

IN PRINT - IN PERSON - ONLINE



# BOAT

International Media

Integrated media platforms accessing a unique audience

# IN PRINT – IN PERSON – ONLINE



The global authority in Superyachting, celebrating the yachts  
and the life that comes with them



## IN PRINT

For more than 30 years, *Boat International* has been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. Our magazines and books are timeless and collectable.

## IN PERSON

We deliver a portfolio of world-class events and experiences that entertain Superyacht owners, their friends, family and peers. From elite regattas in Porto Cervo, Virgin Gorda and the America's Cup Superyacht Regatta in Bermuda, exclusive invitation only Owner's club events, to coveted awards celebrations in Florence and Kitzbühel.

## ON-LINE

Boatinternational.com delivers a daily fix of luxury yacht news, yacht reports and yachting lifestyle features to inspire our audiences' passion for yachting. It is the global marketplace for the sale and charter of the world's finest luxury yachts and the world authority on the superyacht fleet and associated market intelligence.

## ENGAGING A UNIQUE GLOBAL AUDIENCE



“A superyacht is simply the means by which the world’s most discerning elite can enjoy the things they love the most – art, design, fashion, and culture are all represented by the lives they lead on board, and the places they go by sea. Whenever you encounter the height of luxury, you can guarantee a superyacht will be moored discreetly nearby”

**Sacha Bonsor – Editorial Director Boat International**

In the modern age a bespoke yacht is the ultimate expression of wealth and taste. We bring together a unique group of global individuals who share a passion for these luxury yachts and the lifestyle that accompanies them.

Intensely private, often reclusive, the international wealthy elite see their superyacht as the ultimate safe haven: our

exquisitely designed portfolio occupies pride of place on their bookshelves, coffee tables, and digital devices.

Our readers therefore constitute some of the wealthiest and inaccessible individuals in the world. Overall the average net worth of our audience (across events and print) is \$35.9m, with a combined wealth of \$1.662 trillion. Our

subscribers (*Boat International* and *Boat International US Edition*) account for over 10% of the total global billionaire population. The network of our audience extends to over 6,000 UHNWI, with a combined wealth of \$3.74 trillion.

Our UHNWI audience is, overall, much more engaged in a broad luxury-lifestyle than the average UHNWI in the Wealth-X

database. For example:

- 41% more interested in sports
- 65% more interested in art
- 53% more interested in outdoor activities
- 4% more interested in aviation

B.I.M reach 23% of America’s billionaires, 25% of Canada’s billionaires and 15% of the UK’s billionaires.

# OUR AUDIENCE – A SNAPSHOT OF QUALITY ACROSS THE GLOBE

## THE READERSHIP

Our Alliance Media profiling exercise used our exclusive database of book buyers and subscribers, and proves beyond doubt that our paid for readership delivers you the opportunity to reach the most important people in the world of luxury yachting – the owners themselves. Five representative readers are profiled below; their names have been removed to protect their confidentiality.

## AMERICAS

One of the most successful and influential figures in the automotive business with a personal fortune of well over \$1 billion. A self-made man who rewards successful staff with Rolex watches and exclusive jewellery, his business empire now has a turnover in excess of \$1.8 billion. Not surprisingly he is fanatical about cars and has a truly remarkable collection of some of the world's rarest models including a \$1.7 million MacLaren F1, a 1955 Mercedes-Benz 300SL and a Ferrari Daytona Spyder. His other passions are for his 188 foot superyacht and the marina he owns and when not driving one of his cars, his preferred mode of transport is either his Gulfstream jet or his helicopter.

## EUROPE

A prominent member of one of Europe's wealthiest families that has a fortune

estimated at over \$5 billion and growing plus a string of properties in European capital cities, the Caribbean as well as an English country estate. When not managing his portfolio of commercial interests and travelling between the family's residences by private jet, he invests his time, enthusiasm and wealth into horses and horse racing. Known also for his lavish entertaining and sizeable collection of fine wines, he is a successful and highly regarded member of horse racing's elite. Although based in Europe he can be seen regularly at the world's leading racing venues including the Hong Kong Jockey Club and events such as the Kentucky Derby and the Dubai World Cup.

