

# BOAT INTERNATIONAL CHINA



## INTRODUCTION

Launched in September 2010 to cater for the rapidly expanding yachting market at the top end of the luxury sector, Boat International China is the latest addition to the group's global portfolio of superyacht magazines.

Published quarterly by our well established local partner from Shanghai, Boat International China is written in simplified Chinese for the local market.

## WHY LAUNCH IN CHINA NOW?

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.

Trust in us and our local partner, Edipresse Asia, publishers of Tatler Asia and the region's finest luxury magazine portfolio.

## 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: 15,000

Additional copies distributed at the major Asian boat shows

# BOAT INTERNATIONAL CHINA – PUBLISHING SCHEDULE

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ISSUE	EDITORIAL FEATURES	AD DEADLINES	BOAT SHOWS
March	Top 100 Superyachts What's new for 2011	11 February 2011	China Boat Show (Shanghai) Singapore Boat Show & Conference Boat Asia Korean Boat Show
June	Long Distance Cruising The Role of the Naval Architect	26 April 2011	
September	Building to a blueprint Superyacht Design: Helicopters, hanger designs, infinity pools & spas	26 July 2011	SIBEX
December	The ultimate status symbol Tenders & toys	9 November 2011	Hong Kong International Boat Show PIMEX Boatshow

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For editorial please contact: [editor@boatinternationalchina.com](mailto:editor@boatinternationalchina.com)

# BOAT INTERNATIONAL CHINA – ADVERTISING RATES

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## DISPLAY

	US \$	RMB	GBP £	Euro	US \$	RMB	GBP £	Euro	US \$	RMB	GBP £	Euro
	x1	x1	x1	x1	x2	x2	x2	x2	x4	x4	x4	x4
DPS	12,994	88,359	8,706	9,746	11,863	80,668	7,948	8,897	11,322	76,990	7,586	8,492
Full page	7,530	51,204	5,045	5,648	6,112	41,562	4,095	4,584	6,031	41,011	4,041	4,523
Half page	4,401	29,927	2,949	3,301	3,929	26,717	2,632	2,947	3,742	25,446	2,507	2,807
Quarter Page	2,434	16,551	1,631	1,826	2,244	15,259	1,503	1,683	1,871	12,723	1,254	1,403

## BROKERAGE & CHARTER

	US \$	RMB	GBP £	Euro	US \$	RMB	GBP £	Euro	US \$	RMB	GBP £	Euro
	x1	x1	x1	x1	x2	x2	x2	x2	x4	x4	x4	x4
DPS	6,454	43,887	4,324	4,841	6,454	43,887	4,324	4,841	5,518	37,522	3,697	4,139
Full page	3,508	23,854	2,350	2,631	3,508	23,854	2,350	2,631	3,084	20,971	2,066	2,313
Half page	2,434	16,551	1,631	1,826	2,434	16,551	1,631	1,826	2,339	15,905	1,567	1,754
Quarter page	1,499	10,193	1,004	1,124	1,499	10,193	1,004	1,124	1,213	8,248	813	910

# BOAT INTERNATIONAL CHINA – ADVERTISING RATES

## PREMIUM POSITIONS

	US \$	RMB	GBP £	Euro	US \$	RMB	GBP £	Euro	US \$	RMB	GBP £	Euro
	x1	x1	x1	x1	x2	x2	x2	x2	x4	x4	x4	x4
IFC Spread	28,000	190,400	18,760	21,000	25,200	171,360	16,884	18,900	23,800	161,840	15,946	17,850
2-5 DPS	15,555	105,774	10,422	11,666	14,738	100,218	9,874	11,054	14,329	97,437	9,600	10,747
Page facing contents (x2)	9,855	67,014	6,603	7,391	9,148	62,206	6,129	6,861	8,948	60,846	5,995	6,711
LHP facing Editor's letter	9,855	67,014	6,603	7,391	9,148	62,206	6,129	6,861	8,948	60,846	5,995	6,711
HP masthead	5,790	39,372	3,879	4,343	5,182	35,238	3,472	3,887	4,982	33,878	3,338	3,737
RH facing masthead	9,048	61,526	6,062	6,786	8,440	57,392	5,655	6,330	8,231	55,971	5,515	6,173
1st LH facing international news	9,048	61,526	6,062	6,786	8,440	57,392	5,655	6,330	8,231	55,971	5,515	6,173
FP in international news (x8)	8,639	58,745	5,788	6,479	8,031	54,611	5,381	6,023	7,823	53,196	5,241	5,867
Junior spread international news	8,639	58,745	5,788	6,479	8,031	54,611	5,381	6,023	7,823	53,196	5,241	5,867
FP facing matter	8,440	57,392	5,655	6,330	7,823	53,196	5,241	5,867	7,677	52,204	5,144	5,758
Page facing C&B news (x3)	3,859	26,240	2,585	2,894	3,473	23,616	2,327	2,605	3,280	22,304	2,198	2,460
OBC	16,000	108,800	10,720	12,000	14,400	97,920	9,648	10,800	13,600	92,480	9,112	10,200

