

# IBI<sup>®</sup>

INTERNATIONAL BOAT INDUSTRY

2025 MEDIA KIT

*More than 50 years of global boating business insight*

IBINEWS.COM



## STAY CONNECTED

**IBI is the go-to resource for news, market intelligence, and comment on the world's leisure marine industry.**

With global markets in a state of flux, it's never been more important to stay abreast of the competition and the latest product developments, trends, technologies and acquisitions.

With the most extensive global reach of any B2B publication in the recreational boat business, supported by an unrivalled network of journalists covering more than 60 key markets, IBI's ability to make sense of the rapidly shifting business landscape continues to provide a vital tool for key decision makers.

For more than half a century, it's been IBI's mission to keep the industry connected and to spotlight opportunity. IBI magazine is now being received by more than 26,000 industry professionals in 141 countries and is the backbone of our product portfolio offering multiple channels to reach your customers.

With more than 49,000 archived articles and 50-plus new stories a week, IBI's website and daily newsletter remain industry benchmarks – attracting 346,000-plus unique website users from 203 countries over the past 12 months alone – while our newsletter is received daily by more than 22,700 qualified marine industry professionals.

Our premium subscriber service, **IBI Plus**, has over 2,000 individual paid subscribers, providing a highly committed and engaged audience among the industry's leading companies. What drives this success? The important stories and market intelligence that make a difference to our readers and their businesses.

IBI is truly regarded as the essential international medium for communicating with boatbuilders and equipment manufacturers and the distributors and dealers who sell their products.

**Stay informed; stay connected with IBI.**

Members of:



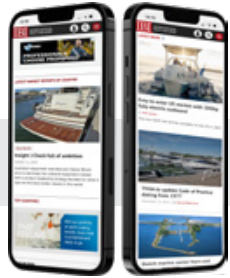
Partners with:



# AUDIENCE BY PLATFORM

Read by the key decision-makers at the world's major boat builders and throughout the marine equipment supply chain.

IBI has been continually published since 1968 and is the only globally-recognised publication serving the leisure marine industry.



**IBI Daily Newsletter reach**  
**22,767 Marine industry professionals**



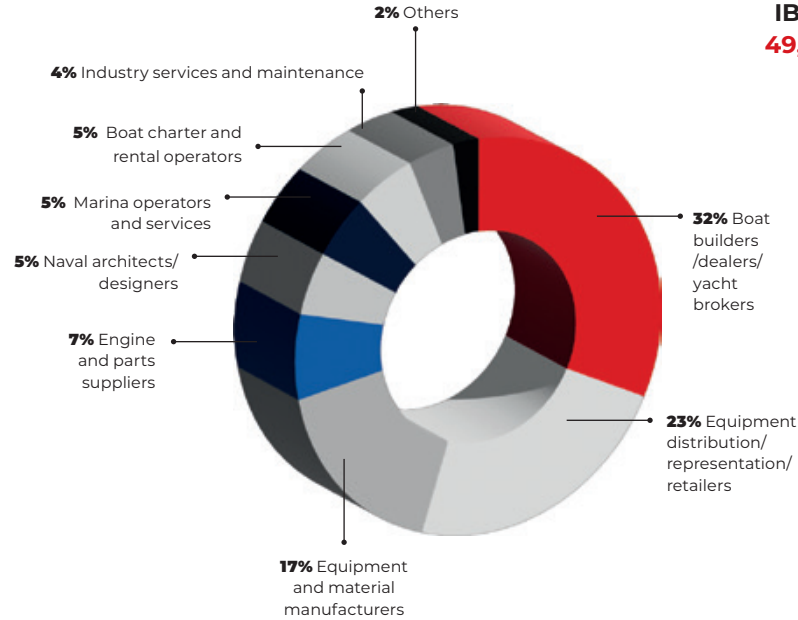
**IBI print and digital issue readership**  
**26,664 Marine industry professionals**



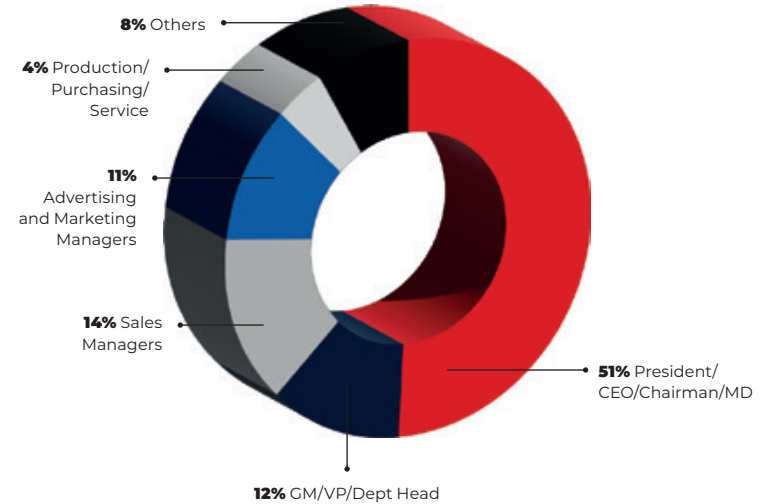
**IBINEWS.COM Website**  
**49,000 Monthly sessions**