## MIDDLE EAST

The son of one of the Middle East's most respected commercial and industrial dynasties whose personal wealth exceeds \$6 billion. Educated in the United States and Europe and speaking 4 languages, his fleet of private jets enables him to keep a tight rein on his burgeoning business empire that has significant interests in both Europe and the United States as well as the Middle East.

An avid follower of contemporary art and design, his many properties have all been created by world leading architects and interior designers. A keen skier with chalets in the Swiss Alps and the Rockies, he races power boats at an international level and has a passion for collecting and

driving classic European racing and sports cars, in particular from the 1930s through to 1960s.

## ASIA PACIFIC

One of the region's richest men who controls and remains actively involved with his worldwide commercial property development empire. His overriding passion is for his collection of fine art. While owning some of Europe's XVI and XVII century masterpieces, his tastes are eclectic and he is currently extending his collection of regional and contemporary art and jewellery.

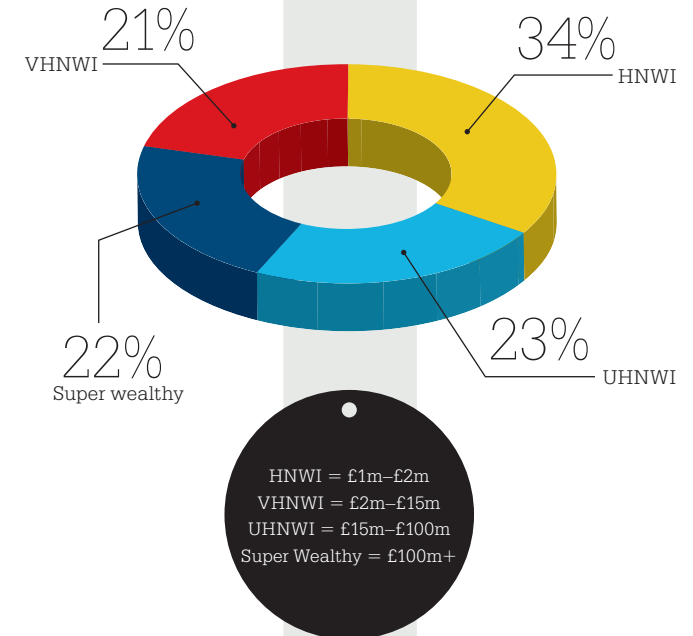
As well as being a trustee of a national art gallery he is a generous donor to a variety of arts foundations, reputedly amounting to over \$15 million in the last 2 years. A keen amateur soccer player in his youth, he has owned a major league soccer club and continues to be involved in both national and international soccer league administration.

## UK

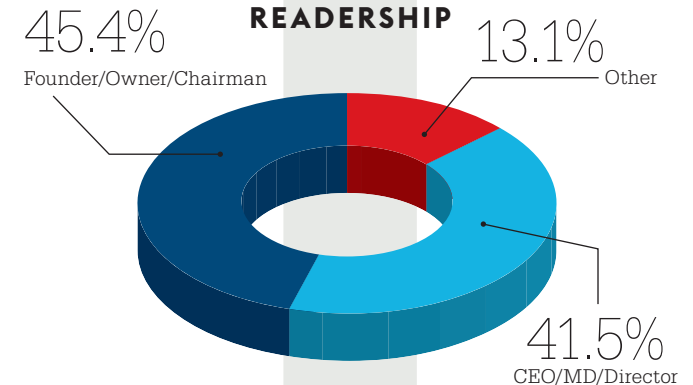
Scion of a long established and ennobled British industrial family that has large estates in Scotland and England as well as houses in London, the Caribbean and Switzerland.

