

IBI[®]

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.

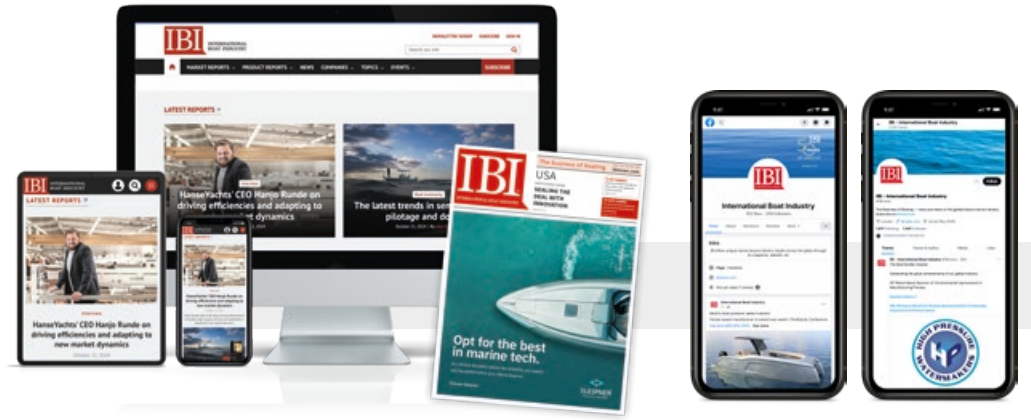
IBI has been continually published since 1968 and is the only globally-recognised publication serving the leisure marine industry.



IBI Daily Newsletter reach
22,767 Marine industry professionals



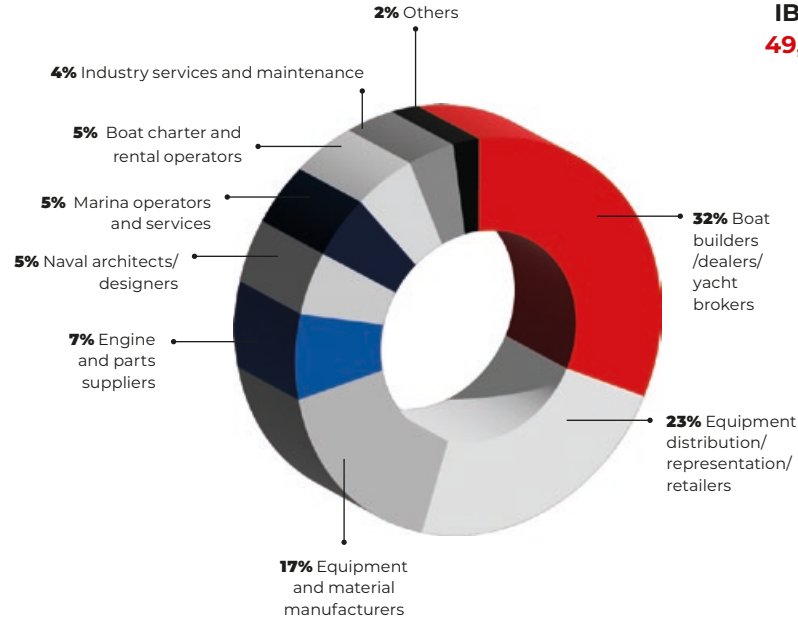
IBI print and digital issue readership
26,664 Marine industry professionals



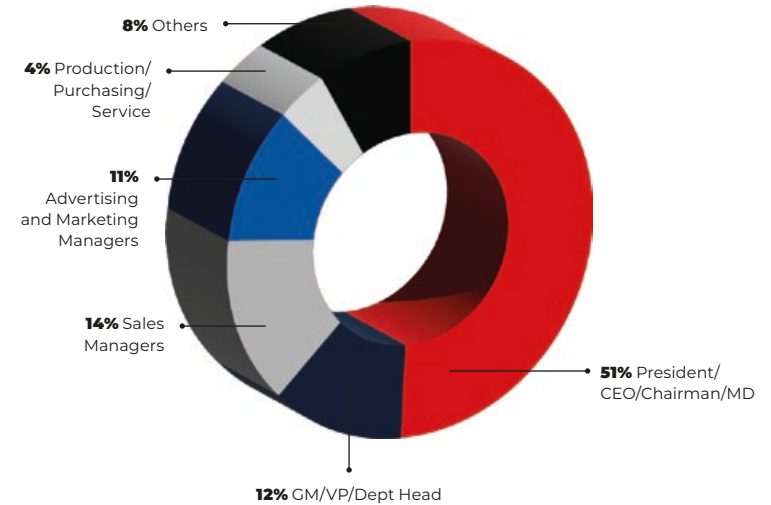
IBINNEWS.COM Website
49,000 Monthly sessions

