

BOAT

Media & services kit 2019 / 2020

PRINT – EVENTS – DIGITAL

Connect with the height of luxury through
integrated media platforms, events and
creative services



October 2019 boatinternational.com

THE MONACO ISSUE

BOAT

International

CAPTAIN
MARVEL

HOW TO FIND
— AND KEEP —
THE RIGHT
CREW

DESIGN
REPORT

OUR 22-PAGE
CELEBRATION
OF THE VERY BEST
INTERIOR STYLE

WILD THING

ON BOARD LÜRSSEN'S RADICAL NEW 95 METRE

PLUS: CHAMPION GOLFER JUSTIN ROSE ON HIS NEW YACHT. THE REBIRTH OF A MONACO ICON.
WHY YOUR YACHT'S INSURANCE PREMIUM HAS SOARED & THE LATEST LIGHTING TRENDS

PRINT – EVENTS – DIGITAL

BOAT International: the leading global multimedia, entertainment and market intelligence brand serving the superyacht world for over 30 years. We connect, inform and entertain those with a shared interest and passion for superyachts and luxury lifestyle.

PRINT

BOAT International is the world's most informed, trusted and compelling magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite. Our magazines and luxury books are timeless and collectable.

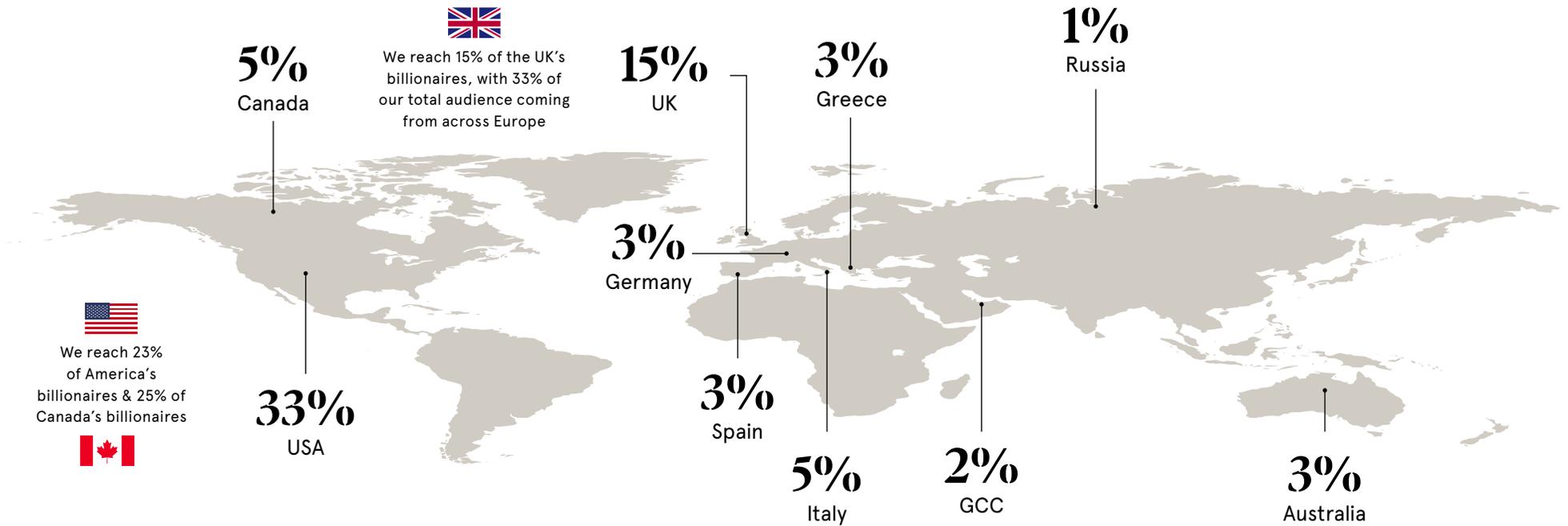
EVENTS

We curate and deliver a portfolio of world-class events and experiences that entertain superyacht owners and their friends, family and peers. Our popular calendar includes exclusive invitation-only Owners' Club events held across the world, our coveted World Superyacht Awards now in its 15th year and hosted in London, plus the industry-favourite Superyacht Design Festival held in Cortina, Italy.

DIGITAL

boatinternational.com delivers an inspirational daily fix of luxury yacht news, reports and luxury lifestyle features. It is the global marketplace for the sale and charter of the world's finest luxury yachts and is the definitive site for the superyacht fleet.

