

# IBI<sup>®</sup>

INTERNATIONAL BOAT INDUSTRY

2023 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 23,000 industry professionals in 141 countries and is the backbone of our product portfolio offering multiple channels to reach your customers.

With more than 45,000 archived articles and 50-plus new stories a week, IBI's website and daily newsletter remain industry benchmarks – attracting 220,000-plus unique website users from 203 countries over the past 12 months alone – while our newsletter is received daily by more than 21,000 qualified marine industry professionals.

Our premium subscriber news service, **IBI Plus**, has also registered 37% growth in the past year – 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:



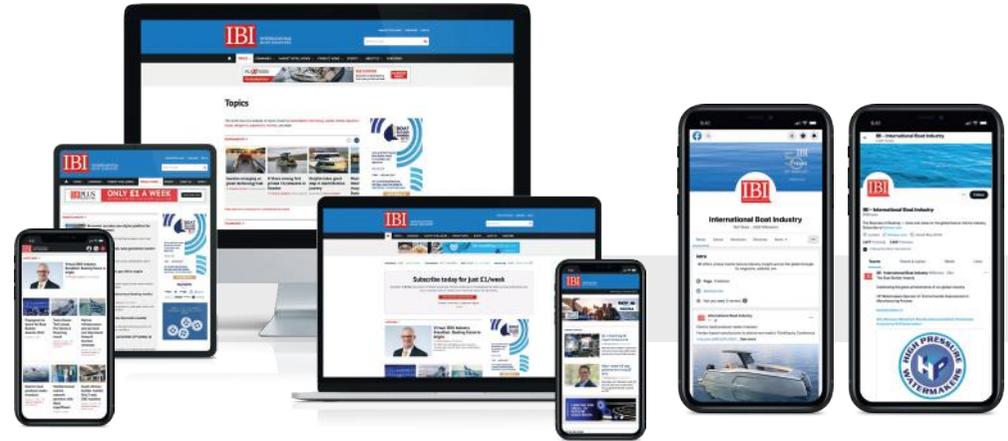
Partners with:



# 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.



**IBINEWS.COM Website**  
**42,000 Monthly sessions**

**Social media reach**  
**9,015 Followers**

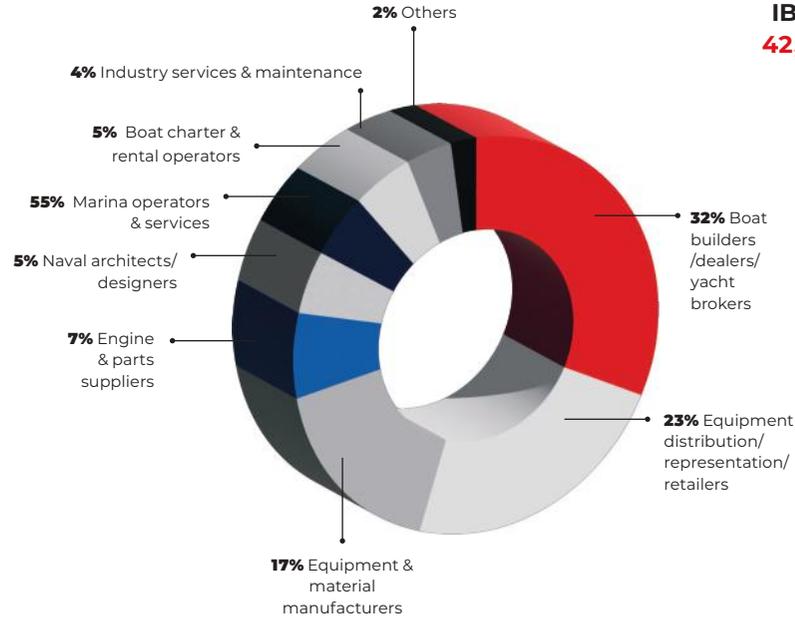


**IBI Daily Newsletter reach**  
**21,000 Marine industry professionals**

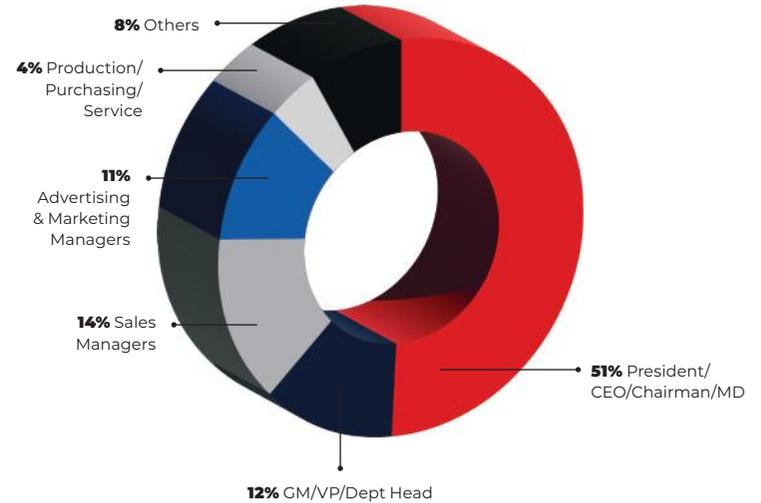


**IBI print and digital issue readership**  
**23,000 Marine industry professionals**

## AUDIENCE BY BUSINESS ACTIVITY



## AUDIENCE BY JOB FUNCTION



# A TRULY GLOBAL PERSPECTIVE

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



## NORTH AMERICA

US	6,295
Canada	493

**6,788**



## CENTRAL AMERICA & CARIBBEAN

Mexico	28
Bahamas	10
Puerto Rico	9
Sint Maarten	7
Bermuda	7
Panama	5
Other	45

**111**



## SOUTH AMERICA

Brazil	85
Argentina	48
Colombia	21
Dominican Rep.	7
Chili	5
Other	14

**181**



## EUROPE

United Kingdom	3870
Italy	1041
Netherlands	972
France	931
Germany	732
Spain	489
Sweden	456
Finland	455
Norway	323
Turkey	276
Greece	244
Poland	167
Austria	150
Belgium	149
Croatia	138
Switzerland	115
Denmark	112
Portugal	106
Ireland	94
Slovenia	85
Malta	58
Monaco	51
Cyprus	30
Slovakia	15
Other	69

**11,129**



## CENTRAL / EAST EUROPE

Russia	148
Ukraine	49
Romania	31
Hungary	29
Czechia	28
Estonia	25
Bulgaria	23
Lithuania	10
Latvia	10
Other	17

**370**



## AFRICA

S Africa	237
Nigeria	18
Egypt	17
Morocco	9
Tunisia	9
Other	35

**325**



## MIDDLE EAST

UAE	160
Israel	74
Qatar	21
Kuwait	18
Bahrain	16
Saudi Arabia	15
Lebanon	11
Other	16

**331**



## ASIA

Japan	338
Hong Kong	217
South Korea	208
China	205
India	161
Taiwan	80
Sri Lanka	20
Pakistan	11
Maldives	10
Other	22

**1,272**



## SOUTHEAST ASIA

Singapore	271
Philippines	92
Thailand	76
Malaysia	27
Vietnam	22
Indonesia	21
Other	16

**524**



## OCEANIA

Australia	651
New Zealand	263
Fiji	19
Pacific Islands	22

**955**

**GRAND TOTAL  
22,670**

\* No reported location for 685 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

ISSUE	MARKET REPORTS	EVENT DISTRIBUTION	PRODUCT SECTOR	AD DEADLINE	PUBLICATION DATE
<b>February/March 2023</b>	France & Italy		Outboards (Gas and Electric) Green Tech	08 February	17 February
<b>April/May 2023</b>	Germany, Turkey & Brazil (Short Report)		Inboards (Gas and electric) Boatbuilder Tech	12 April	21 April
<b>June/July 2023</b>	USA & China		Superyacht Refit and Repair Superyacht software On Board Entertainment	07 June	16 June
<b>August/September 2023</b>	European Market Round Up	Cannes, Genoa, Monaco, IBEX	Boat autonomy IBEX issue	09 August	18 August
<b>October/November 2023</b>	Netherlands USA Equipment Spain	METSTRADE	METS 2023 new technology, innovation trends, start ups, battery technology METSTRADE issue	11 October	20 October
<b>December/January 2024</b>	UK & Sweden	Miami, Dusseldorf	Flooring Soft furnishings BBA , METSTRADE, DAME review	06 December	15 December

## MEDIA INFORMATION 2023

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.

