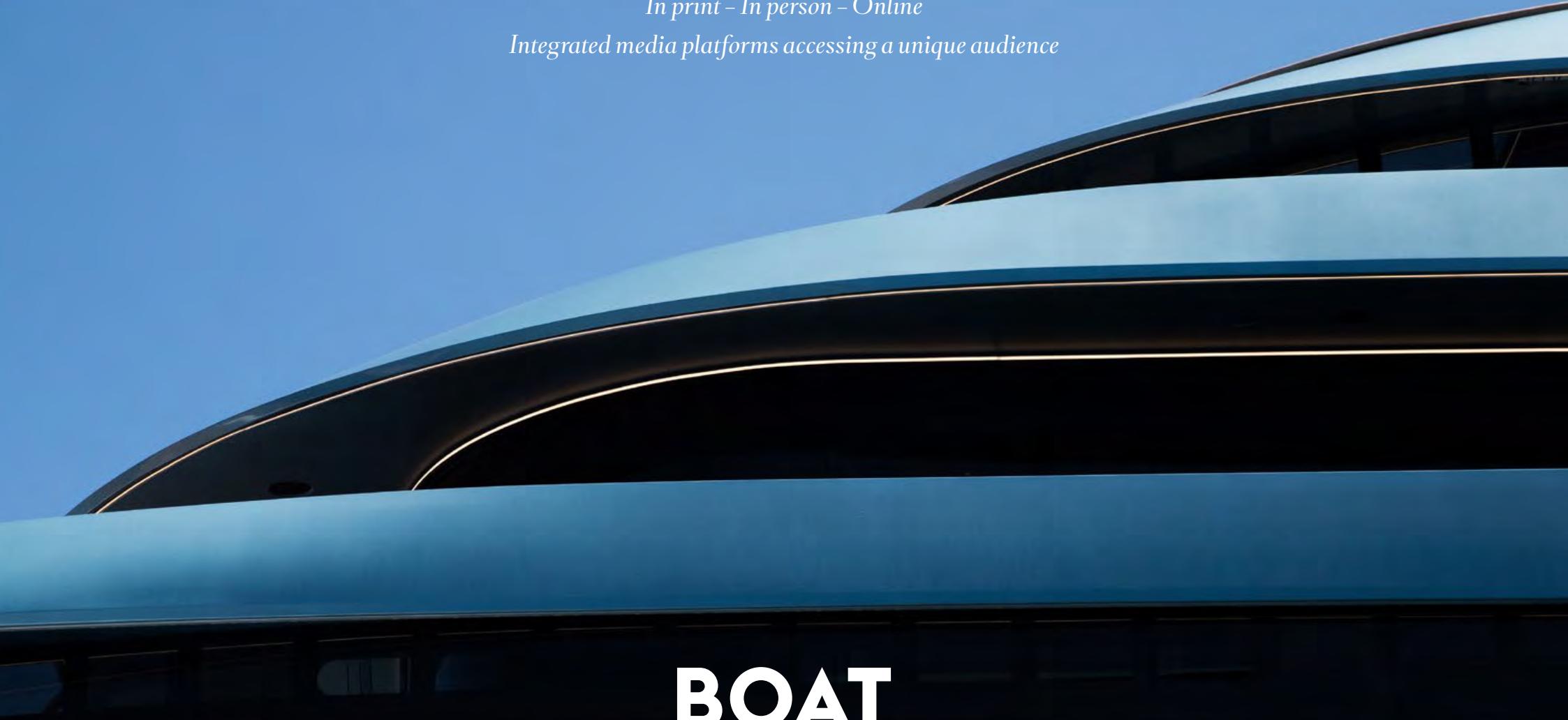


MEDIA KIT 2018

In print - In person - Online
Integrated media platforms accessing a unique audience



BOAT
International Media



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 exclusive invitation only Owner's Club events in Monaco and New York, to coveted awards celebrations in Florence and design conferences in 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 McLaren 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

