Integrated media platforms accessing a unique audience
The global authority in Superyachting, celebrating the yachts and the life that comes with them through our unique environment and our unrivalled access.

**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 and Virgin Gorda, exclusive Motoryacht Rendezvous in Montenegro, to coveted awards celebrations in Florence and Kitzbuhel.

**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

“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, with 22% of them valued in excess of £100 million and a further 23% valued between £15 million and £100 million. Most have made their fortunes by their own endeavours and many are still involved in the running of their empires. 45% are founder/owner chairman and 42% are Chief Executive Officers, Managing Directors or Directors.

“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
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 Dayton 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 1930’s through to 1960’s.

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.

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

There are 9,673 Superyachts in the world

The Superyacht Directory, the industry’s leading source of information on the global superyacht fleet currently lists 9,673 superyachts over 24 metres, which represents an astounding €73.8 billion, (US$82.9 billion) worth of assets.

The 2014/15 period has seen record growth at the top end of the market, with 7 yachts over 100m in length delivered, 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 €12.7 billion (US$14.2 billion).

**The Average Value of**

- A New Yacht: €18,150,000
- A 24 - 50M Charter Holiday: €89,000
- A Broker Yacht: €7,250,000
- A 50M + Charter Holiday: €280,000
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

OWNERS

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

Tim Heywood - Tim Heywood Designs

MEDIA

“The billionaires Bible”
The London Evening Standard

“The Vogue of the superyachting world”
The Time

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

OWNERS

“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

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Roberto Giorgi - Chairman, Fraser Yachts
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 super yacht 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
THE EDITORIAL PLAN OUR YEAR AHEAD

January issue: Top 101 largest yachts
February issue: Spa guide and Save the oceans special
March issue: Tenders, gadgets and toys special
April issue: Broker special and cruising
May issue: Design issue & ShowBoats Design Awards
June issue: Made in Italy issue & WSA winners
July issue: Sport special & Party season
August issue: Provisioning your yacht, Food and Wine, Loro Piana Regatta
September issue: Winter charter and diving special + MYS preview
October issue: Monaco Issue plus property special
November issue: Interiors Issue plus FLIBS preview
December issue: Gift Guide
January issue: Top 101 largest yachts

CIRCULATION: Digital sales 1,000 Controlled 1,000 Subscription 2,500 Newsstand 9,000 Print run 30,000
In Print – ShowBoats International (North America)

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

The Editorial Plan: Our Year Ahead

**February issue:** The Ocean Blue plus Miami Boat Show Preview

**March issue:** Be-spoke luxury and save the oceans

**April issue:** Best of summer cruising

**May issue:** Design issue & ShowBoats Design Awards

**June issue:** Before & After – Best Refits

**July/August issue:** Accessorize it – tenders, toys & amenities

**September issue:** Most powerful plus Monaco Yacht Show Preview

**October issue:** Adventure cruising plus Food and Wine

**November issue:** Best of winter cruising plus FLIBS preview

**December issue:** Gift Guide

**January issue:** Global Order Book

Circulation:
- 6,188 owners of yachts 100ft and above*
- 13,435 owners of yachts 70ft and above
- Average audited circulation: 40,800*
- Average print run: 50,000*
- 35,019 qualified owners of yachts 50ft and above

*Source: BPA June 2015 statement
Launched in 2012 to meet demand from the Brazilian market, Boat International Brazil offers a carefully tailored mix of local, international and luxury editorial to this highly affluent and increasingly sophisticated market.

Based in Sao Paulo and produced by a Brazilian team with in-depth knowledge of the local market, the magazine is published 6 times a year in Portuguese. With more than 8,300km of beautiful coastline, Brazil is now one of the most exciting markets in the world.

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.
Internationally renowned as collector’s items with a timeless appeal, we have been producing the most authoritative, influential and beautifully designed coffee table books for the luxury yachting community since 1987.

**THE SUPERYACHTS 2017 (30TH 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 2016

**REFIT 2017**
Published annually and showcasing 17 newly refurbished yachts, Refit unveils the incredible stories behind the year’s most significant re-launches and unusual yachts. From lengthening and mechanical updates to reconfiguration and complete rebuilds, with before, during and after photography, the one thing these projects have in common is each owner’s love of a vessel and a passion for excellence.

*Print run:* 2,500
*On-sale:* December 2016

**MEGAYACHTS: CONCEPT > DESIGN > CONSTRUCTION 2017**
The perfect companion to THE SUPERYACHTS and REFIT, this book focuses on the future of yacht design and construction. Exploring aesthetics and luxury in the minds of today’s leading design and engineering innovators, and with Q & A’s with the top Superyacht Designers from around the world, we look at how new materials and techniques can transform the yachts of tomorrow.

*Print run:* 2,500
*On-sale:* November 2016
DESIGN
Now in its eighth 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 2016 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 sharing stories and expertise, inspires 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 2015. 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 ShowBoats 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 July 2016 we welcome sailing and motor superyachts to the Superyacht Rendezvous Montenegro for three days of cruising in this superyacht hotspot.

“Delivering world class events and experiences”
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

Superyacht Design Symposium
ShowBoats Design Awards
Loro Piana Caribbean Superyacht Regatta & Rendezvous
World Superyacht Awards
Loro Piana Superyacht Regatta
Superyacht Rendezvous Montenegro
Dockwalk Captains’ Hideout
The Boat International Party
Dockwalk Captains’ Hideout
The Megayachts Launch Party

21–23 February 2016
22 February 2016
9–12 March 2016
14 May 2016
7–11 June 2016
7–9 July 2016
28 September–1 October 2016
29 September 2016
3–7 November 2016
5 November 2016

Kitzbühel, Austria
Kitzbühel, Austria
Virgin Gorda, BVI’s
Florence, Italy
Porto Cervo, Sardinia
Porto Montenegro
Monte Carlo, Monaco
Monte Carlo, Monaco
Fort Lauderdale, Florida
Fort Lauderdale, Florida
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 293,365 targeted users per month. We are serving over 3.1 million pages across the world. Our biggest global users are in the following countries:

<table>
<thead>
<tr>
<th>Market</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>US/Canada</td>
<td>34%</td>
</tr>
<tr>
<td>UK</td>
<td>16%</td>
</tr>
<tr>
<td>France</td>
<td>6%</td>
</tr>
<tr>
<td>Italy</td>
<td>5%</td>
</tr>
<tr>
<td>Holland</td>
<td>4%</td>
</tr>
</tbody>
</table>

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:

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

ENGAGEMENT
- 3.1 million pages across the world
- 7 pages per average visit
- 50% of page impressions are yachts for sale

Top Five Markets

- 34% US/Canada
- 16% UK
- 6% France
- 5% Italy
- 4% Holland

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

65% of traffic comes from mobile & tablet
35% of traffic comes from desktop & laptop
YACHTS – SALE & CHARTER LISTINGS
The premier online marketplace of yachts for sale and charter over 24 meters.

CREATIVE SOLUTIONS
Bespoke digital campaigns and creative: copy, design, video

DISPLAY
Branding alongside targeted editorial content. Various positions available.