

RATE CARD
2019

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	28,539	32,344	38,052	20,385	23,103	27,180	19,365	21,948	25,821	18,346	20,792	24,461
Full page	15,821	17,931	21,095	11,301	12,808	15,068	10,735	12,167	14,314	10,171	11,527	13,562

BROKERAGE

	BOAT SHOW ISSUE ONLY			SINGLE			SIX INSERTIONS +		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
DPS	11,222	12,718	14,963	8,016	9,084	10,688	7,615	8,631	10,154
Full page	6,102	6,915	8,136	4,358	4,940	5,811	4,139	4,691	5,519

LIFESTYLE PREMIUM POSITIONS

	GBP	EUR	US\$
Page facing Eddie Jordan column	12,996	14,729	17,329
Page facing Ben Ainslie column	12,996	14,729	17,329
Opening page facing Boat Life	12,996	14,729	17,329
Opening page facing Wine	12,996	14,729	17,329
Opening page facing Men's style	12,996	14,729	17,329
Opening page facing Watches	12,996	14,729	17,329
Opening page facing Speed	12,996	14,729	17,329
Opening page facing Owners' Club	12,996	14,729	17,329

PREMIUM POSITIONS

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
IFC SPREAD	25,342	28,721	33,789	24,075	27,285	32,100	22,808	25,850	30,411
2nd-5th DPS	23,239	26,337	30,985	22,077	25,021	29,436	20,914	23,703	27,886
Page Facing Contents	14,006	15,874	18,675	13,307	15,081	17,742	12,606	14,286	16,808
LHP facing Editor's letter	14,006	15,874	18,675	13,307	15,081	17,742	12,606	14,286	16,808
RH facing masthead	12,984	14,715	17,312	12,335	13,979	16,446	11,685	13,244	15,581
1st LH facing On Board	12,984	14,715	17,312	12,335	13,979	16,446	11,685	13,244	15,581
FP in On Board	12,347	13,994	16,463	11,730	13,294	15,639	11,112	12,593	14,816
Junior spread On Board	12,347	13,994	16,463	11,730	13,294	15,639	11,112	12,593	14,816
FP facing matter	11,867	13,449	15,822	11,274	12,777	15,032	10,680	12,104	14,240
OBC	30,477	34,541	40,636	28,954	32,814	38,605	27,430	31,087	36,573

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	28,539	32,344	38,052	20,385	23,103	27,180	19,365	21,948	25,821	18,346	20,792	24,461
Full page	15,821	17,931	21,095	11,301	12,808	15,068	10,735	12,167	14,314	10,171	11,527	13,562

BROKERAGE

	BOAT SHOW ISSUE ONLY			SINGLE			SIX INSERTIONS +		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
DPS	11,222	12,718	14,963	8,016	9,084	10,688	7,615	8,631	10,154
Full page	6,102	6,915	8,136	4,358	4,940	5,811	4,139	4,691	5,519

LIFESTYLE PREMIUM POSITIONS

	GBP	EUR	US\$
Page facing owner column	12,996	14,729	17,329
Page facing racing column	12,996	14,729	17,329
Page facing Seen & Heard	12,996	14,729	17,329
Opening page facing Boat Life	12,996	14,729	17,329
Opening page facing Drink	12,996	14,729	17,329
Opening page facing Men's style	12,996	14,729	17,329
Opening page facing Watches	12,996	14,729	17,329
Opening page facing Speed	12,996	14,729	17,329
Opening page facing Owners' Club	12,996	14,729	17,329

PREMIUM POSITIONS

	SINGLE			FIVE INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
IFC SPREAD	25,342	28,721	33,789	24,075	27,285	32,100	22,808	25,850	30,411
2nd-5th DPS	23,239	26,337	30,985	22,077	25,021	29,436	20,914	23,703	27,886
Page Facing Contents (x2)	14,006	15,874	18,675	13,307	15,081	17,742	12,606	14,286	16,808
LHP facing Editor's letter	14,006	15,874	18,675	13,307	15,081	17,742	12,606	14,286	16,808
RH facing masthead	12,984	14,715	17,312	12,335	13,979	16,446	11,685	13,244	15,581
1st LH facing Intl News	12,984	14,715	17,312	12,335	13,979	16,446	11,685	13,244	15,581
FP in International News	12,347	13,994	16,463	11,730	13,294	15,639	11,112	12,593	14,816
Junior spread Intl News	12,347	13,994	16,463	11,730	13,294	15,639	11,112	12,593	14,816
FP facing matter	11,867	13,449	15,822	11,274	12,777	15,032	10,680	12,104	14,240
OBC	30,477	34,541	40,636	28,954	32,814	38,605	27,430	31,087	36,573

