

BOAT

International

Connect with the height
of luxury through our
integrated media platforms



2025 ADVERTISING RATES

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	25,784	29,909	34,378
Full page	14,294	16,581	19,059
DISPLAY (BOAT SHOW ISSUE ONLY)			
Double-page spread	36,097	41,873	48,130
Full page	20,012	23,214	26,682
BROKERAGE			
Double-page spread	10,138	11,760	13,518
Full page	5,513	6,395	7,351
BROKERAGE (BOAT SHOW ISSUE ONLY)			
Double-page spread	14,194	16,465	18,925
Full page	7,718	8,952	10,290
PREMIUM POSITIONS			
Inside front cover spread	32,054	37,183	42,739
Second to eighth double-page spread	29,394	34,097	39,191
Page facing contents (x2)	17,716	20,550	23,621
Right-hand page facing Masthead	16,423	19,050	21,897
Left-hand page facing Editor's letter	17,716	20,550	23,621
First left hand facing On Board	16,423	19,050	21,897
Full page in On Board	15,618	18,116	20,823
Outside back cover	38,549	44,716	51,398

PRINT

BOAT International magazine & BOAT International magazine US Edition

CREATING A BEAUTIFUL ENVIRONMENT TO SHOWCASE YOUR BRAND

BOAT International

This truly global magazine is the world's definitive and trusted title for the superyacht community. We cover the latest news, trends and boats to hit the water, alongside the lifestyle that runs alongside it, from watches and cars to destinations, property and interiors. *BOAT International* is a high-quality, collectable monthly publication that is commissioned, edited and designed at our head office in London to the most exacting standards.

BOAT International US Edition

The US market is booming – and *BOAT International US Edition* is the leading magazine for America's big boat owners. It reaches 16,000 owners of boats 50ft and longer, 4,000 of which are over 100ft. *BOAT US* has established itself as an indispensable guide for discerning, affluent buyers in the multibillion-dollar US luxury and yachting markets.



STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	22,629	26,250	30,171
Full page	12,696	14,727	16,763
PREMIUM POSITIONS			
Bookmark and double-page spread	45,259	52,501	60,344
Right hand facing Masthead	16,973	19,689	22,630
Right hand facing Contents	16,973	19,689	22,630
Left hand facing Foreword	16,973	19,689	22,630
Left hand Facing Intro	16,973	19,689	22,630
First double-page spread	33,944	39,375	45,258

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread advertorial	6,324	7,336	8,432

PRINT

The Superyachts

EXCLUSIVELY SHOWCASING THE WORLD'S MOST INCREDIBLE SUPERYACHTS DELIVERED IN THE LAST YEAR

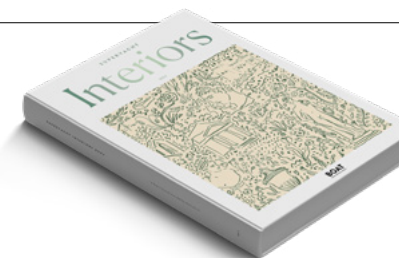
The Superyachts celebrates creative excellence in the world of superyachting and luxury. Launched in 1987 in a luxurious coffee-table book format, *The Superyachts* is the industry reference for superyacht design and technology, showcasing the finest new yachts each year. This book is a tribute to the skills of the naval architects, interior designers, builders and artisans behind these incredible vessels, and to the passion of the owners who commission them.

**PRINT**

Superyacht Interiors

SHOWCASING THE BEST INTERIOR BRANDS

Superyacht Interiors is a directory of the most exclusive global brands synonymous with onboard interiors. It's an essential resource for the key decision-makers involved in creating superyacht interiors. Many of these designers and owners will apply the information found in the book to their residential projects.



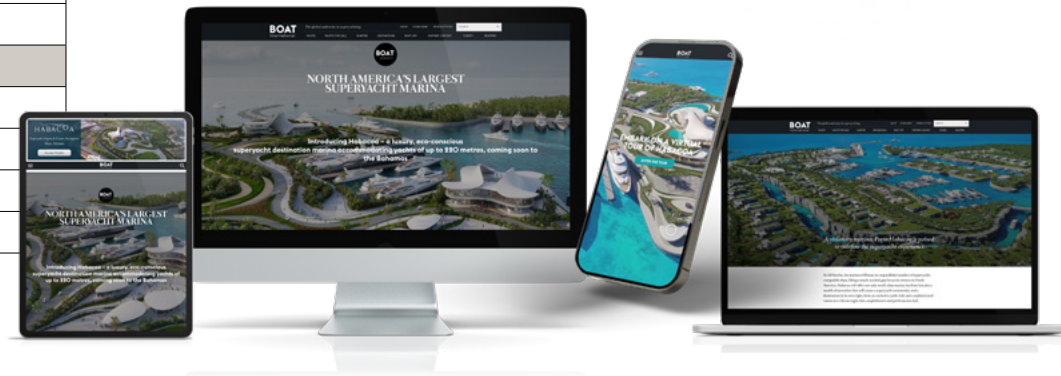
STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Standard formats (billboard, MPU, mobile leader)	35	41	47
Rich media	68	79	90
Production from	1,771	2,054	2,355
NEWSLETTER			
BOAT Show Preview newsletter (per listing)	500	580	665
Daily Briefing newsletter (per day)	500	580	665
SOCIAL MEDIA			
BOAT 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