**Social media reach**  
**14,000 Followers**

## AUDIENCE BY BUSINESS ACTIVITY

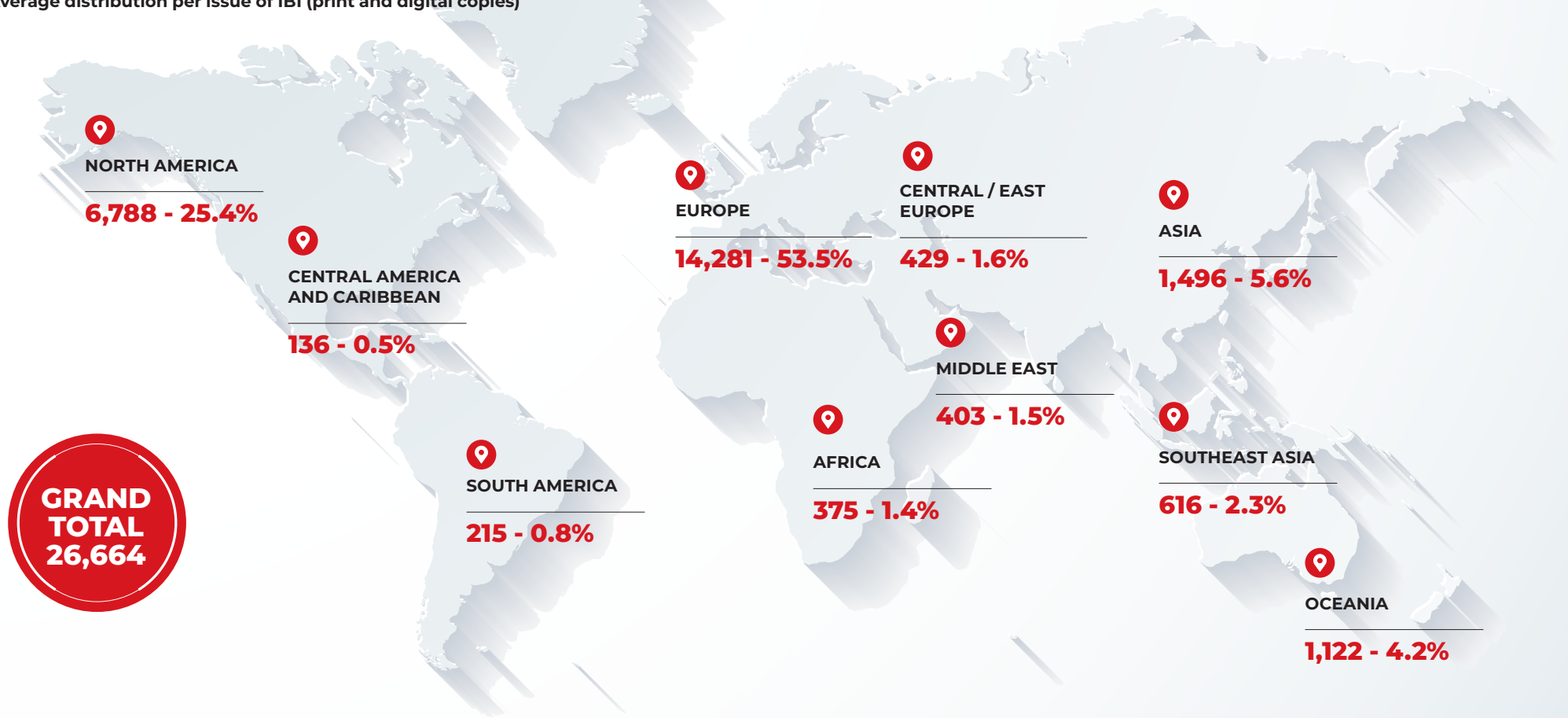


## AUDIENCE BY JOB FUNCTION



# A TRULY GLOBAL PERSPECTIVE

Average distribution per issue of IBI (print and digital copies)