Having recently taken a step back from managing the family's diversified business, he is devoting more time to his passion for country pursuits.

## WEALTH OF READERSHIP



## STATUS OF READERSHIP





# THE SUPERYACHT FLEET



THE AVERAGE  
VALUE  
OF A NEW YACHT  
€17,860,000

THE AVERAGE  
VALUE OF A  
BROKER YACHT  
€7,196,000

A Superyacht is a privately owned luxury  
yacht 24 metres or longer

There are 9,883 Superyachts in the world

The Superyacht Directory, the industry's leading source of information on the global superyacht fleet currently lists 9,883 superyachts over 24 metres, which represents an astounding €77.6 billion, (US\$86.7 billion) worth of assets.

The 2015/16 period has seen another strong year at the top end of the market, with 7 yachts over 100m in length launched or delivered (including the delivery of the 156m Lürssen

Dilbar, the largest superyacht by gross tonnage, and the launch of the two largest sailing superyachts, the 142m Nobiskrug Sailing Yacht A and the 105m Oceanco Y712) and a further 19 yachts either ordered or in build. The future order book is strong, with Boat International tracking 700 superyachts over 24 metres in construction, with a total value in excess of €12.5 billion (US\$13.9 billion).

THE AVERAGE  
VALUE OF A  
24 - 50M CHARTER  
HOLIDAY  
€89,000

THE AVERAGE  
VALUE OF A  
50M + CHARTER  
HOLIDAY  
€280,000

# TESTIMONIALS

## MEDIA

“The billionaires Bible”

**The London Evening  
Standard**

“The Vogue of the  
superyachting world”

**The Times**

## OWNERS

“There is no doubt that Boat International  
is a world-class leader in its field”

**Cdre Sir Donald Gosling, KCVI RNR**

“The voice of record for yachting”

**Tom Perkins**

“My very favourite bedtime reading”

**Lord Laidlaw of Rothiemay**

“I am a huge fan of your magazine and quite  
frankly think it's about as good as it can get”

**Peter de Savary, Owner of Gloria**

## ADVERTISERS

“We would like to compliment you with a perfectly  
organised World Superyacht Awards.

The venue, the catering, the performances  
and of course your hospitality were absolutely  
top of the bill”

**World Superyacht Awards – Farouk Nefzi,  
Marketing & Brand Director, Feadship**

“Boat International gets better and better  
- it really stands out from the crowd  
and sets the bar very high”

**Tim Heywood - Tim Heywood Designs**

“With this quality and content,  
Boat International is not a magazine anymore  
- it's an inspiring book that makes you feel good”

**Riza Tansu - Tansu Yachts**

“Boat International is my companion every time  
I travel around the world.

It's the best Superyacht magazine there is”

**Roberto Giorgi  
- Chairman, Fraser Yachts**

## AUDIENCE REACH



BOAT INTERNATIONAL  
INSTAGRAM

**94,800**

Followers



BOAT INTERNATIONAL  
FACEBOOK

**49,000**

Likes



BOAT INTERNATIONAL  
MAGAZINE

**14,663**

Readers



BOAT INTERNATIONAL  
TWITTER

**23,600**

Followers



BOAT INTERNATIONAL  
EMAIL

**22,741**

Subscribers



CHARTERFLEET  
BOOK

**22,500**

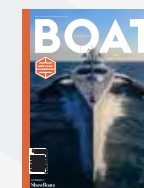
Copies



BOAT INTERNATIONAL  
EVENTS

**2,874**

Attendees



BOAT INTERNATIONAL  
US EDITION

**40,671**

Readers



BOAT INTERNATIONAL  
BOOKS

**3,000**

Readers



BOAT INTERNATIONAL  
RUSSIA

**5,000**

Readers



BOAT INTERNATIONAL  
DAILY EMAIL

**5,874**

Subscribers



BOATINTERNATIONAL.COM **530,678** monthly visits

# BOAT INTERNATIONAL MAGAZINE - GLOBAL

“My favourite bedtime reading”

Lord Laidlaw of Rothiemay



For over three decades we have been the world's most authoritative, trusted and comprehensive magazine for the superyacht community, reflecting the lifestyles of the international wealthy elite, who read the magazine, attend its events and engage online.

