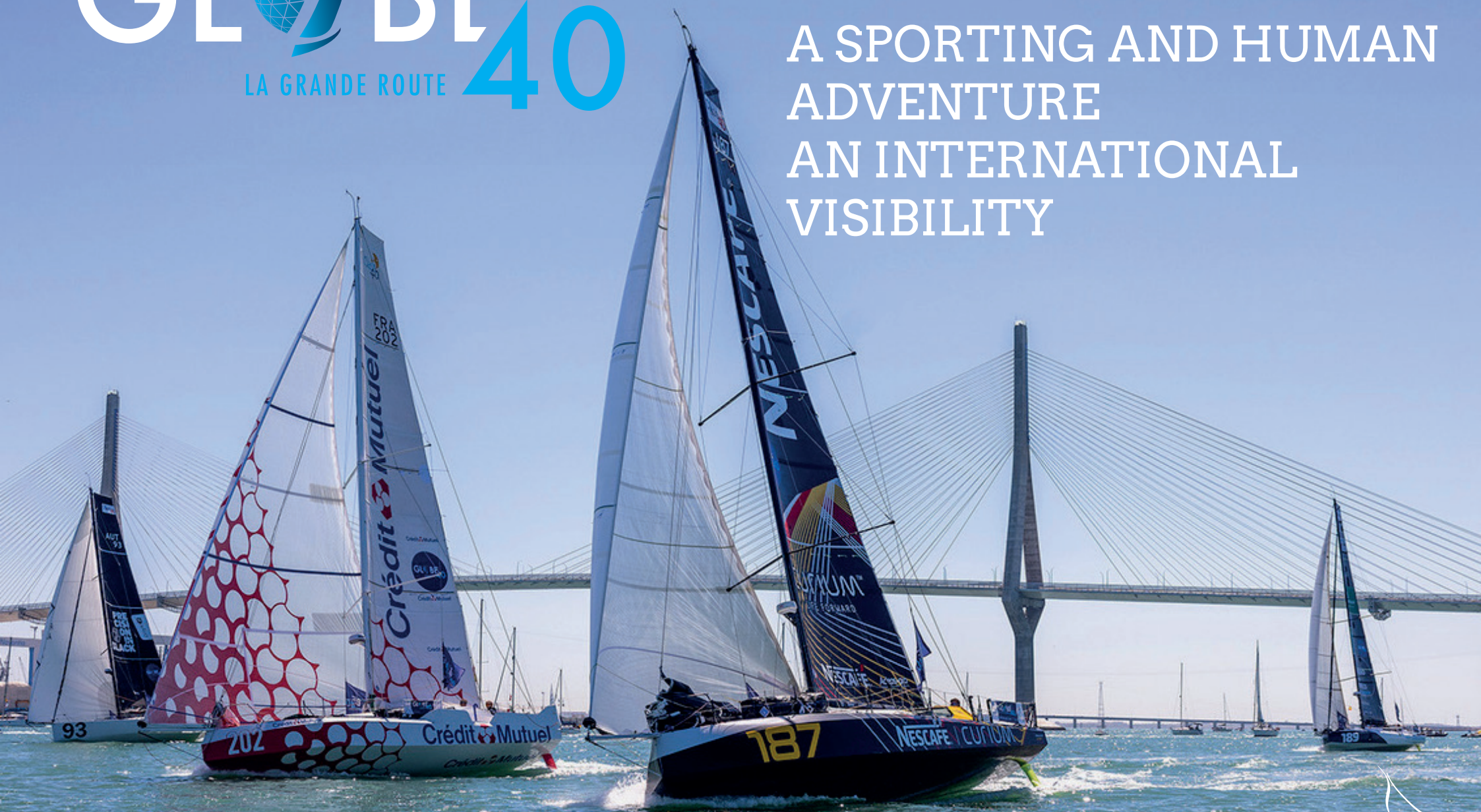




MEDIA REPORT 2025-2026

A SPORTING AND HUMAN
ADVENTURE
AN INTERNATIONAL
VISIBILITY

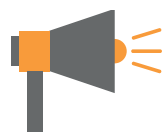


The GLOBE40 reaches a new milestone

Thanks to an ambitious editorial strategy, the commitment of the crews, and a strong digital presence, this second edition confirms the GLOBE40 as one of the major international ocean racing events around the globe.

