



2027 MEDIA KIT

BOAT

International

BOAT

YOUR ACCESS TO THE WORLD OF SUPERYACHTS

"No other business engages more of the superyacht audience than BOAT International. Where there are superyachts, there is BOAT. We act as window, guide, introducer and convener for the most affluent network on the planet, which is a responsibility we take extremely seriously, earned over more than 40 years in constant operation. Welcome to our world."

Stewart Campbell, managing director, BOAT International

THE GLOBAL AUTHORITY IN SUPERYACHTING



BOAT

BOAT INTERNATIONAL

BOAT INTERNATIONAL CONNECTS THE WORLD'S WEALTHIEST PEOPLE VIA ITS PEERLESS NETWORK IN THE SUPERYACHT AND LUXURY SECTORS. WE CREATE UNIQUE OPPORTUNITIES THAT DELIVER EXCEPTIONAL VALUE.

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.

EVENTS

We curate and deliver an annual portfolio of more than 50 world-class events and experiences that entertain superyacht owners, industry leaders and their peers. Our calendar includes exclusive Owners' Club events and our coveted World Superyacht Awards.

DIGITAL & SOCIAL

Our website delivers an inspirational daily fix of superyacht news, reports and luxury lifestyle features, generating more than 1.4 million monthly page views. Our social channels,

meanwhile, bring together a global audience of more than a million people.

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.

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.

SERVICES

Our in-house creative studio delivers projects ranging from bespoke events and video executions to coffee table books and brochures. We work closely with brands to bring exceptional commissions to life.

THE WORLD'S MOST POWERFUL AUDIENCE

3M+

Overall
audience
reach

For more than 40 years, BOAT International has been the trusted partner of superyacht owners worldwide.

30K

Targeted
global print
readership

What started in 1983 as a monthly magazine has grown into a multifaceted company covering print, events, digital, data and services, playing a pivotal role in the global superyacht industry.

Our platforms help brands reach more than 6,000 ultra-high-net-worth individuals, with a combined wealth of \$3.74 trillion.

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

1.62M

Average
monthly page
views

10%

Reach of the
world's
billionaires



BOAT

THE POWER TO CONVENE

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

TOP 10 GLOBAL AUDIENCE

 UNITED STATES 29.27%	 CANADA 3.93%
 UNITED KINGDOM 11.36%	 FRANCE 3.00%
 ITALY 3.59%	 THE NETHERLANDS 2.67%
 GERMANY 4.14%	 SPAIN 2.28%
 AUSTRALIA 4.02%	 SOUTH AFRICA 1.92%



BOAT

"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



A PROVEN INTEREST IN LUXURY LIFESTYLE

Insights derived from our platforms demonstrate a core set of common interests across our audience, aside from superyachts:

- CARS
- INTERIORS & ART
- AVIATION
- 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.*

*WEALTH-X AUDIENCE PROFILING PROJECT

BOAT CREATIVE STUDIO

WHERE VISION BECOMES LUXURY

BOAT Creative Studio is a full-service agency with more than four decades of experience in design and luxury publications. We partner with brands to deliver exceptional creative solutions across every touchpoint.