*Boat International's* 12 issues a year are bookish and collectable. They are commissioned, edited and designed at our head office in London and call on a global team of luxury and yachting journalists and photographers.

## THE CONTENT

Devoted to the lifestyle of those who love yachts, yachting and the life surrounding them.

## BOAT LIFE

Style, Watches, Jewellery, Design Heroes, Beauty, Speed, Wine and Gadgets.

## ON BOARD

News for all things superyacht related; boats, toys, events, lifestyle and authoritative, current market data.

## OWNERS' CLUB

Using our intimate contact with superyacht owners we take you inside their lives and where they travel to. We are a trusted insider for the luxury superyacht owner.

## VOYAGE

A highly curated travel section written by the best travel writers, including news, itineraries and endless insider secrets – from hidden beaches to the marina of the month.

## YACHT LISTINGS

*Boat International's* brokerage advertising section, the most expensive pre-owned market place on the planet and the most comprehensive in the world.

## YACHT REVIEWS

The exclusive reviews for which we are renowned, with at least four major boat reports per month, we put the reader right on board the magnificent boats being featured.



# BOAT INTERNATIONAL MAGAZINE - GLOBAL

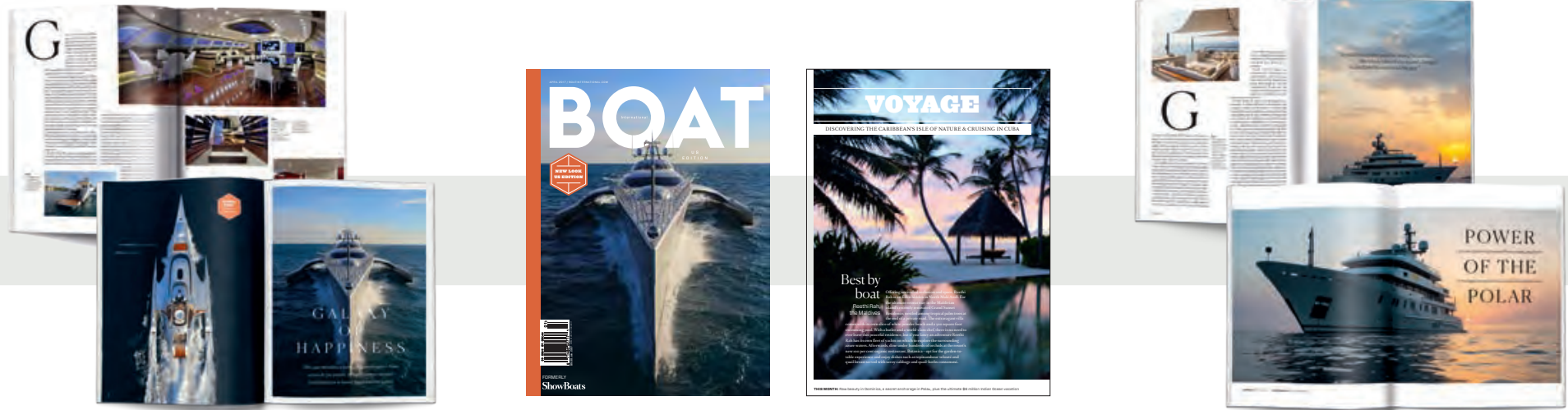


## THE EDITORIAL PLAN OUR YEAR AHEAD

Issue	Themes (Yachting)	Themes (Lux)	Special Section	On Sale
January	Top 101 largest yachts	Travel & Fitness	Private Aviation	8th December 2016
February	Eco and Save The Oceans Issue	/	/	12th January 2017
March	Tech, Tenders & Toys Issue	David Gandy: Speed & Style	New Zealand	9th February 2017
April	Charter Issue	/	International Property	9th March 2017
May	Design Issue	/	Interiors	13th April 2017
June	Sailing Issue	/	/	11th May 2017
July	World Superyacht Awards Winners	/	Collecting	8th June 2017
August	Cannes Preview	/	Be-spoke	13th July 2017
September	Monaco Yacht Show Preview	/	Semi-custom yachts	10th August 2017
October	Monaco Issue	/	Interiors	14th September 2017
November	Refit Issue / FLIBS Preview	/	Watches	12th October 2017
December	Classics Issue	Ultra-Luxe Gift Guide	/	9th November 2017
January	Top 101 largest yachts	Travel & Fitness	Private Aviation	14th December 2017

**Circulation:** Digital sales: 1,000   Subscriptions: 2,500   Controlled: 2,363   Newsstand: 8,800   Circulation: 14,663   Print Run: 30,000

# IN PRINT – BOAT INTERNATIONAL US EDITION (FORMERLY SHOWBOATS)



## THE EDITORIAL PLAN OUR YEAR AHEAD

The sister title to *Boat International* for the North American market, *Boat International US Edition* is the leading magazine for American big boat owners. Originally launched as *ShowBoats International* in 1983, it has established itself as an indispensable guide for discerning, affluent buyers in the multi-billion dollar US luxury yachting market.