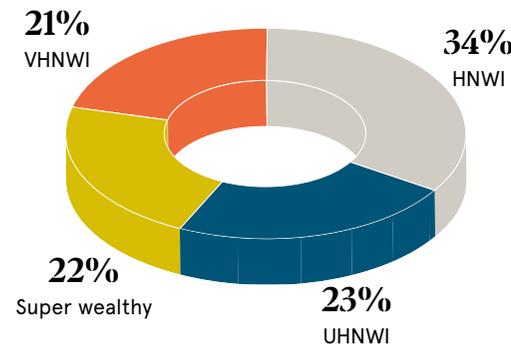
AUDIENCE: CONNECT WITH THE WORLD'S WEALTHIEST PEOPLE



Our platforms reach the wealthiest and most inaccessible individuals in the world, extending to more than 6,000 UHNWIs with a combined wealth of \$3.74 trillion. We bring together the international wealthy elite who share a passion for luxury yachts and the lifestyle that accompanies them. Our beautifully crafted portfolio occupies pride of place on their bookshelves, coffee tables and digital devices.

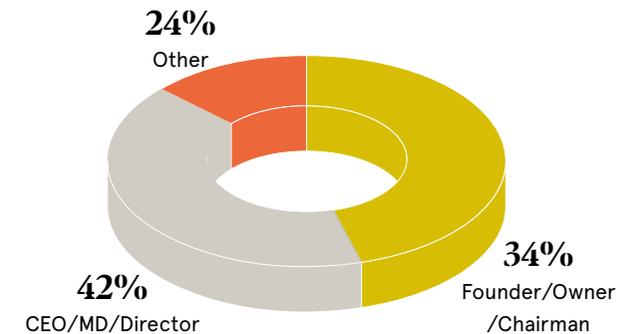
Our various audience profiling resources proves beyond doubt that through our paid-for readership you can reach the most important people in the world of luxury yachting – the owners themselves.

Wealth of readership



HNWI: £1m-£2m, VHNWI: £2m-£15m, UHNWI: £15m-£100m, Super wealthy: £100m+

Status of readership



AUDIENCE: A PROVEN HIGH INTEREST IN LUXURY LIFESTYLE

“A superyacht is simply the means by which the world’s most discerning elite can enjoy the things they love the most – art, design, technology 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

Our UHNWI audience is much more engaged in a broad luxury lifestyle than the average UHNWI in the Wealth-X database*.

For example:

- » **65%** are more interested in art
- » **53%** are more interested in outdoor activities
- » **41%** are more interested in sports

Insights derived from our platforms demonstrate a core set of common interests across our audience, aside from superyachts^:

- » Cars
- » Interiors & art
- » Aviation
- » Gadgets & technology
- » Destinations
- » Music
- » Watches & jewellery
- » Food & wine
- » Finance
- » Property
- » Fitness & outdoors
- » Fashion



*WEALTH-X AUDIENCE PROFILING PROJECT JANUARY 2016)