Social media reach
14,000 Followers

AUDIENCE BY BUSINESS ACTIVITY

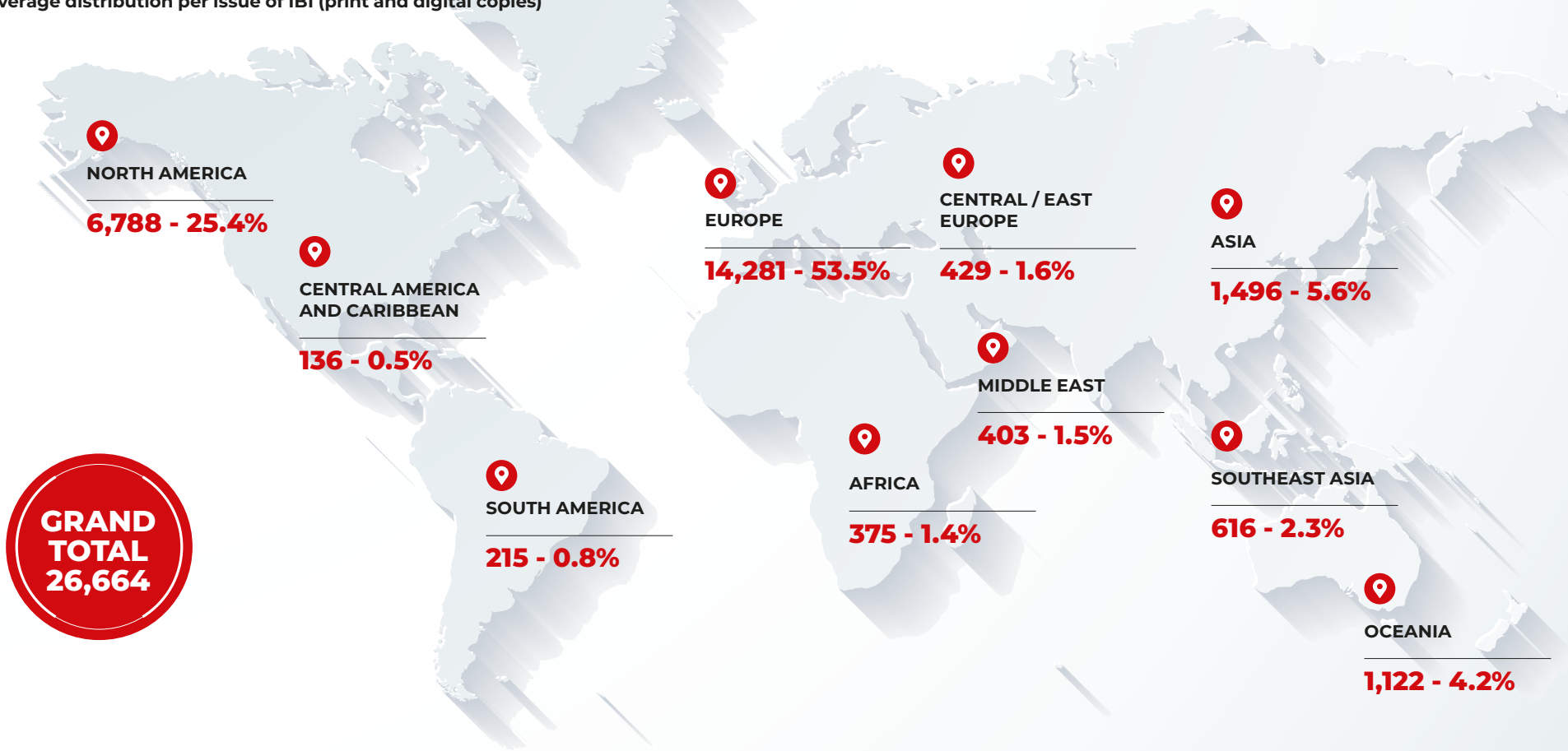


AUDIENCE BY JOB FUNCTION



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

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

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.

