

RATE CARD
2018

BOAT
International Media

BOAT INTERNATIONAL

ADVERTISING RATES

DISPLAY

	BOAT SHOW ISSUE ONLY			SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
DPS	25,944	29,404	34,593	18,532	21,003	24,709	17,605	19,952	23,473	16,678	18,902	22,238
Full page	14,383	16,301	19,177	10,274	11,643	13,698	9,759	11,061	13,012	9,247	10,479	12,329

BROKERAGE

	BOAT SHOW ISSUE ONLY			SINGLE			SIX INSERTIONS +		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
DPS	10,202	11,562	13,602	7,287	8,259	9,716	6,923	7,846	9,231
Full page	5,547	6,287	7,396	3,962	4,490	5,283	3,763	4,265	5,017

LIFESTYLE PREMIUM POSITIONS

	GBP	EUR	US\$
Page facing Eddie Jordan column	11,815	13,390	15,753
Page facing Ben Ainslie column	11,815	13,390	15,753
Opening page facing Boat Life	11,815	13,390	15,753
Opening page facing Wine	11,815	13,390	15,753
Opening page facing Men's style	11,815	13,390	15,753
Opening page facing Watches	11,815	13,390	15,753
Opening page facing Speed	11,815	13,390	15,753
Opening page facing Owner's Club	11,815	13,390	15,753

PREMIUM POSITIONS

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
IFC SPREAD	23,038	26,110	30,718	21,887	24,805	29,182	20,735	23,500	27,647
2nd-5th DPS	21,126	23,943	28,168	20,070	22,746	26,760	19,013	21,548	25,351
Page Facing Contents	12,733	14,431	16,978	12,097	13,710	16,130	11,460	12,988	15,280
LHP facing Editor's letter	12,733	14,431	16,978	12,097	13,710	16,130	11,460	12,988	15,280
RH facing masthead	11,803	13,377	15,738	11,213	12,708	14,951	10,623	12,040	14,164
1st LH facing On Board	11,803	13,377	15,738	11,213	12,708	14,951	10,623	12,040	14,164
FP in On Board	11,225	12,721	14,966	10,663	12,085	14,218	10,102	11,449	13,469
Junior spread On Board	11,225	12,721	14,966	10,663	12,085	14,218	10,102	11,449	13,469
FP facing matter	10,788	12,226	14,384	10,249	11,616	13,666	9,709	11,004	12,946
OBC	27,707	31,401	36,942	26,321	29,831	35,095	24,936	28,261	33,248

BOAT INTERNATIONAL US EDITION

ADVERTISING RATES

DISPLAY

	BOAT SHOW ISSUE ONLY			SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
DPS	25,944	29,404	34,593	18,532	21,003	24,709	17,605	19,952	23,473	16,678	18,902	22,238
Full page	14,383	16,301	19,177	10,274	11,643	13,698	9,759	11,061	13,012	9,247	10,479	12,329

BROKERAGE

	BOAT SHOW ISSUE ONLY			SINGLE			SIX INSERTIONS +		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
DPS	10,202	11,562	13,602	7,287	8,259	9,716	6,923	7,846	9,231
Full page	5,547	6,287	7,396	3,962	4,490	5,283	3,763	4,265	5,017

LIFESTYLE PREMIUM POSITIONS

	GBP	EUR	US\$
Page facing owner column	11,815	13,390	15,753
Page facing racing column	11,815	13,390	15,753
Page facing Seen & Heard	11,815	13,390	15,753
Opening page facing Boat Life	11,815	13,390	15,753
Opening page facing Drink	11,815	13,390	15,753
Opening page facing Men's style	11,815	13,390	15,753
Opening page facing Watches	11,815	13,390	15,753
Opening page facing Speed	11,815	13,390	15,753
Opening page facing Owner's Club	11,815	13,390	15,753

PREMIUM POSITIONS

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
IFC SPREAD	23,038	26,110	30,718	21,887	24,805	29,182	20,735	23,500	27,647
2nd-5th DPS	21,126	23,943	28,168	20,070	22,746	26,760	19,013	21,548	25,351
Page Facing Contents (x2)	12,733	14,431	16,978	12,097	13,710	16,130	11,460	12,988	15,280
LHP facing Editor's letter	12,733	14,431	16,978	12,097	13,710	16,130	11,460	12,988	15,280
RH facing masthead	11,803	13,377	15,738	11,213	12,708	14,951	10,623	12,040	14,164
1st LH facing Intl News	11,803	13,377	15,738	11,213	12,708	14,951	10,623	12,040	14,164
FP in International News	11,225	12,721	14,966	10,663	12,085	14,218	10,102	11,449	13,469
Junior spread Intl News	11,225	12,721	14,966	10,663	12,085	14,218	10,102	11,449	13,469
FP facing matter	10,788	12,226	14,384	10,249	11,616	13,666	9,709	11,004	12,946
OBC	27,707	31,401	36,942	26,321	29,831	35,095	24,936	28,261	33,248

DOCKWALK

DISPLAY

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
DPS	7,318	8,294	9,757	6,952	7,879	9,270	6,587	7,465	8,782
Full page	4,121	4,671	5,495	3,915	4,437	5,221	3,709	4,204	4,946
Half page	2,416	2,738	3,221	2,295	2,601	3,060	2,175	2,465	2,899
Qtr page	1,492	1,691	1,990	1,417	1,606	1,890	1,342	1,521	1,790