# CONTACTS

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Commercial Director: Victoria Lister  
Telephone +44 (0) 20 8545 9352  
victoria.lister@boatinternationalmedia.com

Sales Director: Jeremy Roche  
Telephone +44 (0) 20 8545 9359  
jeremy.roche@boatinternationalmedia.com

Publishing Director: Tony Euden  
Telephone +44 (0) 20 8545 9332  
tony.euden@boatinternationalmedia.com

Events Director: Alice C.I'Anson Widdows  
Telephone +44 (0) 20 8545 9338  
alice.widdows@boatinternationalmedia.com

ACCOUNT MANAGERS: EUROPE, GERMANY,  
EASTERN MED & MIDDLE EAST: Nick Dawes  
Telephone +44 (0) 20 8545 9369  
nick.dawes@boatinternationalmedia.com

UK, BENELUX & SCANDINAVIA: Brian Lynch  
Telephone +44 (0) 20 8545 9355  
brian.lynch@boatinternationalmedia.com

UK, RUSSIA & EASTERN EUROPE: Maria Barnes  
Telephone +44 (0) 20 8545 9354  
maria.barnes@boatinternationalmedia.com

ITALY, SPAIN & MONACO: Luca Vasile  
Telephone +44 (0) 20 8545 9364  
luca.vasile@boatinternationalmedia.com

FRANCE & UK: Lionel Richard  
Telephone +44 (0) 20 8545 9360  
lionel.richard@boatinternationalmedia.com

ACCOUNT MANAGERS: USA  
Associate Publisher: Ben Farnborough  
Telephone +1 (954) 522 2628 ext.202  
ben.farnborough@boatinternationalmedia.com

FLORIDA, SOUTH AMERICA & CARIBBEAN: Cambry Czuplak  
Telephone +1 (954) 522 2628  
cambry.czuplak@boatinternationalmedia.com

WEST COAST & GULF OF MEXICO: Tanya Dezanger  
Telephone +1 (954) 522 2628  
tanya.dezanger@boatinternationalmedia.com

FLORIDA & NON MARINE: Laura Pucker  
Telephone +1 (954) 522 2628  
laura.pucker@boatinternationalmedia.com

AUSTRALASIA: Pippa Johnson  
Telephone +64 9 950 3281  
pippa.johnson@boatinternationalmedia.com

CAPTAINS AND CREW DIVISION  
Head of Sales: Jon Banks  
Telephone +44 (0) 20 8545 9361  
jon.banks@boatinternationalmedia.com

ACCOUNT MANAGERS  
EUROPE: Emilie Bigot  
Telephone +44 (0) 20 8545 9363  
emilie.bigot@boatinternationalmedia.com

USA: Douglas Hunter  
Telephone +1 (954) 522 2628  
douglas.hunter@boatinternationalmedia.com

DIGITAL MEDIA – SUPERYACHT MEDIA  
Managing Director: Robert Gleed  
Telephone +44 (0) 77 8062 2281  
robert@superyachtmedia.com

To advertise contact:  
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North America +1 (954) 522 2628  
For advertising rates, please visit our  
website: [www.boatinternationalmedia.com](http://www.boatinternationalmedia.com)

# OFFICES

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## BOAT INTERNATIONAL (HQ)

1st Floor, 41–47 Hartfield Road, London SW19 3RQ, UK  
Telephone +44 (0) 20 8545 9330 Facsimile +44 (0) 20 8545 9333  
info@boatinternationalmedia.com

## SHOWBOATS INTERNATIONAL (Editorial, Design & Sales Office)

101 NE 3rd Avenue, Suite 1220, Fort Lauderdale, Fl. 33301  
Telephone +1 (954) 522 2628 Facsimile +1 (954) 522 2240  
info@showboats.com

## MEER & YACHTEN (Editorial Office)

Edimer. Flensburger Str. 87, D-24106, Kiel. Germany  
Telephone +49 (0) 431 33 68 83 Facsimile +49 (0) 431 33 14 85  
my@boatinternational.co.uk

## MER & BATEAUX (Editorial Office)

Montaigne Publications  
72 bd Berthier–75017 Paris, France  
Telephone +33 (0) 14763 4800  
Facsimile +33 (0) 14763 4908  
mer.et.bateaux@wanadoo.fr

## BOAT INTERNATIONAL RUSSIA (Editorial Office)

3/1 Gruzinskiy pereulok. off. 219, Moscow 123056 Russia  
Telephone / Facsimile +7 (495) 626 5593  
edmanager@boatinternational.ru

## BOAT INTERNATIONAL CHINA (Editorial Office)

Edipresse Asia, 6th Floor, Guardian House, 32 Ol Kwan Road  
Wanchai, Hong Kong  
Telephone +852 2547 7117 Facsimile +852 2858 2671