




MEDIA INFORMATION 2017



COVER PRICE	4 €
FREQUENCY	Monthly
ON SALE DATE	Normally the 21st of each month (subject to change)
MAGAZINE SIZE	230 x 300 mm
PRINTING METHOD	Offset (colour)

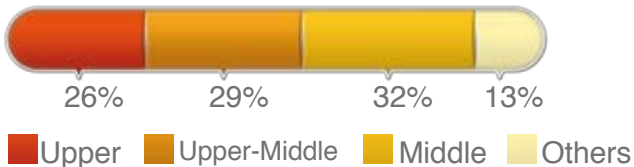
CIRCULATION 
 3,899 copies every months*
READERSHIP
 23,156



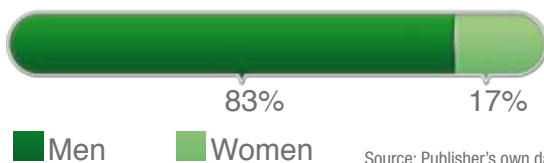
“The number one magazine for motor boat and motor yacht owners”

*Source: OJD July 15-June 16

SOCIAL CLASS



READER PROFILE



Source: Publisher's own data

OUR READERS

Our readers are affluent ABC1 consumers with a passion for boats and buy the magazine to help them enjoy their hobby and ensure they make the very best buying decisions.

EDITORIAL CONTENT

The latest news from the world of motor yachting including new products, accessories and maintenance.

Each month the magazine provides in-depth features which both inspire and entertain readers along with the most comprehensive selection of second-hand boats for sale anywhere available.



ADVERTISING RATES

DISPLAY ADVERTISING	Dimensions mm	€
Inside page	(225 x 300)	3,035
Double page spread	(450 x 300)	5,155
Outside back cover	(225 x 300)	4,245
Inside front cover	(225 x 300)	4,295
Inside back cover	(225 x 300)	3,645
Summary Page	(110 x 300)	1,830
1/2 Page	(225 x 147,5)	1,830
Vertical column	(110 x 147,5) (225x71)	955

CLASSIFIED ADVERTISEMENTS	mm	€
Full Page	(225 x 300)	1,405
1/2 Page	(97,5 x 270)	880
1/4 Page (vert)	(225 x 132,5)	880
Banner 1/4 Page	(200 x 65) (97,5 x 132,5)	445
1/8 Page	(97,5 x 65)	305
1/16 Page	(45x270)	220



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Artwork should be sent to,
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AGENCY COMMISSION: 10%

GUARANTEED PREMIUM POSITIONS
+20% surcharge

AD BOOKING DEADLINE: e.g. 10th of previous month to publication

CANCELLATIONS: minimum of at least 30 days advance notice, in writing, prior to publication date.

TAX NOT INCLUDED

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