

# BOAT

International



ACCESSING  
THE WORLD'S  
MOST INACCESSIBLE

2026 MEDIA KIT

**BOAT**

INTRODUCTION

2026 MEDIA KIT



## **BOAT INTERNATIONAL**

BOAT INTERNATIONAL HAS THE POWER TO CONVENE, WITH ITS SUBSCRIPTION BASE OF THE WEALTHIEST PEOPLE IN THE WORLD AND ITS DEEP KNOWLEDGE OF THE SUPERYACHT AND LUXURY SPACE. IT HARNESSSES ITS DATA TO DRIVE UNIQUE OPPORTUNITIES.

THE POWER TO CONVENE UNPRECEDENTED GLOBAL INFLUENCERS AND AUDIENCES

# BOAT

## PRINT – EVENTS – DIGITAL – DATA

BOAT INTERNATIONAL'S 40-YEAR SUCCESS IS DRIVEN BY OUR CELEBRATION OF ALL ASPECTS OF THE SUPERYACHT INDUSTRY AND THE LUXURY LIFESTYLE THAT IT OFFERS OUR AUDIENCES

Our brand convenes and engages the most influential, affluent and inaccessible individuals in the world. Some 10 per cent of the planet's billionaires engage with BOAT International in some way.

This audience is a powerful global mix of business owners, CEOs and founders, who access BOAT International through our magazines, books, events, digital channels, data platform and social media.

Driven by data, BOATPro subscriptions engages with owners, readers and the industry supply chain.

### PRINT

*BOAT International* is the world's longest-standing and most authoritative and influential magazine serving the superyacht community. Inspiring, entertaining and informative, our magazines and luxury books are timeless and collectable editions.

### EVENTS

We curate and deliver a portfolio of world-class events and experiences that entertain superyacht owners and their friends, family and peers. Our calendar includes exclusive Owners' Club events and our coveted World Superyacht Awards.

### DIGITAL

Boatinternational.com delivers an inspirational daily fix of superyacht 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 yachting market intelligence.

### DATA

An award-winning superyacht market intelligence source bringing you real-time, accurate and reliable superyacht data, BOATPro has been shaped by the industry, for the industry, and is powered by our unique superyacht construction and sales data.

## UNRIVALLED CONVENING POWER

BOAT INTERNATIONAL OFFERS A NUMBER OF WAYS FOR BRANDS TO CONNECT WITH THOSE WITH AN INTEREST IN AND PASSION FOR SUPERYACHTS AND THE LUXURY LIFESTYLE THAT COMES WITH THEM

Our platforms help brands reach more than 6,000 ultra-high-net-worth individuals, with an average personal net worth of \$442 million.

An incredible 37% of our audience are VP-Level or C-Suite.

Our audience is made up of C-Level industries that include: Finance, Manufacturing, Luxury, Agency, Brokers, Property, Retail, Business Services, Construction, Building and Design.

23% of our audience are ultra-high-net-worth individuals with close connections to at least 5 other UHNWIs.

**\$442M**

Average net worth of an Owners' Club member

**10%**

Reach of the world's billionaires

**1M+**

Overall audience reach

**1M+**

Digital ecosystem from website

**1M+**

Social footprint

**29K**

Targeted global print readership

**3K**

Live event international attendees

# BOAT

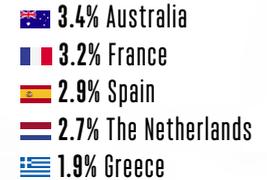
## AN AUDIENCE LIKE NO OTHER

Our platforms reach the most affluent and inaccessible individuals in the world, including more than 6,000 UHNWIs with a combined wealth of \$3.74 trillion.

Our content drives engagement through the mediums of digital, social media, data, live in-person events and print.

Our events portfolio includes The World Superyacht Awards, the Superyacht Design Festival, Owners' and Captains' Club events and a raft of seminars, making us the sector's most influential networking power broker in live events. Many other magazines organise events, but none have the scale and reach of BOAT International's.

