

BOAT

International

The definitive home
for the world's most
discerning audience



2025 DIGITAL MEDIA KIT

DIGITAL

Boatinternational.com











Boatinternational.com is the definitive destination for all things superyacht – from the vessels themselves to the luxury lifestyle they embody. With over 1,000,000 users at its summer peak in August 2024, the site offers advertisers an unrivalled opportunity to connect with a highly discerning and engaged audience. Visitors explore yachts for sale and charter, stay informed with the latest news, and immerse themselves in expert coverage of design, innovation, sustainability, travel and luxury living. For brands seeking a powerful and authentic presence in the world of yachting, boatinternational.com delivers a uniquely influential platform.

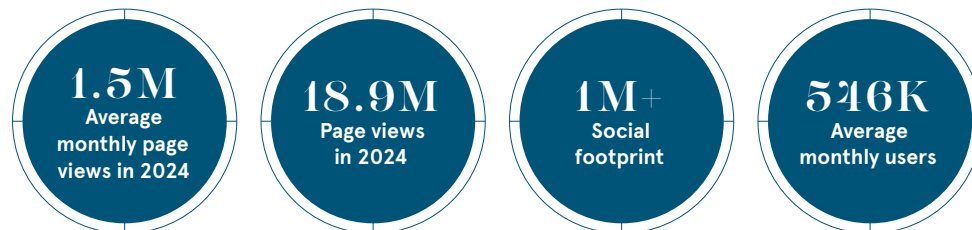
Our Audience

BOAT's platforms connect with some of the world's most affluent and inaccessible individuals, including over 6,000 UHNWIs with a combined wealth of \$3.74 trillion.

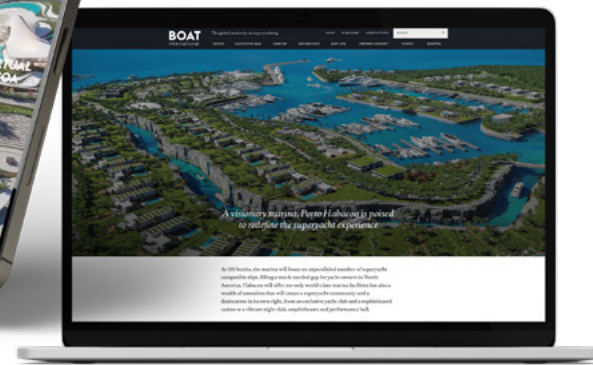
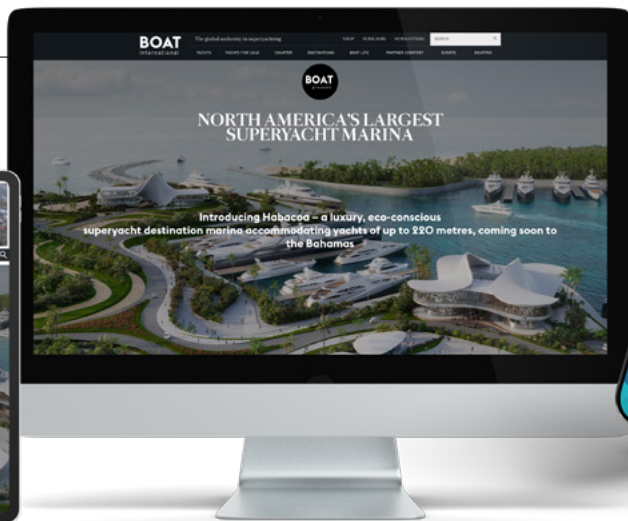
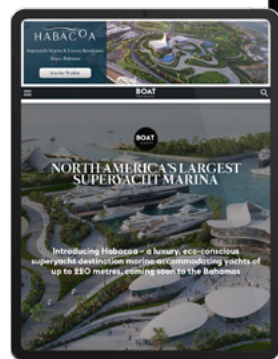
An impressive 37% of our audience hold VP-level or C-suite positions, spanning a wide range of high-value industries such as finance, manufacturing, luxury goods, real estate, brokerage, agency, construction, design and business services.

TOP 10 GLOBAL AUDIENCE

 28.8% US	 3.2% France
 15% Germany	 2.9% Spain
 12.9% UK	 2.7% The Netherlands
 4.5% Italy	 1.9% Greece
 3.5% Canada	
 3.4% Australia	



CONTENT MARKETING



BOAT Presents

SPONSORED ONLINE ARTICLE

A sponsored online article based on either a specific client brief or ideas developed by BOAT that align with the client's objectives. The article is promoted across the BOAT International website, newsletter and social media channels for a one-month period.