\* No reported location for 803 (3%) digital subscribers

## TESTIMONIALS

*“IBI is the bible for B2B business in the marine industry. We have been proudly working with them for over 10 years and the publication, offerings and commitment to editorial continues to grow with the times and add value across all channels. From print, to online and the support at METSTRADE and Boat Builder Awards, IBI is an organisation that any serious B2B business in the marine industry needs to be connected with.”*

FUSION ENTERTAINMENT

*“IBI for us is a reliable partner in the nautical world. It’s an outstanding resource, a provider of insightful news, data and market analysis that help us to understand deeply the route of the business”*

GIOVANNA VITELLI, EXECUTIVE  
VICE PRESIDENT, AZIMUT | BENETTI GROUP

*“IBI is our B2B window to the maritime industry. For more than 10 years we are working very pleasantly together. Whether it is printed/online advertising or an editorial item, there is always the passion and commitment to create something valuable to send into the market. If you want to be taken seriously as a company in the maritime industry, IBI is the organization to commit to.”*

MASTERVOLT

*“IBI is the first website I go to when I wake up in the morning, they do an outstanding job of covering the global marine industry. I share articles and stories with our entire leadership team across the enterprise which has proven to be very valuable to us.”*

LEE GORDON, VICE PRESIDENT OF COMMUNICATIONS,  
PUBLIC AFFAIRS AND GLOBAL PUBLIC RELATIONS,  
BRUNSWICK CORPORATION

# PRINT – INTERNATIONAL BOAT INDUSTRY MAGAZINE

Published six times a year, planned around the major international boat shows and conferences to maximise the impact for our advertisers and partners



# PRINT – INTERNATIONAL BOAT INDUSTRY MAGAZINE

Our editorial plan for the year ahead

## MEDIA INFORMATION 2025

IBI operates as a controlled circulation magazine on a purely requested basis. 97.5% of magazines are addressed to individuals by name and title.

Circulation plays a major part in the success of any advertising campaign ensuring maximum exposure to the desired target audience.

An advertisement campaign in IBI promotes your company to key decision-makers in the international leisure marine industry, generating new business from boatbuilders, distributors and trade buyers in 141 countries worldwide.

ISSUE	MARKET REPORTS	EVENT DISTRIBUTION	PRODUCT SECTOR	AD DEADLINE	PUBLICATION DATE
<b>December 2024/ January 2025</b>	UK, Sweden, Australia, New Zealand	Miami, Dusseldorf	Flooring, Soft furnishings BBA , METSTRADE, DAME review	06 December	15 December
<b>February/March 2025</b>	France and Italy		Outboards, Boatbuilding Materials/ Composites and Machinery	05 February	14 February
<b>April/May 2025</b>	Germany and Poland		Product Sectors: Inboards, Paints and Coatings	23 April	02 May
<b>June/July 2025</b>	USA Boats		Superyacht Refit and Repair, Boat Security	04 June	13 June
<b>August/ September 2025</b>	European Market Round Up	Cannes, Genoa, Monaco, IBEX	AV	06 August	15 August
<b>October/ November 2025</b>	USA Equipment Manufacturers Report, Netherlands, Brazil	METSTRADE	Green Tech	08 October	17 October
<b>December 2025/ January 2026</b>	UK, Turkey, South Africa	Miami, Dusseldorf	Toys and Tenders	03 December	12 December

# OTHER PRINT INFORMATION

## METSTRADE CATALOGUE AND DAILY NEWS

Distributed before, during and after the show, in print and digital.



## BOAT SHOW CALENDAR 2025

The most comprehensive and respected Boat Show Calendar in the world. Distributed with the December/January 2024 edition of IBI Magazine.





# DAILY NEWSLETTER INFORMATION

For over 20 years, the IBI Daily Newsletter has been the most-relied upon digest of the most important news from the global leisure marine industry. Received by over 22,767 professionals, readers and advertisers alike rely on the IBI Daily Newsletter to keep themselves informed and gain competitive advantage.