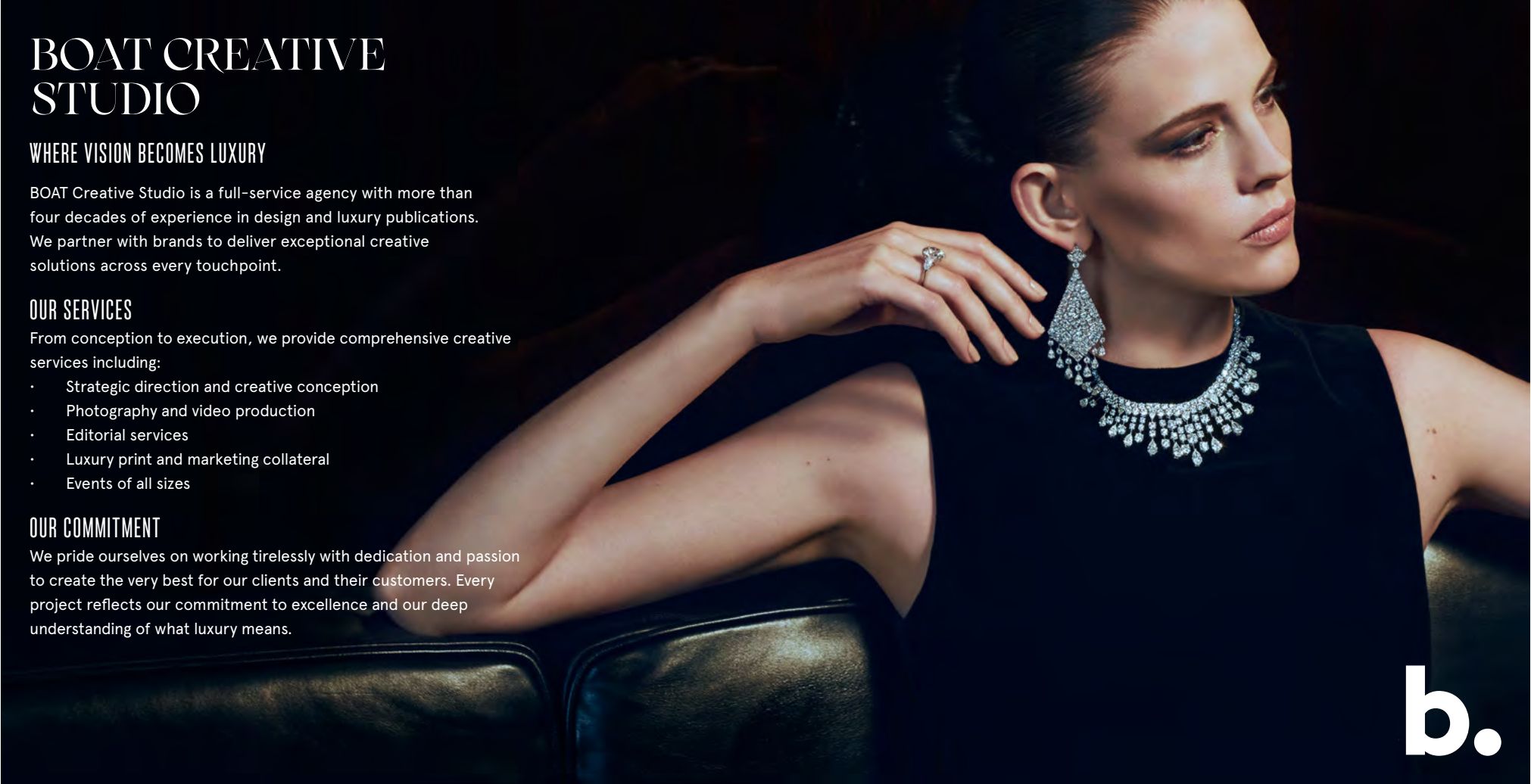
OUR SERVICES

From conception to execution, we provide comprehensive creative services including:

- Strategic direction and creative conception
- Photography and video production
- Editorial services
- Luxury print and marketing collateral
- Events of all sizes

OUR COMMITMENT

We pride ourselves on working tirelessly with dedication and passion to create the very best for our clients and their customers. Every project reflects our commitment to excellence and our deep understanding of what luxury means.



b.

INFORMA PRESTIGE

ACCESS WITHOUT EQUAL

In 2024, BOAT International became part of Informa Prestige, which is creating the world's first integrated luxury ecosystem — a platform that owns both the attention and the access to the global ultra-wealthy.