EACH ARTICLE RECEIVES THE FOLLOWING:

- 10 social media posts
- 4 newsletter inclusions
- Client ad banners surrounding the article
- Promotion across our website through "From our partners" content blocks



EXAMPLE ARTICLE

Enhanced BOAT Presents

SPONSORED RICH MEDIA ONLINE ARTICLE

A sponsored online article based on either a specific client brief or ideas developed by BOAT that align with the client's objectives. In BOAT's rich media format, the article will showcase a large number of images and videos in a bespoke, highly designed page. The article is promoted across the BOAT International website, newsletter and social media channels for a one-month period. The client must be able to send us a minimum of 25 good-quality images/videos for us to be able to create an Enhanced BOAT Presents.

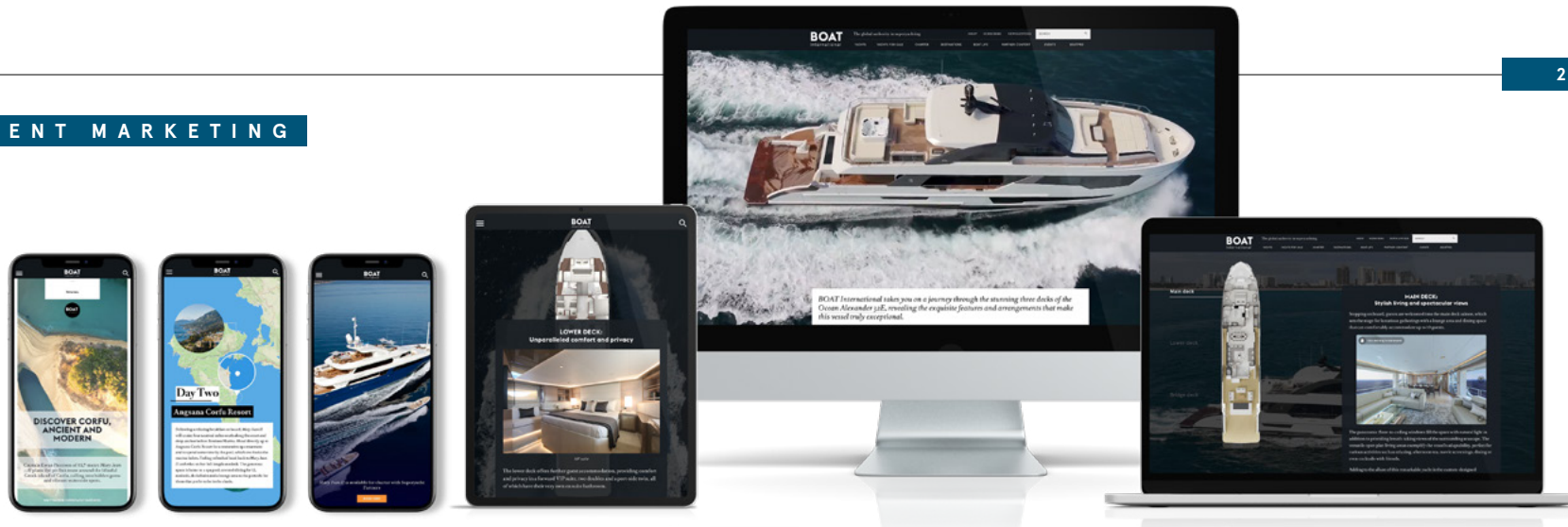
EACH ARTICLE RECEIVES THE FOLLOWING:

- Bespoke rich media design
- 10 social media posts
- 4 newsletter inclusions
- Client ad banners surrounding the article
- Promotion across our website through "From our partners" content blocks



EXAMPLE ARTICLE

CONTENT MARKETING



Charter Itinerary

An online seven-day charter itinerary promoting a specific charter yacht and destination in BOAT International's rich media format. The itinerary will be provided by the client, edited and designed by BOAT, and promoted on the BOAT International website, newsletter and social media channels. The client must be able to send us a minimum of 25 good-quality images/videos of the yacht and cruising area for us to be able to create a charter itinerary.