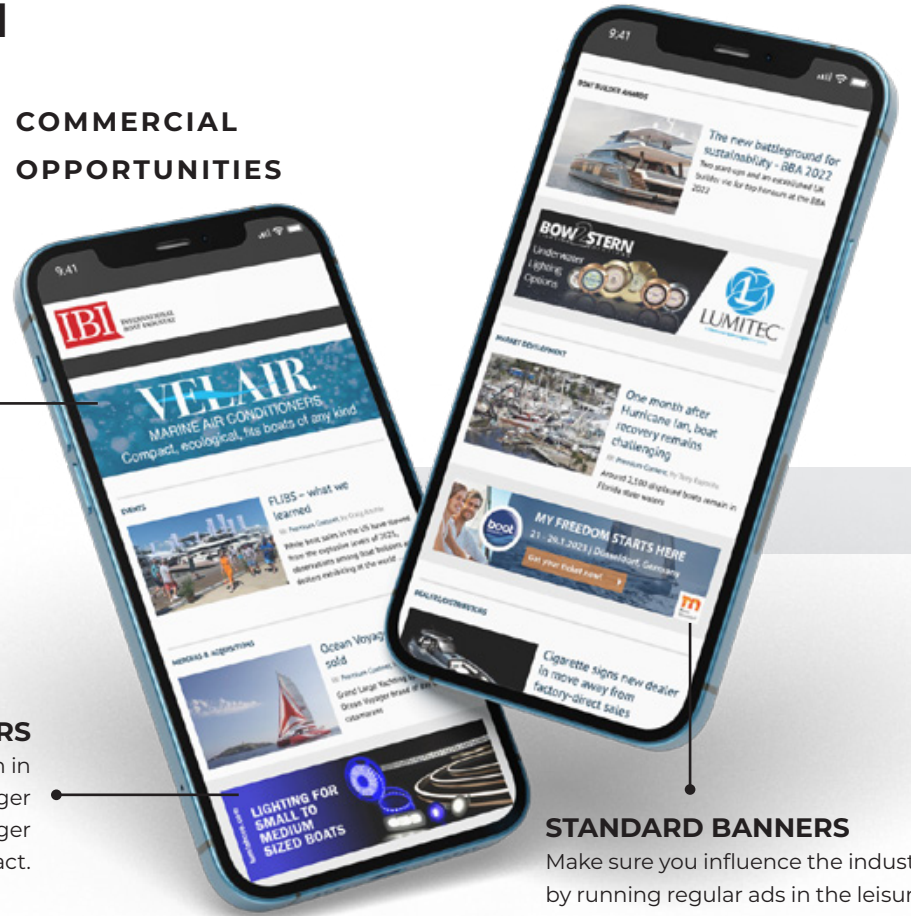
## COMMERCIAL OPPORTUNITIES

### SPONSORSHIP SLOT

Own the first commercial message on the newsletter for a whole month. Note: these slots are very popular and get booked up quickly.

### LARGE BANNERS

Up to two premium ads can run in the newsletter. These are 24% bigger than a standard ad to give you a larger creative space and more impact.

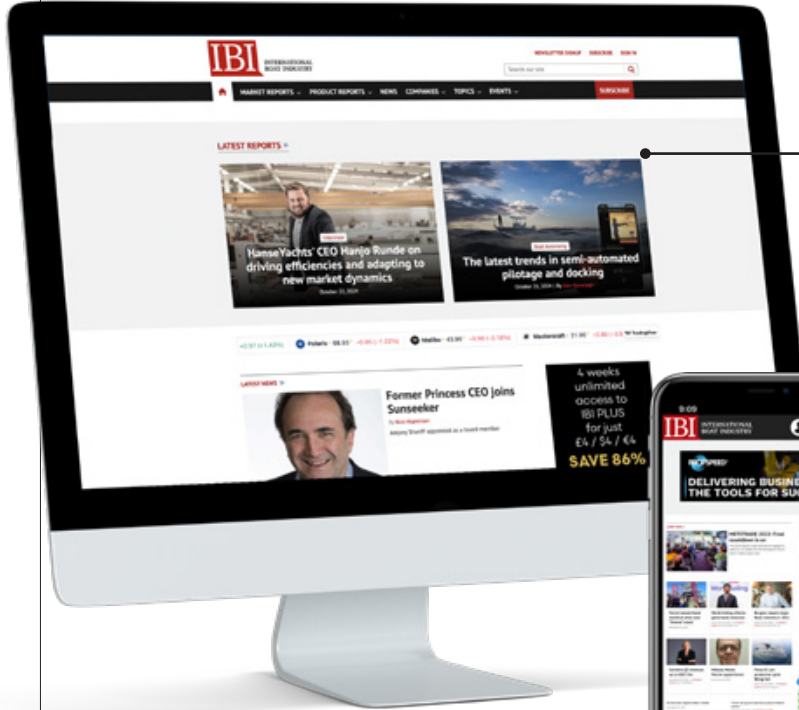


### STANDARD BANNERS

Make sure you influence the industry by running regular ads in the leisure marine industry's most popular daily newsletter. Ads can be booked for specific dates or run-of-month.

# WEBSITE INFORMATION

ibinews.com is the place to go for the best industry insight, analysis, research and news. It is the only industry site with a global perspective, the internationally acclaimed home of the Boat Builder Awards, the place to read digital versions of IBI magazine and search the IBI archive of over 49,000 articles.