### TOP 10 GLOBAL AUDIENCE





## A PROVEN INTEREST IN LUXURY LIFESTYLE

**“Owning a superyacht represents the ultimate luxury. Designed to an owner’s specific tastes and capable of taking them anywhere in the world, a yacht brings into a single platform the many passions of the world’s elite: art, design, technology, travel and culture. Wherever in the world you find superyachts, you’ll also find BOAT International”**  
*Stewart Campbell - Managing Director, BOAT International*

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

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

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

\*WEALTH-X AUDIENCE PROFILING PROJECT JANUARY 2016  
<sup>^</sup>DERIVED FROM A NUMBER OF BESPOKE COMMISSIONED RESEARCH SURVEYS AND THIRD-PARTY DIGITAL ANALYTICS TOOLS

# BOAT



Instagram  
**522,000**  
followers



Facebook  
**468,000**  
likes



X  
**45,000**  
followers



TikTok  
**52,600**  
followers



LinkedIn  
**59,000**  
followers



Threads  
**74,900**  
likes



Email  
**16,200**  
subscribers



Live events  
**3,000+**  
attendees



BOAT International  
**9,000**  
readers



BOAT International US  
**20,000**  
readers



BOAT International books  
**1,500**  
readers



Podcasts  
**1,000+**  
listeners

boatinternational.com **1.5M** monthly page views in 2024

AUDIENCE

2026 MEDIA KIT

THE POWER TO CONVENE UNPRECEDENTED GLOBAL INFLUENCERS AND AUDIENCES

# BOAT

## 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.

15%  
Audience reach  
of the UK's  
billionaires

23%  
Audience reach  
of America's  
billionaires



THE POWER TO CONVENE UNPRECEDENTED GLOBAL INFLUENCERS AND AUDIENCES



# BOAT INTERNATIONAL MAGAZINE

## OUR EDITORIAL PLAN FOR THE YEAR AHEAD FOR 2026

ISSUE	THEME / SPECIAL SECTION	BONUS / EVENT DISTRIBUTION	AD DEADLINE	ON SALE
January 2026	Global Order Book / TOP 101		20 November	11 December
February 2026	12/24 / Wellness / The Hot List	Düsseldorf International Boat Show & Superyacht Design Festival	08 December	08 January
March 2026	Tech, Toys and Tenders / St Barths supplement	Miami International Boat Show	22 January	12 February
April 2026	Charter / BOAT Design & Innovation Awards winners	Palma International Boat Show & Palm Beach International Boat Show	19 February	12 March
May 2026	Design + Innovation / Design Report	MYBA Charter Show, World Superyacht Awards & Salone Del Mobile	19 March	09 April
June 2026	Ocean Awards / Sustainability / Super Cats	The Golf Invitational Barcelona	22 April	14 May
July 2026	World Superyacht Awards winners / Food and drink		21 May	11 June
August 2026	Watches / Aviation / Jewellery	Owners' Club Sardinia Beach Party & Newport Charter Yacht Show	18 June	09 July
September 2026	Adventure / Life Under Sail supplement	Cannes Yachting Festival & Genoa Boat Show	21 July	13 August
October 2026	Monaco / Design Report / Wild Water	Monaco Yacht Show	19 August	10 September
November 2026	Refit	Fort Lauderdale International Boat Show	17 September	08 October
December 2026	Luxury Gift Guide / Ski	Explorer Yachts Conference & METS Trade	22 October	12 November



