

Connect with the height of luxury
through our digital media platforms



2025 ADVERTISING RATES

BOAT

International

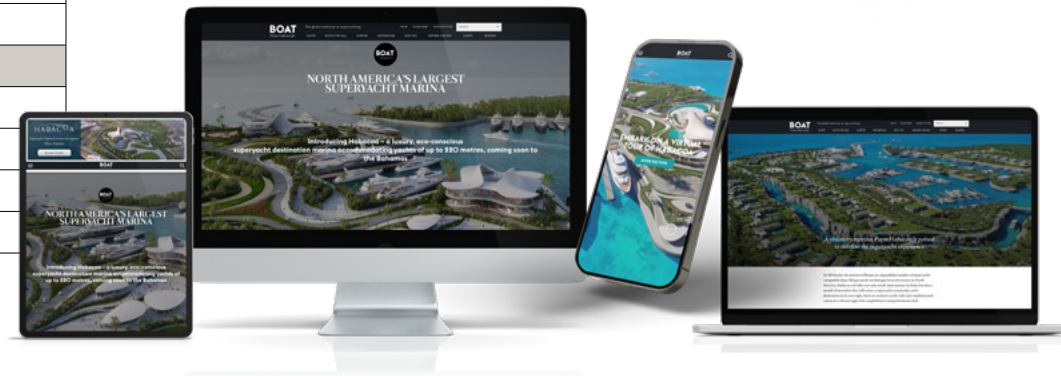
STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Standard formats (billboard, MPU, mobile leader)	35	41	47
Rich media	68	79	90
Production from	1,771	2,054	2,355
NEWSLETTER			
BOAT Show Preview newsletter (per listing)	500	580	665
Daily Briefing newsletter (per day)	500	580	665
SOCIAL MEDIA			
BOAT social package	4,750	5,510	6,318
BOAT SHOW SOCIAL MEDIA			
Core	5,000	5,800	6,650
Enhanced	8,500	9,860	11,305
Premium	12,000	13,920	15,960
SPONSORED CONTENT			
BOAT Presents	6,500	7,540	8,645
Enhanced BOAT Presents	8,500	9,860	11,305
Charter Itinerary	7,500	8,700	9,975
GA Yacht Tour	7,500	8,700	9,975

DIGITAL

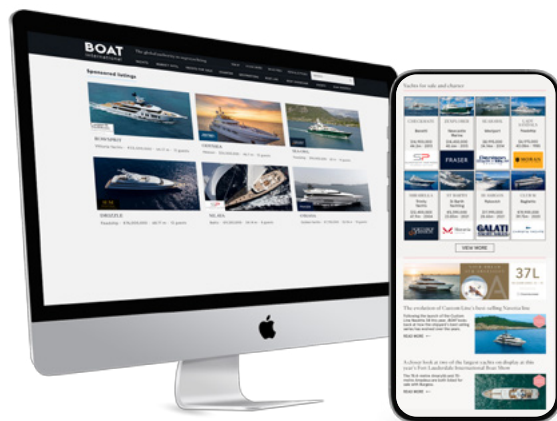
Boatinternational.com

THE DEFINITIVE HOME FOR THE WORLD'S MOST DISCERNING AUDIENCE

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.



STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
YACHTS FOR SALE/ CHARTER			
1-10	105	121	140
11-20	95	110	126
21-35	85	99	114
36-50	75	87	100
51+	65	75	86
Featured	1,750	2,030	2,334
Enhanced	2,750	3,190	3,668



DIGITAL

Boatinternational.com

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

ENHANCED

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