Key figures

+ 20 million
digital views



3,450
press
mentions

8 months
of visibility



Hundreds
of pieces
of content produced



1 prologue
and **6 stages**
around the world



310 journalists
accredited for the
2nd edition – in France
and internationally



25 countries
covering
the race

Virtual
Regatta

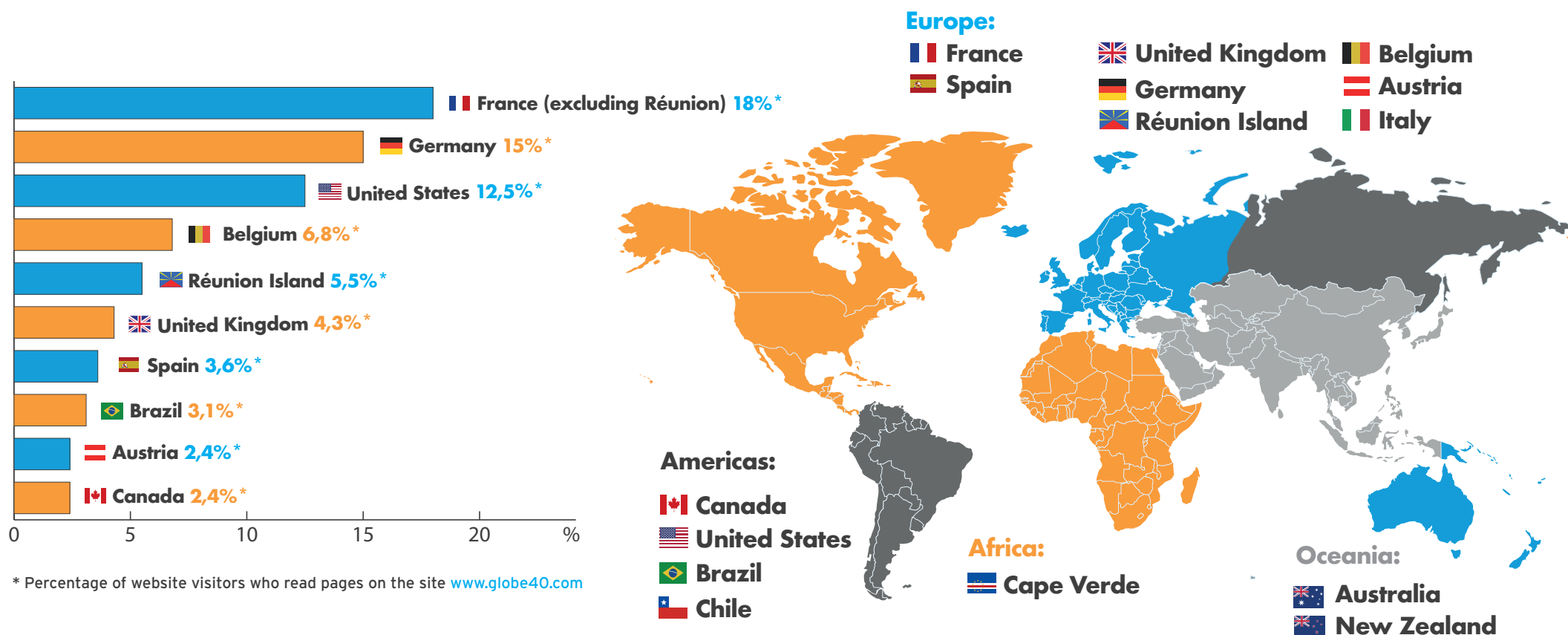
Warm-Up and 2nd edition
of the **Globe40**