# OTHER PRINT INFORMATION

## METSTRADE CATALOGUE AND DAILY NEWS

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

**METS 20 TRADE 22**  
WHERE THE GLOBAL LEISURE MARINE INDUSTRY COMES TOGETHER

**CATALOGUE**

15 - 16 - 17  
NOVEMBER 2022  
RAI AMSTERDAM

©

**METSTRADE.COM**

METSTRADE FEATURES

ORGANIZED BY

POWERED BY

INTERNATIONAL MARINE INDUSTRY

**DAILY NEWS**  
TUESDAY 15 NOVEMBER

**METS 20 TRADE 22**

POWERED BY

### The vital component in your business plan is back!



**Left to right:** Agnieszka Zitzler, Filip Suchy, Tessa Meier, Nicolas Becker, Carol Gronowski, Eric van der Pijl, Neel Klarenbeek, Saffio Bouchot, Bar Heisterkamp, Ronny van Kesteren, Frederik Vahnen, Anouk Meijer, Peter Kooij and John van der Aa. Not in picture: Sjoerd Brouwer and Pieter Rommelaere.

It's with a very keen sense of anticipation that I offer you a warm welcome back to the first complete edition of METSTRADE since 2019. The word has fundamentally changed in so many ways during the three years since. However, we know from much encouraging feedback that those creating, selling, researching and purchasing leisure marine equipment identify METSTRADE as a vital constant in their calendars and cannot wait to see it return.

As you can see that moment is now! METSTRADE is back and fully prepared to resume its unique role as the pivotal hub of the global marine leisure industry. We have more than 1,400 exhibitors across 30 halls showing thousands of products that will enable the ongoing success of the whole marine industry in year ahead.

Even as you read this, you'll be sensing a great buzz as the key players you want to engage with gather from across the globe. These busy days together will provide you with unrivalled opportunities to network, research, develop and secure an essential base wave of new business.

As you enter the halls this year, you'll see we have re-evaluated METSTRADE's floor plan and implemented improvements. We believe these changes will open many opportunities to discover new products and contacts while walking to the new location of your key contacts.

Have a tight schedule and worried about planning the right route or cannot find your established business partners in their usual spot? Just look them up in the catalogue or on our floorplans throughout the show. I'd really encourage you to walk through METSTRADE with an open mind and to yourself be surprised by the many new things we have in store!

Several country pavilions have also changed location but – always, you'll be able to see their flags flying clearly as you walk around. If you've never engaged with national trade association stands before then drop by and ask questions – there is a wealth of useful information that they can provide either if seeking support in your own country or looking for partners in other nations.

Hall 13 (also known as the Eclium Ballroom), right at the heart of METSTRADE, will serve as a major

focal point this year to inspire and inform about the very latest developments in our industry. The METSTRADE Theatre will host key presentations and discussions, including our first ever symposium in the Marine Industry International networking and panel event tomorrow morning, co-hosted with British Marine and Soundings Trade Only.

Hall 13 will also feature all of the DAME Award 2022 nominated products and the shortlisted entries for tonight's IBI-METSTRADE Boat Builder Awards for Business Achievement, in association with Raymarine. An excellent way to catch up on many of the leading developments happening in our industry, right now.

I would like to thank all exhibitors for their loyal support. And before concluding I must express gratitude to KONINKRIJK and to members, IBI, The Superyacht Group, Marina World Magazine, Soundings Trade Only, Professional BoatBuilder Magazine, Superyacht Times, iYacht, Boatnet, SYBASE, the Water Revolution Foundation and all those who serve on the expertise panels, competition juries and our advisory boards. We thank you for your support, energy and loyalty.