CLASSIFIED

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
1/6 pg	675	765	900	641	727	855	607	688	809
1/12 pg	426	482	568	405	459	540	383	434	511

RECRUITMENT

	SINGLE		
	GBP	EUR	US\$
Half	1,874	2,124	2,499
Quarter	995	1,127	1,326
Eighth	551	625	735

To advertise contact: Europe +44 (0) 208 545 9330, North America +1 (954) 522 2628 – For more information, please visit our website: www.boatinternational.com

ADVERTISING RATES

PREMIUM POSITIONS

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
IFC	4,911	5,566	6,548	4,666	5,288	6,221	4,420	5,010	5,894
1st RH & Page facing Contents (x2)	4,539	5,144	6,052	4,311	4,886	5,748	4,085	4,629	5,446
1st DPS	8,793	9,965	11,723	8,353	9,467	11,138	7,914	8,969	10,552
HP Masthead/Editors Letter	2,842	3,221	3,789	2,700	3,060	3,600	2,558	2,899	3,411
RH Facing Masthead/Editors Letter	4,397	4,983	5,863	4,176	4,733	5,568	3,956	4,484	5,275
OBC	5,169	5,858	6,892	4,911	5,566	6,548	4,652	5,272	6,203
IBC	4,529	5,133	6,039	4,303	4,877	5,737	4,076	4,620	5,435

BOOKS

ADVERTISING RATES

THE SUPERYACHTS

	GBP	EUR	US\$
DPS	16,264	18,433	21,686
Full page	9,036	10,241	12,048
Half page	4,969	5,632	6,626

PREMIUM POSITIONS

	GBP	EUR	US\$
Bookmark & DPS	32,530	36,867	43,373
RH FP facing Masthead	12,199	13,825	16,265
RH facing Contents	12,199	13,825	16,265
LH facing Contents	12,199	13,825	16,265
LH facing Foreword	12,199	13,825	16,265
LH facing Intro	12,199	13,825	16,265
1st DPS	24,396	27,649	32,528
2-5 DPS	21,957	24,884	29,276
LH facing Essay	11,295	12,801	15,060
LH facing the Yachts	11,295	12,801	15,060
LH facing the Register	11,295	12,801	15,060
RH in the Register	9,940	11,265	13,253
LH in the Directory	9,940	11,265	13,253

SUPERYACHT INTERIORS BOOK

	GBP	EUR	US\$
Advertorial	4,000	4,200	5,500

SUPPLEMENTS

ADVERTISING RATES

THE WORLD SUPERYACHT AWARDS

	GBP	EUR	US\$
DPS	16,721	18,951	22,295
Full page	9,269	10,505	12,359
Half page	5,539	6,278	7,386
Quarter page	3,236	3,667	4,315

PREMIUM POSITIONS

	GBP	EUR	US\$
IFC DPS	18,393	20,845	24,524
LH facing Contents	11,587	13,132	15,450
RH facing Masthead	10,196	11,556	13,595
OBC	14,832	16,809	19,776
IBC	10,196	11,556	13,595

BOAT INTERNATIONAL DESIGN AWARDS

	GBP	EUR	US\$
DPS	16,721	18,951	22,295
Full page	9,269	10,505	12,359
Half page	5,539	6,278	7,386
Quarter page	3,236	3,667	4,315

PREMIUM POSITIONS

	GBP	EUR	US\$
IFC DPS	18,393	20,845	24,524
LH facing Contents	11,587	13,132	15,450
RH facing Masthead	10,196	11,556	13,595
OBC	14,832	16,809	19,776
IBC	10,196	11,556	13,595

DISPLAY

	CPM		
	GBP	EUR	US\$
Standard formats (leaderboard, MPU, mobile leader)	25	29	34
Large Format (Billboard)	49	56	66
Large Format (Double MPU)	47	53	62

Client supplied creative max file size 150kb for desktop and 40kb mobile

RICH MEDIA

	BUILD			CPM		
	GBP	EUR	US\$	GBP	EUR	US\$
Rotating Cube	1,341	1,516	1,783	42	48	56
Expanding Leaderboard	2,118	2,393	2,815	47	53	62
Sidewinder	2,471	2,792	3,285	56	64	75
Billboard (expanding & video play)	2,824	3,191	3,754	56	64	75

Further bespoke options available upon request

NEWSLETTER ADVERTISING

	GBP	EUR	US\$
Daily rate	250	283	332
Daily rate (Aug, Sep, Oct, 1st week Nov)	350	396	465

BOAT PRESENTS SPONSORED CONTENT

	GBP	EUR	US\$
Single content piece	4,600	5,198	6,115
3+ content pieces (price per piece)	3,450	3,899	4,586

LISTINGS**Yachts for sale**

	GBP	EUR	US\$
Number of yachts			
1 to 10	71	80	94
11 to 20	64	72	85
21 to 35	57	64	75
36 to 50	50	56	66
51+	43	48	57
Featured listing	706	798	938
Sponsored listing	2,118	2,393	2,815

Yachts for charter

	GBP	EUR	US\$
Unlimited listings	494	558	657

Only Central Agents Listings permissible