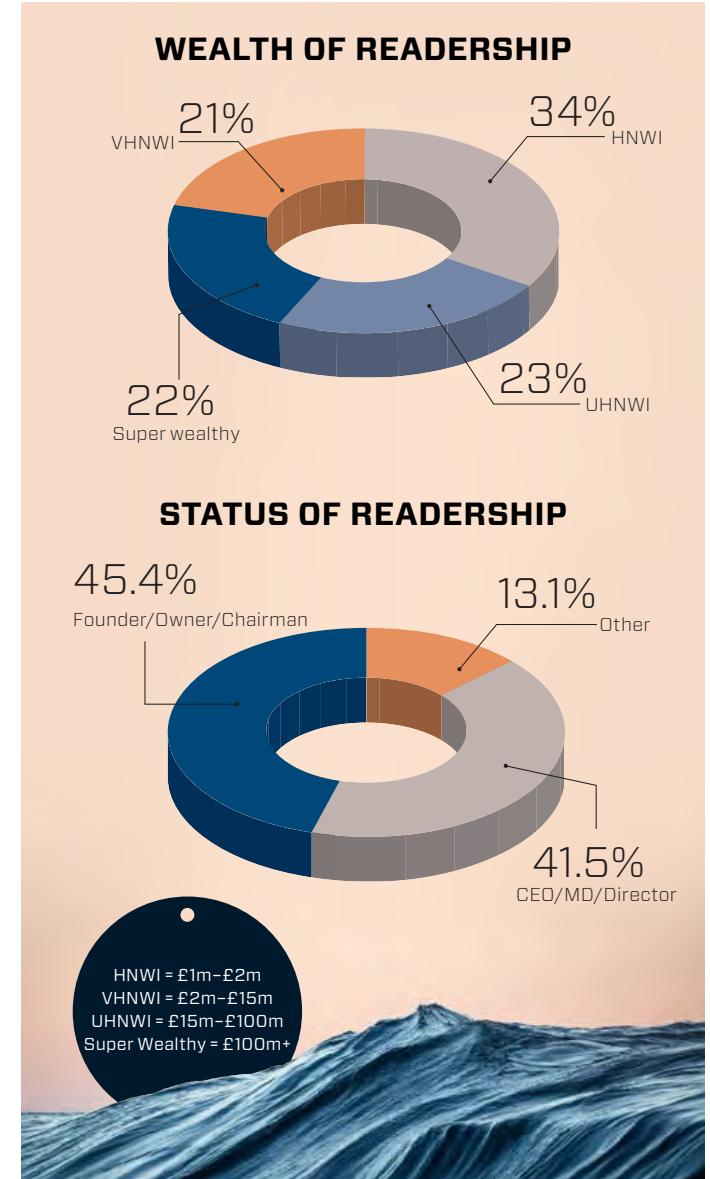
One of the region's richest men who controls and remains actively involved with his worldwide commercial property development empire. His overriding passion is for his collection of fine art. While owning some of Europe's XVI and XVII century masterpieces, his tastes are eclectic and he is currently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



The Superyacht fleet

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

There are 10,102 Superyachts in the world

The Superyacht Directory, the industry's leading source of information on the global superyacht fleet currently lists 10,102 superyachts over 24 metres, which represents an astounding €80.7 billion, (US\$97.3 billion) worth of assets.

The 2016/17 period has seen another strong year at the top end of the market, with 6 yachts over 100m in length launched or delivered (including the delivery of

the 142m Nobiskrug Sailing Yacht A, the largest sailing superyacht in the world, and the delivery of the 110m Oceanco superyacht Jubilee, the largest superyacht built in The Netherlands to date) 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 €12.65 billion (US\$15.25 billion).



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, KVCORNR

"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

140,000
Followers



BOAT INTERNATIONAL
FACEBOOK

73,847
Likes



BOAT INTERNATIONAL
MAGAZINE

14,600
Readers



BOAT INTERNATIONAL
DAILY EMAIL

7,500
Subscribers



CHARTERFLEET
BOOK

22,500
Copies



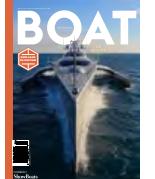
BOAT INTERNATIONAL
TWITTER

28,100
Followers



BOAT INTERNATIONAL
EVENTS

2,874
Attendees



BOAT INTERNATIONAL
US EDITION

39,050
Readers



BOAT INTERNATIONAL
BOOKS

2,500
Readers



BOATINTERNATIONAL.COM
784,631 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



Issue	Themes (Yachting)	Themes (Lux)	Special Section	On Sale
January	Top 101 largest yachts / Global Order Book	/	Private Aviation	14th December 2017
February	Marinas / Semi-custom yachts / Sport	/	/	11th January 2018
March	Tech, Tenders & Toys Issue	Speed & Style	/	8th February 2018
April	Charter Issue	Collectables	/	8th March 2018
May	Design Issue / New Concepts	/	Interiors	12th April 2018
June	Sailing Issue / Ocean Talks	/	/	10th May 2018
July	World Superyacht Awards Winners	Jewellery	/	14th June 2018
August	Semi-custom yachts / Ocean Talks	/	12/24*	12th July 2018
September	Monaco Yacht Show Preview	/	/	9th August 2018
October	Monaco Issue	/	Interiors/Life under sail*	13th September 2018
November	Refit Issue / FLIBS Preview	/	Watches	11th October 2018
December	Classics Issue	Ultra-Luxe Gift Guide	Beyond Luxury*	8th November 2018
January	Top 101 largest yachts & Global Order Book	Jewellery	Private Aviation	13th December 2018

