

SHOWBOATS INTERNATIONAL



INTRODUCTION

ShowBoats International is the leading magazine for big boat owners in the North American market. Since its launch in 1983, it has established itself as the indispensable guide for discerning, affluent buyers in the multi-billion dollar luxury yacht market.

Acquired by Boat International Media in September 2009 and incorporating the subscriber base from Boat International USA, ShowBoats International is the undisputed magazine of choice for North American owners, reaching more owners of yachts over 50 feet than any other US magazine.**

Published 10 times a year from Fort Lauderdale, the heart of the US superyacht world, ShowBoats International is the most authoritative voice, providing the best in luxury yachting and brokerage, written and photographed by the world's leading yachting journalists.

ShowBoats International offers the maximum penetration of the most affluent market in the world. The United States alone has more billionaires and HNWIs than anywhere else.

All our circulation demographics are independently audited.*

You can be guaranteed to reach more big boat owners than any other publication.

CIRCULATION

ShowBoats International is qualified, controlled requested circulation and is audited every 6 months by the BPA.

Frequency: 10 issues a year

Territory: (North America and Canada)

Method: Qualified requested, newsstand, subscription, boat shows

Qualified audited circulation of 48,761*

ShowBoats International offers unrivalled access to North American Boat owners of yachts over 50ft = 30,039**

Yacht Owners 50 – 60ft = 24,371

Yacht Owners 61 – 80ft = 3,029

Yacht Owners 81 – 100ft = 896

Yacht Owners 100ft+ = 1,743

Total requested yacht owners = 30,039

Additional copies distributed at the major international boat shows.

* June 2009 BPA statement (Showboats)

** June 2009 BPA statement (Boat International USA)

SHOWBOATS INTERNATIONAL – PUBLISHING SCHEDULE

ISSUE	EDITORIAL FEATURES	AD DEADLINES	BOAT SHOWS
February	Miami Boat Show Preview Electronics Showcase	30 November	Miami, ShowBoats International Yacht Hop
March	Top 150 Superyachts	11 January	Miami
April	Summer Charter Issue Tenders and Toys, Luxury Cars / Private Jets	15 February	Palm Beach, St. Barth's Bucket
May	Environmental Focus	15 March	
June	Refit Stepping Ashore: Refit Yards / Marinas	12 April	Loro Piana Superyacht Regatta Newport Charter
July / August	100 Largest US Builds	14 May	
September	Monaco Yacht Show Preview Winter Charter Issue	12 July	Cannes
October	Fort Lauderdale International Boat Show Preview	13 August	Monaco
November	Tenders & Toys	13 September	Fort Lauderdale, Boys & Girls Clubs Rendezvous
December / January	Global Order Book 100 Marinas Around the Globe	18 October	Anigua, St Maarten

To advertise contact: North America +1 (954) 522 2628, Europe +44 (0) 208 545 9330
 For advertising rates, please visit our website: www.boatinternationalmedia.com

SHOWBOATS INTERNATIONAL – ADVERTISING RATES

DISPLAY

	SINGLE			FIVE INSERTIONS			TEN INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
DPS	13440	15456	22176	12096	13910	19958	10752	12365	17741
Full	7245	8332	11954	6521	7499	10759	5796	6665	9563
Half	4725	5434	7796	4253	4890	7017	3780	4347	6237
Quarter	2888	3321	4764	2599	2989	4288	2310	2657	3812

BROKERAGE

	SINGLE			FIVE ≤ INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$
DPS	3911	4498	6454	3325	3823	5486
Full	2468	2838	4071	2097	2412	3461
Half	1470	1691	2426	1250	1437	2062
Quarter	865	1120	1640	755	980	1435

PREMIUM POSITIONS

	SINGLE			SIX INSERTIONS			TWELVE INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
IFC SPREAD	16800	19320	27720	15120	17388	24948	13440	15456	22176
2-5th DPS	15456	17774	25502	13910	15997	22952	12365	14220	20402
IBC (single page only)	10143	11664	16736	9129	10498	15062	8114	9332	13389
Page Facing Contents (x2)	9781	11248	16138	8803	10123	14524	7825	8998	12911
LHP facing Editor's letter	9056	10415	14943	8151	9373	13449	7245	8332	11954
HP Masthead	5670	6521	9356	5103	5868	8420	4536	5216	7484
RH facing masthead	8694	9998	14345	7825	8998	12911	6955	7998	11476
1st LH facing international news	8332	9582	13747	7499	8623	12373	6665	7665	10998
FP in Waterfront (x8)	8332	9582	13747	7499	8623	12373	6665	7665	10998
Junior spread intl news	8332	9582	13747	7499	8623	12373	6665	7665	10998
FP facing matter	7970	9165	13150	7173	8248	11835	6376	7332	10520
OBC	14490	16664	23909	13041	14997	21518	11592	13331	19127

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