311,668
cumulative players

Media coverage across five continents

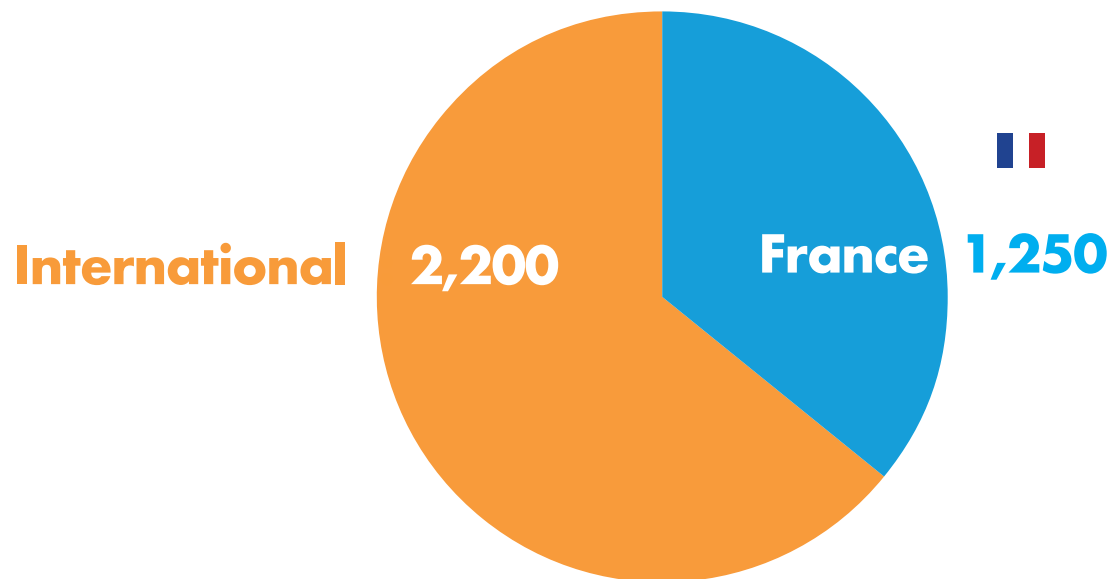
The GLOBE40 benefited from extensive media coverage thanks to specialist media outlets, mainstream media, host communities, and the race's partners.



Key figures from the media report

Press

3,450 press mentions
(articles, photos, videos)



Digital audience

More than **20 million** views



Website:
More than **3.2 million** page views



Facebook: **11.6 million** views



Instagram: **4,7 million** views



Youtube: **86** video features



64 editorial contents
distributed to **4,000** contacts

Who is talking about the GLOBE40?

Extensive coverage across leading sailing and regional media outlets.

83 articles in *Voiles & Voiliers* over 8 months!

France

VOILES
et voiliers

L'EQUIPE

ouest
france

Le Télégramme

Voile & Moteur

Le magazine voile & aventure
CourseAuLarge

Voile
magazine



Tébéo
Télé Bretagne Ouest

LE DAUPHINE
Isère

FIGARO
nautisme

Coverage in the world's leading international magazines!

International

mysailing.com.au



Yacht



Seahorse
Magazine



SCUTTLEBUTT
SAILING NEWS

Yachting World

NAUTICA

Social media

A committed community throughout the race

for eight months, the GLOBE40 engaged an international community through continuous communication, immersive content, and daily race updates.



3.2 million page views on the website



11.6 milion views on the Facebook page



4.7 milion views on the Instagram page



64 "Daily Highlights" and press releases distributed throughout the race

With an editorial strategy combining sporting news, immersive offshore content, and human stories, the GLOBE40 successfully maintained its community's engagement throughout the eight-month race, strengthening the visibility of the event and its partners.

Starts & Finishes

Life on board
and onboard footage

Stopovers & Race Villages

Crews

Immersive videos

Race tracking

Skipper: the GLOBE40's leading ambassadors

The crews played a major role in promoting the GLOBE40 through daily communication on social media. By sharing behind-the-scenes moments from their adventure, they reached hundreds of thousands of sailing enthusiasts and, for some, several million online users.

