



BOAT

International

Connect with the height of luxury
through our integrated media platforms

2024 ADVERTISING RATES

PRINT - BOAT INTERNATIONAL MAGAZINE & BOAT INTERNATIONAL MAGAZINE US EDITION



STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	24,556	28,485	32,741
Full page	13,613	15,792	18,151
DISPLAY (BOAT SHOW ISSUE ONLY)			
Double-page spread	34,378	39,879	45,838
Full page	19,059	22,108	25,412
BROKERAGE			
Double-page spread	9,656	11,200	12,874
Full page	5,250	6,090	7,001
BROKERAGE (BOAT SHOW ISSUE ONLY)			
Double-page spread	13,518	15,681	18,024
Full page	7,350	8,526	9,800
PREMIUM POSITIONS			
Inside front cover spread	30,528	35,412	40,704
Second to eighth double-page spread	27,994	32,473	37,325
Page facing contents (x2)	16,872	19,572	22,496
Right-hand page facing Masthead	15,641	18,143	20,854
Left-hand page facing Editor's letter	16,872	19,572	22,496
First left hand facing On Board	15,641	18,143	20,854
Full page in On Board	14,874	17,254	19,832
Outside back cover	36,713	42,587	48,951

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 21,000 owners of boats 50ft and longer, 5,000 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.



PRINT - DOCKWALK MAGAZINE



STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	9,696	11,247	12,928
Full page	5,461	6,335	7,282
Half page	3,201	3,714	4,268
Quarter page	1,977	2,294	2,636
CLASSIFIED			
1/6 page	895	1,038	1,193
1/12 page	564	654	751
PREMIUM POSITIONS			
Inside front cover	6,507	7,548	8,676
First right hand and page facing Contents (x2)	6,015	6,977	8,020
First double-page spread	11,651	13,516	15,535
Half page Masthead/Editor's Letter	3,766	4,368	5,021
Right hand facing Masthead/Editor's Letter	5,826	6,758	7,768
Outside back cover	6,849	7,945	9,132
Inside back cover	6,002	6,962	8,003

CREATING AN ATTRACTIVE ENVIRONMENT TO SHOWCASE YOUR BRAND TO 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: 15,000 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

PRINT - THE SUPERYACHTS

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread	21,552	25,000	28,734
Full page	12,091	14,026	15,965
PREMIUM POSITIONS			
Bookmark and double-page spread	43,104	50,001	57,471
Right hand facing Masthead	16,165	18,751	21,553
Right hand facing Contents	16,165	18,751	21,553
Left hand facing Foreword	16,165	18,751	21,553
Left hand Facing Intro	16,165	18,751	21,553
First double-page spread	32,328	37,500	43,103

PRINT - SUPERYACHT INTERIORS

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DISPLAY			
Double-page spread advertorial	6,023	6,987	8,031

The Superyachts

Unveiled at the Monaco Yacht Show, *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