Powered by some of the world's most respected luxury brands — including the Monaco Yacht Show, BOAT International, Top Marques Monaco and Art Monte-Carlo — Informa Prestige reaches the world's most discerning audience:

- Billionaires
- UHNWIs
- Family offices
- Yacht owners
- Art collectors
- Supercar collectors
- Investors
- Private banks and trusted advisers
- The industries that serve global wealth

We do not simply reach UHNWIs. We engage them in environments where they are relaxed, open and ready to build meaningful relationships. No other organisation commands the same trust, relationships or reach within this rarefied audience of verified yacht owners, collectors, investors, family offices and global luxury decision-makers.

Our platforms do not rely on broad reach. They deliver surgical access to the audiences that matter



OUR REACH



Instagram
530,000
followers



Facebook
474,000
likes



X
47,000
followers



TikTok
52,000
followers



LinkedIn
66,000
followers



Threads
80,000
likes



Email
12,600
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 **1.62M** MONTHLY PAGE VIEWS IN 2026



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 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.



BOAT



BOAT INTERNATIONAL MAGAZINE

OUR EDITORIAL PLAN FOR 2027

ISSUE	THEME / SPECIAL SECTION	BONUS / EVENT DISTRIBUTION	AD DEADLINE	ON SALE
January 2027	Global Order Book / TOP 101 / The Hot List		19 November	10 December
February 2027	12/24 / Wellness	Superyacht Design Festival	8 December	14 January
March 2027	Tech, Toys and Tenders		21 January	11 February
April 2027	Charter / BOAT Design & Innovation Awards winners	Palm Beach International Boat Show	18 February	11 March
May 2027	Design and Innovation / Design Report	Palma International Boat Show MYBA Charter Show, World Superyacht Awards & Salone Del Mobile	16 March	8 April
June 2027	Ocean Awards / Sustainability / Super Cats		21 April	13 May
July 2027	World Superyacht Awards winners / Property / Food and Drink		20 May	10 June
August 2027	Watches / Aviation / Jewellery		17 June	8 July
September 2027	Adventure / Safari / Life Under Sail supplement	Cannes Yachting Festival	20 July	12 August
October 2027	Monaco / Design Report / Wild Water	Monaco Yacht Show & Genoa Boat Show	18 August	9 September
November 2027	Refit	Fort Lauderdale International Boat Show	23 September	14 October
December 2027	Luxury Gift Guide / Ski	Explorer Yachts Summit & METS Trade	21 October	11 November

BOAT



BOAT INTERNATIONAL MAGAZINE US EDITION

OUR EDITORIAL PLAN FOR 2027

ISSUE	THEME / SPECIAL SECTION	BONUS / EVENT DISTRIBUTION	AD DEADLINE	ON SALE
January 2027	Global Order Book / TOP 101 / The Hot List		20 November	29 December
February 2027	12/24 / Wellness	Miami International Boat Show	14 December	26 January
March 2027	Tech, Toys and Tenders		21 January	2 March
April 2027	BOAT Design & Innovation Awards winners	Palm Beach International Boat Show	18 February	30 March
May 2027	Design and Innovation		25 March	4 May
June 2027	Ocean Awards / Sustainability / Super Cats		29 April	8 June
July 2027	World Superyacht Awards winners / Property / Food and Drink		27 May	6 July
August 2027	Watches	Newport Charter Yacht Show	24 June	3 August
September 2027	Adventure / Safari	Cannes Yachting Festival	22 July	31 August
October 2027	Monaco / Private Aviation	NBAA & Monaco Yacht Show	19 August	28 September
November 2027	FLIBS / Jewellery	Fort Lauderdale International Boat Show	23 September	2 November
December 2027	Refit / Luxury Gift Guide		21 October	30 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: November 2026

SUPERYACHT INTERIORS

SHOWCASING THE BEST INTERIOR BRANDS

Launched at 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



BOAT

SUPERYACHT DESIGN FESTIVAL

31 JANUARY — 2 FEBRUARY, KITZBÜHEL, AUSTRIA

The Superyacht Design Festival has been informing, connecting and entertaining the superyacht community and beyond for more than a decade.

