



FOR IMMEDIATE RELEASE  
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### Jeanne Craig Named Editor-in-Chief of *Yachting*

Veteran marine journalist and media executive to lead one of boating's most influential brands.

CHATTANOOGA, TN — Firecrown Media today announced the appointment of Jeanne Craig as Editor-in-Chief of *Yachting*, one of the marine industry's most respected and enduring media brands.

Craig brings three decades of marine journalism experience to the role, having served in senior editorial positions with some of the boating industry's most recognized publications, including *Soundings*, *Power & Motoryacht*, *Motor Boating*, and *Boating*. She succeeds Patrick Sciacca, who recently departed *Yachting* to pursue a new professional opportunity.

In addition to her new responsibilities at *Yachting*, Craig will continue to oversee *Soundings* during a transition period while Firecrown conducts a search for the brand's next editor-in-chief.

"Jeanne's experience, leadership, and passion for boating make her an outstanding choice to lead *Yachting*," said David Carr, President of Firecrown's Marine Division. "She has earned tremendous respect throughout the marine industry, and her vision will help ensure *Yachting* remains the leading voice for yacht owners and boating enthusiasts for years to come."

Craig has served as Editor-in-Chief of *Soundings* since 2018, leading the brand across print, digital, video, and event platforms. Under her leadership, *Soundings* strengthened its connection with the boating community while adapting to changing audience behaviors and media consumption habits. She has also been a visible presence at major boat shows and marine industry events, building strong relationships throughout the recreational boating market.

Prior to joining Firecrown, Craig held leadership positions at Active Interest Media, Time Inc., and Hachette Filipacchi Media. Her career has spanned national boating publications, luxury lifestyle media, custom publishing, digital content, and branded media initiatives. She is also a past president of Boating Writers International.

"*Yachting* has been a benchmark for boating journalism for generations and is a brand I've admired throughout my career," said Craig. "It's a privilege to lead a title that has earned the trust of serious boaters for over a century. Like our readers, I love great boats and the life that comes with them. I'm excited to build on that legacy and deliver the trusted reporting and storytelling readers have come to expect across print and digital platforms."

A boater and Connecticut resident, Craig has spent her career creating content for boaters of every experience level, from newcomers to seasoned owners and captains. Her experience across both sail and power segments gives her a broad perspective on the boating community and the interests of today's yacht owners.



### **About *Yachting***

Founded in 1907, *Yachting* is among the most recognized names in boating media. For nearly 120 years, the brand has delivered award-winning coverage of yachts, new boat reviews, cruising destinations, marine technology, and the people and experiences that define life on the water. Today, *Yachting* reaches a highly engaged audience through its print magazine, website, newsletters, social media channels, and video platforms.

### **About Firecrown Media**

Firecrown Media is a leading enthusiast media company serving passionate audiences across the marine, aviation, outdoor recreation, and lifestyle markets. Its marine portfolio includes *Yachting*, *Power & Motoryacht*, *Boating*, *Soundings*, *Passagemaker*, *Cruising World*, *Sail*, *Sailing World*, *Salt Water Sportsman*, *Sport Fishing*, *Soundings Trade Only*, *Trawlerfest*, and the *Sailing World Regatta Series*.

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