# BOAT INTERNATIONAL MAGAZINE US EDITION

## OUR EDITORIAL PLAN FOR THE YEAR AHEAD FOR 2026

ISSUE	THEME / SPECIAL SECTION	BONUS / EVENT DISTRIBUTION	AD DEADLINE	ON SALE
January 2026	Global Order Book / TOP 101		21 November	30 December
February 2026	12/24 / Wellness / The Hot List	Düsseldorf International Boat Show & Superyacht Design Festival	15 December	27 January
March 2026	Tech, Toys and Tenders	Miami International Boat Show	21 January	24 February
April 2026	BOAT Design & Innovation Awards winners	Palm Beach International Boat Show	19 February	24 March
May 2026	Design + Innovation	MYBA Charter Show, World Superyacht Awards & Salone Del Mobile	25 March	28 April
June 2026	Ocean Awards / Sustainability / Super Cats	The Golf Invitational Barcelona	30 April	02 June
July 2026	World Superyacht Awards winners / Food and drink		28 May	30 June
August 2026	Watches	Owners' Club Sardinia Beach Party & Newport Charter Yacht Show	25 June	28 July
September 2026	Adventure	Cannes Yachting Festival & Genoa Boat Show	23 July	25 August
October 2026	Monaco / Private Aviation	NBAA & Monaco Yacht Show	20 August	22 September
November 2026	FLIBS / Jewellery	Fort Lauderdale International Boat Show	17 September	20 October
December 2026	Refit / Luxury Gift Guide	Explorer Yachts Conference & METS Trade	23 October	24 November

## BOAT



## THE SUPERYACHTS

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

*The Superyachts* is a highly prized collectable book for superyacht owners and enthusiasts. First published in 1987 in a luxurious coffee-table book format, *The Superyachts* has become an industry reference, showcasing the very finest new yachts each year. This book is a tribute to the skills of the naval architects, designers, builders and artisans behind these incredible vessels, and to the passion of the owners who commission them.

**On sale:** December 2025



## SUPERYACHT INTERIORS

SHOWCASING THE BEST INTERIOR BRANDS

Launched at the Salone del Mobile in Milan, *Superyacht Interiors* is a directory of the most exclusive global brands synonymous with superyacht interiors. It's an essential resource for the key decision-makers involved in the interior design of a yacht. Many of these designers and owners will apply the information found in the book to their residential projects. Get your message across to the superyacht world with a beautifully designed two-page advertorial feature.

**On sale:** April 2026





## SUPERYACHT DESIGN FESTIVAL

1 - 3 FEBRUARY KITZBÜHEL, AUSTRIA

The Superyacht Design Festival has been successfully informing, connecting and entertaining the superyacht community and beyond for more than a decade. The event attracts the superyacht world's most iconic design personalities and speakers to celebrate the future of yacht design.

Guests will come together to enjoy a three-day festival in the mountains, sharing and comparing concepts and experiences through engaging and thought-provoking debates hosted by high-profile personalities. A welcome cocktail reception, festival party, Ski Cup and Après lunch are also included.

The programme features the biggest names in superyacht design, who will take to the stage to discuss the latest trends and topics.

Keynote speakers have included Philippe Starck, Lapo Elkann, Leonardo Ferragamo, Luca Bassani, Stefano Boeri, Giorgetto Giugiaro, Patricia Viel, Cynthia Halley and Sanjit Manku.

Design directors from Google, Rolls-Royce, Bentley, Aston Martin and McLaren have all presented, and 2026 will continue to host the biggest design icons today.

The Superyacht Design Festival features the following awards programmes:

- BOAT International Design & Innovation Awards
- Young Designer of the Year Award
- BOAT Artistry & Craft Awards



## THE DESIGN & INNOVATION AWARDS

1 FEBRUARY KITZBÜHEL, AUSTRIA

The BOAT International Design & Innovation Awards acknowledge everything from the naval architecture, styling, innovation and engineering of today's superyachts, to the changing demands of owners and the increased portfolio of technology. The awards include a Lifetime Achievement Award, which honours a designer who has made an indelible impression on the industry.

The Awards, now in their 17th year, continue to be the pinnacle honour within the superyacht design community, bringing the specialist skills of the industry's most talented teams into the spotlight.