## DISPLAY ADVERTISING

We are pleased to now offer new larger desktop and mobile billboard formats which look impressive and perform better.



DOUBLEMPU

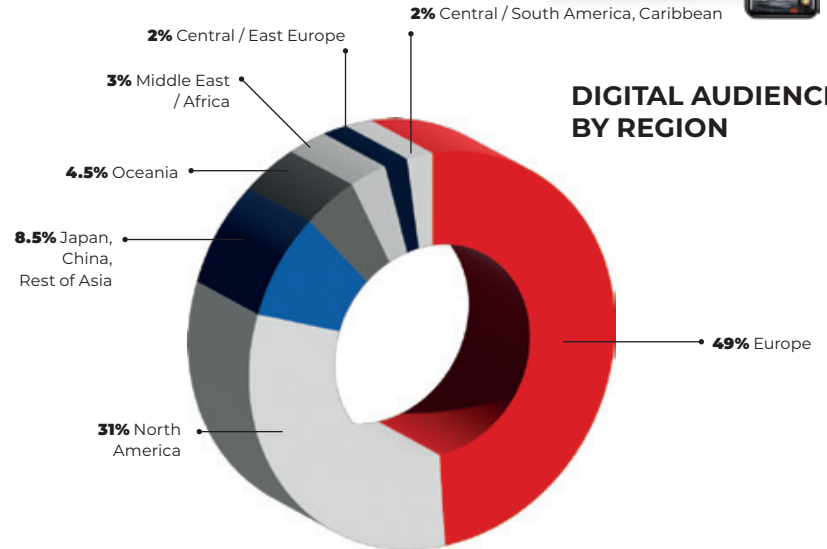
MPU

**346,000** annual unique website users from 203 countries (past 12 months)

**26,641** users per month on average



## DIGITAL AUDIENCE BY REGION



# WEBSITE INFORMATION

## CONTENT MARKETING

Written content conveys integrity, authority and significance. It allows for deep conversations where topics are fully explored. Content marketing is where advertisers pay to have publishers create authoritative content to help brands tell their stories. The fusion of a publisher's expertise with the brand's own credibility is key.

### IBI OFFERS TWO CONTENT MARKETING OPTIONS:

#### IBI Presents

A single article of 500-750 words written by our editorial team along with the advertiser. This is the ideal format for promoting a new product or service in detail. The article can include multiple images and video. An IBI Presents article is promoted over a two-month period and receives 10 social media posts (across IBI's social media accounts), four promotional slots in the IBI Daily Newsletter and is promoted through the ibinews.com website. IBI Presents articles can be fully-branded with the advertiser's ads.

#### IBI Featured Company

Content marketing is ideally suited to a long-term commitment so content can build up search authority and become 'evergreen'. As an IBI Featured Company your brand benefits from a dedicated content hub that can feature up to five articles to allow potential customers to discover the stories behind your business, services and brands. Articles can include multiple images and videos.

Your content is promoted over a six-month period and receives monthly promotion via IBI's social media, daily newsletter and links on ibinews.com.

## IBI FEATURED COMPANY



IBI PRESENTS

# EVENTS INFORMATION

## Boat Builder Awards November 2025 During METSTRADE, Amsterdam

This year will see the 11th edition of the Boat Builder Awards (BBA) be held. Run jointly with METSTRADE, the BBAs are the biggest celebration of the significant contributions of individuals, teams and supply chain partners within boat building companies globally. This prestigious and widely recognised awards programme considers entries across ten categories spanning design, innovation, collaborative working, environmental responsibility, marketing and personal achievement.

Our partners for the 2024 edition were Raymarine (headline sponsor), Fusion, Lumishore, Sleipner Group, E-propulsion, HP Watermakers and JL Audio.

IBI is also present at all of the major boat shows, conferences and exhibitions including BOOT Dusseldorf, Miami Boat Show, Cannes Festival of Yachting, Genoa Boat Show, IBEX and METSTRADE.