EACH ITINERARY RECEIVES THE FOLLOWING:

- Rich media format
- 10 social media posts
- 4 newsletter inclusions
- Client ad banners surrounding the article
- Promotion across our website through "From our partners" content blocks


[EXAMPLE ARTICLE](#)

GA Yacht Tour

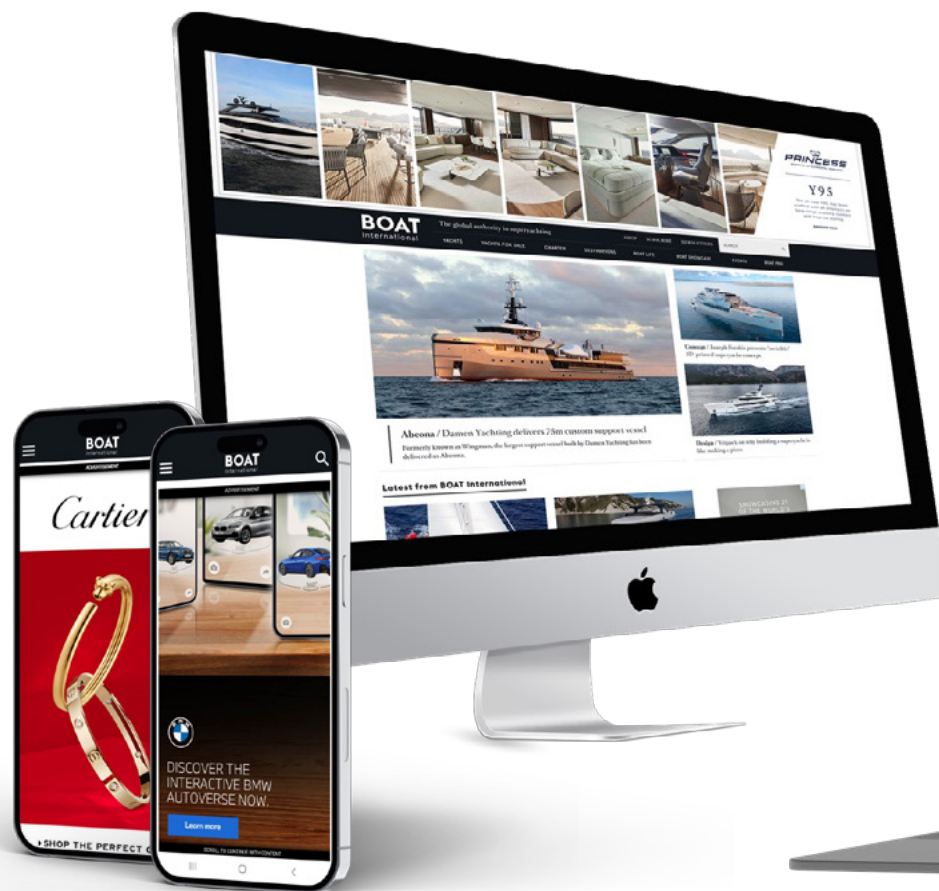
An online walk-through of a specific yacht using its GA and imagery to showcase key areas and standout design features on board. The article will be in BOAT International's rich media format and promoted on the BOAT International website, newsletter and social media channels. The client must be able to send us a minimum of 25 good-quality images/videos of the yacht and cruising area for us to be able to create a yacht tour.

EACH YACHT TOUR RECEIVES THE FOLLOWING:

- Rich media format
- 10 social media posts
- 4 newsletter inclusions
- Client ad banners surrounding the article
- Promotion across our website through "From our partners" content blocks


[EXAMPLE ARTICLE](#)