The BOAT International Design & Innovation Awards will celebrate the finest yacht designs launched in 2025. The winners will be selected by a jury comprising acclaimed designers and stylists from both inside and outside of the marine industry.



## THE YOUNG DESIGNER OF THE YEAR AWARD

1 FEBRUARY KITZBÜHEL, AUSTRIA

The Young Designer of the Year Award, in association with Feadship, recognises and celebrates the original concepts of student 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 opens the door for students to the superyacht world and also gives the industry access to fresh young talent. The finalists will be invited to the Superyacht Design Festival, where the winners will be recognised at the BOAT International Design & Innovation Awards.

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## **THE BOAT ARTISTRY & CRAFT AWARDS**

**2 FEBRUARY KITZBÜHEL, AUSTRIA**

In 2024, BOAT International launched the BOAT Artistry & Craft Awards (BACA) to celebrate artisans who spend countless hours creating the finer details on board superyachts that take these vessels to another level of luxury – an incredibly talented and important part of the industry. This year's edition, in association with Parkway England, will celebrate artisans in three categories: Excellence in Craftsmanship; Emerging Artisan of the Year; and Outstanding Collaborative Creation. The winners will be announced during the Superyacht Design Festival.



## **BOAT INTERNATIONAL ST BARTHS SOIRÉE**

### **MARCH ST BARTHS**

The BOAT International team will join yacht owners and their guests on the journey to the beautiful island of St Barths for the St Barths Bucket Regatta. Ahead of the start of the event, we will invite Owners' Club members and friends to an intimate gathering.



## THE WORLD SUPERYACHT AWARDS

1 - 2 MAY VENICE, ITALY

The annual “Oscars” of the superyacht industry recognises the most remarkable luxury yachts from across the world. Returning to Venice for a final year, the ceremony will welcome 500 guests including owners, designers, top shipyard executives and ultra-high-net-worth individuals. The event recognises the remarkable ingenuity and innovation demanded by the design, engineering and construction of the world’s finest luxury yachts, with winners collecting the highly coveted Neptune trophy. It is a globally acclaimed event known for its credibility, prestige and glamour, distinguished from other yacht awards thanks to an independent panel of judges.

The World Superyacht Awards is the only peer-reviewed awards ceremony in the industry. All but two of our 24 judges are current or former superyacht owners, who collectively bring hundreds of years of experience to the judging process. They are a hugely knowledgeable and committed group who dedicate those most important of commodities – time and energy – to visit each of the nominated yachts.

Most importantly, the judges are completely independent: BOAT International has no vote or influence in the process, which is the only way to guarantee the credibility of the awards. This keeps the World Superyacht Awards distinct from all other awards ceremonies in the superyachting industry and makes winning one of the coveted Neptunes a truly special achievement.

**BOAT**



## **FIRST-TIME BUYER CONFERENCE**

**MARCH** PALM BEACH

**SEPTEMBER** MONACO

Join BOAT International at this exclusive event during the Palm Beach International Boat Show, offering a comprehensive introduction to the world of yacht ownership. Ideal for first-time buyers, this event provides essential insights into every stage of the ownership journey – from selecting the right broker, builder or designer to understanding key considerations before making a purchase. Following its debut in Palm Beach, the event will be hosted again during the Monaco Yacht Show.



## THE GOLF INVITATIONAL

20-21 MAY BARCELONA, SPAIN

Following the announcement that Camiral Golf & Wellness has been selected as the host venue for the 2031 Ryder Cup, we are excited to announce the return of the Barcelona Golf Invitational. The event will welcome yacht owners and captains, industry professionals and golf enthusiasts for an exclusive experience on one of Spain's most prestigious golf resorts. The two-day programme will offer a chance to network with like-minded peers on and off the course, with a full day of golf included. We look forward to hosting the industry's finest golfers in a spectacular location and enjoying the friendly competition that will ensue!