BOAT  
BUILDER  
AWARDS  
2024

**IBI** **METS  
TRADE**

IN ASSOCIATION WITH **Raymarine**

# RATES FOR PRINT (ALL RATES ARE £ GBP)

## DOUBLE PAGE SPREAD

1 insertion	8,550
3 insertions	8,210
6 insertions	7,740

## 1/2 DOUBLE PAGE SPREAD

1 insertion	5,290
3 insertions	5,030
6 insertions	4,760

## FULL PAGE

1 insertion	4,510
3 insertions	4,380
6 insertions	4,150

## MINI PAGE

1 insertion	2,830
3 insertions	2,700
6 insertions	2,540

## 1/2 PAGE HORIZONTAL/ VERTICAL

1 insertion	2,410
3 insertions	2,280
6 insertions	2,150

## 1/3 PAGE VERTICAL

1 insertion	1,880
3 insertions	1,680
6 insertions	1,390

## 1/4 PAGE HORIZONTAL/ VERTICAL

1 insertion	1,420
3 insertions	1,340
6 insertions	1,280

## 1/4 PAGE VERTICAL STRIP

1 insertion	1,740
3 insertions	1,560
6 insertions	1,440

## SPONSORSHIP LOGO

1 insertion	4,350
3 insertions	4,130
6 insertions	3,930

## SPECIAL POSITIONS

Front cover	7,220
Inside front cover	5,600
Inside back cover	5,400
Outside back cover	6,470

## 1/3 PAGE PRODUCT GUIDE

1 insertion	610
3 insertions	480
6 insertions	450

Full page advertisers can NOW embed video on their digital advertisements



## PRODUCT GUIDE

Product picture and text (approx 100 words)



## ADVERTISING DISPLAY RATES



EXAMPLE  
FRONT COVER AD



EXAMPLE  
1/4 STRIP AD



EXAMPLE  
MINI PAGE AD



EXAMPLE  
PRODUCT GUIDE

# SPECS FOR PRINT

DISPLAY	BLEED (3MM) HEIGHT x WIDTH	AD/TRIM SIZE	TYPE AREA
Front cover	205 x 205mm	202 x 202mm	
Double page spread*	285 x 426mm	279 x 420mm	252 x 396mm
Half double page spread	143 x 426mm	137 x 420mm	123 x 396mm
Full page	285 x 216mm	279 x 210mm	252 x 186mm
Mini page		170 x 102mm	
Half page horizontal		123 x 186mm	
Half page verticle		252 x 90mm	
Third page verticle		252 x 58mm	
Quarter page horizontal		59 x 186mm	
Quarter page square		123 x 90mm	
Quarter page vertical strip		252 x 42mm	
Sponsorship logo		12 x 185mm	

\*Double page ads must be supplied as separate pages



## MECHANICAL DETAILS

### Bleed advertisements

No essential matter should appear within 13mm of any trimmed edge. Allow 3mm around trim size for any bleed images. Advertisements are to be supplied as digital PDF files to guarantee a better production.

- All advertisements must be supplied to the correct size to appear in the magazine.
- PDF files must be saved in version 1.3 PDF1a
- Total Area Coverage (TAC) not higher than 320%
- No layers in files
- 1 bit images resolution should be higher than 550dpi
- Other images resolution should be higher than 150dpi (ideally, higher than 250)
- Colours should be CMYK (no RGB or customs)



**IBI** The business of boating [ibinews.com](http://ibinews.com)

**EUROPE**  
NEW REALITY, NEW RULES  
INDUSTRY BRACED FOR LEANER TIMES

**Vector Fin™ stabilizers**

Cutting-edge boat stabilizers for a smooth ride and comfort at anchor

Meet us at Cannes, Southampton, Genoa and Perth boat shows

Up to twice as effective compared to flat fins

**A better choice**

- Significantly more roll-reducing forces from 0-40 knots
- Improved lift-to-drag ratio gives better fuel efficiencies
- 30-40% fewer negative side effects, such as sway and yaw
- Up to twice as energy efficient at anchor
- Choose between hydraulic and electric actuators

[sleipnergroup.com](http://sleipnergroup.com)

**SLEIPNER**

# RATES AND SPECS FOR IBI DAILY NEWSLETTER

**ADTYPE**                      **£ GBP**

<b>SPONSORSHIP BANNER</b>	
Per month	3,590

<b>LARGE BANNERS</b>	
Per day	410
5 days (-20%)	1,630
10 days (-25%)	3,050

<b>STANDARD BANNERS</b>	
Per day	330
5 days (-20%)	1,320
10 days (-25%)	2,480

**FIXED DATE PREMIUM +15%**

<b>RECRUITMENT/SPECIAL ANNOUNCEMENT</b>	
Per day	480
5 days (-20%)	1,940
10 days (-25%)	3,630