On behalf of the METSTRADE team, our network of agents and all staff at RAI Amsterdam, may we wish you all every successful METSTRADE 2022.

**On behalf of the entire project team,  
Have a great show!  
Neel Klarenbeek, Director METSTRADE**

**JL AUDIO**  
A great audio system begins with a great source unit.

**INTRODUCING eclipse**  
LLMISHOME

**International Boat Show Calendar 2022**  
ibinews.com | WORLDWIDE NEWS AT YOUR FINGERTIPS

**Stockholm International Boat Show**  
March 11-20, 2022

**KIBS**  
The leading optics of the recreational sector

**BOAT BUILDER AWARDS 2022**

## BOAT SHOW CALENDAR 2024

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

**IBI**  
The Business of Boating

**International Boat Show Calendar 2022**

ibinews.com

ISSN 0020-6172

# 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 21,000 professionals, readers and advertisers alike rely on the IBI Daily Newsletter to keep themselves informed and gain competitive advantage.



## COMMERCIAL OPPORTUNITIES

### SPONSORSHIP SLOT

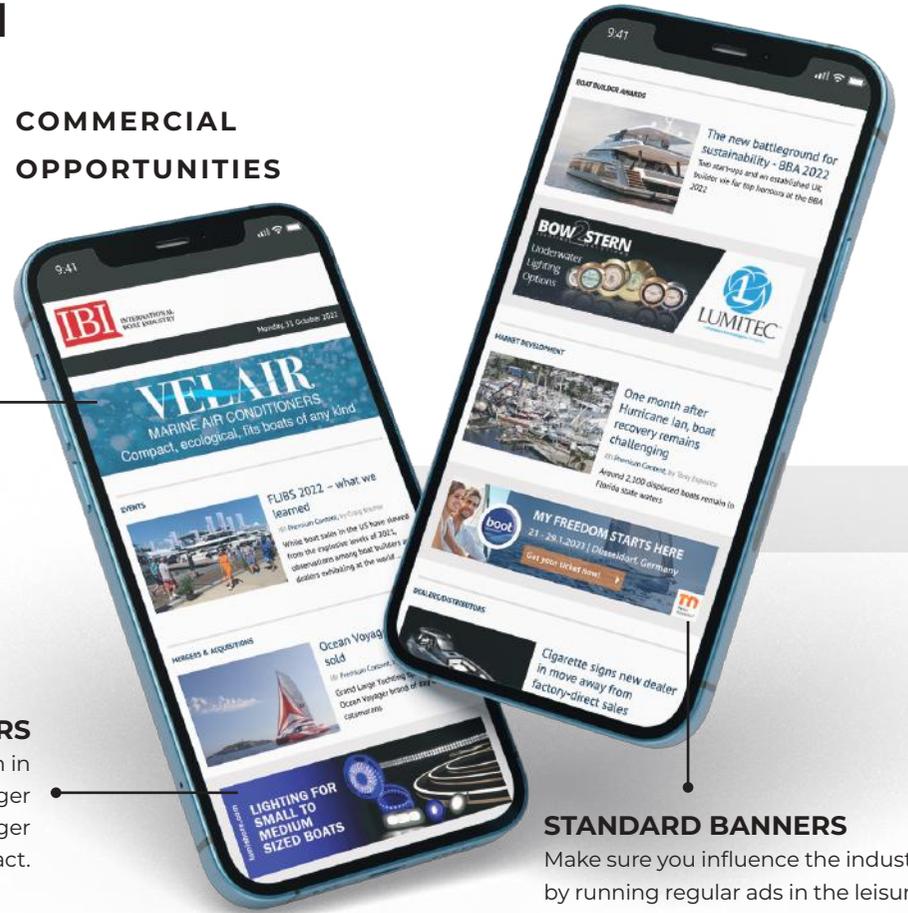
Own the first commercial message on the newsletter for a whole month. Note: these slots are very popular and get booked up quickly.