## THE OCEAN AWARDS

### MAY VIRTUAL

Now in its 11th year, the Ocean Awards continue to recognise and reward those who share our commitment to fixing the world's largest solvable problem – the environmental crisis in our oceans. The awards celebrates the people, companies and projects making outstanding contributions to the health of the seas.

## OCEAN TALKS

### JUNE LONDON, UK

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

Ocean Talks, held in partnership with the Ocean Family Foundation, encourages the marine conservation and superyacht worlds to share stories and learn from each other's experiences.

In 2019, the Yachts for Science programme was introduced, which successfully matches superyachts with scientists who need access to the ocean to conduct critical research. BOAT International is a proud supporter of the programme, which is also supported by Arksen, EYOS and Nekton.



## THE BOAT INTERNATIONAL PARTY

25 SEPTEMBER MONTE-CARLO MONACO

BOAT International's biggest party of the year takes place during the Monaco Yacht Show. This highly respected, invitation-only event is the number one party on the agenda and promises to be an unmissable occasion.

The event attracts an international audience including superyacht owners and key decision makers from the yachting industry, such as builders, designers and brokers, as well as a wide variety of representatives from the luxury world.

The party is a relaxed format, which encourages networking, catching up with owners and colleagues and making new connections. The perfect end to the boat show!

## SAINT-TROPEZ SUNDOWNERS

OCTOBER SAINT-TROPEZ, FRANCE

Owners' Club members and BOAT International guests are welcomed on board a special yacht for sunset drinks and entertainment during Les Voiles de Saint-Tropez.

## BOAT | CONNECT

**BOAT CONNECT**

OCTOBER LONDON, UK

BOAT Connect aims to encourage a different style of networking by offering meetings in a style similar to speed dating. The events bring together and connect the top representatives from superyacht and residential design studios with prospective interior brands in a fast-paced networking environment. BOAT Connect is specially devised to unlock relevant conversations and create lasting and meaningful partnerships. Being involved gains privileged access and face-to-face time with some of the industry's biggest players.



## EXPLORER YACHTS SUMMIT

NOVEMBER MONTE-CARLO, MONACO

Packed with need-to-know advice for onboard adventures, inspiring insights from intrepid yacht owners and essential know-how on building sustainability into a voyage, the annual Explorer Yachts Summit is an invaluable event for the expedition yacht community.

The only international summit dedicated solely to the expanding explorer yachting sector, the Explorer Yachts Summit is the definitive forum for owners, captains and industry professionals to share and discuss the unique challenges of travelling to remote destinations.

Held in Monaco, this one-day event promises invaluable insights from the world's pioneering explorer yacht designers, builders and suppliers. Network with the experts at the forefront of expedition yachting and prepare to discover new frontiers.



## GLOBAL ORDER BOOK BRIEFING

NOVEMBER LONDON

For more than 30 years, our Global Order Book has presented a comprehensive annual snapshot of the superyacht industry with rigorously checked new-build data and expert analysis. This year, we are proud to introduce the Global Order Book Briefing, a one-day event in London that will bring together industry leaders to delve into our latest insights and examine the key market shifts shaping the future of the superyacht sector.

**BOAT**



## **BOAT INTERNATIONAL SYDNEY COCKTAIL PARTY**

**DECEMBER** SYDNEY, AUSTRALIA

BOAT International is delighted to present this event as part of the growing Asia-Pacific superyacht calendar and welcomes members of our Owners' Club and friends to a private festival season cocktail party.



## INDUSTRY ROUNDTABLES

Roundtable discussions are one of the most effective ways to gain insight into the industry's demands. Throughout the year, we'll be hosting several roundtables, offering clients the opportunity to engage directly with key stakeholders from the superyacht sector, to explore potential business opportunities and refine their offerings to better serve an UHNW clientele.

## FAM TRIPS

In addition to our 2026 events calendar, BOAT International will host a series of FAM trips in collaboration with a selection of exceptional destinations, designed to highlight the very best each location has to offer, directly to the superyacht industry. These curated experiences offer a distinctive opportunity to discover each destination's appeal.