FOCUS Lisa Berger – WILSON



23 million views
on Instagram
over the eight-month
round-the-world race



Around ten posts
reaching more
than 1 million
views



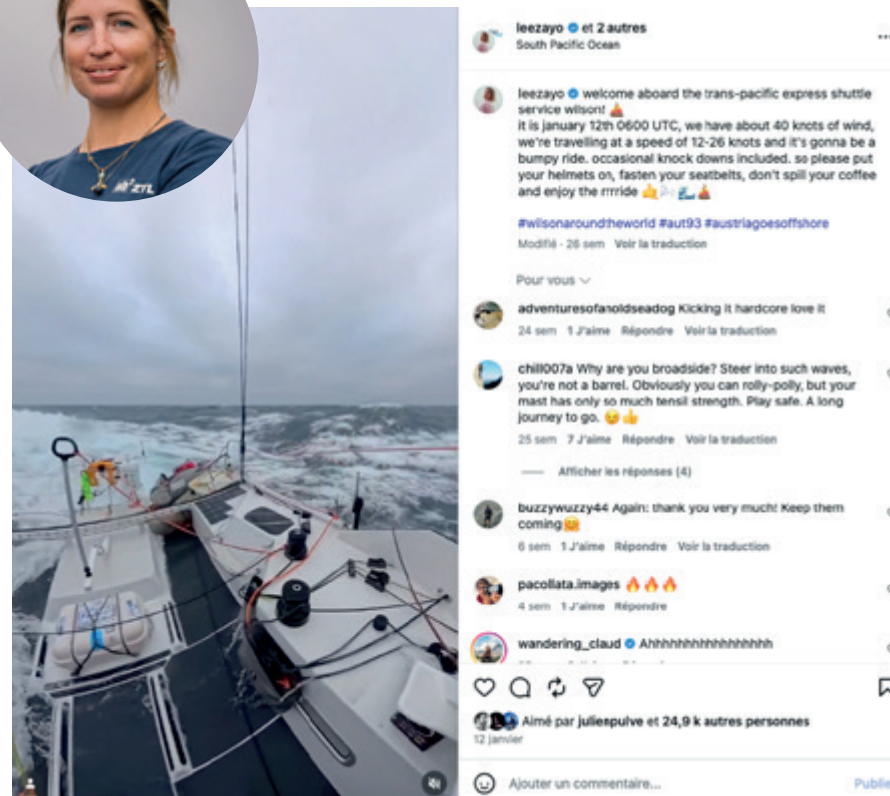
A record
of 4.2 million
views for a single
post

LIKE

FOLLOW



A highly engaged
community following
and sharing the crews'
round-the-world
stories



Editorial production following the rhythm of the round-the-world race

A 360° content production

 **Photo reports**
The photo reports were produced by **Jean-Marie Liot**, winner of the **Mirabaud Yacht Racing Image Award 2016** and an international reference in sailing photography. His images were distributed through the **DPPI agency**, media outlets, partners, and social media channels.

 **Professional audiovisual production**
The company **IMAGE IN FRANCE** produced the official GLOBE40 videos, including: teasers, 12-minute feature reports for each stage, stage summaries, interviews, onboard footage, drone footage, and immersive content.

 **Interviews**
Skippers, organisers, partners, and local stakeholders met throughout the route.

 **Drone footage and live TV**
Spectacular images captured during starts, finishes, and events in the race villages.
3 hours of live TV coverage for the arrival in Lorient, with 105,378 viewers on social media.

 **Crew profiles**
Content highlighting the sailors' backgrounds, projects, and personalities.

 **Press releases**
Regular updates sent to French and international media to ensure continuous coverage of the event.

Key figures

36
Press releases

+ de 80
Videos produced

+ de 60
Photo albums

Hundreds
Social media posts

Dozens
Skipper and partner interviews

Press reviews

From specialist sailing media to major international outlets, the GLOBE40 attracted the attention of journalists across five continents, demonstrating the event's growing international profile.



Globe40. Ian Lipinski/Antoine Carpentier : « On est des pionniers. On a fait le tour du monde en scow »

Ian Lipinski et Antoine Carpentier se sont imposés ce mercredi sur la 6e étape de la Globe40 et remportant par la même occasion le classement général de ce tour du monde en Class40. Premiers mots à l'arrivée.

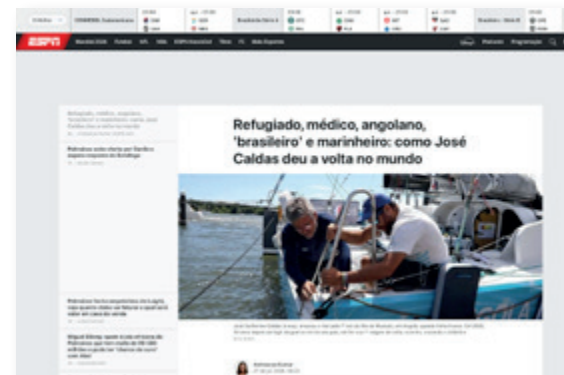
Voilà et Voilà - L'ÉQUIPE - 10/10/2025 à 10h10



Antoine Carpentier et Ian Lipinski remportent la 6e étape de la Globe40 en classant ainsi leur classement général du tour du monde. (A. LEBLANC/AGF - L'ÉQUIPE)



Press reviews



GLOBE 40

LA GRANDE ROUTE



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