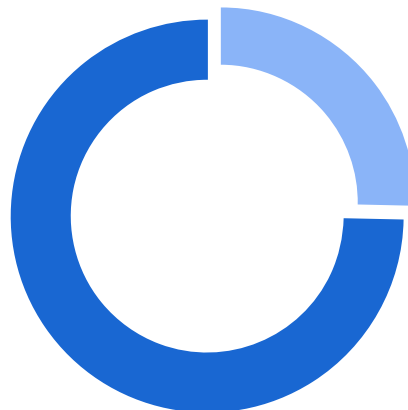
## FRANK READERS ARE

### MALE

• **74.9%**

### FEMALE

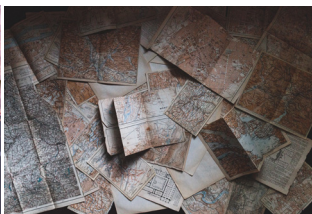
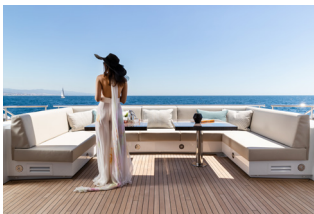
• **25.1%**



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## FRANK READERS ARE INTERESTED IN

- LIFESTYLES & HOBBIES
- NEWS & POLITICS
- SPORTS & FITNESS
- TRAVEL/LEISURE
- BANKING & FINANCE
- OUTDOOR ADVENTURES





FRANK READERS COME FROM



FRANK READERS SPEAK



# EDITORIAL CONTENT

## PEOPLE

First-hand experiences of life at sea, experiences on the job, and a peek behind the scenes – told through the eyes of those who see it, dream it, and achieve it.

## ART

It has many forms and is wholly subjective but artistic expression is a creative freedom. We track down some of the most uninhibited and imaginative individuals out there.

## FOOD & DRINK

We all know that food is the way to the heart, but it's also the route to new experiences, from wild boar in Papua New Guinea to sampling a wee dram on a Scottish itinerary.

## LIFESTYLE AND SPORT

FRANK puts the spotlight on the zeitgeist within the modern world of culture, leisure and sport in a bid to stir up enthusiasm and instigate new ideas.

## SCIENCE

If seeing is believing, we hold a mirror up to the latest developments and techniques in the whacky world of science that just might prove to be the nifty solutions we're all in need of.

## TRAVEL

From intrepid voyages to the best dive sites in the world, FRANK captivates, inspires and enlightens with its original destination features.

## DEBATE

We chew the cud and exchange opinions on some of the most pertinent issues facing the yachting industry today, as well as a few of life's big questions.

## ACTION

Adrenaline junkies and cautious explorers alike, we scale new heights and dive to new depths with some epic frontline activities that push both humans and technology to their limits.







# BUT WHY CHOOSE FRANK

FRANK magazine is hand-delivered at strategic locations including a roster of international boat shows. The magazine is also delivered to specially selected establishments around the globe, and sent out to our existing database of clients.



**FREQUENCY**  
BI-ANNUALLY



**ANNUAL BOAT SHOWS**  
20+ BOAT/CHARTER SHOWS



**ACTIVE CONTACTS**  
310K+



**DIRECT MAILERS**  
OVER 6K CIRCULATIONS

## frank DISTRIBUTION

**80%** UNITED STATES

**20%** EUROPE



THOUGHTS FROM

# FROM OUR ADVERTISERS

Advertising in *FRANK Yachting Magazine* has been a remarkable experience for my business. As a specialist in ultra-luxury real estate and waterfront properties, aligning with a publication that speaks directly to yacht and boating enthusiasts has been invaluable.

Since partnering with *FRANK*, I have seen increased visibility and inquiries from yacht owners, buyers, and industry professionals who share a passion for luxury, adventure, and the finer things in life. I am proud to advertise alongside such compelling editorial. For anyone looking to connect with a discerning, affluent audience, *FRANK* is the ultimate platform.

— **JULIE JONES AT DOUGLAS ELLIMAN**  
VP OF ULTRA LUXURY SALES

Working with Denison on advertising for Frank was a breeze. We knew that readers of Frank and customers of Denison are the right crowd for our products, so it was just a matter of getting it done. The Denison team was very helpful in the process and went above and beyond to include us for *FLIBS*. We are honored to have the *SeaNXT Elite* displayed in the magazine and look forward to more collaborations with Denison in the future.

— **BLAKE CARMICHAEL**  
CEO SEANXT AMERICAS



# ADVERTISING OPPORTUNITIES





# ADVERTISING INQUIRIES

**Be part of the conversation shaping the future of yachting. Advertise in FRANK and reach those who live boldly, think deeply, and explore endlessly.**

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**FRANK**