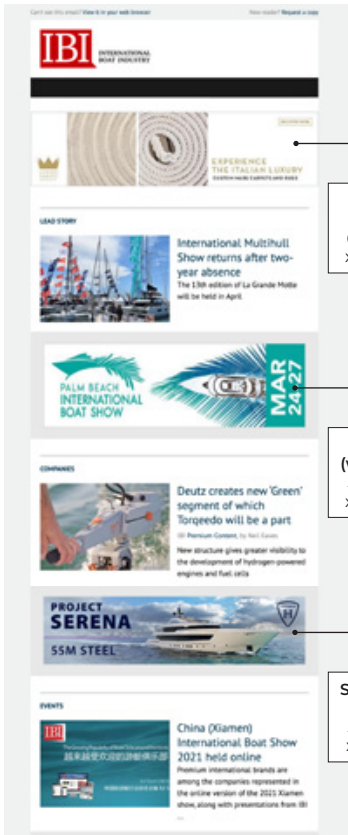
## NEWSLETTER BANNER SPECIFICATIONS

### TECHNICAL REQUIREMENTS

**File formats:** JPG or PNG  
**Max file size:** 100 kb

**Please note:** Any ad creative with a 100% white background should have a minimum 1 point contrasting keyline around the edge.

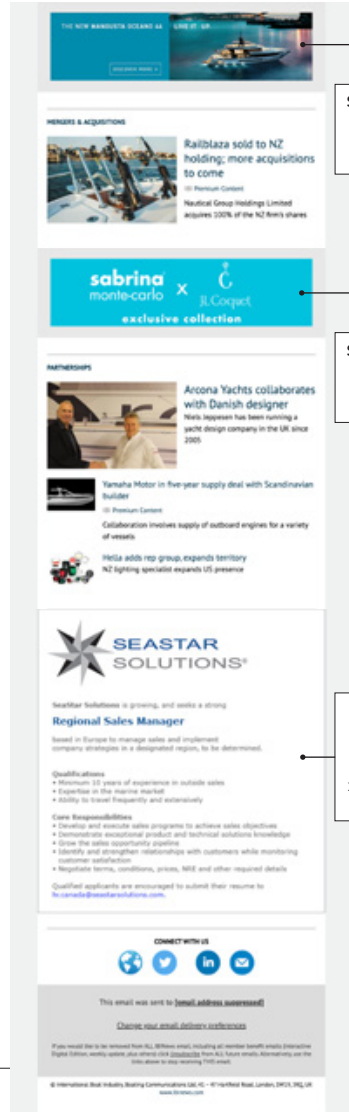
**Click through URL:** Please confirm what click through URL should be used with each creative, this must be secure (i.e. https).



**Sponsorship banner**  
600 pixels wide  
x 175 pixels high

**Large banner (was skyscraper)**  
546 pixels wide  
x 175 pixels high

**Standard banner Position 1**  
546 pixels wide  
x 141 pixels high



**Standard banner Position 2**  
546 pixels wide  
x 141 pixels high

**Standard banner Position 3**  
546 pixels wide  
x 141 pixels high

**Recruitment/special announcement**  
580 pixels wide  
x 400 pixels high  
+ key line border

# RATES AND SPECS FOR IBI PULSE NEWSLETTER

## NEWSLETTER BANNER SPECIFICATIONS

### TECHNICAL REQUIREMENTS

**File formats:** JPG or PNG

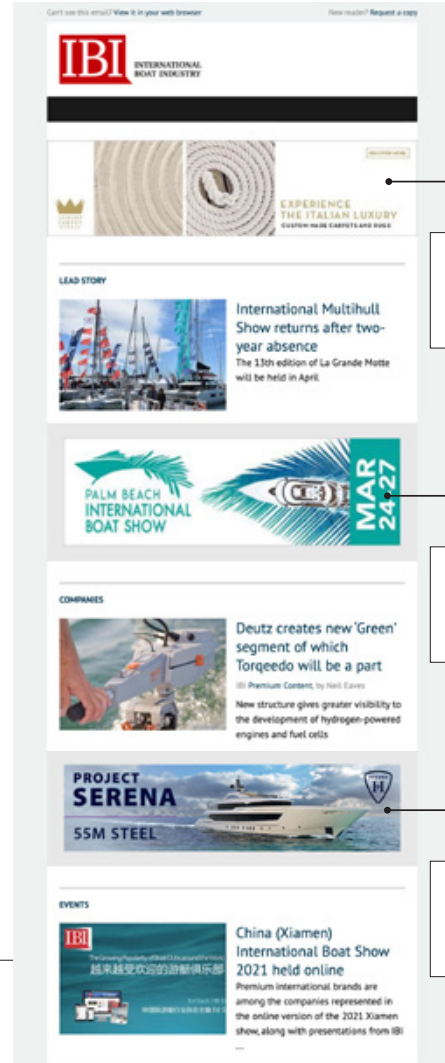
**Max file size:** 100 kb

**Please note:** Any ad creative with a 100% white background should have a minimum 1 point contrasting keyline around the edge.

