



The business of boating

MEDIA information 2014



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IPC | INSPIRE

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EDITOR'S message

FOR CLOSE TO half a century IBI magazine has been the information source for the world's leisure marine industry. No other recreational marine magazine provides the depth or scope of its business reporting or can call upon such an extensive and experienced network of journalists around the globe.

With its unparalleled blend of incisive topical investigations, latest product and boat show news as well as interviews with major industry figures, IBI magazine enjoys a venerable reputation across all sectors of the industry. IBI's country reports have long been the first port of call for anyone exploring both established and emerging marine markets.

“INFORMATION IS POWER, AND CAN BE THE VITAL COMPONENT THAT KEEPS YOU ONE STEP AHEAD OF THE COMPETITION”

Along with IBI's daily news service IBInews.com and our online intelligence service, IBI-Plus, which provides exclusive analysis and market data tracking all global industry developments and deals - our portfolio provides the essential tools needed by anyone trying to navigate this complex, ever-changing marketplace.

Information is power, and can be the vital component that keeps you one step ahead of the competition. In an age of information overload, where email inboxes are bombarded hourly with those pertaining to be "in the know", IBI, IBInews.com and IBI-Plus provide a comprehensive knowledge platform you can trust. **IBI**

► ed_slack@ipcmedia.com



REGULAR contents

- The latest marine business news and what it means to the industry
- The wider picture on developing trends and marine industry financials
- Interviews with leading lights from the global boating sector
- Behind the scenes of the companies making a difference in the leisure marine world
- Latest launches from around the globe
- The low-down on the world's emerging and established boating markets

FEATURES list 2014

Issue	Markets & Regions	Market Round-ups	Product Sector	Copy Date	Publication Date
Feb/Mar	France & Italy	South Korea	Inboard & outboard engines	3 February	14 February
Apr/May	Germany	Turkey	Water management (fresh & waste)	10 April	25 April
Jun/Jul	USA Boats	South America	Boatbuilding materials & equipment	2 June	13 June
Aug/Sep	Europe	New Zealand	Navigation electronics & A/V systems	4 August	15 August
October	USA Equipment	Eastern Europe	Paints & Cleaning	8 September	19 September
November	Netherlands	China	Boarding & lifting	13 October	24 October
Dec/Jan 2015	UK	Adriatic	Generators & power management	1 December	12 December

SUPPLEMENTS 2014

BOAT SHOW CALENDAR



Copy date:
7 October

Publication date:
25 October

METS CATALOGUE

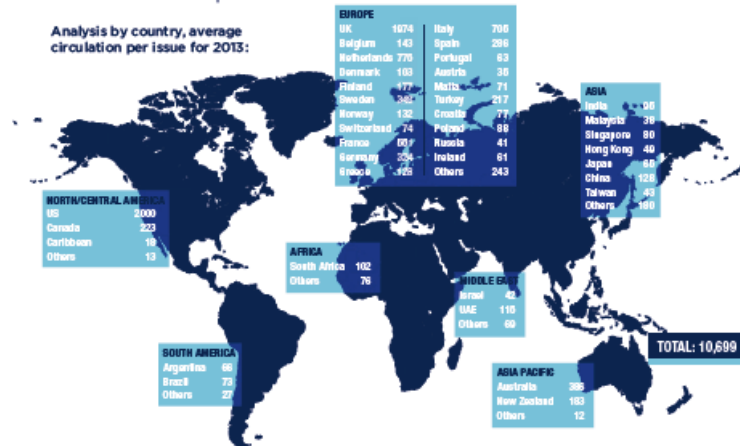


Copy date:
18 October

Publication date:
25 October

CIRCULATION profile

Analysis by country, average circulation per issue for 2013:



READERSHIP survey

A recent survey* conducted by Linda Jones and Partners, Oxford UK revealed the following facts about IBI's readership.