### 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 45,000 articles.



## DISPLAY ADVERTISING

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

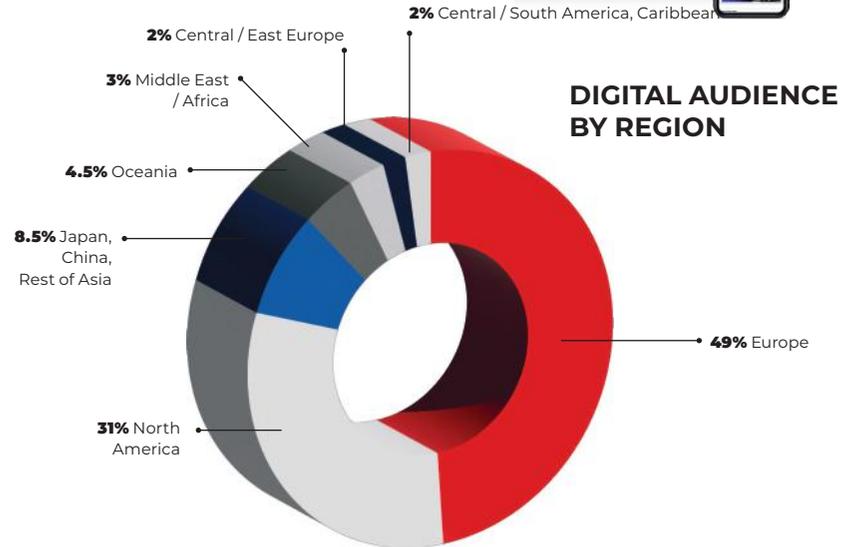


DOUBLEMPU

MPU

**220,000** annual unique website users from 203 countries (past 12 months)

**18,340** users per month on average



# 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

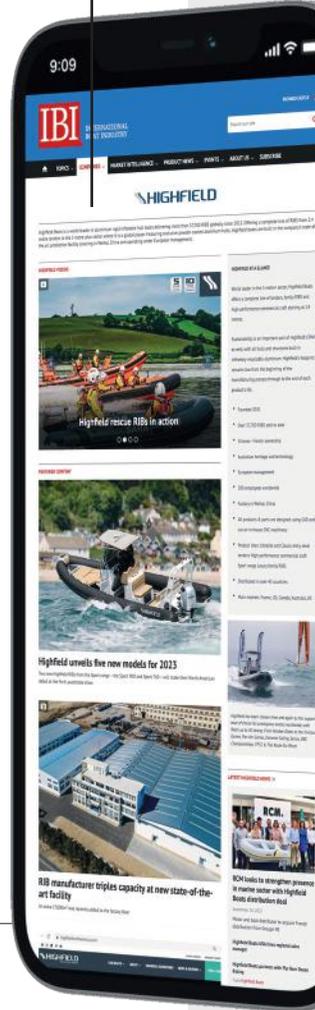
A single article of 500-750 words written by our editorial team along with the advertiser. This is the ideal format for promoting a new product or service in detail. The article can include multiple images and video. An IBI Presents article is promoted over a two-month period and receives 10 social media 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 15 November 2023 During METSTRADE, Amsterdam

This year will see the 9th 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 2022 edition were Raymarine (headline sponsor), Fusion, Marine Resources, Lumishore, Sleipner Group, E-propulsion, Ultraflex, Propspeed, HP Watermakers, Confindustria Nautica, Highfield Boats and McKenna Townsend.

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.