^DERIVED FROM A NUMBER OF BESPOKE COMMISSIONED RESEARCH SURVEYS AND THIRD PARTY DIGITAL ANALYTICS TOOLS



Audience reach



Instagram
239,000
 followers



BOAT International US
25,600
 readers



Life Under Sail
17,843
 readers



LinkedIn
8,546
 followers



Facebook
80,367
 likes



Beyond Luxury
22,843
 readers



BOAT International
12,843
 readers



Live events
2,874
 attendees



Twitter
32,200
 followers



Charterfleet
22,500
 copies



Daily email
11,308
 subscribers



BOAT International Books
2,500
 readers

boatinternational.com

952,372 monthly sessions*

* AVERAGE AS AT OCTOBER 2019

BOAT | PRO

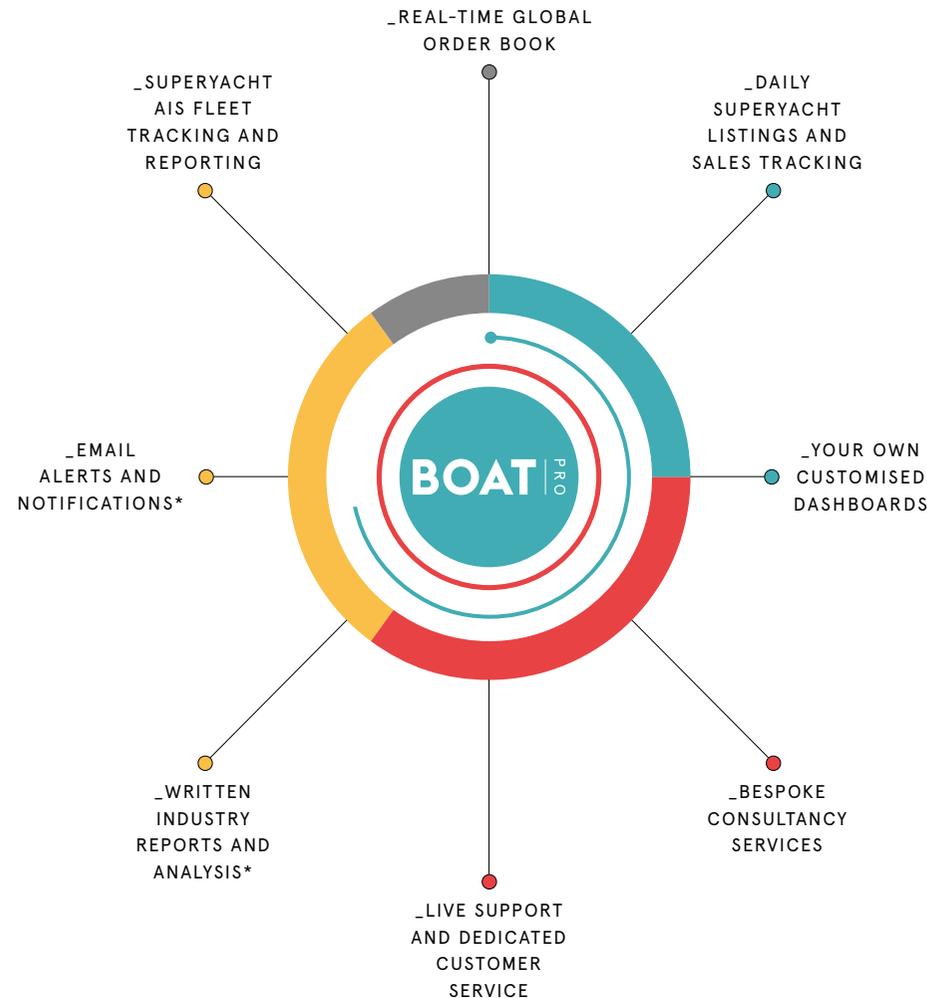
WHERE DATA BECOMES REAL INSIGHT

As the longest standing publisher of superyacht media and market intelligence, we are uniquely placed to listen to the needs of the industry and lead the way in delivering unique digital solutions for today's business challenges. BOAT Pro is our market intelligence platform providing a wealth of data and insight on the global superyacht fleet to help drive business decisions.

We're leading the way with the industry's first superyacht AIS fleet tracker, enabling businesses to pinpoint and interrogate the superyachts across the world. Currently listing 10,678 superyachts over 24 metres, which represents an astounding €85.4 billion, (US\$94.2 billion) worth of assets, BOAT Pro offers data and insight solutions for the entire superyacht supply chain.

BOAT Pro can be accessed via an annual subscription model. To find out more visit boatint.com/boatpro or email boatpro@boatinternational.com.

Solutions for the entire superyacht supply chain



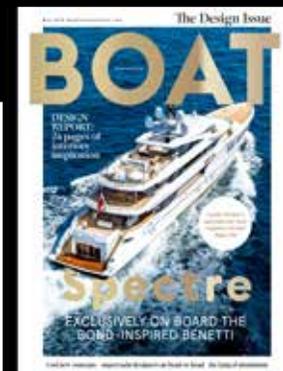
The 2018/19 period has seen another strong year at the top end of the market, with seven yachts over 100 metres in length launched or delivered (including the first three Giga yachts built by Benetti, the 108m IJE, the 107.6m FB272 and the 107m Lana, but also the technical launch of the 182.9m REV, the future largest superyacht in the world due for delivery early 2021) and a further 18 projects either ordered or in build. The future order book is strong, with BOAT International Media tracking 750 superyachts over 24 metres in construction, with a total value in excess of €13.7 billion (US\$15.1 billion).