Guests come together for a three-day festival in the mountains, sharing ideas and experiences through engaging discussions, networking and social events. The programme includes the Winners' Party, celebrating the recipients of the prestigious Design & Innovation Awards, alongside the Ski Cup and an enhanced après celebration.

This year's festival will feature a special keynote speaker, alongside a programme of insightful presentations exploring the latest trends, innovations and challenges shaping the future of yacht design.

Previous 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 also taken to the stage, cementing the festival's reputation as the industry's most influential design gathering.

The Superyacht Design Festival features the following awards programmes:

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



BOAT



BOAT INTERNATIONAL DESIGN & INNOVATION AWARDS

31 JANUARY, 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 18th 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 2026. The winners will be selected by a jury of acclaimed designers and stylists from both within and beyond the marine industry.



BOAT



YOUNG DESIGNER OF THE YEAR AWARD

31 JANUARY, 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.



BOAT ARTISTRY & CRAFT AWARDS

1 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. 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



THE WORLD SUPERYACHT AWARDS JUDGING WEEKEND

FEBRUARY, UK

Each February, the World Superyacht Awards judges convene to deliberate and select the winners of these coveted awards, ahead of the annual gala ceremony in May.

Over two nights at an exceptional five-star property, the exclusive weekend brings together our jury of current and former owners. Drawing on their extensive experience of superyacht ownership, operation and management, the judges carefully evaluate the nominees while enjoying a curated social programme in an elegant yet relaxed setting.



BOAT



BOAT AT THE BUCKET

MARCH, ST BARTHS

This year, BOAT International will host two exclusive gatherings in St Barths during the St Barths Bucket Regatta: an industry networking event bringing together leaders from across the superyacht sector, followed by an intimate Owners' Club lunch for members and invited guests.



BOAT



INTRODUCTION TO SUPERYACHT OWNERSHIP

MARCH, PALM BEACH

SEPTEMBER, MONACO

Following the success of its inaugural edition, BOAT International's Introduction to Superyacht Ownership returns as a signature event series in 2027, taking place during both the Palm Beach International Boat Show and the Monaco Yacht Show. Designed for aspiring yacht owners, the event offers a comprehensive introduction to every stage of the ownership journey. Through expert-led discussions and invaluable industry insight, prospective owners will gain the knowledge and confidence to take the first steps towards superyacht ownership.



BOAT



FUTUREFIT

31 MARCH - 2 APRIL, MONACO

New for 2027, Informa Prestige has announced the launch of Futurefit, a business-to-business event dedicated exclusively to the global superyacht refit and maintenance sector, with BOAT International as official media partner.

The inaugural event will take place at Monaco's Grimaldi Forum, alongside an on-water display of refitted yachts at the Yacht Club de Monaco marina, which is partnering with the event.

At the heart of the programme will be Refit Live, an interactive forum featuring keynote presentations, panel discussions, workshops, case studies and masterclasses exploring yacht refurbishment, technical upgrades and modernisation. BOAT International will also contribute to the editorial programme, hosting a series of daily content sessions.



BOAT



LAUNCH PARTIES

INTERIORS BOOK LAUNCH

APRIL, MILAN

Join BOAT International in Milan for an exclusive evening celebrating the launch of the latest edition of *Superyacht Interiors*, taking place during Salone del Mobile. Bringing together leading designers, owners and friends of BOAT, the event celebrates the very best in superyacht design and interiors.



THE SUPERYACHTS BOOK LAUNCH

DECEMBER, LONDON

Closing out the year in London, *The Superyachts* Book Launch marks the publication of BOAT International's definitive annual showcase of the world's finest new superyachts. Owners, industry leaders and friends of BOAT come together for a festive evening, with the opportunity to discover the new edition and celebrate another exceptional year in yachting.

BOAT



THE ROAD TO ROME

MAY

An invitation-only grand tour for owners of exceptional cars, The Road to Rome brings together the worlds of supercars, superyachts and luxury hospitality. Guests embark on a curated three-day driving experience through Italy before arriving in Rome to join the international yachting community for the World Superyacht Awards 2027.