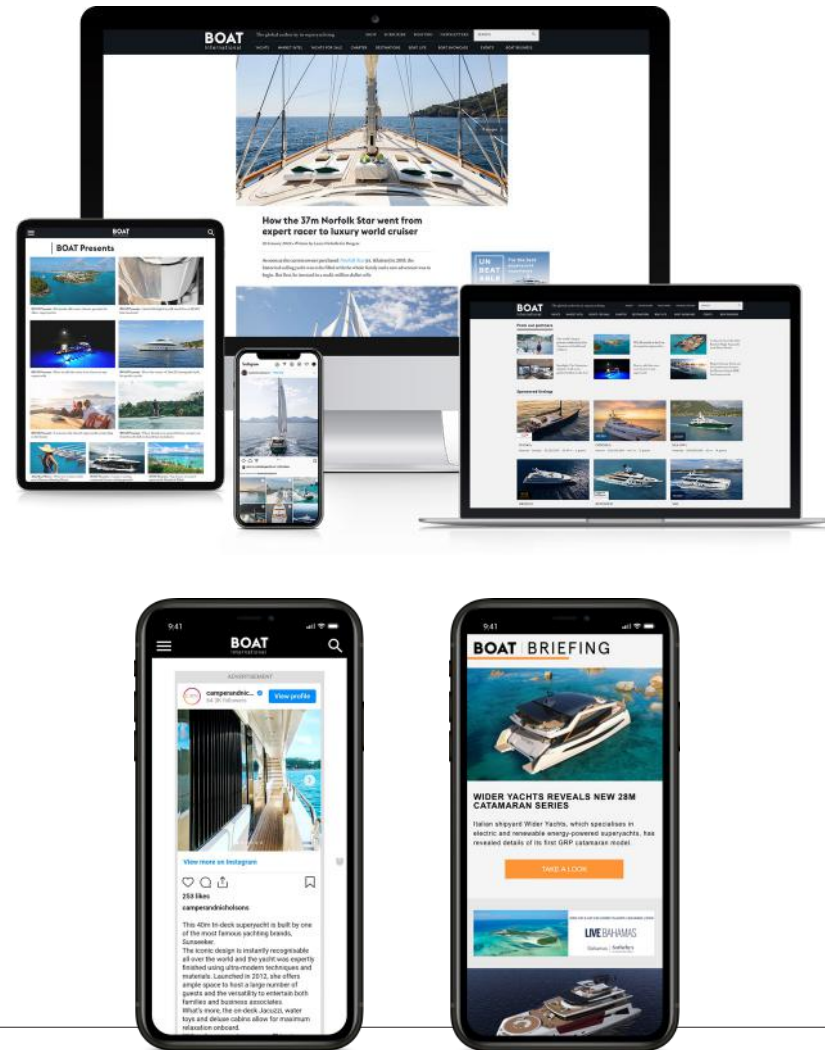
Launched at the Monaco Yacht Show, *Superyacht Interiors* is a directory of the most exclusive global brands synonymous with onboard interiors. It's an essential resource for the key decision-makers involved in creating superyacht interiors. Many of these designers and owners will apply the information found in the book to their residential projects.



DIGITAL - BOATINTERNATIONAL.COM

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DIGITAL			
Standard formats (billboard, MPU, mobile leader)	34	39	45
Social display	40	47	54
Rich media	65	76	87
Production from	1,687	1,957	2,250
NEWSLETTER			
Daily rate	332	385	442
Daily rate (Aug, Sep, Oct, first week Nov)	463	538	617
SOCIAL MEDIA			
Instagram paid post (wall, story)	1,434	1,664	1,912
Month-long campaign	3,937	4,567	5,249
"BOAT PRESENTS" SPONSORED CONTENT			
Single content piece	6,085	7,059	8,113
3+ content pieces (price per piece)	4,572	5,304	6,096
Aug/Sept/Oct single content piece	6,704	7,776	8,937

Boatinternational.com is the ultimate gateway to the world of superyachts and the lifestyle that comes with them. The site offers advertisers an unrivalled opportunity to connect with our discerning audience which had a summer peak of more than 1,000,000 sessions in 2022. Visitors peruse yachts for sale and charter, as well as consume the latest news, reviews, design and sustainability trends, as well as destinations and luxury lifestyle inspiration. With a keen and engaged audience, boatinternational.com offers a unique and powerful platform for your brand.



DIGITAL - BOATINTERNATIONAL.COM

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
YACHTS FOR SALE			
1-10	94	110	126
11-20	84	98	112
21-35	74	86	99
36-50	65	76	87
51+	56	65	75
Featured listing	935	1,084	1,246
Featured listing plus	1,434	1,664	1,912
Sponsored listing	2,806	3,255	3,742
Sponsored listing (Aug/Sep/Oct)	3,087	3,581	4,117
YACHTS FOR CHARTER			
Unlimited listings	655	759	873

Standard listings

With 800 yachts over 24 metres for sale on the site, BOAT International offers a trusted platform for users to research their next purchase.

Featured listings

With a featured listing, your yacht details will be seven times more likely to be seen than a standard listing. Featured listings are always the most visited yachts in search. Why not stand out from the crowd?

Sponsored listing

This is our most exclusive and highly viewed listing with insertions in every daily newsletter. Only six are available each month and are included on our homepage and every content page, gaining nearly 70 times more views than regular listings.