» The average value for a new yacht
€19,120,118

» The average value for a brokerage yacht
€8,320,251

» The average value for yachts on the charter market
€280,000

* COMING SOON



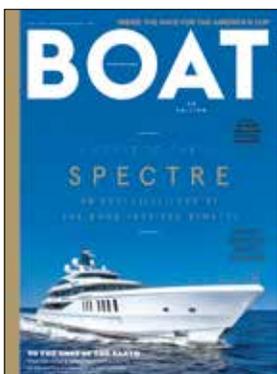
PRINT - BOAT INTERNATIONAL MAGAZINE

OUR EDITORIAL PLAN FOR THE YEAR AHEAD

For more than three decades we have been the world's definitive, trusted and compelling magazine for the superyacht community, covering the latest news, trends and lifestyles of the international wealthy elite. BOAT International is a high quality collectable monthly publication that is commissioned, edited and designed at our head office in London.

Issue	Themes	Special section	Supplement	AD Deadline	On sale
December 2019	Luxury Gift Guide	/	Super Charter	15 October 2019	14 November 2019
January 2020	The Business of Yachting Global Order Book / Top 101 largest yachts	Private Aviation	Beyond Luxury	14 November 2019	12 December 2019
February 2020	Wellness	/	/	2 December 2019	9 January 2020
March 2020	Ultimate Toys	/	/	16 January 2020	13 February 2020
April 2020	Family / St Barths Bucket	/	Life Under Sail	13 February 2020	12 March 2020
May 2020	Design	Design Report	/	11 March 2020	9 April 2020
June 2020	Oceans	Ocean Awards	/	15 April 2020	14 May 2020
July 2020	World Superyacht Awards	/	/	14 May 2020	11 June 2020
August 2020	Innovation	/	12/24	9 June 2020	9 July 2020
September 2020	Adventure / Monaco Yacht Show Preview	/	Life Under Sail	14 July 2020	13 August 2020
October 2020	Monaco Yacht Show Issue / Crew	Design Report	/	13 August 2020	10 September 2020
November 2020	Refit / Caribbean	Watches	/	8 September 2020	8 October 2020
December 2020	Luxury Gift Guide	Private Aviation	Super Charter	13 October 2020	14 November 2020
January 2021	The Business of Yachting Global Order Book / Top 101 largest yachts		Beyond Luxury	12 November 2020	12 December 2020

Circulation: Digital sales: 1,000 Subscriptions: 4,056 Controlled: 1,500 News stand: 6,287 Circulation: 12,843 Print Run: 23,000



PRINT - BOAT INTERNATIONAL US EDITION

OUR EDITORIAL PLAN FOR THE YEAR AHEAD

Reaching 23% of America's billionaires and 25% of Canada's billionaires, the sister title to BOAT International, 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.

Issue	Themes	Special Section	AD Deadline	On Sale
December 2019	Refit / Luxury Gift Guide	Design Report	24 October 2019	4 December 2019
January 2020	The Business of Yachting Global Order Book / Top 101 Largest Yachts	/	21 November 2019	10 January 2020
February 2020	Wellness / Miami BOAT Show Preview	/	11 December 2019	4 February 2020
March 2020	Ultimate Toys / Charter	/	23 January 2020	3 March 2020
April 2020	Sailing / St Barths Bucket / Family	/	20 February 2020	31 March 2020
May 2020	Design	Design Report	19 March 2020	28 April 2020
June 2020	Oceans	Ocean Awards	23 April 2020	2 June 2020
July 2020	World Superyacht Awards	/	20 May 2020	30 June 2020
August 2020	Innovation	/	18 June 2020	28 July 2020
September 2020	Adventure / Monaco Yacht Show Preview	/	23 July 2020	1 September 2020
October 2020	Monaco Yacht Show Issue / Crew	Private Aviation	21 August 2020	1 October 2020
November 2020	Ft Lauderdale BOAT Show Issue	Watches	17 September 2020	27 October 2020
December 2020	Refit / Luxury Gift Guide	Design Report	22 October 2020	1 December 2020
January 2021	The Business of Yachting Global Order Book / Top 101 Largest Yachts	/	19 November 2020	5 January 2021

The magazine:
Published 12 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 reaches more qualified owners of yachts and UHNWIs than any other luxury yachting magazine in the world. The BOAT International US edition readership is independent to the BOAT International audience, enabling a greater reach.