### THE MAGAZINE

Published 11 times a year from Fort Lauderdale, Florida – the heart of the US superyacht world, and with a luxury US editorial team based in New York, *Boat International US Edition* delivers more qualified owners of yachts and UHNWIs than any other luxury yachting magazine in the world\*.

Issue	Themes (Yachting)	Themes (Lux)	Special Section	On Sale
January	Global Order Book	/	/	20th December 2016
February	Top 101 Largest Yachts plus Miami Preview	/	/	24th January 2017
March	The Hollywood issue	/	New Zealand	28th February 2017
April	Charter plus International property	/	International Property	4th April 2017
May	The Design issue	/	Interiors	2nd May 2017
June	Sailing issue	/	/	6th June 2017
July/ August	World Superyacht Awards winners	/	/	4th July 2017
September	Adventure issue	/	Semi-custom yachts	5th September 2017
October	Monaco Preview	/	Private Aviation	3rd October 2017
November	FLIBS issue	/	/	31st October 2017
December	Classics issue	Gift Guide	Interiors	5th December 2017
January	Global Order Book plus Top 101 yachts	/	/	9th January 2018

**Circulation:** 6,168 owners of yachts 100ft and above\*    11,287 owners of yachts 70ft and above  
 35,109 qualified owners of yachts 50ft and above    Average audited circulation: 40,109\*    Average print run: 50,000\*

## IN PRINT - BOAT INTERNATIONAL RUSSIA / CHARTERFLEET



### BOAT INTERNATIONAL MAGAZINE RUSSIA

Produced and edited by our local team in Moscow, with in-depth knowledge of the local market, *Boat International* Russia offers access to one of the fastest growing, high spending and most important wealth concentrations in the world.

The magazine has an average print run of 10,000 copies per issue, and is distributed in airport VIP lounges, private jet terminals, exclusive hotels and restaurants, the newsstand and via subscription.



### THE EDITORIAL CONTENT FOLLOWS THE SPECIAL ISSUE THEMES OF BOAT INTERNATIONAL

Issue	On Sale
January/February 2017	1st January 2017
March/April 2017	1st March 2017
May/June 2017	1st May 2017
July/August 2017	1st July 2017
September/October 2017	1st September 2017
November/December 2017	1st November 2017
January/February 2018	1st January 2018

**Circulation:** 5,000

### CHARTERFLEET 2017

Launched in 1992 and now in its 24th year, *Charterfleet International* is the Number 1 guide to the world's finest yachts available for charter. This showcase combines the best yachts and the premier destinations in a beautifully designed coffee-table book format; it's the perfect formula for planning a holiday afloat and the medium of choice for leading charter brokers and yacht owners. Expert articles suggesting charter ideas, itineraries and maps of the hottest destinations are at the reader's fingertips; all they have to do is choose.