OTHER PRINT INFORMATION

METSTRADE CATALOGUE AND DAILY NEWS

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



Welcome to METSTRADE 2024



Meet the team: Jo Jo, Niki Kluwer, Hanne Meijer, Margot van Maris, Rene van Hiltten, Annelie Kuper, Rachel Comas, Tessa Hojjes, Frederiek Schone, Eveline Lohuis, Corin Groenwaald, Sofie Giers, Patricia Becker, Jannette van de Meerendonk. Compiling the team list not yet finished (see Lucien Kuper, Margot van Maris, Femke Oomen, Dennis Oomen, Bas and Wilma Gulpers).

With great excitement, we warmly welcome you to the opening day of METSTRADE 2024, an event to gather once more with the global leisure marine community to celebrate and advance our industry together.

Over the year, METSTRADE has become the cornerstone of our sector. Thanks to the dedication of our exhibitors, partners, and countless professionals who join us in Amsterdam each year. The year will once again be filled with exciting new products, expertise, and forward-thinking ideas. Whether this is your first visit or you are a returning content, we believe that METSTRADE 2024 will offer you an unmatched experience in networking, learning,

and exploration.

Our extensive program promises invaluable insights, essential connections, and countless opportunities throughout the event. Through the METSTRADE Daily News, we'll keep you informed on the latest developments and activities.

In addition to your planned schedule, we hope you leave room for spontaneous moments and connections. This year, METSTRADE spans across 12 halls, each filled with cutting-edge insights, expertise, and forward-thinking ideas. Whether this is your first visit or you are a returning content, we believe that METSTRADE 2024 will offer you an unmatched experience in networking, learning,

and exploration.

Our extensive program promises invaluable insights, essential connections, and countless opportunities throughout the event. Through the METSTRADE Daily News, we'll keep you informed on the latest developments and activities.

Thank you for your commitment and support, METSTRADE is what it holds because of you. On behalf of the entire team, we wish you three successful and inspiring days at the show and in Amsterdam!

Niki Kluwer - Director, METSTRADE
Patricia Becker - Exhibition Manager, METSTRADE



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

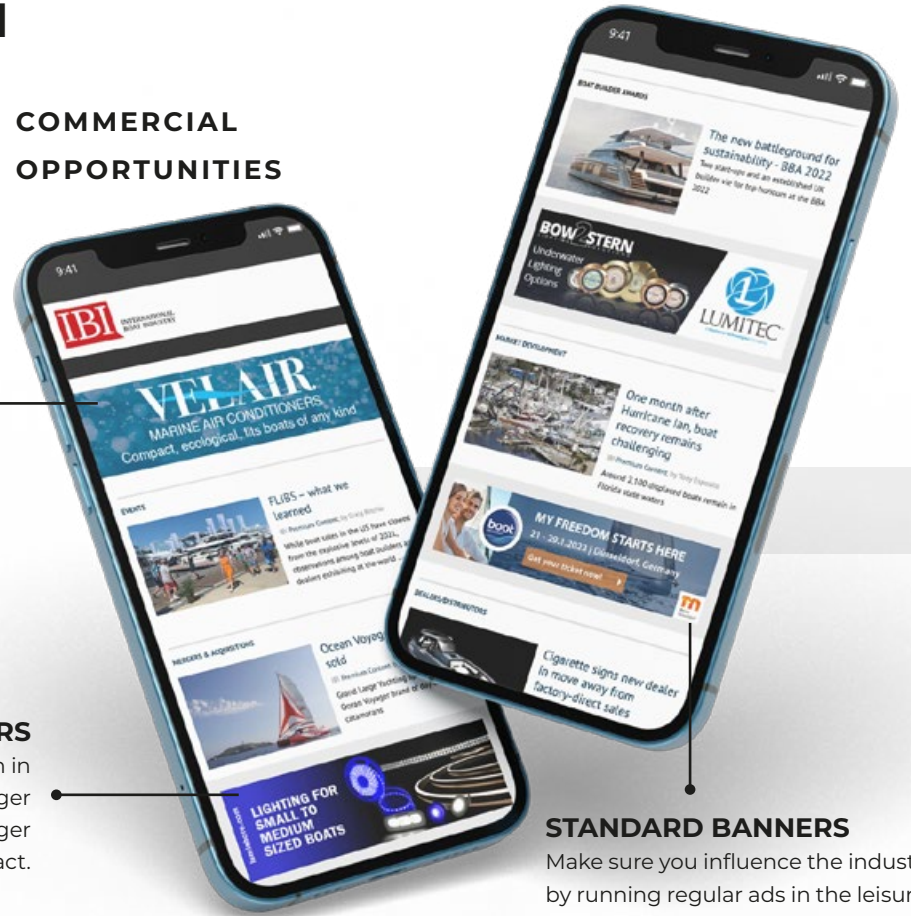
Own the first commercial message on the newsletter for a whole month. Note: these slots are very popular and get booked up quickly.