**NEW: IBI will also host a one-day conference in Summer 2023. Plans to be announced in early 2023.**



BOAT  
BUILDER  
AWARDS  
2023

IBI METS  
TRADE

IN ASSOCIATION WITH Raymarine

# RATES FOR PRINT (ALL RATES ARE € EURO)

## DOUBLE PAGE SPREAD

1 insertion	9,010
3 insertions	8,650
6 insertions	8,170

## 1/2 DOUBLE PAGE SPREAD

1 insertion	5,580
3 insertions	5,300
6 insertions	5,020

## FULL PAGE

1 insertion	4,760
3 insertions	4,620
6 insertions	4,370

## MINI PAGE

1 insertion	2,980
3 insertions	2,840
6 insertions	2,680

## 1/2 PAGE HORIZONTAL /VERTICAL

1 insertion	2,540
3 insertions	2,400
6 insertions	2,260

## 1/3 PAGE VERTICAL

1 insertion	1,980
3 insertions	1,770
6 insertions	1,460

## 1/4 PAGE HORIZONTAL/ VERTICAL

1 insertion	1,500
3 insertions	1,420
6 insertions	1,350

## 1/4 PAGE VERTICAL STRIP

1 insertion	1,830
3 insertions	1,650
6 insertions	1,520

## SPONSORSHIP LOGO

1 insertion	4,580
3 insertions	4,350
6 insertions	4,140

## SPECIAL POSITIONS

Front cover	7,610
Inside front cover	5,900
Inside back cover	5,700
Outside back cover	6,820

## 1/3 PAGE PRODUCT GUIDE

1 insertion	640
3 insertions	1,520
6 insertions	2,870

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)



# RATES AND SPECS FOR IBI DAILY NEWSLETTER

ADTYPE € EURO

## SPONSORSHIP BANNER

Per month 3,780

## LARGE BANNERS

Per day 430

5 days (-20%) 1,710

10 days (-25%) 3,200

## STANDARD BANNERS

Per day 350

5 days (-20%) 1,420

10 days (-25%) 2,640

## FIXED DATE PREMIUM +15%

## RECRUITMENT/SPECIAL ANNOUNCEMENT

Per day 510

5 days (-20%) 2,040

10 days (-25%) 3,840

## NEWSLETTER BANNER SPECIFICATIONS

### TECHNICAL REQUIREMENTS

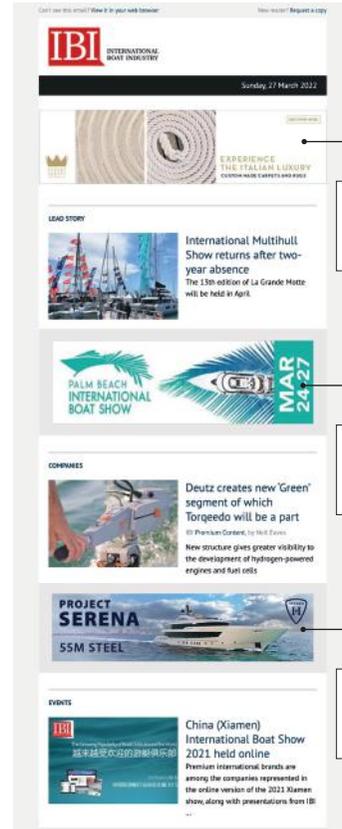
File formats: JPG or PNG

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



Railblaza sold to NZ holding; more acquisitions to come  
St Premium Content  
Nautical Group Holdings Limited acquires 100% of the NZ firm's shares



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

### PARTNERSHIPS



Arcona Yachts collaborates with Danish designer  
Nico's acquisition has been naming a yacht design company in the UK since 2015



Yamaha Motor in five-year supply deal with Scandinavian builder  
St Premium Content



Collaboration involves supply of outboard engines for a variety of vessels



Hella adds rep group, expands territory  
NZ lighting specialist exports US presence



Seastar Solutions is growing, and seeks a strong Regional Sales Manager

based in Europe to manage sales and implement company strategies in a designated region, to be determined.

**Qualifications**

- Minimum 10 years of experience in outside sales
- Expertise in the marine market
- Ability to travel frequently and extensively

### Core Responsibilities

- Develop and execute sales programs to achieve sales objectives
- Demonstrate exceptional product and technical solutions knowledge
- Drive the sales opportunity pipeline
- Identify and strengthen relationships with customers while monitoring customer satisfaction
- Negotiate terms, conditions, prices, NRE and other required details

Qualified applicants are encouraged to submit their resumes to: [hr.canada@seastarsolutions.com](mailto:hr.canada@seastarsolutions.com).