Print run: 24,000

On sale: February 2017

## IN PRINT – LUXURY COFFEE TABLE BOOKS

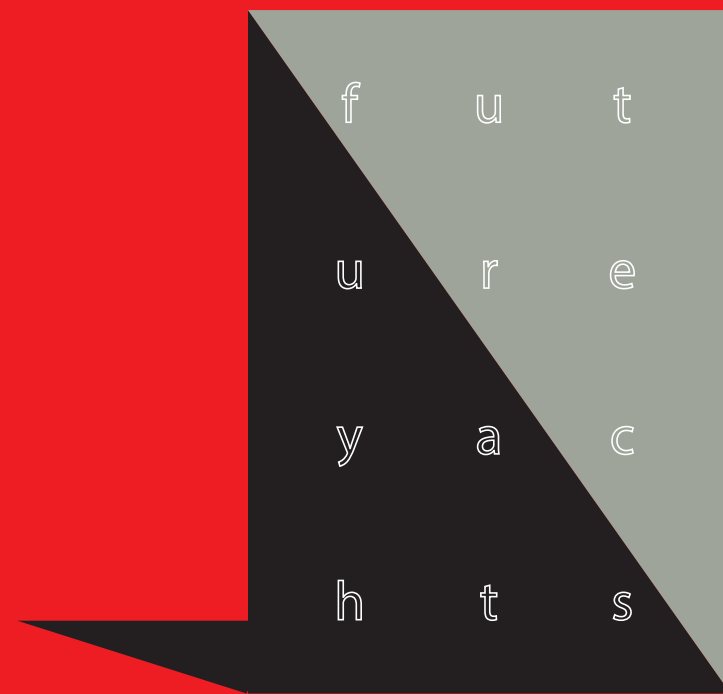


### THE SUPERYACHTS 2018 31<sup>ST</sup> EDITION

Published since 1987 in luxurious coffee table book format, *THE SUPERYACHTS* is the industry reference for superyacht design and technology, showcasing 21 of the finest new yachts each year. This book is a tribute to the skills of the naval architects, interior designers, builders and craftsmen of these incredible vessels, and to the passion of the owners who commission them.

Print run: 2,500

On sale: September 2017



### FUTURE YACHTS VOLUME I

During winter 2017 we will deliver an exciting new book dedicated exclusively to the design possibilities for large yachts including new builds and refits to meet emerging trends and lifestyle trends and updated technology. We explore influences and talk with influencers from all walks of design. We push boundaries and tackle barriers, but preserve the fundamental dictum that a boat must float – except when it flies or dives. How will the design and build community adapt and prosper in the future? We know what Now looks like: what's Next and Why?

Print run: 10,000

On sale: April 2017



## IN PERSON – EVENTS



“Delivering world class events and experiences”



### DESIGN

Now in its ninth year, the Superyacht Design Symposium has become the essential event for superyacht owners, designers, naval architects, project managers, interior specialists, builders and captains.

Chaired in February 2017 by Stephen Bayley, one of the world's best commentators on design, this meeting of minds where superyacht owners share and compare concepts and experiences, embraces designers from all over the world who share stories and expertise, inspiring the superyachts projects of tomorrow.



### AWARDS

Attended by the glitterati of the superyacht world, owners and industry will come together in Florence in May for The World Superyacht Awards, a truly magnificent gala evening, to recognise the finest superyachts launched throughout 2016. As the foremost prize giving in the industry (the “Oscars” of the superyacht world) a Neptune Award is the most coveted trophy to be presented to the owners of the world's greatest yachts.