DOCKWALK

ADVERTISING RATES

DISPLAY

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
DPS	8,050	9,123	10,733	7,647	8,667	10,197	7,245	8,211	9,660
Full page	4,534	5,138	6,045	4,307	4,881	5,743	4,080	4,624	5,440
Half page	2,658	3,012	3,544	2,524	2,861	3,366	2,392	2,711	3,189
Qtr page	1,642	1,861	2,189	1,559	1,767	2,079	1,477	1,674	1,969

CLASSIFIED

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
1/6 pg	743	842	990	705	799	940	668	757	890
1/12 pg	468	531	624	446	505	594	422	478	562

RECRUITMENT

	SINGLE		
	GBP	EUR	US\$
Half	2,062	2,337	2,749
Quarter	1,094	1,240	1,459
Eighth	606	687	808

PREMIUM POSITIONS

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$	GBP	EUR	US\$
IFC	5,402	6,123	7,203	5,132	5,817	6,843	4,862	5,510	6,483
1st RH & Page facing Contents (x2)	4,993	5,658	6,657	4,742	5,374	6,323	4,493	5,092	5,991
1st DPS	9,672	10,961	12,896	9,189	10,414	12,252	8,705	9,866	11,607
HP Masthead/Editors Letter	3,126	3,543	4,168	2,970	3,366	3,960	2,814	3,189	3,752
RH Facing Masthead/Editors Letter	4,837	5,482	6,449	4,594	5,206	6,125	4,352	4,932	5,803
OBC	5,686	6,444	7,581	5,402	6,123	7,203	5,117	5,800	6,823
IBC	4,982	5,647	6,643	4,733	5,364	6,311	4,484	5,082	5,979

BOOKS

ADVERTISING RATES

THE SUPERYACHTS

	GBP	EUR	US\$
DPS	17,891	20,276	23,854
Full page	9,940	11,265	13,253
Half page	5,466	6,195	7,288

PREMIUM POSITIONS

	GBP	EUR	US\$
Bookmark & DPS	35,783	40,554	47,710
RH FP facing Masthead	13,419	15,208	17,892
RH facing Contents	13,419	15,208	17,892
LH facing Contents	13,419	15,208	17,892
LH facing Foreword	13,419	15,208	17,892
LH facing Intro	13,419	15,208	17,892
1st DPS	26,836	30,414	35,781
2-5 DPS	24,152	27,373	32,203
LH facing Essay	12,424	14,081	16,566
LH facing the Yachts	12,424	14,081	16,566
LH facing the Register	12,424	14,081	16,566
RH in the Register	10,934	12,392	14,578
LH in the Directory	10,934	12,392	14,578

SUPPLEMENTS

ADVERTISING RATES

THE WORLD SUPERYACHT AWARDS

	GBP	EUR	US\$
DPS	18,393	20,846	24,524
Full page	10,196	11,556	13,595

PREMIUM POSITIONS

	GBP	EUR	US\$
IFC DPS	20,232	22,930	26,976
LH facing Contents	12,746	14,445	16,995
RH facing Masthead	11,216	12,711	14,955
OBC	16,315	18,490	21,753
IBC	11,216	12,711	14,955

BEYOND LUXURY

	GBP	EUR	US\$
Advertorial	5,000	5,667	6,667

LIFE UNDER SAIL

DISPLAY

	SINGLE			TWO INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$
DPS	20,385	23,103	27,180	19,365	21,948	25,821
Full page	11,301	12,808	15,068	10,735	12,167	14,314

SUPERYACHT INTERIORS BOOK

	GBP	EUR	US\$
Advertorial	5,000	5,667	6,667

12/24

DISPLAY

	SINGLE			TWO INSERTIONS		
	GBP	EUR	US\$	GBP	EUR	US\$
DPS	20,385	23,103	27,180	19,365	21,948	25,821
Full page	11,301	12,808	15,068	10,735	12,167	14,314

DISPLAY ADVERTISING

	CPM		
	GBP	EUR	US\$
Standard formats (leaderboard, MPU, mobile leader)	28	32	37
Large Format & Rich Media	54	61	72
Production from	1,250	1,413	1,662

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

NEWSLETTER ADVERTISING

	GBP	EUR	US\$
Daily rate	275	311	366
Daily rate (Aug, Sep, Oct, 1st week Nov)	385	435	512

Further bespoke options available upon request

BOAT PRESENTS SPONSORED CONTENT

	GBP	EUR	US\$
Single content piece	5,060	5,718	6,727
3+ content pieces (price per piece)	3,795	4,288	5,045
Aug / Sept / Oct single content piece	5,566	6,290	7,400

LISTINGS**Yachts for sale**

Number of yachts	GBP	EUR	US\$
1 to 10	78	88	103
11 to 20	70	79	93
21 to 35	62	70	83
36 to 50	55	62	73
51+	47	53	63
Featured listing	777	877	1,032
Sponsored listing	2,330	2,632	3,097
Aug / Sep / Oct Sponsored listing	2,562	2,896	3,407

Yachts for charter

	GBP	EUR	US\$
Unlimited listings	544	614	723