



Motor Boat & Yachting

MOTORBOAT
EXPERIENCE



FUTURE





MOTOR BOAT & YACHTING

Motor Boat & Yachting isn't just the oldest motor boat magazine in the UK, it's also the most widely read by experienced boat owners. In a fast changing world, *Motor Boat & Yachting* is a reliable constant packed full of boating news, tests and information that helps readers keep pace with the developments and make the most of their time on the water.

200k

Average Global
Monthly users

400k

Average Global
Monthly Page
Views

587k

Social Media
Reach

11k

ABC Monthly
Circulation





Audience

From 25ft sports boats to 125ft superyachts our audience's passion for motor boats extends across a multitude of different sizes, styles and categories of boats. Informed by our incisive editorial content, this affluent, engaged audience relies on our advice when making decisions about their boats.

1 in 2

Have been motorboating for over 20 years

1 in 2

State they trust magazines and/or websites the most for advice on motorboats

3 in 4

Own their own motorboat

81%

Male

90%

Cruise predominantly in Europe

65%

Own a motor boat over 30ft

43%

Venture out on their motor boat every week



Editor's Statement

There's a reason *Motor Boat & Yachting* is the world's most respected motor boat media brand and that comes down to one thing: trust. Our readers trust us to give them the best advice on everything from boat tests and product reviews to cruising guides and boat handling techniques, while our advertisers trust us to give them unparalleled access to a qualified audience of affluent motor boat owners.

In today's world of information-overload, it's that ability to cut through the noise and reach the key decision makers that gives *Motor Boat & Yachting* the edge over other marine media outlets. Most of our readers already own a motor boat or are on the cusp of buying one. They are cash rich but time poor and choose to pay for the high quality, curated content we deliver at the time and place of their choosing. That's why our print magazine, website and social media channels are the ideal places to reach buyers in a relaxed and trusted environment, when consumers are at their most receptive.

That privileged position comes from years of experience. *Motor Boat & Yachting* is the oldest motor boat magazine in the world with an unbroken heritage dating back to 1904. Despite the *Yachting* part of the title, which harks back to the era of gentleman's motor yachts, we only cover motor boats, with a particular focus on 25-85 ft cruising craft from premium manufacturers. We also publish *Custom Yachting*, a quarterly supplement dedicated to 85-135 ft luxury motor yachts, and host the prestigious *Motor Boat Awards*.

This year, thanks to the global footprint and digital expertise of our parent company Future, our sights are set on becoming the number one source of marine buying advice all over the world. As part of that process we are investing heavily in the MBY.com website as well as our popular Facebook and Youtube channels.

Hugo Andreae, Editor



Motor Boat Awards



The Motor Boat Awards are the only marine awards with the motor boat buyer's best interests at heart.

Hosted by **Motor Boat & Yachting** and judged purely on the boats' design, technical ability, seakeeping, and value for money, they are the ultimate accolade.

Every boat we have tested and published in the previous 12 months is automatically entered into the most relevant category.

The winners will be announced on 24th January 2023.

Date: 24th January 2023

Venue: Hotel Kö59 Düsseldorf (formerly Intercontinental Dusseldorf)

2023 Awards Categories

Sports Boats & RIBs
(open boats up to 30ft)

Weekenders
(open boats over 30ft with overnighting)

Adventure boats
(enclosed pilothouse & SUV craft)

Sportscruisers under 45 ft

Sportscruisers over 45 ft
(includes sportsbridge yachts)

Flybridges up to 60 ft
(includes navettas & multihulls)

Flybridges
(over 60ft & includes navettas & multihulls)

Custom Yachts
(over 80 ft)

Customer Service Award
(UK leisure marine businesses)

Judges' Special Award (person, product, organisation, event worthy of special recognition)

Custom Yachting

Custom Yachting is a quarterly supplement that is bound into the February, June and October issues of *Motor Boat & Yachting* (on sale January, May and September) in order to coincide with the major boat shows in Düsseldorf, Palma and Cannes.

This 32-page supplement is dedicated to luxury 80-130 ft motor yachts from high end manufacturers and brokers. Just like its parent magazine, Custom Yachting has its own internal cover printed on heavier paper stock and includes the latest news, boat reports and features about the world's finest motor yachts.

There are only a limited number of display advertisement positions within this supplement so early bookings are strongly recommended to secure these slots.