Designed as a celebration of driving, hospitality and shared passions, the experience combines iconic roads, exceptional hotels, outstanding cuisine and exclusive networking opportunities, culminating in the official opening of the World Superyacht Awards weekend.





THE WORLD SUPERYACHT AWARDS

MAY, ROME, ITALY

After three memorable years in Venice, the World Superyacht Awards moves to Rome for the next chapter of the industry's most prestigious awards ceremony. Widely regarded as the "Oscars" of superyachting, the event celebrates the world's most exceptional luxury yachts and brings together more than 500 owners, designers, leading shipyard executives and ultra-high-net-worth individuals. Winners receive the highly coveted Neptune trophy, recognising the ingenuity, engineering and vision behind the finest yachts launched in the past year.

Renowned for its credibility, integrity and glamour, the World Superyacht Awards is distinguished by its rigorous judging process. It is the only peer-reviewed awards programme in the superyacht industry, with winners selected by a judging panel of current and former owners. Collectively bringing hundreds of years of experience, the independent judging panel personally visits each nominated yacht before selecting the winners.

Most importantly, the judges operate with complete independence. BOAT International has no vote or influence over the outcome, ensuring the integrity of the awards and making a Neptune trophy one of the industry's most respected and sought-after accolades.

The weekend begins with a Welcome Cocktail celebrating the nominees, followed by a curated cultural programme on Saturday. The celebrations culminate in the prestigious World Superyacht Awards ceremony, accompanied by an exceptional three-course gala dinner, live entertainment and an exclusive after-party.



BOAT



THE OCEAN AWARDS

MAY, VIRTUAL

Now in its 12th 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 celebrate 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 EYOS and Nekton.



BOAT



THE BOAT INTERNATIONAL PARTY

SEPTEMBER, MONTE CARLO, MONACO

BOAT International's biggest party of the year takes place during the Monaco Yacht Show. This 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!



BOAT



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.



BOAT



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 2027 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.

BOAT



THE OWNERS' CLUB

CONNECTING THE MOST INACCESSIBLE INDIVIDUALS IN THE WORLD

Our exclusive, invitation-only Owners' Club brings together the world's most successful people through their shared passion for superyachting. Since it launched in October 2014, we have welcomed more than 450 owners into this special community, creating one of the world's most affluent networking groups.

In 2026, BOAT International introduced Owners' Club Apex, a new, elevated tier of membership within its exclusive Owners' Club community.

Owners' Club Apex offers a more personalised level of access, alongside an exceptional collection of privileges curated to enhance every aspect of the yachting lifestyle.

Members are invited to enjoy access to exclusive experiences and services with our partners; including Visa, Belmond, Ralph Lauren, P3 Marine, Monaco Ports, Knight Frank, Acquera Club and more.



BOAT

BOAT AT THE I.C.E.

JANUARY, ST MORITZ

Owners' Club members are welcomed to an exclusive cocktail reception during The I.C.E. St Moritz. Hosted at a private alpine chalet, the evening brings together owners for exceptional hospitality in an intimate setting, offering the perfect opportunity to reconnect with fellow members while enjoying one of the winter season's most iconic destinations.

PALM BEACH DINNER

MARCH, PALM BEACH, US

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

ST BARTHS LUNCH

MARCH, ST BARTHS

Owners' Club members are invited to an exclusive and intimate lunchtime celebration at a spectacular private villa ahead of one of the Caribbean's most anticipated regattas.



BOAT



AN EVENING IN HONG KONG

JUNE, HONG KONG

BOAT International is delighted to welcome Owners' Club members and invited guests to an exclusive evening in Hong Kong. Set in one of Asia's most dynamic luxury destinations, the gathering brings together owners and industry leaders for an evening of exceptional hospitality, conversation and connection.



