

BOAT

International

2027
ADVERTISING
RATES



BOAT

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	27,354	31,731	36,472
Full page	15,165	17,591	20,219
DISPLAY (BOAT SHOW ISSUE ONLY)			
Double-page spread	38,296	44,423	51,061
Full page	21,230	24,627	28,307
BROKERAGE			
Double-page spread	10,756	12,477	14,341
Full page	5,849	6,784	7,798
BROKERAGE (BOAT SHOW ISSUE ONLY)			
Double-page spread	15,059	17,468	20,078
Full page	8,188	9,498	10,917
PREMIUM POSITIONS			
Inside front cover spread	34,006	39,447	45,342
Second to eighth double-page spread	31,184	36,173	41,578
Page facing contents (x2)	18,795	21,802	25,060
Right-hand page facing Masthead	17,423	20,210	23,230
Left-hand page facing Editor's letter	18,795	21,802	25,060
First left hand facing On Board	17,423	20,210	23,230
Full page in On Board	16,569	19,220	22,091
Outside back cover	40,896	47,440	54,528

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 yachts to hit the water, alongside luxury lifestyle, 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 North America's large-yacht 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 US luxury and yachting markets.



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: November 2026

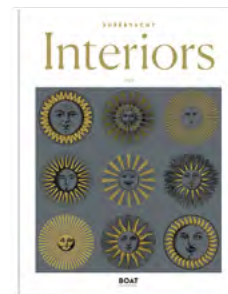


SUPERYACHT INTERIORS

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 2027



STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	24,007	27,848	32,008
Full page	13,469	15,624	17,784
PREMIUM POSITIONS			
Bookmark and double-page spread	48,016	55,698	64,019
Right hand facing Masthead	18,007	20,888	24,008
Right hand facing Contents	18,007	20,888	24,008
Left hand facing Foreword	18,007	20,888	24,008
Left hand Facing Intro	18,007	20,888	24,008
First double-page spread	36,011	41,773	48,014

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread advertorial	6,709	7,783	8,946

BOAT

STANDARD RATE	GBP £	EURO €	US \$
DISPLAY			
Standard formats (billboard, MPU, mobile leader)	38	44	50
Rich media	73	84	95
Production from	1,879	2,180	2,498
NEWSLETTER			
BOAT Show Preview newsletter (per listing)	530	615	705
Daily Briefing newsletter (per day)	530	615	705
SOCIAL MEDIA			
BOAT social package	5,039	5,846	6,703
BOAT SHOW SOCIAL MEDIA			
Core	5,305	6,153	7,055
Enhanced	9,018	10,460	11,993
Premium	12,731	14,768	16,932
SPONSORED CONTENT			
BOAT Presents	6,896	7,999	9,171
Enhanced BOAT Presents	9,018	10,460	11,993
Charter Itinerary	7,957	9,230	10,582
GA Yacht Tour	7,957	9,230	10,582

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, 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 offers 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.

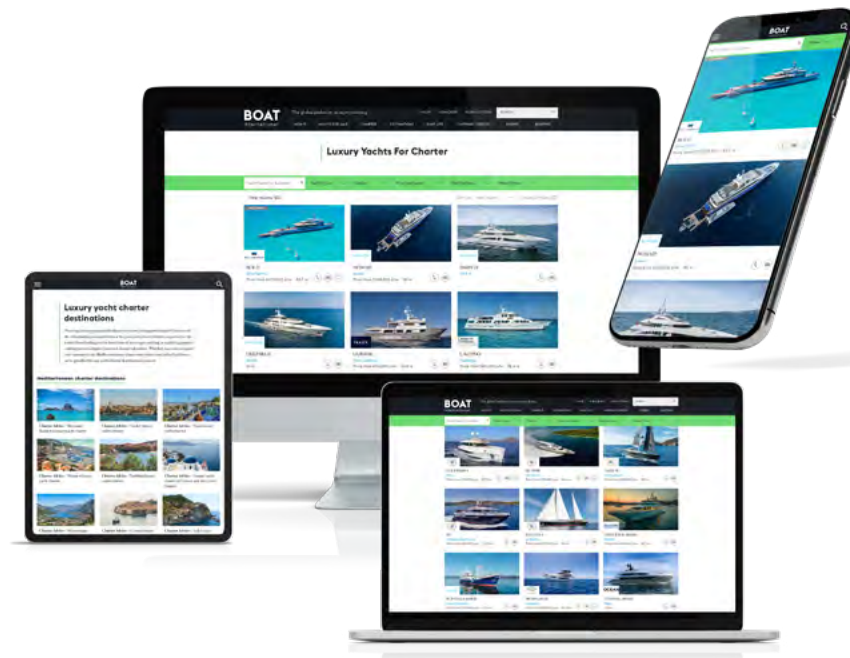
ENHANCED

- 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

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.



STANDARD RATE	GBP £	EURO €	US \$
YACHTS FOR SALE/ CHARTER			
1-10	111	129	149
11-20	101	117	134
21-35	90	105	121
36-50	80	92	106
51+	69	80	91
Featured	1,857	2,154	2,476
Enhanced	2,917	3,384	3,891