- **February Cover**
Issue 282 (on sale 12th January 2023)
- **June Cover**
Issue 286 (on sale 4th May 2023)
- **October Cover**
Issue 290 (on sale 7th September 2023)



MOTORBOAT EDITORIAL CALENDAR 2022/23

Issue
0281

JANUARY

- Adventure Special
- Motor Boat Awards launch

Issue
0282

FEBRUARY

- CUSTOM YACHTING SPRING
- DUSSELDORF PREVIEW

Issue
0283

MARCH

- Motor Boat Award winners
- DUSSELDORF REVIEW

Issue
0284

APRIL

- Get set for the season
- Best new boats for 2023

Issue
0285

MAY

- PALMA SHOW PREVIEW
- Summer cruising ideas

Issue
0286

JUNE

- CUSTOM YACHTING SUMMER
- Palma Show Review

EVERY MONTH:

New and used boat tests

New gear product launches, tests and reviews

Technology focus - the latest developments in engines, electronics and hull design

New boat launches and boat show previews

Step-by-step How To guides on boat handling and maintenance

Cruising destinations and advice

Refits and upgrades to older boats

Real life owners' adventures

Issue
0287

SUMMER

- Editor's choice product awards
- Secondhand steals

Issue
0288

AUGUST

- Sportsboat special
- Best cruising adventures

Issue
0289

SEPTEMBER

- CANNES SHOW PREVIEW
- Moving to the Med

Issue
0290

OCTOBER

- CUSTOM YACHTING AUTUMN
- SOUTHAMPTON SHOW PREVIEW

Issue
0291

NOVEMBER

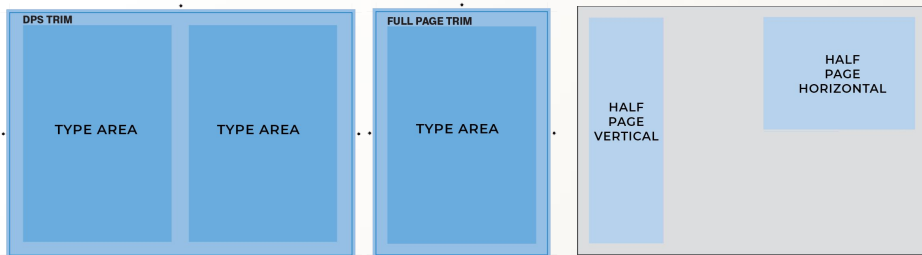
- Boat Show stars on test
- Cannes show highlights

Issue
0292

DECEMBER

- Best new boats for 2024
- Charter focus

Print Specifications



Double page spread

trim 290 x 440mm, bleed 296 x 446mm, type 270 x 429mm

Full page

trim 290 x 220mm, bleed 296 x 226mm, type 270 x 209mm

Half page horizontal

trim 140 x 220mm, bleed 146 x 226mm, type 130 x 209mm

Half page vertical

trim 290 x 109mm, bleed 296 x 115mm, type 270 x 103mm



Rates

Display

£4,668	Inside front/ outside back covers
£4,239	Inside back cover
£7,497	Double page spread
£4,422	Full Page
£2,842	Half Page

Classified

£1,800	Full page
£1,000	Half page
£575	Quarter page
£300	1/8th page
£170	1/16th page

Brokerage

£4,420	Double page spread
£2,160	Full page
£1,393	Half page



Work with us...

Benefit from our brands' scale and reach to build awareness of your brand or product.

Engaging advertorial content is a highly effective means of getting across more complex messages and brand values to a receptive audience. We can help you reach the right people in the right way.

INVESTMENT
+25% supplement on page rate

THE WATCHKEEPER

Showroom conditions can make any yacht shine and seem to promise the best of passages, but peace of mind hardly comes better than when construction is under watch of the oldest name in sea safety: Lloyd's Register.



The Contessa Race

ADVERTISING FEATURE

ADVERTISING FEATURE

For 90 years now, Contessa has delivered yachts with the warranty of a Lloyd's Register Hull Construction Certificate (HCC), backing its 30 standard items checklist more than most owners, and no other, can claim. Contessa's hull build quality construction has such a history with Lloyd's Register.

It's funny," says Contessa CEO, George, "most times we forget that we actually do, we forget to tell people about the detail of what we do. But it's not done."

"We've always built good, strong, innovative deep-sea-going boats," George continues, "and when we first started with Lloyd's Register in 1972, it was the first of my grandfather who founded the business – I suppose it was born by the circumstances. And this, combined with our world-leading reputation, involves us measuring to provide for mid-career entry as well as the new entrants."