Circulation: 5,254 owners of yachts 100ft and above, 7,766 owners of yachts 70ft and above, 21,346 qualified owners of yachts 50ft and above
Average circulation: 25,600 **Average print run:** 32,000

PRINT - LUXURY COFFEE TABLE BOOKS



BEYOND LUXURY

Beyond Luxury is our standalone, "best of the best" luxury book, showcasing excellence from ultra-high-end technology, aviation, watches, jewellery, interiors, to destinations and much more. It has a high print run and distributed with the January BOAT International magazine issue as well as an extra 10,000 copies into private jet terminals, members' clubs and five-star hotels. Beyond Luxury is the go-to for high quality editorial content and news on luxury lifestyle.

Print run: 23,000

On sale: December 2019

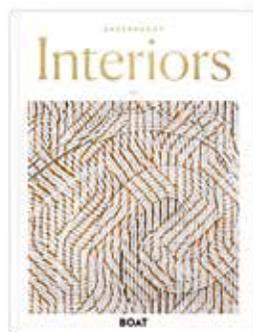


CHARTERFLEET

Launched in 1992 and now in its 26th year, Charterfleet International is the number one 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 2020



SUPERYACHT INTERIORS

The Interiors Book 2019 is a directory to the most exclusive global interiors brands synonymous with superyacht interiors. The guide will be distributed to all major shipyards and design studios around the world, as well as to our Owners' Club members, acting as an inspiration bible for the key decision makers involved in the interiors of superyachts. Many of these designers and owners will apply the information found in the book to their residential projects.

On sale: Salone del Mobile, Milan, April 2020



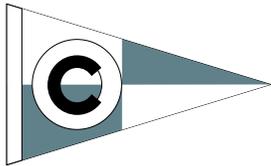
THE SUPERYACHTS

Published since 1987 in luxurious coffee table book format, The Superyachts is the industry reference for superyacht design and technology, showcasing 20 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 2020

EVENTS



THE OWNERS' CLUB

Exclusive experiences throughout the year

BOAT International's exclusive, invitation-only Owners' Club is an exclusive group with a shared passion in boats that brings together some of the world's most successful and influential people. Since its launch in October 2014, we have welcomed more than 230 superyacht owners into the Club, creating one of the most affluent networking groups in the world. BOAT International will continue to invite like-minded owners to join this prestigious group while planning a host of spectacular worldwide events and experiences in 2020.

For more information please contact:
ownersclub@BOATinternationalmedia.com



BOAT LIVE: LIFE UNDER SAIL

Celebrating the sailing lifestyle

BOAT Live: Life Under Sail is BOAT International's global summit purely focused on sailing yachts and lifestyle. Key topics in 2019's edition include the latest market trends, design and build innovations, R&D applications and how to connect with the next-generation owner.

BOAT Live: Life Under Sail brings together top racing and cruising yacht builders such as: Nautor's Swan, Oyster Yachts, Southern Wind, Perini Navi, Y Yachts, Wally and Baltic; renowned naval architects from the studios of Dykstra Naval Architects and Hoek Design as well as numerous independent racing and cruising boat naval architects; experienced sailors and entrepreneurs; top sailing yacht brokers and charter experts including Jonathan Beckett, Will Bishop and Barbara Müller; plus innovators such as Marcello Persico of Persico Marine.

Event: 13 November 2019, Yacht Club de Monaco

EVENTS



SUPERYACHT DESIGN FESTIVAL

2-4 February 2020, Cortina d'Ampezzo, Italy

The Superyacht Design Festival, previously known as the Superyacht Design Symposium, has been successfully informing, connecting and entertaining the superyacht community and beyond for more than a decade. Headline speakers include Piero Lissoni, founder of Lissoni Associati, Kai-Uwe Bergmann, one of the partners behind Bjarke Ingels' world-famous architecture studio, BIG, and Matthew Cruickshank, art director at Google and creator of the search engine's daily homepage animation. Superyacht industry leaders will take to the stage to discuss emerging construction trends, cutting-edge technologies, the latest developments in sustainability and the interiors of the future, while revealing never-before-seen projects. The event is accompanied by an exciting social programme, providing the opportunity to network with fellow guests in a variety of settings.



DESIGN & INNOVATION AWARDS

2 February 2020, Cortina d'Ampezzo, Italy

The BOAT International Design & Innovation Awards honour the creative talents behind the most ingenious, elegant and inspiring new yacht designs from the boards of the world's leading yacht design studios. The awards programme acknowledges not only naval architecture and styling, but also the design aspects that represent innovation and engineering amid the changing demands of owners and the increased technology product portfolio. The awards ceremony takes place on the first day of the Superyacht Design Festival.

