

TRANSAT 6.50

CHARENTE-MARITIME / BAHIA 2005

Fort Boyard - Lanzarote - Salvador de Bahia

Press results

Even if print media results are still to complete, it is already possible to give a first draft of the press results for the 2005 Transat 6,50 Charente-Maritime/Bahia. Interesting figures for the latter edition but also for those looking for sponsors for 2007... Take your pens !

The communication and press results for this Transat 6,50 rely on different points, that is to say : bills, press-announcements, the offprint made with the collaboration of the French news magazine Bateaux, press relations, Internet website and TV production means that have been set up.

THE BILLS :

150 bills 4x3 in La Rochelle and its surrounds (from 09/05 to 09/18)

PRESS-ANNOUNCEMENTS :

2 four-colour pages in sailing magazines (Voiles Magazine and Bateaux)

THE OFFPRINT :

Made in collaboration with the magazine Bateaux. More than 10 000 copies have been spread during the international boat nautical boat show of the Grand Pavois, on the race village at the "Bassin des Chalutiers", during the stopover and the Paris Boat show.

PRESS RELATIONS :

Press releases : 11 press releases were sent before September, 17th then one per racing day. 64 press releases have been sent for the 2005 Transat 6,50 2005.

Targets of the different press files : 1093 contacts (Press Agencies : 57 ; Financial : 100 ; Daily Regional Press : 369 ; Sailing : 76 ; Sport : 36 ; TV/radios : 344 ; Feminine : 54 ; Tourism : 21 ; Various : 36)

Press conference : one press conference hold at the Brazil Embassy in Paris on June, 29th 2005.

Press accreditations : the press office of the Transat 6,50 Charente Maritime/Bahia has given accreditations to 71 journalists, including 23 foreigners.



Media statistics : recap (un exhaustive list) on November, 30th 2005

TELEVISION AND RADIO :

Television : more than 96 reports about the race (excluding repeats) + a 26' documentary called « Esprit Mini » broadcasted on Planète Thalassa + a chronological 26' broadcasted on Sport +, TV Breitz, Eurosport. For the record : 55 reports in 2003.

Radios : more than 158 broadcastings about the Transat 6,50 + daily reports on France Bleu La Rochelle et Alouette FM that have not been counted. For the record : 65 broadcastings in 2003

PRINT MEDIA :

More than 1000 articles about the Transat 6,50 Charente–Maritime/Bahia divided up among the targets as following : Daily Regional Press : 684 – Sailing Press : 18 – Financial Press and various : 115 – Internet : 194 + daily articles on websites www.courseaularge.com ; www.adonnante.com ; www.seasailsurf.com... that have not been counted.

Statistics out of France : there has been a lot of press in the native countries of the foreigner skippers, that is to say England (Yachts and Yachting, Dailysail.com, Yachting World...) ; Singapore ; Austria/Germany (Yachts...) ; Slovenia ; Spain ; Belgium and Italy.

THE OFFICIAL WEBSITE : www.transat650.org :

6 364 404 pages had been read with a total amount of 675 650 visits. This figure was calculated from September, 17th to November, 8th. We then can reasonably estimate than the total amount is 7 millions page read.

Distribution of the visits among the pages : Positions page (421 000) ; "A la Une" (301 000) ; Map (542 000) ; Short news (276 000) ; Skipper details (236 000) ; Pictures (2 386 000) ; Magazine (72 000) ; Weather (71 000).

VIDEO PRODUCTION :

A video production team was in charge of the images of the race. 3 beams (start from Charente Maritime, arrival of the 1st leg in Lanzarote and arrival in Salvador de Bahia) have been sent to the Serte in Paris and IV3.

PICTURES :

A photographer from the organisation could provide the media with out-of-copyright pictures that could be downloaded from the race website in the "Espace Presse".

At last, the books of the press statistics can be consulted in the office of the Grand Pavois.

Pierrick Garenne