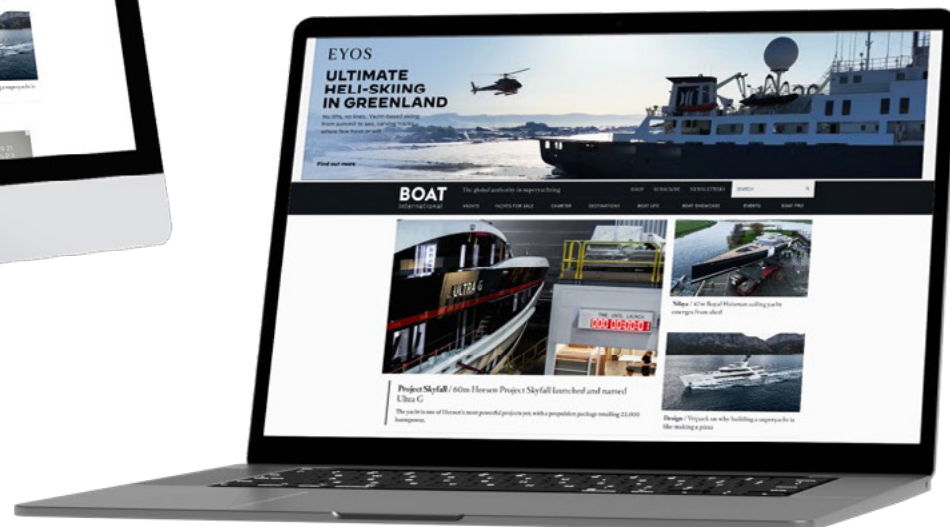
DISPLAY ADVERTISING



Display

BOAT offers a range of display advertising solutions, from standard run of site placements to geo- and keyword-targeted options – available on a cost-per-thousand-impressions basis.

We can also design and build display advertising in rich media formats, which can incorporate video, image galleries and other dynamic content across a variety of sizes and layouts.



LISTINGS

Brokerage

STANDARD

With 800 yachts over 24m for sale on the site, BOAT International offers a trusted platform for users to research their next purchase.

EACH LISTING RECEIVES THE FOLLOWING:

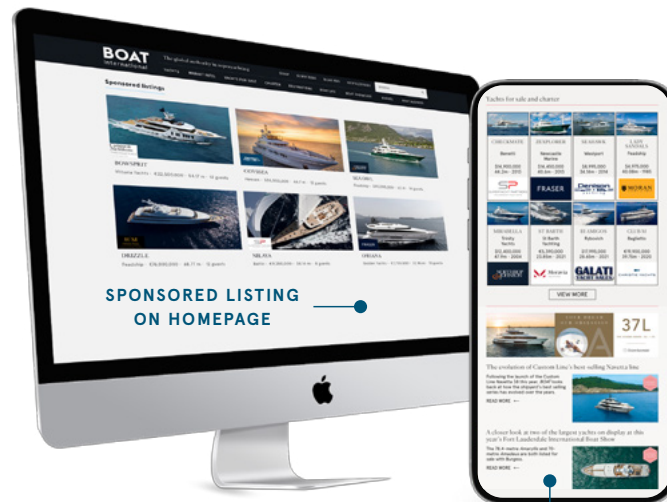
- Full description
- Six calls to action
- Full gallery of images and video

FEATURED

- This is a lower funnel enhanced listing, seen at the top of a search – with strong conversion from the reader seeing the listing to reading the full details page.
- Included on the Saturday newsletter.
- Receives an Instagram story each month.

ENHANCED

- BOAT's most dominant listing and limited to just 6 monthly positions. This is a listing seen on almost all BOAT content pages.
- Included on daily newsletter
- On the homepage
- Gets the highest reach



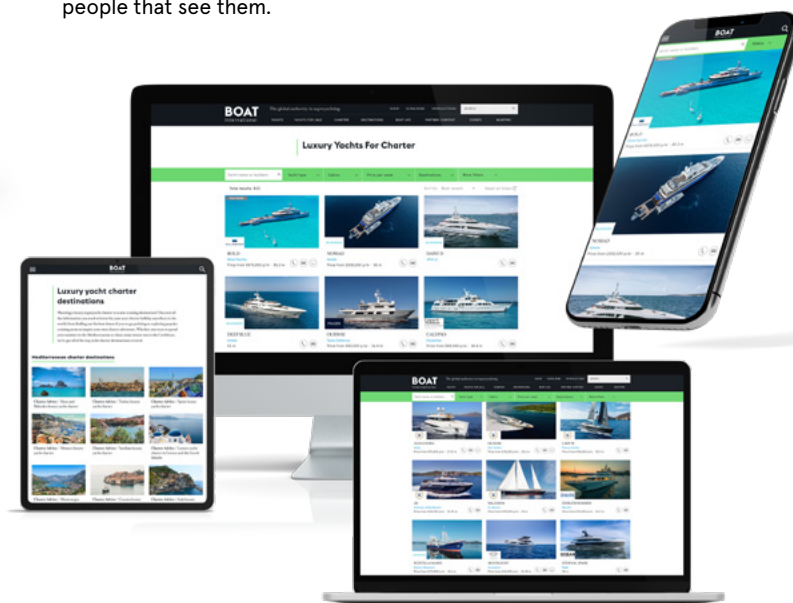
SPONSORED LISTING
ON DAILY NEWSLETTER

	FEATURED	ENHANCED
Newsletter inclusion	2	2
Instagram story	1	2
Instagram wall post	-	1
Facebook	-	2
LinkedIn	-	2

Charter

Using BOAT International's charter listings is like having a VIP pass to the world of luxury yachting. It offers access to hundreds of the world's finest superyachts, all in one place. You can filter by destination and price to find your perfect match. The listings are available to approved charter brokers who know the yachts and crews inside out.