BOAT AT THE BEACH

JULY, SARDINIA, ITALY

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



BOAT



MONACO COCKTAIL

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.

SAINT-TROPEZ SUNDOWNERS

SEPTEMBER, SAINT-TROPEZ, FRANCE

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

MIAMI TRACK DAY

OCTOBER, MIAMI, US

New to the calendar for 2027, Owners' Club members are invited to an exclusive track day experience in Miami, taking place during the Fort Lauderdale International Boat Show.



BOAT



SYDNEY DINNER

NOVEMBER, SYDNEY, AUSTRALIA

Now in its fourth year, BOAT International's Sydney Dinner has become a key fixture in the Owners' Club calendar, bringing together members and invited guests for an exclusive festive evening.



NEW YORK DINNER

DECEMBER, NEW YORK, US

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



BOAT

OWNERS' CLUB RENDEZVOUS & EXPERIENCES

Inspired by the success of BOAT International's Between the Bays, we are exploring a new collection of invitation-only Owners' Club rendezvous in some of the world's most spectacular cruising destinations. Designed around exceptional hospitality, unforgettable cruising and shared experiences, these exclusive gatherings will bring together owners and their guests for curated programmes both on and off the water.

Beyond our rendezvous programme, Owners' Club members and partners can look forward to a curated collection of bespoke luxury experiences around the world. In 2026, members enjoyed exclusive access to the Goodwood Festival of Speed with Rolls-Royce hospitality, as well as a private preview of the Ralph Lauren Saint-Tropez store ahead of its official opening. More experiences will be announced soon.



BOAT



TOUR OF EXCELLENCE

The Tour of Excellence is a new collection of invitation-only journeys, offering Owners' Club members the opportunity to explore some of the world's most prestigious shipyards. Combining behind-the-scenes access with exceptional hospitality, fine dining and curated cultural experiences, each itinerary showcases the craftsmanship, heritage and character of its destination.

BOAT



THE CAPTAINS' CLUB

RARE ACCESS TO SUPERYACHT CAPTAINS

Superyacht captains are among the industry's most influential decision-makers, shaping everything from cruising destinations to onboard operations and purchasing decisions. Through the BOAT International Captains' Club, members have direct access to one of the world's largest and most engaged networks of professional superyacht captains.

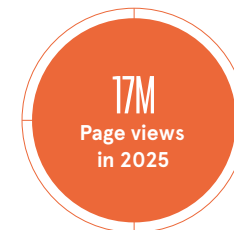
Now comprising more than 350 active captains from across the global superyacht fleet, the Captains' Club is open exclusively to active captains of sailing and motor yachts over 24 metres. As the Club continues to evolve, BOAT International will introduce a range of new initiatives in 2027, including a destination familiarisation trip, alongside further opportunities for captains to connect, exchange insight and engage with the wider superyacht community throughout the year.



GENERATION BOAT

CONNECTING THE NEXT GENERATION OF SUPERYACHT OWNERS

Generation BOAT is a new private community by BOAT International, designed to bring together and inspire the next generation of superyacht owners. Growing up as part of the global superyachting community is certainly a unique experience, and it can be a rare thing to find other young people who can relate. Generation BOAT offers the opportunity for the next generation to join a new community of like-minded individuals to share ideas and experiences at vibrant, curated events founded in fun. Our fast-growing membership is open to superyacht owners' children aged between 21-35.



BOATINTERNATIONAL.COM

Boatinternational.com is the definitive destination for all things superyacht – from the vessels themselves to the luxury lifestyle they embody. With more than 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* 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.

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 metres for sale on the site, BOAT International offers a trusted platform for users to research their next purchase. BOAT International's charter listings are like having a VIP pass to the world of luxury yachting. Our charter pages offer 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 12,600. This will happen for Cannes, Monaco and FLIBS.