Contessa Yachts has worked with Lloyd's Register continuously ever since. There's no obligation to do so, with cost and time, but it ensures very much higher standards.

in construction than the baseline standard certification required of yachts sold elsewhere. Working to Lloyd's Register standards is no very different.

It might be surprising to learn that under ISO regulations, which set the only mandatory standards, construction need only submit their data to an insurance party before self-certifying themselves. But for checks, Contessa, working towards a Lloyd's Register HCC, the construction part must cover its own work to fail and ongoing inspection and survey of all components, drawings, plans, materials, methods, and actual manufacture of each individual yacht for it to be certified.

For example, the test for the integrity of hull sections includes a 90° knockdown with the test supported by water and forcing compliance with the hull construction to the case of forward grounding. Lloyd's Register requires impact resistance equivalent to three times the boat's displacement at the lowest 90° on the lead, but also grounding, and chain plates and so on for the hull's structural strength. This is just the beginning.

The bulk of each yachtsman's parts is then checked on site by a Lloyd's Register surveyor at several important stages of build, and which can be subcontracted. All materials must be approved and installed within a building month or critical data such as flexibility and temperature, and the individual names of workers, each approved by Lloyd's Register.

Construction levels are also run to check, with various parts, just safety components, and their approval, to ensure a full watch-keeping programme.

As senior Lloyd's Register surveyor and sailing sailor Thomas Pollock says, "You have to be able to back trace everything. And we are extra vigilant around the area of the hull. The standards more manufacturers make it as easy as the ISO calculations, saying there's no need to do more. But there's a problem with the ISO says the test will be done here. There are the test frames, and then you just have to check the standard material in the test frame. And the numbers are added they say that's fine. But that's just part of the story. The hull materials and of combat jobs like

Lloyd's Register Distinctively Different

There is substantial engineering throughout Lloyd's Register's collaboration with yachts processes, one and above the construction of the industry's ISO standards. The extensive standards which ensure yacht construction meets, address, for their construction certificate.

All indications, that's 20 and 30 and 40th element yachts, must be submitted. These include values for exceeding ISO's limited view. And knowledge sharing is key, with the construction knowledge, also from Lloyd's Register's knowledge.



Lloyd's Register Distinctively Different

Don't ask how loads are distributed from the hull to the frames, through the plating, through the hulls."

Significantly, these don't consider the hull materials linear in the way are the hull bolts are set. Lloyd's Register does, and its requirements, including the way of design, engineering and construction. With this comes safety testing and installing for both areas of stress, and confidence, performance to ensure a lifetime of sailing.

The additional part is the Contessa's Monocoque. The hull materials and of combat jobs like

Before any new owner goes ashore, Lloyd's Register is already involved, from very first concern.



Creative Print Opportunities

Bespoke Supplements

Gatefolds

Bound Inserts

Competitions (print and digital)

Sponsorship of Editorial Franchises



Please contact us about these and other bespoke opportunities



Digital Advertising

Standard Ad Formats



[Download template >](#)

Multiple Targeting Methods available through geo, keyword, content, time specific, and capping to name a few...

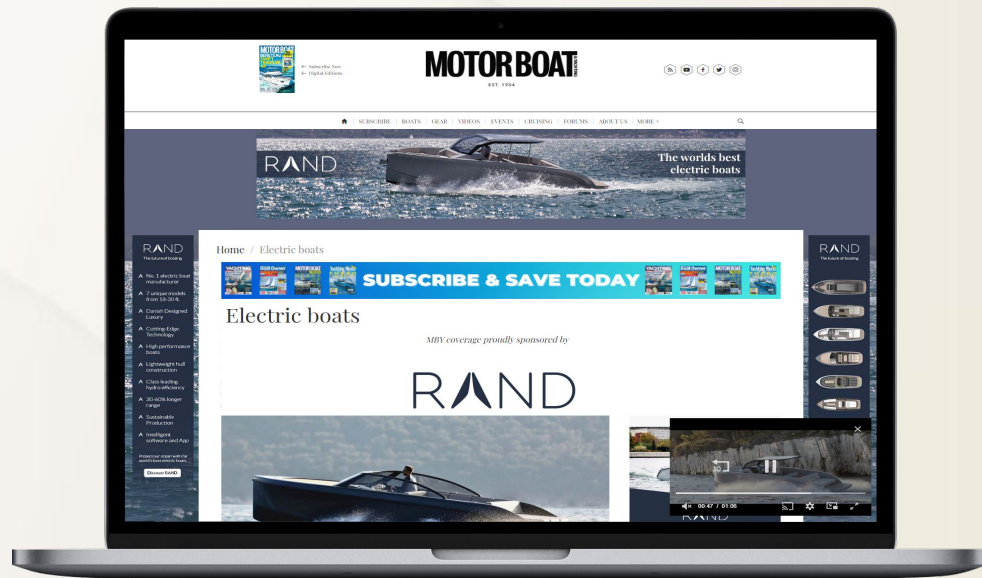
┌ Digital Advertorials

Engaging digital content created by our trusted editorial teams is a fantastic way to drive the conversation around a client's key products/events etc