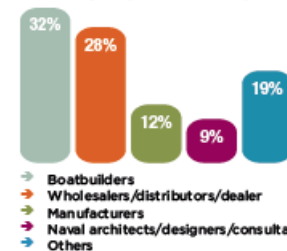
- Length of time receiving IBI: 7 years on average
- Number of issues read per year: 7 on average
- Time spent reading: 1.8 hours on average
- Amount of IBI usually read: 50% read most of the magazine
- Design rate: 89% very good/good
- Usefulness of country reports: 80% very useful/quite useful
- Usefulness to business: 87% very useful/quite useful

*Based on the returns from 735 readers

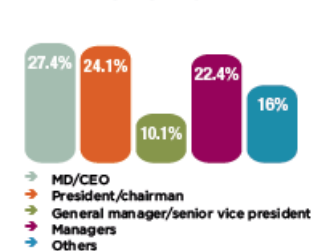
EXTRA COPIES & CIRCULATION

- Average circulation per issue for 2013: 10,699
- Extra copies distributed at METS, Amsterdam (Official magazine for the show): 2,000
- Readership per issue (Publisher's estimate): 42,796

Analysis by business activity



Analysis by occupation



ADVERTISING rates

Display	Trim size Height x Width	Number of insertions 1	Number of insertions 4	Number of insertions 7
Double Page Spread	279mm x 420mm	£7130/\$12970/€9785	£6770/\$12310/€9295	£6420/\$11670/€8805
1/2 Double Page Spread	137mm x 420mm	£4365/\$7930/€5980	£4145/\$7530/€5680	£3925/\$7130/€5380
Full Page	279mm x 210mm	£3805/\$6915/€5225	£3610/\$6565/€4965	£3425/\$6225/€4700
Mini Page	170mm x 102mm	£2330/\$4245/€3295	£2220/\$4030/€3130	£2100/\$3815/€2965
1/2 Page Horizontal	123mm x 186mm	£1985/\$3605/€2720	£1880/\$3425/€2575	£1780/\$3245/€2445
1/2 Page Vertical	252mm x 90mm	£1985/\$3605/€2720	£1880/\$3425/€2575	£1780/\$3245/€2445
1/3 Page Vertical	252mm x 58mm	£1560/\$2845/€2310	£1485/\$2695/€2195	£1395/\$2545/€2080
1/4 Page Horizontal	59mm x 186mm	£1165/\$2120/€1615	£1110/\$2015/€1535	£1050/\$1910/€1450
1/4 Page Vertical	123mm x 90mm	£1165/\$2120/€1615	£1110/\$2015/€1535	£1050/\$1910/€1450
1/4 Page Vertical Strip	252mm x 42mm	£1165/\$2120/€1615	£1110/\$2015/€1535	£1050/\$1910/€1450
Sponsorship Logo	12mm x 185mm	£3585/\$6525/€4750	£3405/\$6195/€4505	£3230/\$5865/€4275

Special Position	Trim size Height x Width	Number of insertions 1	Number of insertions 4	Number of insertions 7
Front Cover	205mm x 208mm	£5955/\$10815/€7410	-	-
Inside Front Cover	285mm x 216mm	£4620/\$8405/€6340	£4390/\$7975/€6020	£4150/\$7555/€5705
Inside Back Cover	285mm x 216mm	£4460/\$8105/€6115	£4235/\$7705/€5805	£4010/\$7285/€5500
Outside Back Cover	285mm x 216mm	£5335/\$9705/€6570	£5070/\$9220/€6240	£4800/\$8730/€5910

Product Guide

Advertising spots, appearing in each edition of the magazine.
Size: 70 mm high x 175 mm wide

Include:

- ▶ Product picture
- ▶ Company logo
- ▶ Description text (approx. 100 words)
- ▶ Specific hyperlink

Package includes an enhanced entry on IBI's online Product Guide section.
Includes colour logo & hyper-linked web and email addresses on your listing.

www.ibinews.com/product-guide

All ads will be set in-house by the IBI team.

