

**B**  
International  
**O**  
**A**  
**T**  
US EDITION

2026 US MEDIA KIT

ALIGN YOUR BRAND WITH  
INDUSTRY-LEADING US  
SUPERYACHT CONTENT





## MISSION STATEMENT

The award-winning *BOAT International US Edition* is the leading magazine for big boat owners in the United States. Since its launch in 1983 it is one of very few titles that specialized in the upper end of the yacht market, and it has become an indispensable guide for discerning, affluent buyers and yachting industry leaders in the world's leading yacht market.

The monthly magazine is based in Fort Lauderdale, Florida, the heart of the US superyacht world. With a flair for design not common in other marine niche titles in the US and a bank of expert writers on topics ranging from yacht design and technology to travel and adventure, it offers an entertaining mix of features about yachts, lifestyle, destinations and profiles that aim to inform, delight and inspire readers.

*BOAT International US Edition* has received accolades for the quality of its contents, with several Eddies and Ozzies from the influential Folio magazine competition.

*Cecile Gauert*

Editor, *BOAT International US Edition*

# BOAT



**25%**  
Audience reach  
of Canada's  
billionaires

**23%**  
Audience reach  
of America's  
billionaires

## THE US MARKET; AN ECONOMIC POWERHOUSE OF UHNWIS

Our brand convenes and engages the most influential, affluent and inaccessible individuals in the world. The United States represents the world's largest consumer market for superyachts.

BOAT International engages in some way with 23 percent of the 813 billionaires in the United States. BOAT International also reaches 25 percent of Canada's billionaires.

With a GDP of more than \$23 trillion, the United States is by far the world's largest economy and is the leading global trader of superyachts.

28.8 percent of BOAT International Media's total audience is from the United States.

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.

An incredible 37 percent of our audience are executives at the VP or C-suite level. Our audience is made up of upper-level managers from industries that include finance, manufacturing, luxury, agency, brokers, property, retail, business services, construction, building and design.

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

**BOAT**

**20K**  
BOAT International  
US Edition  
readers

## **BOAT INTERNATIONAL MAGAZINE US EDITION**

### **CREATING A BEAUTIFUL ENVIRONMENT TO SHOWCASE YOUR BRAND**

**Reaching 23 percent of America's billionaires and 25 percent of Canada's billionaires.**

The US market is booming – and *BOAT International US Edition* is the leading magazine for America's big boat owners. It reaches over 16,000 owners, 25 percent of whom own yachts over 100 feet. BOAT US has established itself as an indispensable guide for discerning, affluent buyers in the multibillion-dollar US luxury and yachting markets.

We feature exclusive superyacht reports and stories, cutting-edge trends, world-class travel and luxury lifestyle, from watches and cars to the very latest in private aviation and property. BOAT International is a high-quality, monthly publication commissioned, edited and designed to the most exacting standards.

