

ADVERTISING SPECIFICATIONS

MAGAZINES

BOAT INTERNATIONAL BOAT INTERNATIONAL CHINA

DOUBLE PAGE SPREAD

Bleed size 281mm deep x 452mm wide
Trim size 275mm deep x 446mm wide
Type area 250mm deep x 410mm wide
Gutter allowance 6mm

FULL PAGE

Bleed size 281mm deep x 229mm wide
Trim size 275mm deep x 223mm wide
Type area 250mm deep x 195mm wide

HALF PAGE VERTICAL

Bleed size 281mm deep x 116mm wide
Trim size 275mm deep x 110mm wide
Type area 250mm deep x 95mm wide

HALF PAGE HORIZONTAL

Bleed size 143mm deep x 229mm wide
Trim size 137mm deep x 223mm wide
Type area 125mm deep x 195mm wide

QUARTER PAGE BOX

Size 125mm deep x 95mm wide

QUARTER PAGE HORIZONTAL STRIP

Type area 62mm deep x 195mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)

BOAT INTERNATIONAL BRAZIL BOAT INTERNATIONAL RUSSIA

DOUBLE PAGE SPREAD

Bleed size 285mm deep x 456mm wide
Trim size 275mm deep x 446mm wide
Type area 250mm deep x 410mm wide

FULL PAGE

Bleed size 285mm deep x 233mm wide
Trim size 275mm deep x 223mm wide
Type area 250mm deep x 195mm wide

HALF PAGE HORIZONTAL

Bleed size 147mm deep x 233mm wide
Trim size 137mm deep x 223mm wide
Type area 125mm deep x 195mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)

DOCKWALK SHOWBOATS

DOUBLE PAGE SPREAD

Bleed size 281mm deep x 464mm wide
Trim size 275mm deep x 458mm wide
Type area 245mm deep x 428mm wide

FULL PAGE

Bleed size 281mm deep x 235mm wide
Trim size 275mm deep x 229mm wide
Type area 245mm deep x 199mm wide

HALF PAGE VERTICAL

Size 245mm deep x 92mm wide

HALF PAGE HORIZONTAL

Size 118mm deep x 191mm wide

QUARTER PAGE BOX VERTICAL

Size 118mm deep x 92mm wide

QUARTER PAGE BOX HORIZONTAL

Size 59mm deep x 191mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)

DOCKWALK CLASSIFIED SIZES ONLY

SIXTH PAGE VERTICAL

Size 108 mm deep x 59mm wide

NETWORK PAGE

Size 48mm deep x 59mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)



MEER & YACHTEN

DOUBLE PAGE SPREAD

Bleed size 303mm deep x 426mm wide
Trim size 297mm deep x 420mm wide
Type area 252mm deep x 340mm wide

FULL PAGE

Bleed size 303mm deep x 216mm wide
Trim size 297mm deep x 210mm wide
Type area 252mm deep x 170mm wide

HALF PAGE HORIZONTAL

Bleed size 154mm deep x 216mm wide
Trim size 148mm deep x 210mm wide
Type area 126mm deep x 170mm wide

HALF PAGE VERTICAL

Bleed size 303mm deep x 76mm wide
Trim size 297mm deep x 70mm wide
Type area 252mm deep x 85mm wide

THIRD PAGE HORIZONTAL

Size 154mm deep x 216mm wide
Trim size 148mm deep x 210mm wide
Type area 84mm deep x 170mm wide

THIRD PAGE VERTICAL

Bleed size 303mm deep x 216mm wide
Trim size 148mm deep x 210mm wide
Type area 252mm deep x 56mm wide

QUARTER PAGE UPRIGHT

Bleed size 154mm deep x 111mm wide
Trim size 148mm deep x 105mm wide
Type area 126mm deep x 85mm wide

QUARTER PAGE HORIZONTAL

Bleed size 80mm deep x 216mm wide
Trim size 74mm deep x 210mm wide
Type area 63mm deep x 170mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)

MER & BATEAUX

DOUBLE PAGE SPREAD

Bleed size 310mm deep x 470mm wide
Trim size 300mm deep x 460mm wide

FULL PAGE

Bleed size 310mm deep x 240mm wide
Trim size 300mm deep x 230mm wide

HALF PAGE HORIZONTAL

Bleed size 160mm deep x 240mm wide
Trim size 150mm deep x 230mm wide

THIRD PAGE VERTICAL

Bleed size 310mm deep x 87mm wide
Trim size 300mm deep x 77mm wide

THIRD PAGE HORIZONTAL

Bleed size 110mm deep x 240mm wide
Trim size 100mm deep x 230mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)

**MER &
BATEAUX**

ЯХТЫ
BOAT INTERNATIONAL GROUP

Please note details provided on the last page when supplying your artwork >>

ADVERTISING SPECIFICATIONS

ANNUALS

BEST OF THE BEST

DOUBLE PAGE SPREAD

Bleed size 306mm deep x 466mm wide
Trim size 300mm deep x 460mm wide
Type area 275mm deep x 440mm wide
Gutter allowance 6mm

FULL PAGE

Bleed size 306mm deep x 236mm wide
Trim size 300mm deep x 230mm wide
Type area 275mm deep x 210mm wide

HALF PAGE VERTICAL

Type area 275mm deep x 95mm wide

HALF PAGE HORIZONTAL

Type area 135mm deep x 210mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)

