

BOAT INTERNATIONAL RUSSIA



INTRODUCTION

Boat International Russia is one of the latest additions to our global portfolio of superyacht magazines. Reflecting the growth of this market Boat International Russia provides first rate editorial to this highly affluent and increasingly sophisticated market.

Based in Moscow and edited by a Russian team with in-depth knowledge of the local market, they also have access to the worldwide editorial resources of Boat International Media. It carries all the hallmarks of a Boat International publication, quality editorial, glossy photography and access to the best yachts available.

"The yacht market, long dominated by HNWI's from the Middle East, has been taken by storm by Russian buyers in recent years. Further evidence of a surge in demand from emerging market buyers."*

*World Wealth Report 2008.

Published 6 times a year, it is the only licensed superyacht magazine to distribute in the Russian Federation.

Distributed in the main cities in Russia – airport VIP lounges, private jet FBO's and exclusive hotels and restaurants. It is also available on the newsstand and by subscription.

Offers access to the fastest growing Ultra HNWI populations in the world.

CIRCULATION

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

Frequency: 6 times a year

Territory: Russia

Method: Newsstand, subscription, FBOs, airport lounges, luxury hotels, restaurants

Average print run: 15,000

*Source B.I.M. (2008 Issue Average).

Additional copies distributed at the major international boat shows.

BOAT INTERNATIONAL RUSSIA – PUBLISHING SCHEDULE

ISSUE	EDITORIAL FEATURES	AD DEADLINES	BOAT SHOWS
January / February	New Yacht Projects New Production Yachts for 2010	22 November	Dusseldorf
March / April	Yachting Life in Russia New Marinas in Russia & The Mediterranean Summer Charters	21 January	Moscow Boat Show
May / June	Alternative Energy Sources How to Keep Wine on Board	22 March	
July / August	Yachting & Lifestyle: Exclusive Interviews New Interior Designers	21 May	
September / October	Autumn Boat Show Previews Art on Board	23 July	Cannes & Monaco Yacht Shows
November / December	Submarines: New Innovations Monaco Yacht Show Report New Production Yachts for 2011	23 September	Fort Lauderdale & Hamburg Boat Shows

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

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BOAT INTERNATIONAL RUSSIA – 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			SIX ≤ 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	18139
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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