

SUPPLEMENTS



Boat International Media's portfolio of exclusive supplements give you the additional opportunity to reach owners who are specifically interested in; the latest interior design and fashion trends, The World Superyacht Awards, the very best the world of luxury has to offer and the world's finest cruising itineraries and destinations.

GLOBAL ORDER BOOK

The Global Order Book provides comprehensive state-of-the-industry statistics on large yacht orders worldwide. It is the most quoted industry reference, both in the megayacht universe and the media at large, including leading publications and news outlets like CNN, the Wall Street Journal, Business Week, and the New York Times.

CHARTERFLEET INTERNATIONAL

Launched in 1996, this annual supplement focuses on the luxury charter yacht industry and has become the medium of choice for the leading charter brokers and yacht owners. CharterFleet International showcases the world's finest yachts and premier charter destinations in a beautifully designed coffee-table book format.



DESIGN INTERNATIONAL

Design International takes an in-depth look at the latest trends, including custom design from around the world, and delivers a sneak preview of what is on the drawing boards of the top designers from around the world. 'The perfect prescription for designer and supplier alike. A beautifully presented magazine showing the collaboration of quality product and interior/exterior design by some of the world's finest designers'. *Gordon Scott – Summit Furniture*

WORLD SUPERYACHT AWARDS

The World Superyacht Awards Programme profiles all the finalists and winning yachts. It is both the perfect companion for the evening and the definitive guide to the best new launches, innovations and refits of the past 12 months, as voted by the owners (all former winners) themselves. Advertising in the souvenir programme ensures you are reaching over 400 of the most influential people in the luxury yachting industry on the night (owners, their guests and the cream of the industry), and the full Boat International readership after the event.



BEST OF THE BEST

Now in its 2nd year, this exclusive supplement will offer a unique insight into what is considered to be the Best of the Best by the world's ultra high net worth individuals, superyacht owners themselves. Specially commissioned, they will provide the ultimate guide as to what they consider to be the best of the best in each of the main luxury sectors: locations/property; restaurants/hotels; sporting events; jewellery, haute couture; luxury cars and jets.

THE SUPERPORTS

Published annually since 1995, The Superports is the definitive guide to the world's superyacht marinas, featuring in excess of 500 marinas and ports capable of servicing and accommodating superyachts. The essential companion for owners and captains, The Superports is a quick and easy reference source to maps, locations, contact names and addresses, number of berths, mooring fees, distances from airports and lists of local marina services.

SUPPLEMENTS – PUBLISHING SCHEDULE

DISTRIBUTION	SUPPLEMENT	ISSUE	AD DEADLINES	BOAT SHOWS
<p>All our supplements are distributed at all the major international Boat shows attended by Boat International Media.</p> <p>Available online through the Boat International e-store.</p>	Best of the Best	June – Boat International	7 April	World Superyacht Awards Boat International Regatta All boat shows attended by Boat International Media
Design International, The World Superyacht Awards Souvenir Programme and Best of the Best and are distributed with the full run of Boat International.	World Superyacht Awards Souvenir Programme	July – Boat International	15 April	World Superyacht Awards All boat shows attended by Boat International Media
The Global Order Book is distributed with the full run of Boat International and 5,000 copies mailed to the largest yacht owners on the ShowBoats International subscription database.	Design International	October – Boat International	3 August	All boat shows attended by Boat International Media
The Superports is distributed with the full run of Dockwalk and posted to subscribers of Boat International.	Superports	January 2010 – Dockwalk & Boat International Subscribers	2 November	All boat shows attended by Boat International Media
Charter Fleet is distributed to the key charter & brokerage companies and 5,000 copies mailed to owners and charterers from the combined Boat International Media and ShowBoats subscription databases.	CharterFleet	January 2010 – ShowBoats International & Boat International Subscribers (Top 5,000)	7 December	All boat shows attended by Boat International Media
	Global Order Book	January 2011 Boat International & Top 5,000 ShowBoats Subscribers	11 October	All boat shows attended by Boat International Media

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SUPPLEMENTS – ADVERTISING RATES

DESIGN INTERNATIONAL GLOBAL ORDER BOOK WORLD SUPERYACHT AWARDS BEST OF THE BEST

	GBP	Eur	US\$
DPS	9413	10825	15532
Full	5219	6001	8611
Half	3119	3586	5146
Quarter	1822	2095	3006

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CHARTER FLEET

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