#### Click through URL:

Please confirm what click through URL should be used with each creative, this must be secure (i.e. https.)

ADTYPE	£ GBP
<b>SPONSORSHIP BANNER</b>	
Per month	3,500
<b>LARGE BANNERS</b>	
Per day	475
Per month	1,800
<b>STANDARD BANNERS</b>	
Per day	370
Per month	1,500



**Sponsorship banner**  
600 pixels wide x 175 pixels high

**Large banner (was skyscraper)**  
546 pixels wide x 175 pixels high

**Standard banner Position 1**  
546 pixels wide x 141 pixels high



# RATES AND SPECS FOR IBINEWS.COM

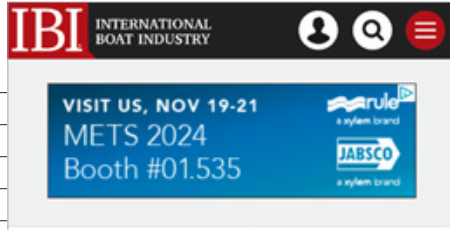
ADTYPE	£ GBP
<b>LARGE TOP OF PAGE BILLBOARD</b>	
One month	2,310
Three months	5,780
Six months	11,550
12 months	23,100

MPU	£ GBP
One month	1,740
Three months	4,620
Six months	9,240
12 months	18,480

DOUBLE MPU	£ GBP
One month	2,310
Three months	5,780
Six months	11,550
12 months	23,100

IBI PRESENTS ARTICLE	£ GBP
Live for two months	4,050

IBI FEATURED COMPANY	£ GBP
Live for six months	9,240
Live for twelve months	16,500



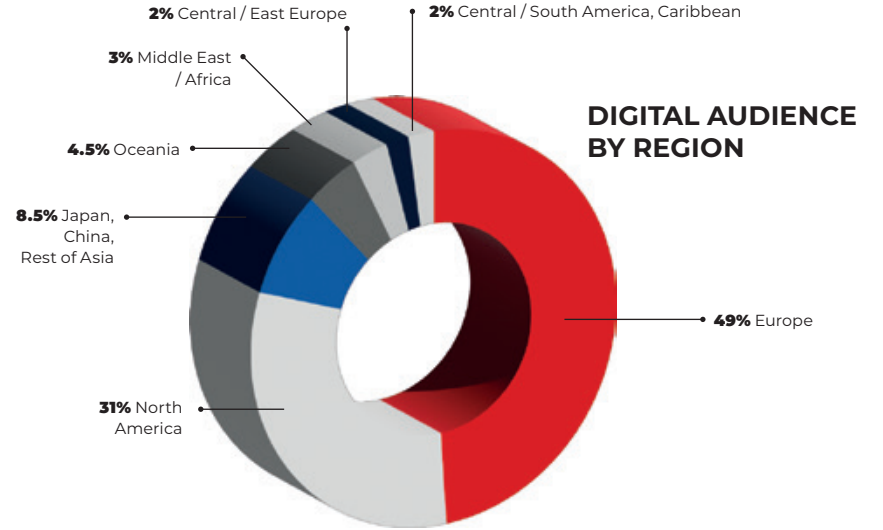
## LATEST NEWS



### Twin Vee Q3 revenues down 64%

November 15, 2024 | > **Subscriber-only**, By **Craig Ritchie**

Losses mount for US power catamaran builder in "challenging and ugly" quarter



## CREATIVE SPECS

**Large billboard** (desktop)  
970 pixels wide by 250 pixels high

**Standard billboard** (desktop)  
970 pixels wide by 90 pixels high

**Large leaderboard** (mobile)  
320 pixels wide by 100 pixels high

**Standard leaderboard** (mobile)  
320 pixels wide by 50 pixels high

**MPU**  
300 pixels wide by 250 pixels high

**Double MPU**  
300 pixels wide by 600 pixels high

## FORMATS

**GIF or JPG:**  
· Max weight 250 kb (initial load)

**HTML5:**  
· File type: ZIP containing the creative assets (JPG or GIF only) and HTML5

· All other files that are referenced by the HTML file should be included in the zip file  
· Please ensure an exit function and click tag are included  
· The max size of the HTML5 bundle or the extracted files cannot exceed 1000 kb

**CLICK-THROUGH URL:**  
Please confirm what click through URL should be used with the creative(s), this must be secure (i.e. https.)

**Please note**  
Any ad creative with a 100% white background should have a 1 point contrasting keyline around the edge.

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International Boat Industry

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# IBI<sup>®</sup>

INTERNATIONAL BOAT INDUSTRY

*More than 50 years of global boating business insight*

IBINEWS.COM