The Daily Briefing Newsletter

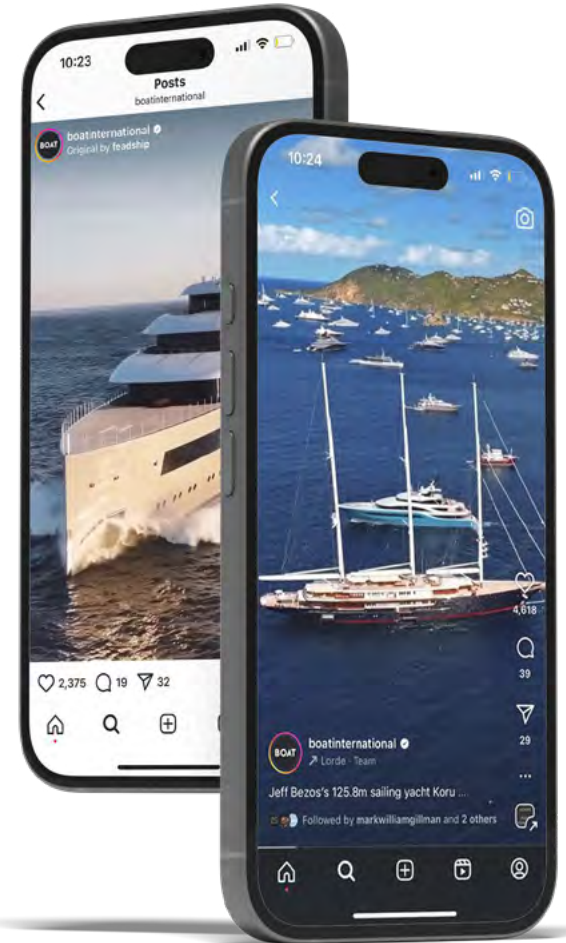
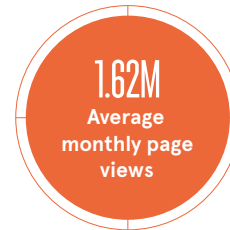
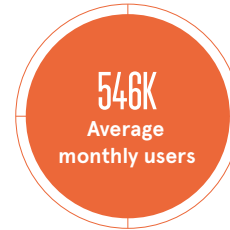
This email is sent to 12,600 engaged subscribers from Monday to Friday alongside a Deep Dive round-up newsletter on a Saturday. This audience actively seeks market insights, yacht trends, brokerage updates and luxury content - making them more receptive to well-placed messages. The premium, uncluttered email format ensures high visibility which includes an exclusive leaderboard for one advertiser to take advantage of.

SOCIAL MEDIA

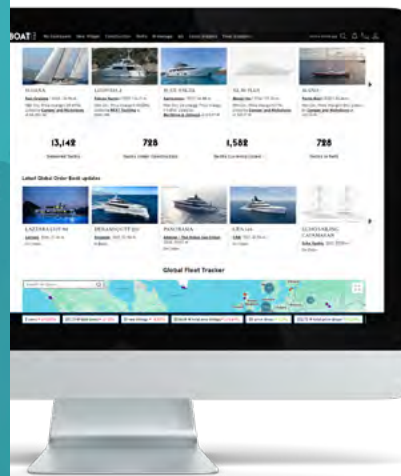
Monthly Organic Posting Campaign

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 six 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 all superyacht positions across the world. We offer coverage of 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.

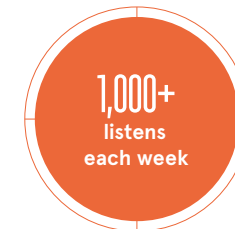
To find out more, visit boatinternational.com/boat-pro or email boatpro@boatinternational.com

BOAT



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*
- 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

BOAT



CONNECT WITH US

OUR NEW HQ:

BOAT INTERNATIONAL

240 Blackfriars Road,
London, SE1 8BF, UK

+44 (0)20 8545 9330

info@boatinternationalmedia.com

boatinternational.com

JOIN OUR COMMUNITY:



To keep up to date with BOAT International events, subscribe to our newsletter by emailing events@boatinternationalmedia.com