WORLD SUPERYACHT AWARDS

DOUBLE PAGE SPREAD

Bleed size 281mm deep x 452mm wide
Trim size 275mm deep x 446mm wide
Type area 250mm deep x 410mm wide
Gutter allowance 6mm

FULL PAGE

Bleed size 281mm deep x 229mm wide
Trim size 275mm deep x 223mm wide
Type area 250mm deep x 195mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)

The World
Superyacht Awards

SUPERPORTS SUPERYACHT OWNER'S GUIDE

DOUBLE PAGE SPREAD

Bleed size 233mm deep x 312mm wide
Trim size 227mm deep x 306mm wide
Type area 215mm deep x 282mm wide
Gutter allowance 6mm

FULL PAGE

Bleed size 233mm deep x 159mm wide
Trim size 227mm deep x 153mm wide
Type area 200mm deep x 130mm wide

HALF PAGE HORIZONTAL

Size 100mm deep x 127mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edges)

best
of the best

SUPERPORTS

the
superyacht
owner's
guide

BOOKS

THE SUPERYACHTS THE MEGAYACHTS USA REFIT

DOUBLE PAGE SPREAD

to be supplied as single full pages

FULL PAGE

Bleed size 306mm deep x 229mm wide
Trim size 300mm deep x 223mm wide
Type area 275mm deep x 195mm wide

HALF PAGE VERTICAL

Bleed size 306mm deep x 116mm wide
Trim size 300mm deep x 110mm wide
Type area 275mm deep x 95mm wide

HALF PAGE HORIZONTAL

Bleed size 156mm deep x 229mm wide
Trim size 150mm deep x 223mm wide
Type area 135mm deep x 195mm wide

QUARTER PAGE BOX

Size 135mm deep x 105mm wide

QUARTER PAGE HORIZONTAL STRIP

Trim size 75mm deep x 223mm wide
Type area 65mm deep x 195mm wide

(Please ensure all text and logo elements are at least 7mm inside the advertisement trim edge)

SUPERYACHTS RUSSIA

DOUBLE PAGE SPREAD

Bleed size 310mm deep x 476mm wide
Trim size 300mm deep x 466mm wide

FULL PAGE

Bleed size 310mm deep x 243mm wide
Trim size 300mm deep x 233mm wide
Type area 275mm deep x 205mm wide

HALF PAGE VERTICAL

Type area 275mm deep x 105mm wide

HALF PAGE HORIZONTAL

Type area 205mm deep x 135mm wide

(Please ensure all text and logo elements are at least 10mm inside the advertisement trim edges)

THE SUPERYACHTS
SILVER ANNIVERSARY EDITION VOLUME TWENTY-FIVE 2012

REFIT

MEER & YACHTEN
Luxus auf dem Wasser

DOCKWALK
ESSENTIAL READING FOR SUPERYACHT CAPTAINS AND CREW

Please note details provided on
the last page when supplying
your artwork >>

Important technical requirements

MATERIAL REQUIREMENTS FOR ALL PUBLICATIONS

1. An ISO27L cromalin EXCEPT for ShowBoats and Mer & Bateaux. ShowBoats should have a US SWOP Web Coated V2 standard profile applied for colour. Mer & Bateaux should have a FOGRA 39 cromalin. We cannot colour match without this.
 2. Press-ready materials in the following file formats: pdf, tif, jpg or eps. with all images and fonts embedded. Images must be at least 300 dpi and CMYK only.
 3. ANY ADVERTISEMENTS SUPPLIED WITH PANTONE OR SPOT COLOURS WILL AUTOMATICALLY BE CONVERTED BY US TO CMYK. THE PUBLISHER WILL NOT TAKE ANY RESPONSIBILITY FOR COLOUR VARIANCE THIS MAY CAUSE. COLOUR BARS SHOULD BE OFFSET BY 6MM.
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PRODUCTION CONTACTS

For production enquires regarding Boat International, Meer & Yachten, Dockwalk or Boat International Russia magazines or The Superyachts book, please contact:

LISA KENNETT – ADVERTISING PRODUCTION CONTROLLER

Telephone: +44 (0) 208 545 9345 Email: lisa.kennett@boatinternationalmedia.com

For production enquires regarding ShowBoats or Boat International China magazines, The Megayachts or Refit books, or the Superports supplement, please contact:

TIM HARTNEY – ADVERTISING PRODUCTION CONTROLLER

Telephone: +44 (0)20 8545 9339 Email: tim.hartney@boatinternationalmedia.com

For production enquiries regarding Mer & Bateaux, please contact:

CATHERINE ROUSSET – ADVERTISING PRODUCT CONTROLLER

Telephone: + 33 (0)6 63 79 13 62 Email: cathrousset@hotmail.com

ADVERT DELIVERY INFORMATION

To email your files as attachments, please send to the relevant production contact. The file size limit is 15MB. To upload your files to our FTP server, please contact us for further information. To supply your file on disc and/or send colour reference guides by mail/courier please send to:

PRODUCTION DEPARTMENT

Boat International Media,
41–47 Hartfield Road, London SW19 3RQ,
United Kingdom

ShowBoats
INTERNATIONAL

豪艇国际
BOAT INTERNATIONAL

BOAT
INTERNATIONAL BRASIL