More than 35,000 people look at our charter listings, with editorial support pushing those yachts listed. For 2026, BOAT will focus even further on the charter listings to grow the number of people that see them.



EMAILS

Boat Show Brokerage Preview Email

PREVIEW EMAILS FOR EACH OF THE BOAT SHOWS

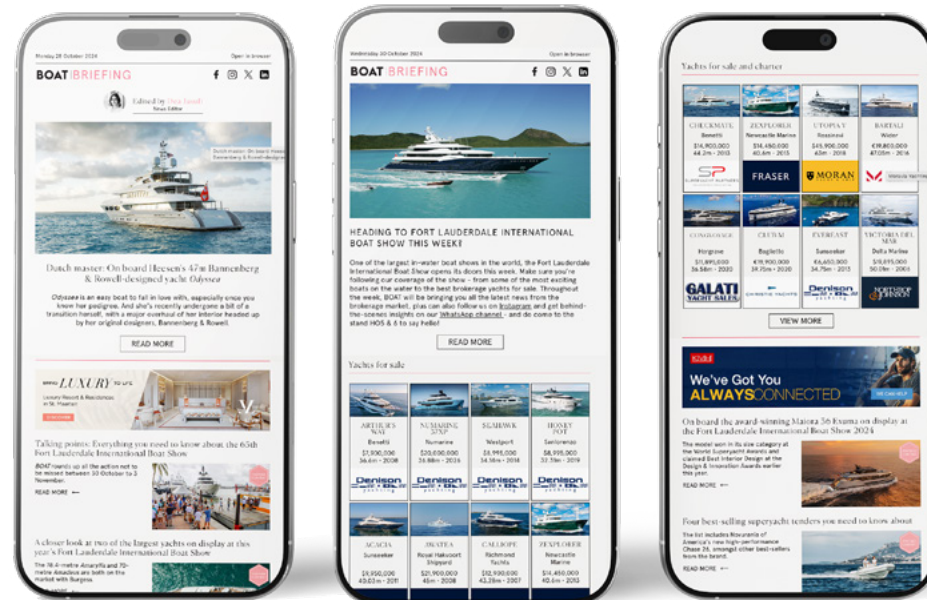
BOAT International will create one-off BOAT SHOW preview emails for each of the shows sent out to the daily newsletter audience of over 15,100. This will happen for Cannes, Monaco and FLIBS.

The email will comprise an editorial lead piece followed by 4, 8, 12 or 16 yacht listings.

This will go out the week before the show starts as a preview to the brokerage boats you can see with a follow-up email the day before the show.

NEWSLETTER EMAIL THEMES FOR 2025

- January – New Year New Yacht
- March – Palm Beach Boat Show
- May – Best Charter Yachts for the Med
- August – Life Under Sail
- September – Monaco Yacht Show
- October – FLIBS
- November – Best Charter Yachts for the Caribbean



The Daily Briefing Newsletter

This email is sent to 16,200 opt-in subscribers from Monday to Friday alongside a Deep Dive round-up newsletter on a Saturday. This audience actively seeks market insights, yacht trends, brokerage updates and luxury content - making them more receptive to well-placed messages.

The premium, uncluttered email format ensures high visibility which includes an exclusive leaderboard for one advertiser to take advantage of.

We offer exclusive advertising opportunities in our daily BOAT Briefing newsletter. Each edition features only one advertiser, who receives two dedicated ad placements for maximum visibility.

SOCIAL MEDIA

Boat Social Package

MONTHLY ORGANIC POSTING CAMPAIGN

With a social footprint of over 1 million, BOAT's channels deliver creative content, breaking news and immersive storytelling that ignites conversation and drives engagement. We offer month-long social media campaigns with 6 posts over Facebook, Instagram and LinkedIn.