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



This email was sent to [\(email address suppressed\)](#)

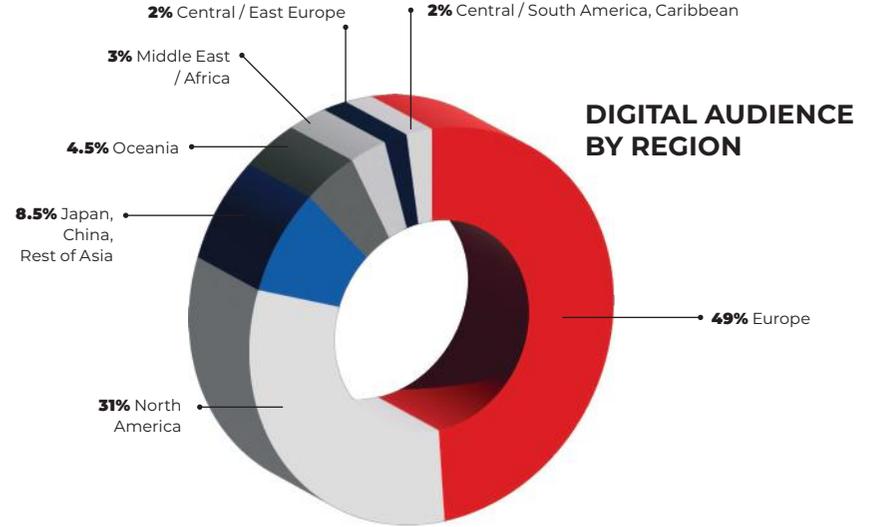
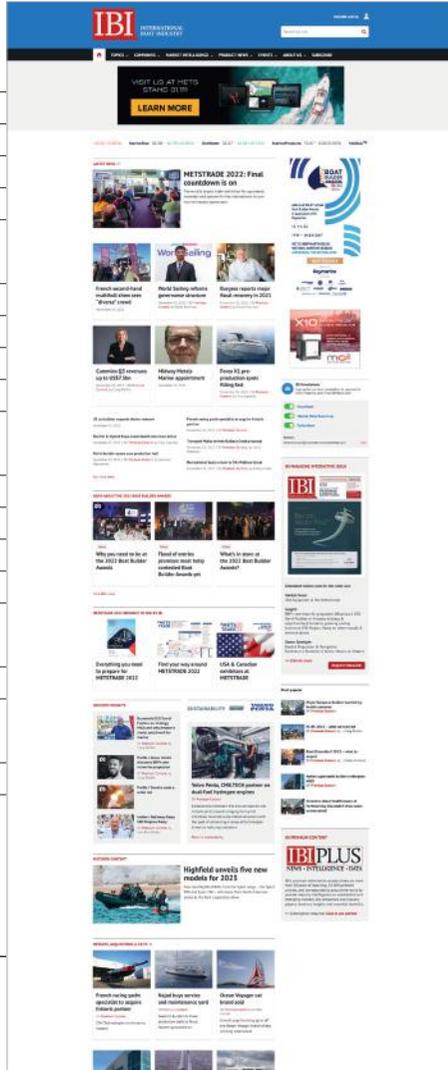
[Change your email delivery preferences](#)

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[www.ibi.com](http://www.ibi.com)

# RATES AND SPECS FOR IBINEWS.COM

ADTYPE	€ EURO
<b>LARGE TOP OF PAGE BILLBOARD</b>	
One month	2,440
Three months	6,090
Six months	12,180
12 months	24,360
<b>MPU</b>	
One month	1,830
Three months	4,870
Six months	9,740
12 months	19,490
<b>DOUBLE MPU</b>	
One month	2,440
Three months	9,740
Six months	18,270
12 months	24,360
<b>IBI PRESENTS ARTICLE</b>	
Live for two months	4,270
<b>IBI FEATURED COMPANY</b>	
Live for six months	9,740
Live for twelve months	17,400



## 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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f @internationalboatindustry  
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# IBI<sup>®</sup>

INTERNATIONAL BOAT INDUSTRY

*More than 50 years of global boating business insight*

IBINEWS.COM