EVENTS



YOUNG DESIGNER OF THE YEAR AWARD

2 February 2020, Cortina d'Ampezzo, Italy

The Young Designer of the Year Award, in association with Oceanco, recognises and celebrates the original concepts of student and trainee designers from around the world. They are tasked with a realistic client request that will challenge their ideas, technical ability, and aptitude for delivery. The Young Designer of the Year Award not only opens the door for students to the superyacht world, but it also gives the industry access to fresh young talent. The finalists will be invited to the Superyacht Design Festival in February, where the winners will be recognised during the BOAT International Design & Innovation Awards.

Nominations close: 11 November 2019



WORLD SUPERYACHT AWARDS

15-16 May 2020, London

The prestigious World Superyacht Awards recognise the remarkable ingenuity and innovation demanded by the design, engineering and construction of the very best luxury yachts. The 15th annual edition of The World Superyacht Awards will be held on the banks of the River Thames in London. Previous ceremonies have taken place in Venice, Amsterdam, Istanbul and Florence.

An exclusive cultural programme will be incorporated around the 2020 awards ceremony – an exciting exploration of British culture, from the historical and quintessential to the luxury and avant-garde.

Nominations close: 11 December 2019

EVENTS



OCEAN AWARDS

June 2020

Now in its fifth year, the Ocean Awards continue to recognise and reward those who share our commitment to fixing the largest solvable problem on the planet – the environmental crisis in our oceans. The awards, held in partnership with Blue Marine Foundation, celebrates the individuals, companies, legislators and projects making outstanding contributions to the health of the oceans.

Nominations close: 13 December 2019



OCEAN TALKS

June 2020, London

We believe passionately in the power of communication to implement positive change and want to encourage the superyacht community to engage more meaningfully with specialists working in the field of marine conservation.

Now in its third year, Ocean Talks, held in partnership with Ocean Family Foundation, encourages the superyacht industry and the marine conservation world to unite, exchange stories, celebrate achievements and learn from each other's experiences.

In 2019, we introduced the Yachts for Science programme, in association with Nekton, which successfully matched superyachts with scientists who need access to the ocean to conduct critical research.

EVENTS



THE BOAT INTERNATIONAL PARTIES

September 2020, Monaco
November 2020, Fort Lauderdale

BOAT International's biggest parties of the year take place at the Monaco Yacht Show and the Fort Lauderdale International Boat Show. These highly respected, invitation-only events are the number one parties on the agenda, attracting an international audience in excess of 500 in Monaco, and 300 in Fort Lauderdale. Guests include superyacht owners and key decision-makers from the yachting industry such as designers, brokers and builders, plus representatives from the luxury world. These parties are the perfect occasion for brands and businesses to make an impact during an exclusive evening.

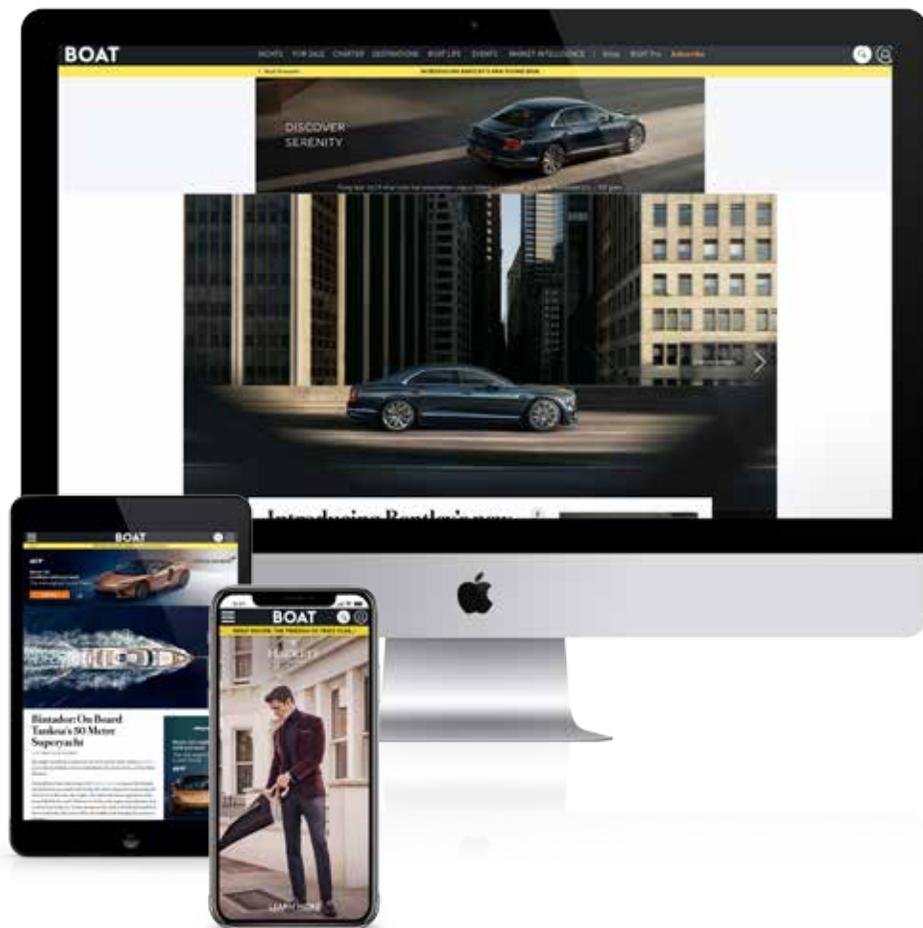
These prestigious events provide a number of opportunities for sponsors to partner with us to reach superyacht owners, high-net-worth industry and luxury brand leaders in the company of their peers at the world's most desirable locations

