

BOAT

An aerial photograph of a large white yacht with two smaller speedboats in turquoise water. The yacht is in the center, moving towards the right, leaving a white wake. Two smaller speedboats are positioned in front of it, also leaving wakes. The water is a deep turquoise color, and the sky is not visible. The overall scene is one of luxury and speed.

International

CONNECT WITH THE
HEIGHT OF LUXURY
THROUGH OUR MEDIA
PLATFORMS

2026 ADVERTISING RATES

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	26,557	30,807	35,410
Full page	14,723	17,079	19,630
DISPLAY (BOAT SHOW ISSUE ONLY)			
Double-page spread	37,180	43,129	49,574
Full page	20,612	23,910	27,483
BROKERAGE			
Double-page spread	10,442	12,113	13,923
Full page	5,678	6,587	7,571
BROKERAGE (BOAT SHOW ISSUE ONLY)			
Double-page spread	14,620	16,959	19,493
Full page	7,949	9,221	10,599
PREMIUM POSITIONS			
Inside front cover spread	33,016	38,299	44,021
Second to eighth double-page spread	30,275	35,119	40,367
Page facing contents (x2)	18,247	21,167	24,330
Right-hand page facing Masthead	16,915	19,622	22,554
Left-hand page facing Editor's letter	18,247	21,167	24,330
First left hand facing On Board	16,915	19,622	22,554
Full page in On Board	16,086	18,660	21,448
Outside back cover	39,705	46,058	52,940

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, along with the lifestyle that goes with 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	23,308	27,037	31,076
Full page	13,077	15,169	17,266
PREMIUM POSITIONS			
Bookmark and double-page spread	46,617	54,076	62,155
Right hand facing Masthead	17,483	20,280	23,309
Right hand facing Contents	17,483	20,280	23,309
Left hand facing Foreword	17,483	20,280	23,309
Left hand Facing Intro	17,483	20,280	23,309
First double-page spread	34,963	40,557	46,616

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread advertorial	6,514	7,556	8,685

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.



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	GBP £	EURO €	US \$
DISPLAY			
Standard formats (billboard, MPU, mobile leader)	36	42	49
Rich media	71	82	93
Production from	1,825	2,117	2,426
NEWSLETTER			
BOAT Show Preview newsletter (per listing)	515	597	685
Daily Briefing newsletter (per day)	515	597	685
SOCIAL MEDIA			
BOAT social package	4,893	5,675	6,508
BOAT SHOW SOCIAL MEDIA			
Core	5,150	5,974	6,850
Enhanced	8,755	10,156	11,644
Premium	12,360	14,338	16,439
SPONSORED CONTENT			
BOAT Presents	6,695	7,766	8,904
Enhanced BOAT Presents	8,755	10,156	11,644
Charter Itinerary	7,725	8,961	10,274
GA Yacht Tour	7,725	8,961	10,274

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.



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 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

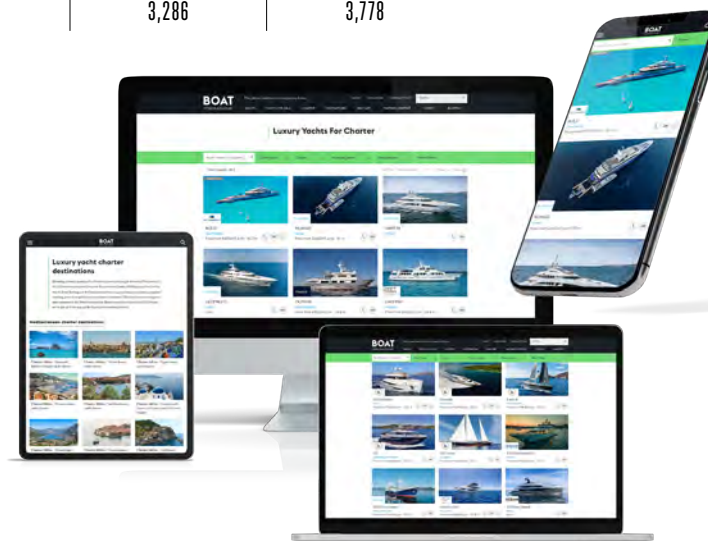
- BOAT's most dominant listing and limited to just 6 monthly positions. This is a listing seen on almost all BOAT content pages.
- Included on daily newsletter
- On the homepage
- Gets the highest reach

STANDARD RATE	GBP £	EURO €	US \$
YACHTS FOR SALE/ CHARTER			
1-10	108	125	144
11-20	98	114	130
21-35	88	102	117
36-50	77	90	103
51+	67	78	89
Featured	1,803	2,091	2,404
Enhanced	2,833	3,286	3,778

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 2025, BOAT will focus even further on the charter listings to grow the number of people that see them.



STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	10,486	12,164	13,982
Full page	5,906	6,851	7,875
Half page	3,462	4,016	4,616
CLASSIFIED			
1/6 page	968	1,123	1,291
1/12 page	609	707	813
PREMIUM POSITIONS			
Inside front cover	7,038	8,164	9,384
First right hand and page facing contents (x2)	6,505	7,546	8,673
First double-page spread	12,601	14,617	16,801
Half page Masthead/Editor's Letter	4,073	4,724	5,430
Right hand facing Masthead/Editor's Letter	6,300	7,309	8,401
Outside back cover	7,407	8,592	9,876
Inside back cover	6,491	7,530	8,655

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



DOCKWALK.COM

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

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DIGITAL			
One month tenancy (1 of 10 advertisers)	1,159	1,344	1,545
Production from	695	806	927
NEWSLETTER			
Daily rate	345	400	459
SOCIAL MEDIA			
Organic	1,931	2,240	2,575
Paid-for from	773	896	1,030
SPONSORED CONTENT			
Dockwalk presents	2,704	3,136	3,605

