IN PRINT – IN PERSON – ONLINE

BOAT
International Media

Integrated media platforms accessing a unique audience
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.

*WEALTH-X AUDIENCE PROFILING PROJECT JANUARY 2016*
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.

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.
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).

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

There are 9,883 Superyachts in the world
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
In 2016, Sanlorenzo 460 Explorer embarked on a transatlantic journey from Italy to the American shores for its owner.

**Genesi**

Wider Yachts 46 м

**Elada**

Bilgin Yachts 45 м

**Pachamama**

Baglietto 43,65 м

**King Baby**

IAG Yachts 42,67 м

**RS**

Alia Yachts 41,29 м

Eскапизм на эолийских островах, классический гран-тури по Италии на яхте и инсайдерские секреты тосканского архипелага.

July–August 2016

www.boatinternational.com

In April 2017, **Moka**: Transatlantic crossing; a new wave; from real projects to fantastic concepts.
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.

“My favourite bedtime reading”
Lord Laidlaw of Rothiemay
# BOAT INTERNATIONAL MAGAZINE - GLOBAL

## THE EDITORIAL PLAN OUR YEAR AHEAD

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<th>Issue</th>
<th>Themes (Yachting)</th>
<th>Themes (Lux)</th>
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<th>On Sale</th>
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<td>Top 101 largest yachts</td>
<td>Travel &amp; Fitness</td>
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<td>8th December 2016</td>
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<td>12th January 2017</td>
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<td>Tech, Tenders &amp; Toys Issue</td>
<td>David Gandy: Speed &amp; Style</td>
<td>New Zealand</td>
<td>9th February 2017</td>
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<td>April</td>
<td>Charter Issue</td>
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<td>International Property</td>
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<td>Semi-custom yachts</td>
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<td>September</td>
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<td>Refit Issue / FLIBS Preview</td>
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<td>/</td>
<td>12th October 2017</td>
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<tr>
<td>December</td>
<td>Classics Issue</td>
<td>Ultra-Luxe Gift Guide</td>
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<td>9th November 2017</td>
</tr>
<tr>
<td>January</td>
<td>Top 101 largest yachts &amp; Global Order Book</td>
<td>Travel &amp; Fitness</td>
<td>Private Aviation</td>
<td>14th December 2017</td>
</tr>
</tbody>
</table>

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

### THE EDITORIAL PLAN OUR YEAR AHEAD

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<tr>
<td>January</td>
<td>Global Order Book</td>
<td>/</td>
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<td>20th December 2016</td>
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<tr>
<td>February</td>
<td>Top 101 Largest Yachts plus Miami Preview</td>
<td>/</td>
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<td>24th January 2017</td>
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<tr>
<td>March</td>
<td>The Hollywood Issue</td>
<td>/</td>
<td>/</td>
<td>28th February 2017</td>
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<tr>
<td>April</td>
<td>Charter plus International property</td>
<td>/</td>
<td>/</td>
<td>4th April 2017</td>
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<tr>
<td>May</td>
<td>The Design Issue</td>
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<td>2nd May 2017</td>
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<tr>
<td>June</td>
<td>Sailing Issue</td>
<td>/</td>
<td>/</td>
<td>6th June 2017</td>
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<tr>
<td>July/August</td>
<td>World Superyacht Awards winners</td>
<td>/</td>
<td>/</td>
<td>4th July 2017</td>
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<tr>
<td>September</td>
<td>Adventure issue &amp; Semi-custom yachts</td>
<td>/</td>
<td>/</td>
<td>5th September 2017</td>
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<tr>
<td>October</td>
<td>Monaco Preview</td>
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<td>/</td>
<td>3rd October 2017</td>
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<tr>
<td>November</td>
<td>FLIBS Preview / Refit Issue</td>
<td>/</td>
<td>/</td>
<td>31st October 2017</td>
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<tr>
<td>December</td>
<td>Classics Issue</td>
<td>Gift Guide</td>
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<td>5th December 2017</td>
</tr>
<tr>
<td>January</td>
<td>Global Order Book plus Top 101 yachts</td>
<td>/</td>
<td>/</td>
<td>9th January 2018</td>
</tr>
</tbody>
</table>

| 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* |

*SOURCE: SHOWBOATS BPA DECEMBER 2015 AUDIT
THE EDITORIAL CONTENT FOLLOWS THE SPECIAL ISSUE THEMES OF BOAT INTERNATIONAL

<table>
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<tr>
<th>Issue</th>
<th>On Sale</th>
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</thead>
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<tr>
<td>January/February 2017</td>
<td>1st January 2017</td>
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<tr>
<td>March/April 2017</td>
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<td>July/August 2017</td>
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<td>September/October 2017</td>
<td>1st September 2017</td>
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<tr>
<td>November/December 2017</td>
<td>1st November 2017</td>
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<tr>
<td>January/February 2018</td>
<td>1st January 2018</td>
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</table>

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
31st 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 1

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

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

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:

- USA: 27%
- UK: 14%
- Canada: 7%
- France: 5%
- Italy: 8%

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

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

- Yachts
- Luxury Yacht Life
- Charter Life
- Market Intelligence
- Destinations

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.

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DEVICES

The new site and our newsletter is responsive across all devices.

- 60% of traffic comes from mobile & tablet
- 40% of traffic comes from desktop & laptop
- 8% comes from mobile & tablet
- 40% of traffic comes from desktop & laptop
- 8% comes from mobile & tablet

5 million pages across the world
10 pages per average visit
60% of page impressions are yachts for sale
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.

Young designers hub

Rich media

Content

Sponsor Bespoke Solution

Sponsored

Featured

Section & run-of-site options

Mobile & desktop