## THE OWNERS' CLUB

### CONNECTING WITH THE MOST INACCESSIBLE INDIVIDUALS IN THE WORLD

Our exclusive, invitation-only Owners' Club is an elite group whose shared passion for superyachts brings together some of the world's most successful people. Since it launched in October 2014, we have welcomed more than 430 owners into the Club, creating one of the world's most affluent networking groups. Membership is open to owners of superyachts in excess of 24 metres LOA.

## ALPINE DINNER

### FEBRUARY SWITZERLAND

We're delighted to invite Owners' Club members to an exclusive alpine gathering. It's a unique opportunity for our members to come together and network with fellow yachting enthusiasts in a stunning destination.

## PALM BEACH DINNER

### MARCH PALM BEACH, US

Owners' Club members are invited to an intimate dinner during the Palm Beach International Boat Show.

## BOAT



### BOAT AT THE BEACH

JULY SARDINIA, ITALY

Back by popular demand, the Sardinia Beach Party will return to the glamorous Mediterranean island of Sardinia for an exclusive private summer celebration. Owners' Club members and friends are invited to an intimate beach party for an afternoon of fresh seafood dishes, signature cocktails and beach activities.

### BODRUM BEACH PARTY

JULY TURKEY

We're delighted to introduce a new addition to the Owners' Club calendar – an evening at the iconic Opa! Beach Club. Set against the backdrop of Bodrum's striking coastline, guests are invited to enjoy signature cocktails on the sand, followed by a seated dinner and vibrant live entertainment under the stars.

### MONACO COCKTAILS

SEPTEMBER MONTE-CARLO, MONACO

During the Monaco Yacht Show, Owners' Club members are invited on board one of the show's star superyachts for an informal cocktail reception, allowing them to catch up with other members and enjoy the hospitality of one of the world's finest vessels.

## BOAT



## FORT LAUDERDALE GARDEN PARTY

NOVEMBER FORT LAUDERDALE, US

BOAT International will host members of our Owners' Club and friends for a special garden party at a private home during the 2026 Fort Lauderdale International Boat Show.

## NEW YORK DINNER

DECEMBER NEW YORK, US

To close the year, members will be invited to a special evening in New York at the start of the festive season.

## OWNERS' CLUB SPECIAL EXPERIENCES

In addition to the 2026 events calendar, Owners' Club members and partners will be invited to bespoke luxury experiences around the world. More details to be shared soon.

**BOAT**

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EXCLUSIVE EVENTS

2026 MEDIA KIT

## **THE CAPTAINS' CLUB**

### **RARE FACE-TO-FACE TIME WITH SUPERYACHT CAPTAINS**

A superyacht captains are influential decision-makers, shaping choices on everything from destinations to onboard operations. BOAT International has direct access to captains through our Captains' Club. We offer members a platform to engage, inform and share best practice with their peers and stage members-only events throughout the year.

BOAT International launched the Captains' Club in January 2021, and the response from qualified and experienced captains has been hugely positive. To date, we have welcomed more than 310 captains into the Club.

Captains' Club members are captains of sailing yachts ranging from 24 metres to 107 metres, and motor yachts ranging from 24 metres to 156 metres, making this one of the largest networks of superyacht captains in the world. Membership is open to active captains on board superyachts longer than 24 metres LOA.

## **PALM BEACH PARTY**

### **MARCH PALM BEACH, US**

Captains' Club members are invited for drinks with BOAT International during the Palm Beach International Boat Show.

THE POWER TO CONVENE UNPRECEDENTED GLOBAL INFLUENCERS AND AUDIENCES

Dockwalk



## DOCKWALK CREW CREATOR AWARDS

### APRIL VIRTUAL

Celebrating entrepreneurship, passion and storytelling, these awards recognise exceptional members of this community who elevate the yachting industry and make a lasting, positive impact both on and off the water. Crew can enter three categories: Enterprise of the Year; Initiative of the Year; and Content Creator of the Year. The winners will be revealed online and in the April issue of *Dockwalk*.