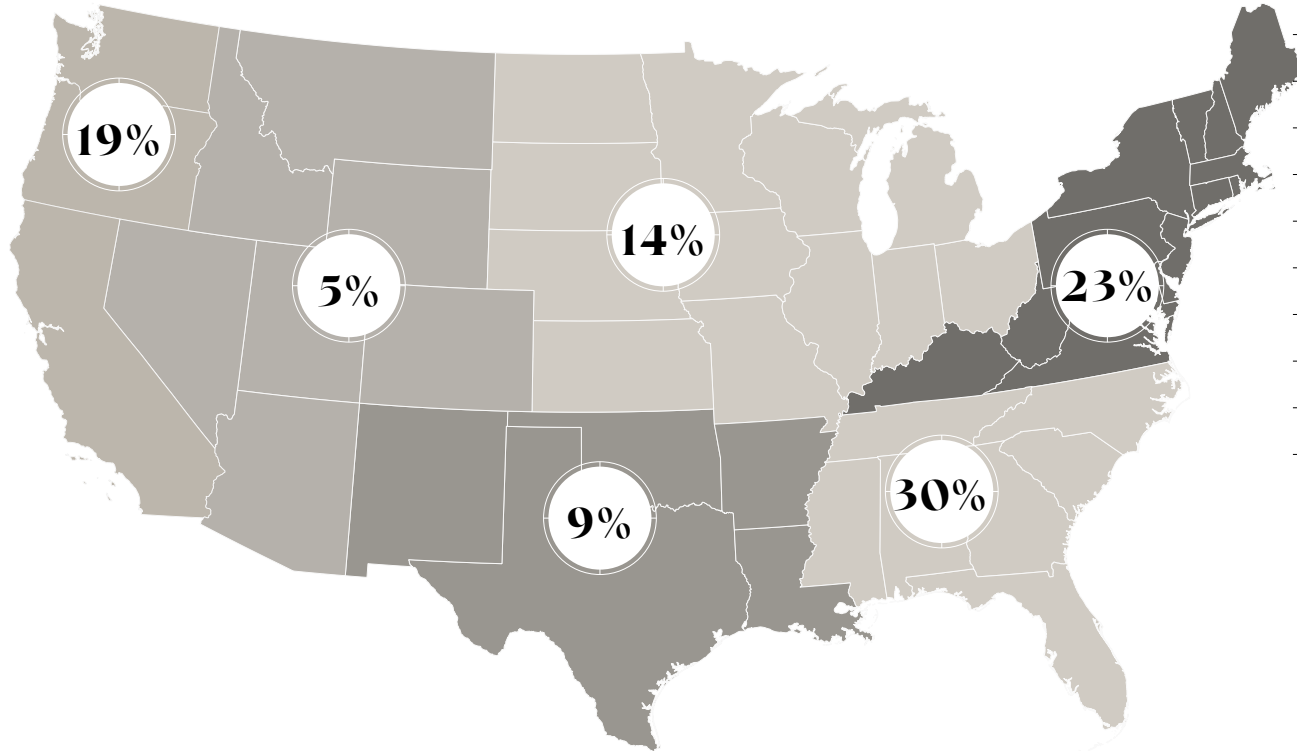


THE POWER TO CONVENE UNPRECEDENTED GLOBAL INFLUENCERS AND AUDIENCES

# BOAT

## OUR US CIRCULATION

DISTRIBUTION



## RICHEST CITIES IN THE US\*

	CENTI-MILLIONAIRES	BILLIONAIRES
New York City	744	60
San Francisco Bay Area	675	68
Los Angeles	496	43
Chicago	290	24
Houston	258	18
Dallas	125	15
Seattle	130	11
Boston	107	8
Miami	164	15
Austin	92	10
Washington, D.C.	88	12

**9,850**  
Centi-millionaires  
US ranks  
1st globally

**813**  
Billionaires  
US ranks  
1st globally

# BOAT

## 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	BDA 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	WSA 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

PRINT

# 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

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## 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.

## BOAT

### **PALM BEACH DINNER**

MARCH PALM BEACH, US

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

### **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.



**BOAT**

**ICII**



EXCLUSIVE EVENTS

2026 US 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**

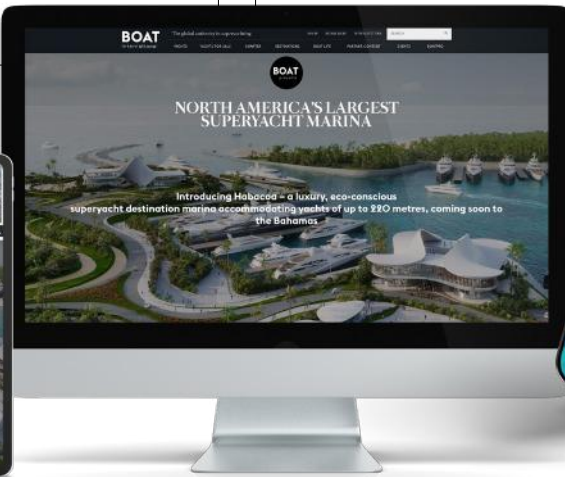
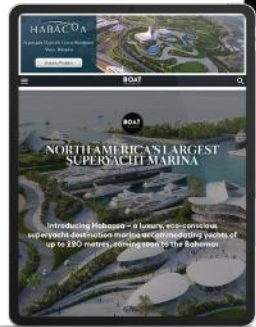
### **MARCH PALM BEACH, US**

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

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 unrivaled 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 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.

# BOAT

## 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 meters 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

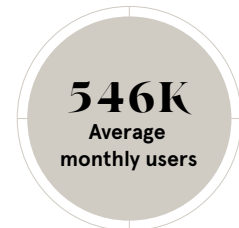
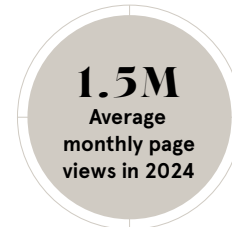
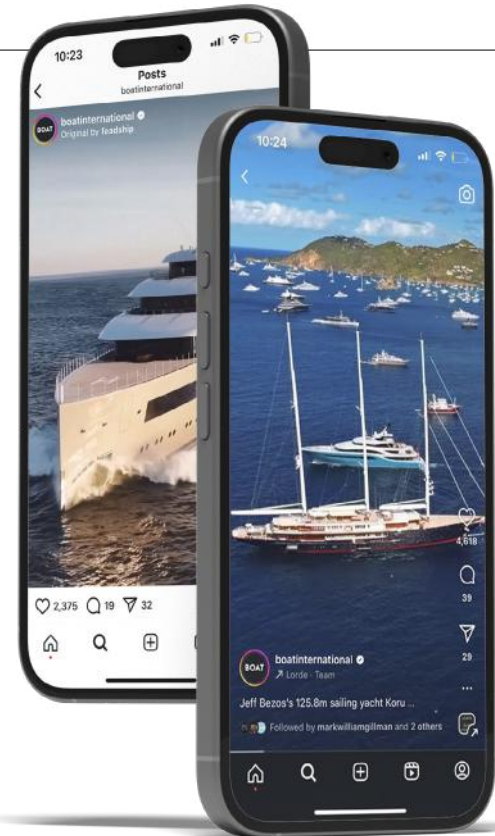
This email is sent to 16,200 opt-in subscribers from Monday to Friday alongside a Deep Dive round-up newsletter on a Saturday. This audience actively seeks market insights, yacht trends, brokerage updates and luxury content - making them more receptive to well-placed messages. The premium, uncluttered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

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



BOAT



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**BOAT**  
BRIEFING

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CONTACT

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