Facebook

474,000
likes



Instagram

519,000
followers



X

11,700
followers



TikTok

53,100
followers



LinkedIn

57,500
followers



Threads

72,500
likes

1M+
Social
footprint



SOCIAL MEDIA

Boat Show Social Media Packages

CORE PACKAGE

- 1 x Instagram story (60 seconds max)
- Filming at event
- Editing/pre-edited video provided by client
- BOAT and Client Logo
- Turnaround: 3 working days

ENHANCED PACKAGE (LIMITED 4 PER SHOW)

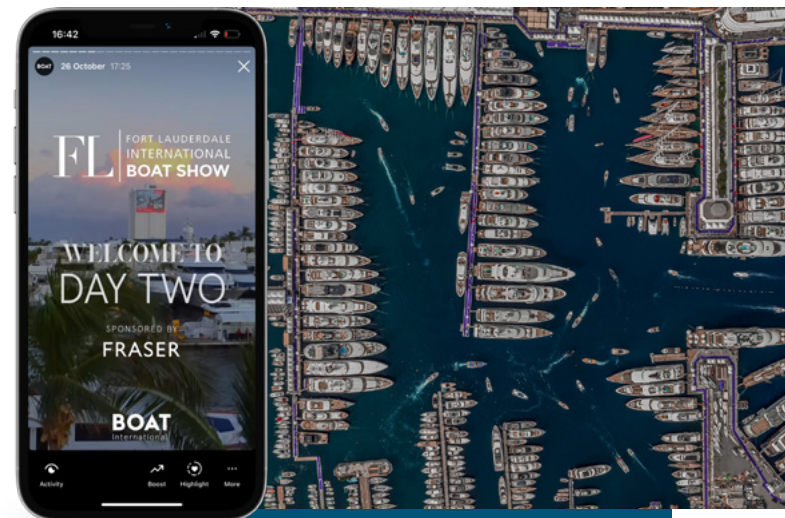
- 3 x Instagram stories (up to 60 seconds each, posted consecutively)
- Pre-show post on Facebook, Instagram, LinkedIn and X
- Filming at event
- Editing includes animated name tags, transitions/questions on screen
- BOAT and Client Logo
- Turnaround: 2 working days
- Post show round-up on Facebook, Instagram, LinkedIn and X

Total: 5 x Instagram stories, 2 x Facebook, 2 x LinkedIn and 2 x X social posts

PREMIUM PACKAGE (LIMITED 2 PER SHOW)

- Full creative campaign treatment - ideal for hero boat tours, week-long coverage or multi-part interviews
- Pre-show post on Facebook, Instagram, LinkedIn and X
- Daily single Instagram stories (each 60 seconds max)
- Multi-format edits and posted additionally on Facebook, LinkedIn and X
- Editing with full subtitles, transitions and pull quotes
- Turnaround: 1 working day
- Priority slots
- Post show round-up on Facebook, Instagram, LinkedIn and X
- Post show collab posted from BOAT International Instagram (content provided by the client)
- Filming time: up to 90 mins

Total: 3 x Facebook, 3 x LinkedIn, 3 x X, 7 x Instagram story (based on a 5-day show) & 1 x collaboration post on Instagram grid



ADDITIONAL SOCIAL MEDIA SERVICES

- BOAT International media team welcoming people to the show and showing your brand, stand or boat
- Extra interviewee
- Additional story post
- Multi-format edits
- Instagram collaboration post - content provided by client
- Instagram collaboration post - content created by BOAT
- Additional post show round-up



PODCAST

BOAT Briefing

THE NUMBER-ONE SUPERYACHT PODCAST

BOAT Briefing

Breaking news, insider intelligence and special data reports each week

The Big Boat Interview

Your chance to hear from owners, captains, adventurers and industry professionals

Interviewees have included:

- James Cameron, Oscar-winning film director
- Rafael Nadal, world champion tennis player
- Captain Lee, *Below Deck*
- Alex Jimenez, AKA The Yacht Guy
- Shirish Saraf, the owner of Richard Burton and Elizabeth Taylor's former yacht, *Kalizma*
- Jack Cowin, fast-food mogul and owner of *Slipstream* and *Silver Dream*
- Victor Vescovo, adventurer and leader of the Five Deeps Expedition

Each episode goes out on Spotify, Apple Podcasts and boatinternational.com, as well as:

- BOAT International newsletter
- BOAT social channels with bespoke assets created per episode
- Social promotion



CONTACT

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