Event	Date	Location
Life Under Sail	13 November 2019	Monte Carlo, Monaco
BOAT International Design & Innovation Awards	2 February 2020	Cortina d'Ampezzo, Italy
Young Designer of the Year Award	2 February 2020	Cortina d'Ampezzo, Italy
Superyacht Design Festival	2 to 4 February 2020	Cortina d'Ampezzo, Italy
World Superyacht Awards	15 to 16 May 2020	London, UK
Ocean Talks	June 2020	London, UK
The BOAT International Party, Monaco Yacht Show	September 2020	Monte Carlo, Monaco
The BOAT International Party, Fort Lauderdale International BOAT Show	November 2020	Fort Lauderdale, Florida

DIGITAL – BOATINTERNATIONAL.COM & SOCIAL MEDIA

Pages per visit 3.5 monthly avg.	Mobile 75% usage	Desktop 25% usage	Worldwide pages 3.4 million views
Instagram 239,000	Facebook 80,367	Twitter 32,200	Linkedin 8,546

Boatinternational.com is the ultimate gateway to the world of superyachts and the luxury life that comes with them. The site offers advertisers an unrivalled opportunity to connect with our discerning audience which had a summer peak of more than 980,000 visitors in 2019. Visitors peruse yachts for sale and charter, as well as consuming the latest news, reviews, design and sustainability trends, destinations and luxury lifestyle inspiration. With a keen and engaged audience, boatinternational.com offers a unique platform to put your brand right in front of them.



LISTINGS

Be at the heart of a client's search for their new yacht. We offer featured and sponsored listings as well for more stand-out.



DISPLAY

Wrap your brand around the best in superyacht content, yacht news, destinations, or design reports. We offer a range of options across mobile and desktop.



CONTENT & SOCIAL MEDIA

If you want to convey more about your brand or product, sponsored content is great way to get the message out there. Promoted over social media, newsletter and the site for a month for an integrated approach. We can also offer creative bespoke campaigns to suit your marketing needs.



VIDEO

Whether 30 seconds for Instagram, two minutes to place in content or even longer to fully immerse the user in the intricacies of your yacht, we can provide video, editing, and graphics. We can also create a full media campaign around it.



B. CREATIVE

We also offer access to our boutique agency, b. creative. We provide luxury brands with anything from creative conception to direction, photography and video, editorial services, luxury print and marketing collateral, plus events of all sizes.

We deliver a wide range of exceptional work for a worldwide client list spanning superyachts, luxury cars, fashion, private aviation, fine jewellery, watchmaking and more.

We pride ourselves on working tirelessly with dedication and passion to create the very best for our clients and their customers, using our expertise from over 30 years of working with ultra-high-end brands across the globe.

Our network of world-class professionals includes photographers, stylists, fashion directors, film directors and journalists, through which we offer the following services:

- » **Luxury publishing**
- » **Bespoke events**
- » **Branding**
- » **Moving image**
- » **Art direction**
- » **Editorial**

b.

CONNECT WITH US

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BOAT