* stand-alone supplement

Circulation: Digital sales: 1,000

Subscriptions: 4,000

Controlled: 1,900

Newsstand: 7,700

Circulation: 14,600

Print Run: 30,000

In print – Boat International US edition



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

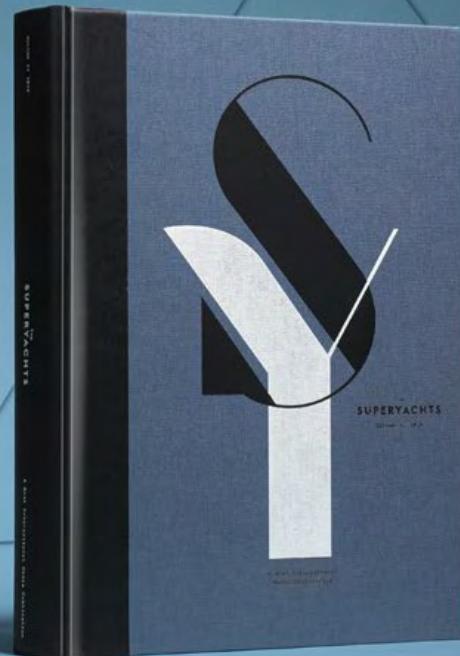
Published 11 times a year from Fort Lauderdale, Florida - the heart of the US superyacht world, and with a luxury US editorial team based in New York, *Boat International US Edition* delivers more qualified owners of yachts and UHNWIs than any other luxury yachting magazine in the world*.

Issue	Themes (Yachting)	Themes (Lux)	Special Section	On Sale
January	Top 101 Largest Yachts / Global Order Book	/	/	9th January 2018
February	Marinas / Semi-custom yachts / Miami Preview	/	/	2nd February 2018
March	Tech, tenders & toys	/	/	2nd March 2018
April	Charter Issue	/	/	30th March 2018
May	The Design Issue / New Concepts	/	Interiors	2nd May 2018
June	Sailing Issue / Ocean Awards	/	/	4th June 2018
July/ August	World Superyacht Awards winners	Jewelry	/	4th July 2018
September	Monaco Preview & Semi-custom yachts	/	/	29th August 2018
October	Sport Fishing Issue	/	Private Aviation	3rd October 2018
November	FLIBS Preview	/	Florida property	31st October 2018
December	Refit Issue	Gift Guide	Watches	28th November 2018
January	Top 101 Largest Yachts / Global Order Book	Jewelry	/	11th January 2019

Circulation: 5,440 owners of yachts 100ft and above* 7,981 owners of yachts 70ft and above
 34,150 qualified owners of yachts 50ft and above **Average audited circulation:** 39,050* **Average print run:** 50,000*

*SOURCE: SHOWBOATS BPA JUNE 2017 AUDIT

In print – Luxury coffee table books



THE SUPERYACHTS 2018 / 32ND 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 2018



CHARTERFLEET 2018
Launched in 1992 and now in its 25th 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: 22,500
On sale: February 2018



In person – Events

“Delivering world class events and experiences”



DESIGN

Celebrating its tenth 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 January 2018 by the *Boat International* editorial team, 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 2017. 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 the world’s leading yacht design studios The *Boat International* Design & Innovation Awards take place in January each year.

THE OWNERS’ CLUB

Boat International’s exclusive invitation-only Owners’ Club is an elite group whose shared passion in boats brings together some of the world’s most successful and influential people. Since its launch in October 2014, we have welcomed more than 170 superyacht owners into the Club, creating one of the most affluent networking groups in the world. *Boat International* will continue to recruit like-minded owners to join this prestigious group while planning a host of spectacular events for them in 2018.