## GENERATION BOAT

JULY SUMMER SOCIAL, UK

DECEMBER WINTER SOCIAL, UK

In 2024, BOAT International launched an exciting new members' club, Generation BOAT, or Gen B, aimed at creating a new community for the children of our Owners' Club members. With more and more young people attending our Owners' Club events over the years, we are thrilled to announce this new platform for the next generation of like-minded individuals to connect, meet and have fun, while enjoying special events and experiences organised by the BOAT International team.

18.9M

Page views  
in 2024

1M+

Social  
footprint

## 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.

### DISPLAY

BOAT offers a range of display advertising solutions, from the 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.

### 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.

#### 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.

#### Charter Itinerary

An online seven-day charter itinerary promoting a specific charter yacht and destination in BOAT International's rich media format.

#### 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.

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# BOATINTERNATIONAL.COM

## LISTINGS

Be at the heart of a buyer's search for their new yacht. We also offer featured and enhanced listings to make sure your yacht stands out from the crowd in our brokerage and charter listing pages. With 800 yachts over 24 metres for sale on the site, BOAT International offers a trusted platform for users to research their next purchase. 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.

## EMAILS & NEWSLETTERS

### 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 Daily Briefing Newsletter

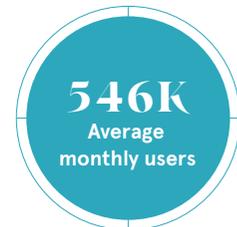
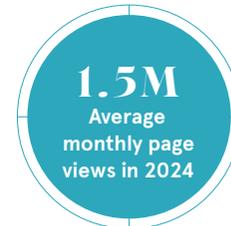
This email is sent to 16,200 opt-in subscribers from Monday to Friday alongside a Deep Dive round-up newsletter on a Saturday. This audience actively seeks market insights, yacht trends, brokerage updates and luxury content - making them more receptive to well-placed messages. The premium, uncluttered email format ensures high visibility which includes an exclusive leaderboard for one advertiser to take advantage of.

## SOCIAL MEDIA

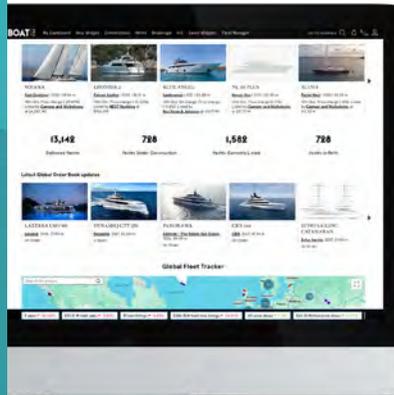
### Monthly Organic Posting Campaign

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.

If you want to maximise the potential of your message, BOAT now offers bespoke Boat Show packages to suit your marketing needs.



# BOAT



## BOATPRO

### SOLUTIONS FOR THE ENTIRE SUPERYACHT SUPPLY CHAIN

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. BOATPro is our award-winning market-intelligence platform providing a wealth of data and insight on the global superyacht fleet for the entire superyacht supply chain, helping to drive business decisions.

We're leading the way with the industry's first superyacht AIS fleet tracker, enabling businesses to pinpoint and interrogate superyachts across the world. We offer coverage of just over 14,000 superyachts at 24 metres and above, with unrivalled data and insight solutions for the entire superyacht supply chain.

BOATPro Premium content offers in-depth insight and analysis of the superyacht sector. Specially curated for BOATPro subscribers, discover the latest reports and features powered by BOATPro data.

*BOATPro can be accessed via an annual subscription.*

*To find out more, visit [boatint.com/boatpro](http://boatint.com/boatpro) or email [boatpro@boatinternational.com](mailto:boatpro@boatinternational.com)*

1,000+  
listens  
each week

## 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





## CONNECT WITH US

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