All content will be written and designed by our editorial teams, using a client supplied brief and assets, ensuring the key marketing messages are delivered whilst still achieving the unique editorial tone and style of our individual brands.

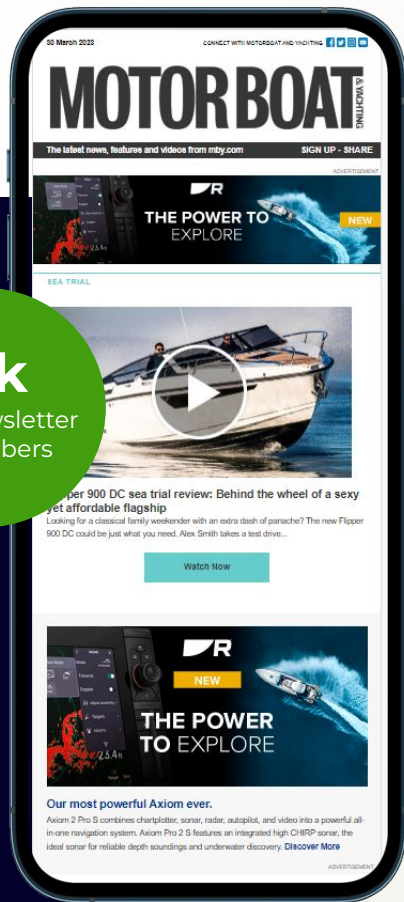
The finished post will be displayed on the homepage for two weeks and promoted via social media with a **guaranteed social reach of 75,000**

- Available on all web properties - £3,000

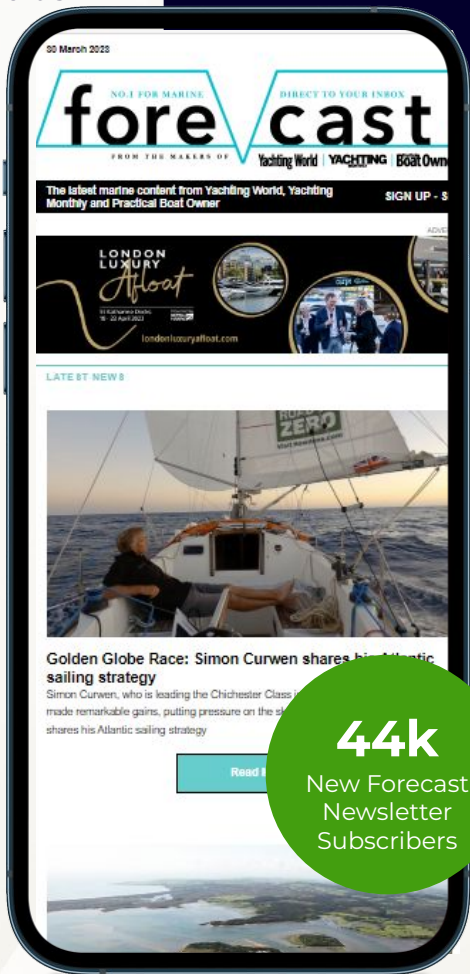


Newsletters: Sponsored and Solus

12k
MBY newsletter
subscribers



44k
New Forecast
Newsletter
Subscribers



Make use of our premier positioning for your brand and its message within our weekly newsletter, reaching the most engaged users.

Bespoke weekly newsletters for Motorboat & Yachting and The Forecast, which is an amalgamation of Yachting World, Yachting Monthly & Practical Boat Owner audiences

Options for both newsletters include Takeovers (3 prime positioned ad spots) and Featured Content (box out)

Solus email is also available on a weekly basis, which allows for direct messaging to our 3rd party list of keen boating enthusiasts. This is designed to suit your exact message and aesthetic.

All have a fully trackable response.