Honouring the creative talents of worlds leading yacht design studios The Boat International Design Awards take place in February each year.



### REGATTAS & RENDEZVOUS

Our Superyacht Regattas represent the most glamorous of all the global superyacht races.

Both events, the Caribbean Superyacht Regatta and Rendezvous in Virgin Gorda in March, and the Superyacht Regatta in Porto Cervo, Sardinia in June, deliver a full race and social programme, where the world's most beautiful yachts come together for four days of fun and exhilarating racing.

In June 2017 we host the America's Cup Superyacht Regatta for four days of racing during the 35th America's Cup in Bermuda.

## IN PERSON – EVENTS

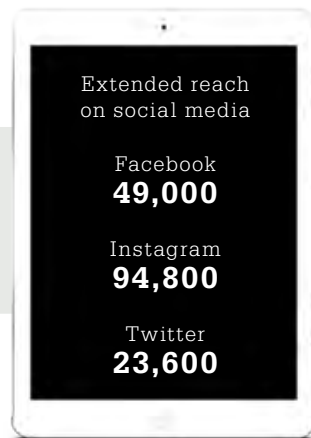
These prestigious events provide a number of opportunities for sponsors to partner with us to reach superyacht owners in a relaxed and fun environment, in the exclusive settings of the world's most desirable locations



### THE BOAT INTERNATIONAL MEDIA EVENTS

Event	Date	Location
The Ocean Awards	11 January 2017	London, UK
Boat International Design Awards	5 February 2017	Kitzbuhel, Austria
Superyacht Design Symposium	6-7 February 2017	Kitzbuhel, Austria
Loro Piana Caribbean Regatta & Rendezvous	10-13 March 2017	Virgin Gorda, BVI
World Superyacht Awards	12-14 May 2017	Florence, Italy
Loro Piana Superyacht Regatta	30 May-3 June 2017	Porto Cervo, Sardinia
America's Cup Superyacht Regatta	12-15 June 2017	Hamilton, Bermuda
The Boat International Party	29 September 2017	Monte Carlo, Monaco
The Boat International Party	4 November 2017	Ft Lauderdale, Florida
The Dockwalk Hideout	2-6 November 2017	Ft Lauderdale, Florida

# ONLINE - BOATINTERNATIONAL.COM



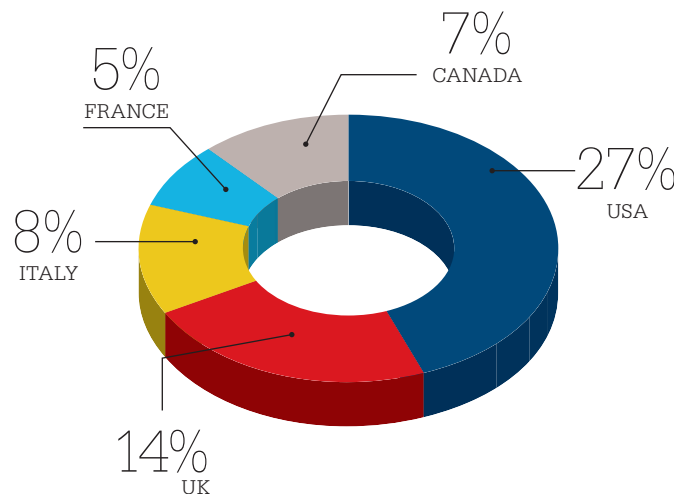
## DIGITAL PORTFOLIO

Boatinternational.com is a gateway to the world of superyachting. Whether celebrating the lifestyle; the people, parties and owners, or the yachts themselves, the site offers advertisers an unrivalled opportunity to engage with this discerning audience



## REACH

Put your brand in front of over 367,134 targeted users per month. We are serving over 3.5 million pages across the world. Our biggest global users are in the following countries:



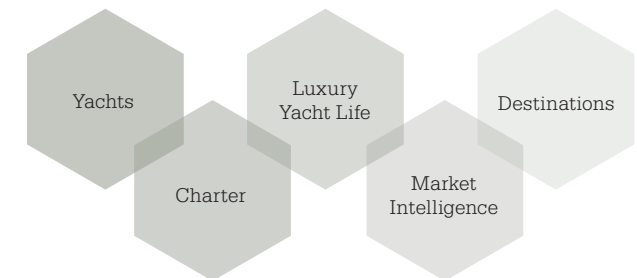
## ENGAGEMENT

Our readers consume the site for an average of over 3 minutes per session

And they remain involved with the site, engaging with, on average 7 pages per visit

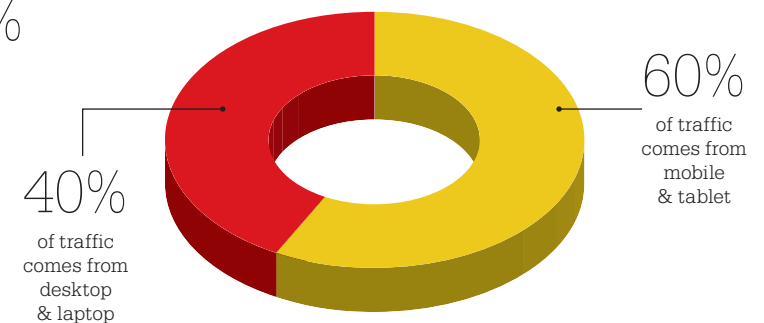
Yachts for sale accounts for approximately 50% of page impressions – the perfect market place for selling your yacht

Mirroring the quality of content in the magazine the top five areas of interest are:



## DEVICES

The new site and our newsletter is responsive across all devices



# ONLINE – BOATINTERNATIONAL.COM

## CREATIVE SOLUTIONS

Bespoke digital campaigns and creative:  
copy, design, video

## YACHTS – SALE & CHARTER LISTINGS

The premier online marketplace of yachts for sale  
and charter over 24 metres.

## DISPLAY

Branding alongside targeted editorial content.  
Various positions available.



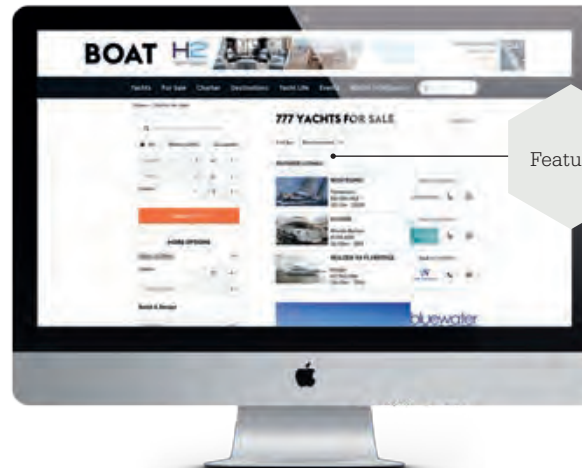
Rich  
media

Content

Young designers hub



Sponsor  
Bespoke  
Solution



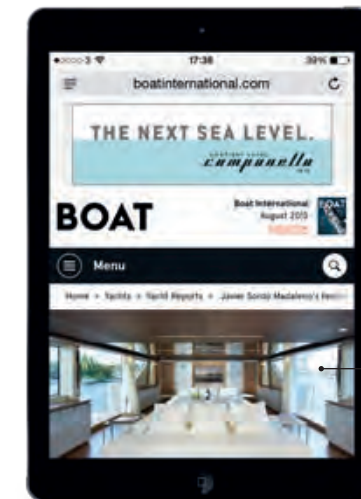
Featured



Sponsored



Mobile  
& desktop



Section &  
run-of-site  
options



# BOAT INTERNATIONAL AROUND THE WORLD



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