

# BOOKS

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## INTRODUCTION

Boat International Media has been producing the most authoritative, influential and luxurious hardback books for the luxury yachting community for the last 22 years. We sell directly to our exclusive database of subscribers, owners, designers, naval architects, builders and brokers, and with over 2,000 copies purchased each year, we sell more luxury superyacht annuals than anyone else. Internationally renowned as collector's items with a timeless shelf life, our books are the definitive works of reference to which existing and potential owners continually refer when they are planning their new build or refit. This gives you the opportunity to reach them when they are actually researching their next purchase.



## THE SUPERYACHTS

Launched in 1987, The Superyachts annually unveils 21 of the finest and most luxurious new yachts launched during the previous 12 months. Our unrivalled editorial access ensures that The Superyachts delivers world exclusive, never seen before yachts. The Superyachts is the definitive, industry standard work of reference.

## THE MEGAYACHTS USA

Now in its 11th year, The Megayachts USA focuses exclusively on the best of the North American market, highlighting 21 of the very best yachts specifically built for the American market in the past 12 months. The definitive reference guide to the top 100 North American yachts.



## REFIT

Published annually since 1999, Refit is dedicated solely to the restoration, refit and refurbishment of luxury yachts. Refit is read by the most influential people in the Superyacht industry, the people who use Refit as an invaluable reference point for ideas and inspiration when planning a multi-million dollar refit – the owners.

## THE SUPERYACHTS RUSSIA

Launched in 2007 following demand from owners for a luxury Russian language book that matches the internationally recognised values of the The Superyachts. The Superyachts Russia gives a unique opportunity to reach one of the most lucrative and exclusive markets in the world – Russian Ultra HNWI's.

# BOOKS – PUBLISHING SCHEDULE



DISTRIBUTION	BOOK	AD DEADLINES	PUBLICATION	BOAT SHOWS	PRINT RUNS
<p>All our books are distributed to the key owners, architects, builders, brokers, designers and captains on our database.</p> <p>Sold at all the major international Boat shows attended by Boat International Media.</p> <p>Available online through the Boat International e-store.</p>	The Superyachts Volume 24 – 2011	8 July	September	All shows attended by Boat International Media	2,500 copies
	The Megayachts Volume 12 – 2011	6 August	October	All shows attended by Boat International Media	2,500 copies
	Refit Volume 12 – 2011	24 September	December	All shows attended by Boat International Media	2,500 copies
	Superyachts Russia Volume 4 – 2011	22 October	December	All shows attended by Boat International Media	2,500 copies

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# BOOKS – ADVERTISING RATES

## THE SUPERYACHTS

	GBP	Eur	US\$
DPS	17294	19888	28534
Full	11907	13693	19647
Half	6578	7565	10854

## PREMIUM POSITIONS

	GBP	Eur	US\$
RH FP facing masthead	14816	17038	24446
LH facing contents	14816	17038	24446
LH facing forward	14816	17038	24446
LH facing intro	14816	17038	24446
1st DPS	21520	24748	35508
2-5 DPS	19698	22653	32502
LH facing Supercharter	13524	15553	22315
Bookmark	25872	29753	42689
Facing The Yachts	12075	13886	19924
Facing new projects	13524	15553	22315

## THE MEGAYACHTS

	GBP	Eur	US\$
DPS	13724	15782	22644
Full	8957	10300	14778
Half	4762	5476	7857

## PREMIUM POSITIONS

	GBP	Eur	US\$
RH FP facing masthead	11172	12848	18434
LH facing contents	11172	12848	18434
LH facing forward	11172	12848	18434
LH facing intro	9975	11471	16459
1st DPS	17052	19610	28136
2-5 DPS	15876	18257	26195
LH facing Builders	10232	11767	16883
LH facing Designers	10232	11767	16883
LH facing Destination	10232	11767	16883
LH facing Top 100	10232	11767	16883
Bookmark	25872	29753	42689

## REFIT

	GBP	Eur	US\$
DPS	9413	10825	15532
Full	4877	5609	8047
Half	2835	3260	4678

## PREMIUM POSITIONS

	GBP	Eur	US\$
RH FP facing masthead	5460	6279	9009
LH facing contents	5460	6279	9009
LH facing forward	5460	6279	9009
LH facing intro	5460	6279	9009
1st DPS	9555	10988	15766
2-5 DPS	9135	10505	15073
RH facing matter	4725	5434	7796
Bookmark	25872	29753	42689

## SUPERYACHTS RUSSIA

	GBP	Eur	US\$
DPS	13724	15782	22644
Full	8957	10300	14778
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## PREMIUM POSITIONS

	GBP	Eur	US\$
RH FP facing masthead	11172	12848	18434
LH facing contents	11172	12848	18434
LH facing forward	11172	12848	18434
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