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
Boat International Design & Innovation Awards	28 January 2018	Kitzbuhel, Austria
Young Designer of the Year Award	28 January 2018	Kitzbuhel, Austria
Superyacht Design Symposium	28 to 30 January 2018	Kitzbuhel, Austria
World Superyacht Awards	19 May 2018	Florence, Italy
Ocean Talks	13 June 2018	London, UK
The Boat International Party, Monaco Yacht Show	28 September 2018	Monte Carlo, Monaco
The Boat International Party, Ft Lauderdale International Boat Show	3 November 2018	Ft Lauderdale, Florida
Dockwalk Paddle 'n' Party	10 November 2018	Ft Lauderdale, Florida

Online – BOATINTERNATIONAL.COM



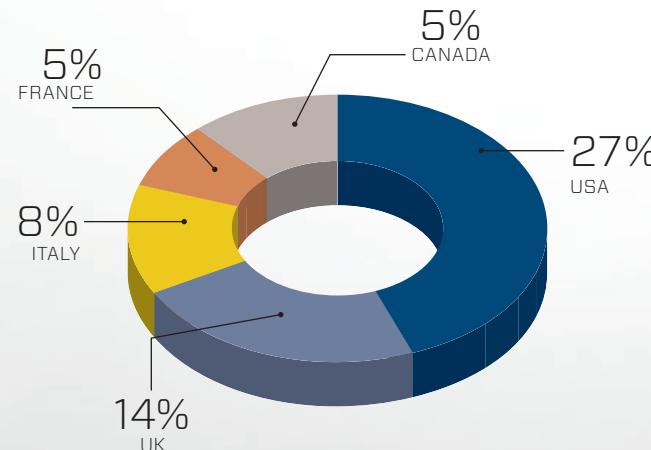
DIGITAL PORTFOLIO

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 542,301 targeted users per month. We are serving over 6.7 million pages across the world. Our biggest global users are in the following countries:



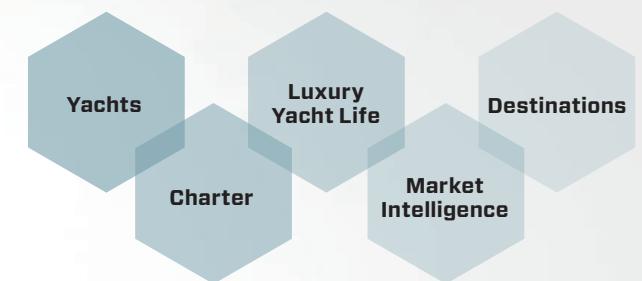
ENGAGEMENT

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 9 pages per visit

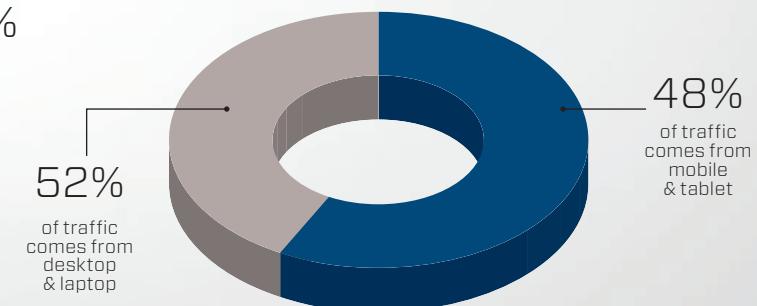
Yachts for sale accounts for approximately 50% of page impressions – the perfect market place for selling your yacht

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

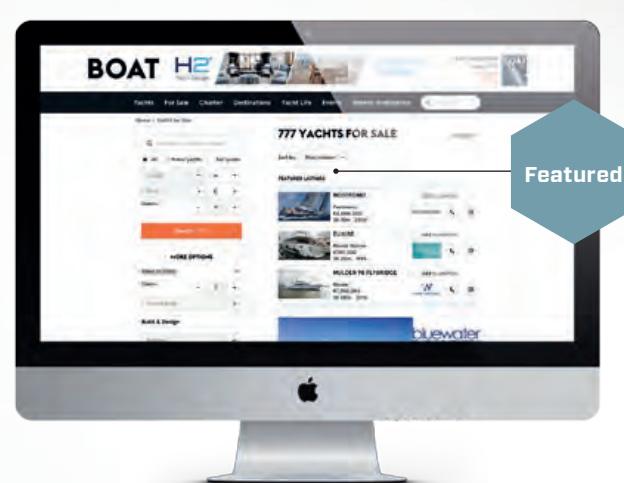
CREATIVE SOLUTIONS

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.

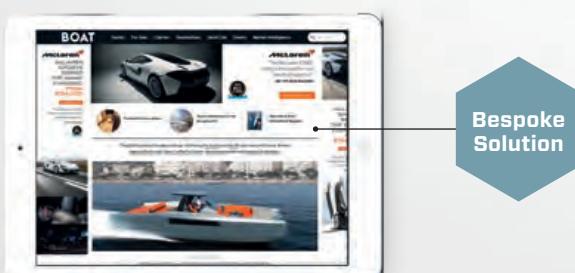


DISPLAY

Branding alongside targeted editorial content.
Various positions available.



Young designers hub



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BOAT
International Media