

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. (2010 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 2012	10 new projects for 2012 New Production Boats Winter Charter	21 November 2011	Dusseldorf
March / April 2012	Tenders & Toys World famous yacht clubs	20 January 2012	Moscow Boat Show
May / June 2012	Summer Charter 10 fastest yachts Marine fashion	23 March 2012	
July / August 2012	Interior Design Sport Fishing	21 May 2012	
September / October 2012	Autumn boat show Previews New Technologies	20 July 2012	Cannes & Monaco Yacht Shows
November / December 2012	Monaco Yacht Show Report Expedition yachts New production boats	21 September 2012	Fort Lauderdale & Hamburg Boat Shows

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 RUSSIA – ADVERTISING RATES

DISPLAY

	SINGLE			THREE INSERTIONS			SIX INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
DPS	8681	10852	14324	7929	9911	13083	7564	9455	12481
Full	5064	6330	8356	4084	5105	6738	4063	5079	6704
Half	2940	3675	4851	2625	3282	4332	2500	3125	4125
Quarter	1626	2033	2683	1499	1874	2473	1250	1563	2063

BROKERAGE

	SINGLE			SIX ≤ INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$
DPS	4312	5390	7114	3687	4608	6083
Full	2344	2930	3868	2060	2575	3400
Half	1626	2033	2683	1563	1953	2578
Quarter	1001	1252	1652	810	1013	1337

PREMIUM POSITIONS

	SINGLE			THREE INSERTIONS			SIX INSERTIONS		
	GBP	Eur	US\$	GBP	Eur	US\$	GBP	Eur	US\$
IFC SPREAD	11338	14173	18708	10799	13498	17818	10526	13157	17367
2-5th DPS	10392	12990	17147	9847	12308	16247	9574	11967	15797
Page Facing Contents (x2)	6585	8231	10865	6112	7640	10084	5978	7473	9864
LHP facing Editor's letter	6585	8231	10865	6112	7640	10084	5978	7473	9864
HP masthead	3868	4835	6383	3462	4328	5712	3329	4161	5492
RH facing masthead	6045	7556	9974	5639	7048	9304	5499	6874	9074
1st LH intl news	6045	7556	9974	5639	7048	9304	5499	6874	9074
FP intl news (8)	5772	7215	9524	5366	6707	8854	5226	6533	8624
Junior spread intl news	5772	7215	9524	5366	6707	8854	5226	6533	8624
FP facing matter	5639	7048	9304	5226	6533	8624	5129	6412	8464
OBC	7197	8996	11875	6791	8488	11205	6518	8147	10755

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