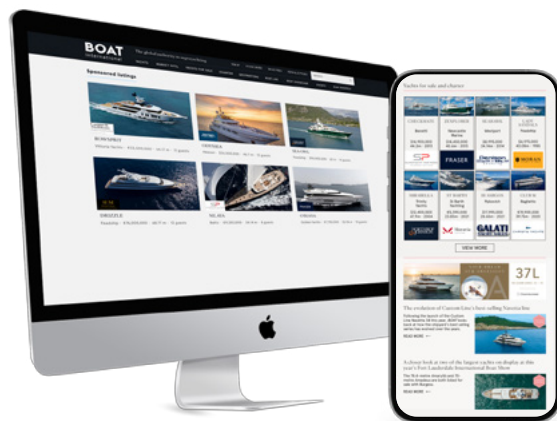
Boatinternational.com

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

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	10,181	11,810	13,574
Full page	5,734	6,652	7,646
Half page	3,361	3,899	4,482
CLASSIFIED			
1/6 page	940	1,090	1,253
1/12 page	592	686	789
PREMIUM POSITIONS			
Inside front cover	6,833	7,926	9,110
First right hand and page facing Contents (x2)	6,315	7,326	8,421
First double-page spread	12,234	14,191	16,312
Half page Masthead/Editor's Letter	3,954	4,587	5,272
Right hand facing Masthead/Editor's Letter	6,117	7,096	8,156
Outside back cover	7,191	8,342	9,589
Inside back cover	6,302	7,310	8,403

PRINT

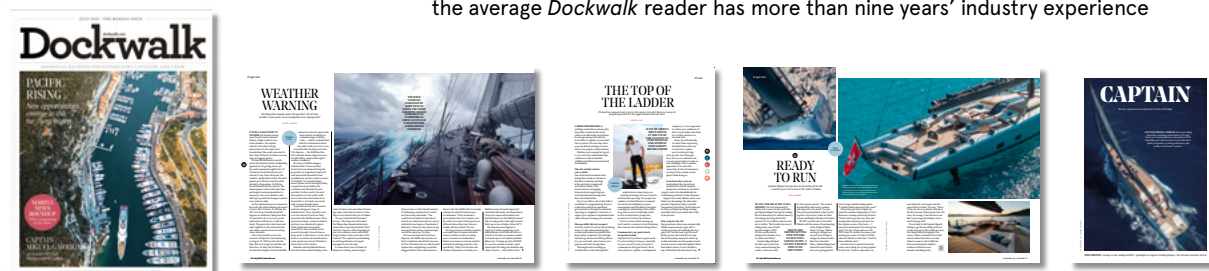
Dockwalk magazine

ESSENTIAL READING FOR SUPERYACHT CAPTAINS AND CREW

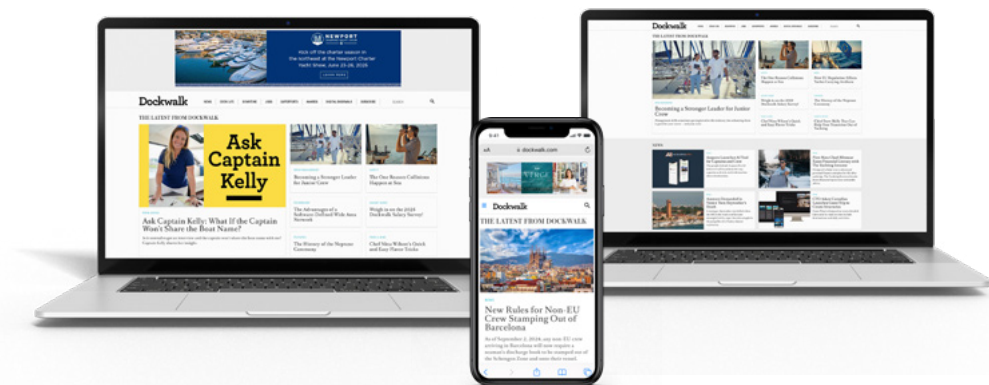
Dockwalk launched in 1998 to enable captains and crew to keep abreast of industry news and trends as their jobs took them to ports of call around the world.

Today it is the number-one monthly magazine for yachting industry professionals.

- Worldwide circulation: 10,000 copies per month (print + digital downloads)
- Regular distribution to all the world's key superyacht hotspots (marinas, training companies, crew agencies and crew bars)
- Additional distribution at all key yacht shows — Monaco, Fort Lauderdale, Miami, Cannes, Palma, Palm Beach, Antigua and METS
- Accesses all levels of crew, especially experienced professionals – the average *Dockwalk* reader has more than nine years' industry experience



STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DIGITAL			
One month tenancy (1 of 10 advertisers)	1128	1304	1500
Production from	677	783	900
NEWSLETTER			
Daily rate	335	388	446
SOCIAL MEDIA			
Organic	1,880	2,174	2,500
Paid for from	752	870	1,000
"DOCKWALK" PRESENTS" SPONSORED CONTENT			
Dockwalk presents	2,632	3,043	3,500

**DIGITAL**

Dockwalk.com

A NEW AND IMPROVED DOCKWALK.COM, WITH EXCITING NEW OPPORTUNITIES FOR SHOWCASING YOUR BRAND TO OUR AUDIENCE

On Dockwalk.com, we offer display advertising across the entire site with large and engaging formats on all pages

These formats place your brand firmly around content being read by captains and crew

DIGITAL DISPLAY

You will be one of up to 10 tenancy advertisers per month across the site in rotation over almost every page

NEWSLETTER DISPLAY ADVERTISING

Standard display advertising in our newsletters

SOCIAL MEDIA CAMPAIGNS

We have two opportunities for social media campaigns on the Dockwalk platforms

Organic posting: Dockwalk offers a month-long social campaign with 6 posts over Facebook, Instagram and LinkedIn

Paid-for posting: There is also the opportunity to enhance the campaign through Dockwalk matching their audience across the social platforms and pushing a paid for campaign for greater reach

DOCKWALK PRESENTS

Dockwalk presents is our sponsored content package. Our commercial editor will write a piece for the brand which will then be promoted over 10 social posts and 4 newsletters over a month period