Prices per insertion

1	3	7
£495	£1195	£2245
\$795	\$1895	\$3595
€645	€1495	€2895



ADVERTISING information

- ▶ **Facing editorial position:**
Basic rate plus 10% extra
- ▶ **Inserts:** By arrangements with publishers
- ▶ **Full page bleed size:**
285mm height x 216mm width
- ▶ **Double page bleed size:**
285mm height x 426mm width
- ▶ **Full page trimmed size:**
279mm height x 210mm width
- ▶ **Double page trimmed size:**
279mm height x 420mm width
- ▶ **Copy dates:** Supply copy six weeks prior to publication
- ▶ **Publication date:**
7 issues per year.

See editorial programme for publication dates
▶ **Cancellation:**
Must be received in writing 9 weeks prior to the publication date

MEDIA information 2014

- ▶ **IBI MAGAZINE 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 marine leisure industry, generating new business from boatbuilders, distributors and trade buyers in 120 countries worldwide.



TARGETED ADVERTISING
IN IBI HELPS GROW
YOUR BUSINESS

PRINT specifications

Printed sheet size: B5 - 466 Hg throughout

Size: 4 colours to 50g (60 gsm)

Bleed & offset: No essential matter should appear within 13mm of any trimmed edge. Allow 4mm around trim size for any bleed images. Advertisements are to be supplied as digital files to guarantee a better reproduction.

All advertisements must be supplied to the correct size that is to appear in the magazine.

A hard copy of your advertisement should also be faxed or posted so we can ensure your design is run out as you intended.

PDF files must be saved in version 1.3:

Total Area Coverage (TAC) not higher than 300% (due to IsoWebCoated profile)

▶ No transparency or dropped shadows

▶ No layers in files

▶ No bitmap font and not more than one master font

▶ No jpeg2000 or jpeg compressed images in pdf

▶ 1 bit image resolution should be higher than 550dpi

▶ Other image resolution should be higher than 350dpi (ideally, higher than 250)

▶ Colours should be CMYK (no RGB or custom)

Please refer to the complete pass@press brochure by visiting www.pass4press.com

Other accepted Apple Macintosh formats:

InDesign CS 3.0.1 | QuarkXPress 4.1 | Photoshop 4.0 | Illustrator 9.0.1 | Freehand 9

Supplying data CD-ROM or you can send files up to 10MB by email.

For transaction above 10MB and up to 2GB you will need to use our "hardfile" system. You will be required to email our production department to enable them to have account set up for you.

If you require any more information please contact:

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ONLINE advertising

INDUSTRY BUYERS FOR YOUR PRODUCTS OR SERVICES WILL BE ACCESSING THEIR EMAIL AND GO ONLINE EVERY DAY OF THE WEEK. REACH THEM 24/7 WITH IBI'S TARGETED ON-LINE OFFERINGS - THE IBINEWS DAILY EMAIL NEWSLETTER, WWW.IBINEWS.COM AND WWW.IBI-PLUS.COM

IBIPLUS daily email newsletter



- ▶ World's pre-eminent news service for the recreational marine industry
- ▶ 12,200 confirmed, request-only subscribers in over 120 different countries (as of Oct 19 2012, Source: Strategy Eye)
- ▶ No. 1 international marine recruitment email newsletter

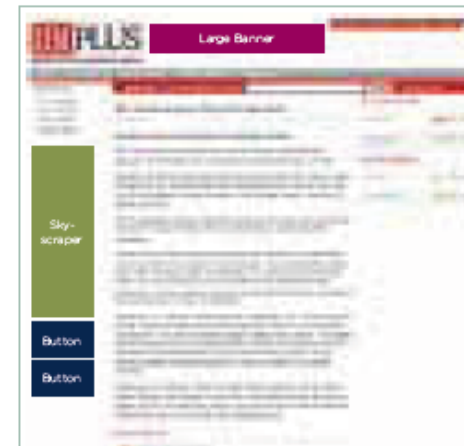
The newsletter provides a very proactive form of advertising - time-sensitive and flexible. Your message is sent straight into the inboxes of key decision makers at boatbuilders, distributors, dealers, designers and equipment manufacturers. It will help you to:

- ▶ Raise your international profile and brand awareness
- ▶ Locate New Dealers or Distributors
- ▶ Recruit for new members of staff
- ▶ Publicise a new product launch or your presence at a boat show

Banners, skyscraper, button, product showcase ads sold on per day basis.

Recruitment /Special Announcement advertising - fill your vacancies for company directors, sales managers, production managers, engineers etc or find international distributors or dealers for your products. Includes one month advertising in the vacancy section of our websites.

WWW.IBI-PLUS.COM



#1 International industry websites provide news, market intelligence, searchable archives, boat show calendar, global marine media listings, and lots more to:

- ▶ 31,650 unique visitors every month
- ▶ 57,200 visits - spending over 6 minutes on the site every visit
- ▶ 112,300 page impressions every month (Average monthly figures from period Nov 2009-Sep 2011. Source: Omniture)
- ▶ Regularly updated to ensure top search engine results

WWW.IBINEWS.COM



Both websites offer continuous branding opportunities - advertising gives you long term access and repeated exposure to marine buyers worldwide.

- ▶ Increase traffic to your website
- ▶ Raise your international brand profile and awareness
- ▶ Reach new geographic markets

Variety of ad position sizes to suit your needs and budget. Prices are for three consecutive month periods.

FOR A FREE TRIAL OF IBI PLUS -
VISIT WWW.IBI-PLUS.COM

IBI newsletter rates					
Ad type	Per day	5 days - 20%	10 days - 25%	Pixel Dimensions/Max File Size	Format
Large Banner 1	£335/£485/\$650	£1340/£1940/\$2600	£2512/£3635/\$4800	468 x 60/15kb	
Large Banner 2	£285/£415/\$550	£1140/£1660/\$2200	£2137/£3110/\$4100	468 x 60/15kb	
Large Banner 3-5	£260/£375/\$500	£1040/£1560/\$2000	£1950/£2810/\$3700	468 x 60/15kb	
Sky-scraper	£275/£415/\$550	£1100/£1660/\$2200	£2050/£3100/\$4100	120 x 400/20kb	
Button	£100/£150/\$200	£400/£600/\$800	£750/£1200/\$1500	120 x 60/7kb	
Recruitment/Special Announcement	£400/£550/\$700	£1600/£2200/\$2800	£3000/£4125/\$5250	458 x 100 logo/100 words of text	
Sponsorship	Per month: £2950/£3750/\$5000			728 x 90/25kb	
1 No flash accepted		2 Minimum 2 day run, inc. 1 month in specific section of www.ibinews.com			
2 Run 1 month on www.ibinews.com		4 Plus 1 month large banner on our websites			

To advertise on both websites					
Ad type	3 Months	6 Months	9 Months	12 Months	Pixel Dimensions/Max File Size/Format
Large Banner	£2000/£3000/\$4000	£3600/£5400/\$7200	£5400/£8100/\$10800	£6400/£9600/\$12800	468 x 60 / 15kb (gif/png) or 30kb (Flash)
Button	£1000/£1500/\$2000	£1800/£2700/\$3600	£2500/£3750/\$5000	£3200/£4800/\$6400	120 x 60 / 7kb (gif/png) or 10kb (Flash)
Sky-scraper	£2500/£3750/\$5000	£4500/£6750/\$9000	£6375/£9560/\$12750	£8000/£12000/\$16000	120 x 400 / 20kb (gif/png) or 30kb (Flash)
Video	Price on application				



For further information on how on-line advertising with IBI can benefit your organisation please get in touch.
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