

BOAT INTERNATIONAL CHINA



INTRODUCTION

Launched in September 2010 to cater for the rapidly expanding yachting market at the top end of the luxury sector. Published quarterly by our well established local partner from Shanghai, Boat International China is written in simplified Chinese script for the local market.

CHINESE WEALTH

The Forbes Billionaires List, published in March 2010 shows the phenomenal explosion of Ultra High Net Worth Individuals in the region China now has more billionaires than any other country besides the United States*
64 billionaires in mainland China*
The overall number of billionaires in China jumps to 89 if Hong Kong is included*
97 new additions to the list this year, 27 are from mainland China*
*sources Forbes Billionaires March 2010, BBC News, Financial Times

China is the most explosive wealth market in the world, with the number of Chinese millionaires reaching 4,590,000 by the end of 2009. This number is set to double to in excess of 8,000,000 over the next four years.

Given the incredible resilience of the Chinese market over the last 18 months, the continued explosive creation of HWNIs in the region and the increasing development of a yachting culture at the top end of the luxury sector, it is now the right time to communicate your message to the Chinese market.

MARINE MARKET IN CHINA

China association forecasts big growth for boat market

A report released by the China Cruise and Yacht Industry Association (CCYIA) expects boat ownership to grow from its current number of 1,500 to more than 100,000 in the next decade. The boating market will also be worth between 50 billion yuan (US\$7.8bn) and 100 billion yuan by 2021.

Source: IBI news

From 2006 to 2010, China's yachting industry has gone from virtually zero to attaining a market size worth about \$3.4 billion. However, some industry insiders say that the yachting market in China could balloon to 200 billion yuan (\$30.86 billion) over the next few years.

Source: China Daily

TARGETED CIRCULATION

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

Frequency: Quarterly

Territory: China and Hong Kong

Method: subscription, controlled distribution at private jet terminals, VIP airport lounges, private clubs, executive suites at top hotels, airports, top golf and yacht clubs, controlled circulation to Tatler V.I.P and UHNWI lists and Newsstand

Average print run: 36,000

Additional copies distributed at the major Asian boat shows

VIP copies to China & Hong Kong based HNWI's individuals (including the cream of Tatler database)	10,000
Paid Subscription	2,000
Newsstand	1,000
Yacht Clubs	3,600
Golf Clubs	2,200
Airport VIP lounges / Private Jet Lounges	3,000
Private Clubs/ high-end restaurants & café	6,200
Executive suites at top hotels	8,000
Total	36,000

BOAT INTERNATIONAL CHINA – PUBLISHING SCHEDULE

ISSUE	EDITORIAL FEATURES	AD DEADLINES	BOAT SHOWS
March 2012	Top 100 Superyachts What's new for 2012	10 February 2012	China Boat Show (Shanghai) Singapore Boat Show & Conference Boat Asia Korean Boat Show
June 2012	Long Distance Cruising The Role of the Naval Architect	24 April 2012	
September 2012	Building to a blueprint Superyacht Design: Helicopters, hanger designs, infinity pools & spas	24 July 2012	SIBEX
December 2012	The ultimate status symbol Tenders & toys	7 November 2012	Hong Kong International Boat Show PIMEX Boatshow

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