- **Newsletter Takeover**
 - **£750 MBY // £1,000 The Forecast**
- **Featured Content £450**
- **Solus Email Send £550**

Social Only Packages

One organic Facebook post visible on our wall and next to our brand in the user's feed

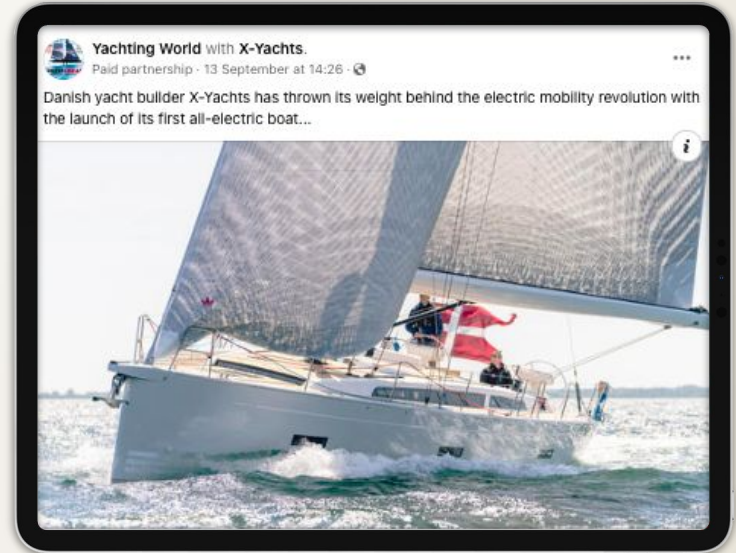
Targeting users of the brands website on that social platform

Campaign duration 7 days

INVESTMENT £1,500

75,000 GUARANTEED REACH

1% ENGAGEMENT BENCHMARK



Video

At Future, our world-class content underpins everything we do. Our Marine brands are a great example of this, engaging and building our passionate video audience for over a decade.

Our first YouTube channel launched in 2008, and we now run four YouTube channels and two thriving Facebook Watch communities with a combined reach of over 1 million subscribers.

Our philosophy is to create a seamless video journey connecting our audiences and advertisers. Through expert targeting, bespoke video solutions, and a variety of different pre-roll and video amplification packages, targeting an audience has never been so easy.

Generate thousands of monthly video ad impressions from our exciting and innovative videos that target a passionate, boat-loving audience.

Editorial Franchises

Boat tests

Boat tours




Used boats

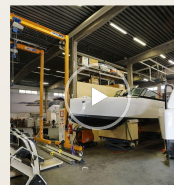
Tuition

Factory tours

Meet the designer

Bespoke solution AOR

	MOTORBOAT	Yachting World
	10.4m	8.8m
	22.5m	1.2m
	616k	240k





Contextual Targeting

Against a specific editorial content environment



Audience targeting

Precise audience targeting through our Intelligent 1st party data platform, Aperture



High Net Worth Synergy

Target audiences across our premium brands including The Week, Wallpaper*, Decanter, Country Life and Money Week

How To Get Involved?

Pre-Roll Advertising

- Play your promotional video before our featured editorial videos across desktop and mobile platforms
- 100k video impressions £1,950
- 200k video imps £3,800
- 500k video imps £8,500

Performance Benchmarks

- 0.1% CTR
- 70%+ Viewability
- 74%+ completion rate

Advertorials

- We offer a range of bespoke video creation solutions.
- Scripted, presented and edited by our expert editorial team
- Hosted and amplified across our channels
- Client has full editorial approval
- Investment from £8,000

Sponsored Editorial

- Brand logo integration
- Pre-roll video inclusion
- Product placement
- Social edits optimised for 3P platforms
- Amplification across YouTube, Facebook and on-site video player for maximum reach and impact
- Investment from £2,000 per month

Aperture: Futures First Party Data Targeting Solution

Aperture is Future's intelligent audience data platform that allows advertisers unparalleled insight into our extensive, high intent audiences.

With over **180+ digital brands** reaching over **310m global online users every month**, Aperture processes and analyzes all our 1P data, in real time, across Futures technology stack - knowing every move our customers make, from the articles they read, to the products they buy.

Through Aperture, Future delivers targeted audiences across interests, behaviours, geographies, lifestyles, demographics, purchasing habits and much more.



Reaching
301m

Average Global Monthly Users

Driving
24m

Monthly E-Commerce Clicks

Delivering
50-70%
Increase in CTR

Across our UK network, we reach ...



Finance

12.2m Finance focused individuals

285.1k High Net Worth investors



Property

3.3m Home Buyers

9.6m Home improvers/renovators



Motoring

508k Individuals interested in electric cars

2.8m Individuals who are currently in market for car insurance



Thank you

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