

BOAT INTERNATIONAL GULF



INTRODUCTION

Launched in March 2008 to cater for the rapidly expanding market in the Arabian Gulf, Boat International Gulf is the latest addition to our global portfolio of superyacht magazines.

Published by our well established local partner in Dubai, Boat International Gulf is written in Arabic for the local market, and enjoys a strong newsstand distribution network that covers all the major regions in the GCC, from the states within the UAE to Oman, Qatar, Bahrain, Kuwait and Saudi Arabia.

Our Dubai based editorial team work together with Boat International Media's world-class journalists to ensure that we deliver the local yachting community the perfect editorial mix of the best from around the globe, combined with all the news and developments within the Gulf.



Access a region that is widely recognised as one of the world's flourishing superyacht markets.

Communicate with the world's most influential and powerful owners in their own language.

Trust in us and our local partner, ITP, who are the largest B2B and B2C magazine publisher in the Middle East and ensure that our distribution throughout the region is second to none.

Boat International Gulf is now bimonthly.

"New wealth and growing consumer demand (for luxury collectibles) will continue to outweigh the pressures of an economic slump in Western markets."*

*World Wealth Report 2008.



CIRCULATION

Boat International Gulf is a combination of paid for, controlled requested and controlled placement.

Frequency: Bimonthly
Territory: GCC (UAE, Qatar, Oman, Bahrain, and Saudi Arabia)
Method: Newsstand, subscription, controlled circulation at VIP airport lounges and FBOs
Average print run: 10,000

Additional copies distributed at the major international boat shows.

BOAT INTERNATIONAL GULF – PUBLISHING SCHEDULE

ISSUE	EDITORIAL FEATURES	AD DEADLINES	BOAT SHOWS
January / February	New Designs for 2010 Abu Dhabi Yacht Show Preview Decision Makers in the Gulf	9 December	
March / April	Top 150 Superyachts Dubai Boatshow Preview	8 February	Dubai Boat Show
May / June	Bahrain Boat Show Green Technology Design Influences from Outside the Yachting Industry	12 April	
July / August	World Superyacht Award Winners Cruising: The World's Best Yachting Destinations	7 June	
September / October	Saudi Arabia Boat Show Preview Tenders & Toys	9 August	Cannes, Monaco & Fort Lauderdale Saudi Arabia Boat Shows
November / December	Emirates Boat Show Preview Interior Design Focus Etihad Airways Abu Dhabi Grand Prix	11 October	Emirates Boat Show

To advertise contact: Europe +44 (0) 208 545 9330, North America +1 (954) 522 2628

For advertising rates, please visit our website: www.boatinternationalmedia.com

BOAT INTERNATIONAL GULF – ADVERTISING RATES

DISPLAY

	SINGLE			THREE INSERTIONS			SIX INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
DPS	7875	9056	12994	7193	8271	11868	6862	7891	11322
Full	4594	5283	7580	3704	4260	6112	3686	4238	6081
Half	2667	3067	4401	2381	2739	3929	2268	2608	3742
Quarter	1475	1697	2434	1360	1564	2244	1134	1304	1871

BROKERAGE

	SINGLE			THREE ≤ INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$
DPS	3911	4498	6454	3344	3846	5518
Full	2126	2445	3508	1869	2149	3084
Half	1475	1697	2434	1418	1630	2339
Quarter	908	1044	1499	735	845	1213

PREMIUM POSITIONS

	SINGLE			THREE INSERTIONS			SIX INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
IFC SPREAD	10285	11828	16970	9796	11265	16163	9548	10980	15754
2-5th DPS	9427	10841	15555	8932	10272	14738	8685	9987	14329
Page Facing Contents (x2)	5973	6869	9855	5544	6376	9148	5423	6236	8948
LHP facing Editor's letter	5973	6869	9855	5544	6376	9148	5423	6236	8948
HP masthead	3509	4035	5790	3141	3612	5182	3020	3472	4982
RH facing masthead	5484	6306	9048	5115	5882	8440	4989	5737	8231
1st LH intl news	5484	6306	9048	5115	5882	8440	4989	5737	8231
FP intl news (8)	5236	6021	8639	4868	5598	8031	4741	5452	7823
Junior spread intl news	5236	6021	8639	4868	5598	8031	4741	5452	7823
FP facing matter	5115	5882	8440	4741	5452	7823	4653	5351	7677
OBC	6529	7508	10772	6160	7084	10164	5913	6799	9756

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