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.

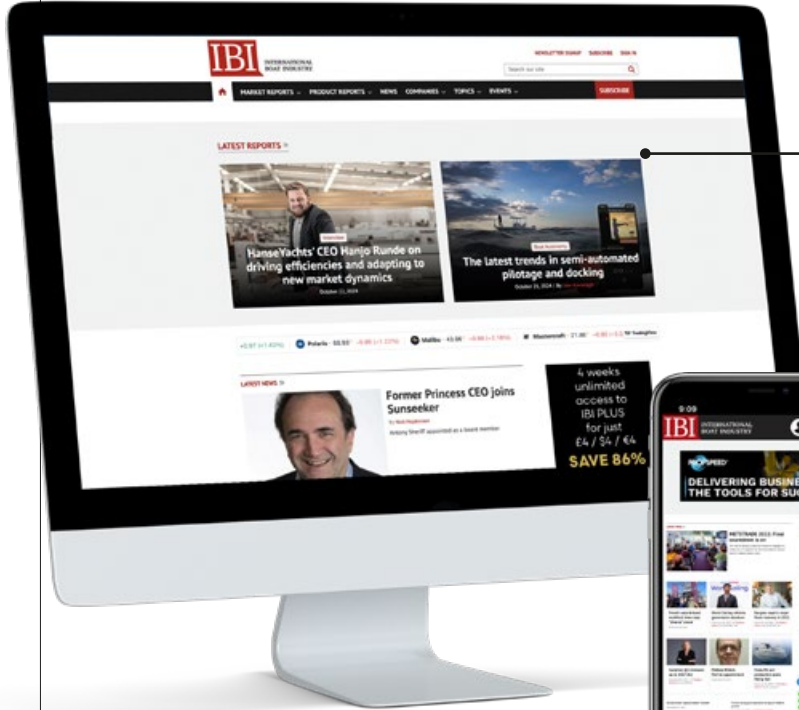
STANDARD BANNERS

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

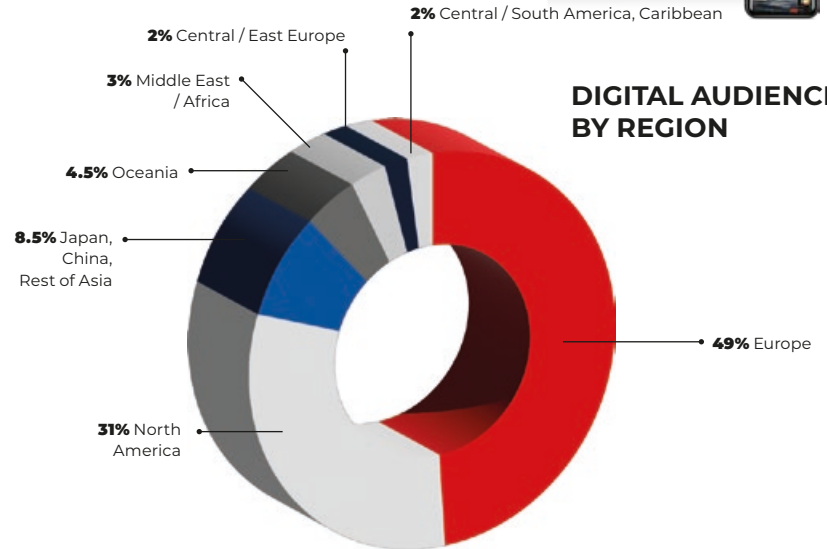
MPU

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

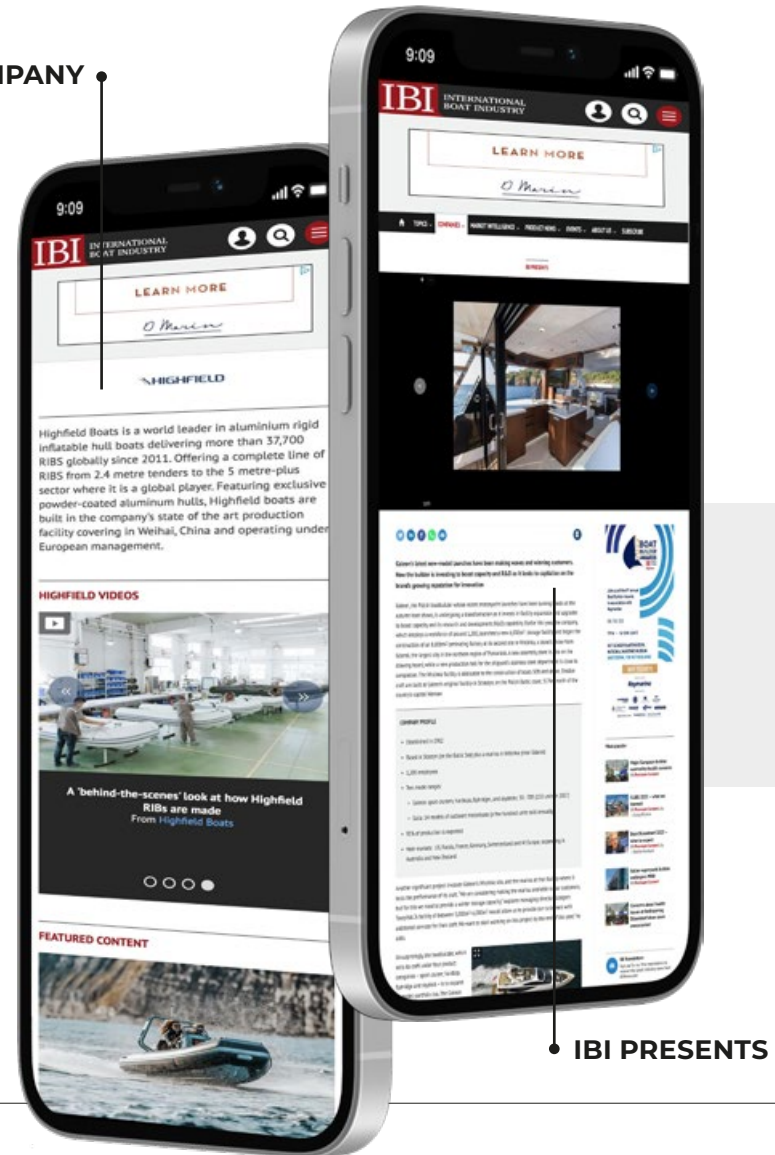
A single article of 500-750 words written by our editorial team along with the advertiser. This is the ideal format for promoting a new product or service in detail. The article can include multiple images and video. An IBI Presents article is promoted over a two-month period and receives 10 social media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



Vector Fin™ stabilizers

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

Meet us at Cannes, Southampton, Genoa and Pleinval Boat Show

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

slip@slip.com

SLEIPNER

RATES AND SPECS FOR IBI DAILY NEWSLETTER

ADTYPE £ GBP

SPONSORSHIP BANNER	
Per month	3,590

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

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

FIXED DATE PREMIUM +15%

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

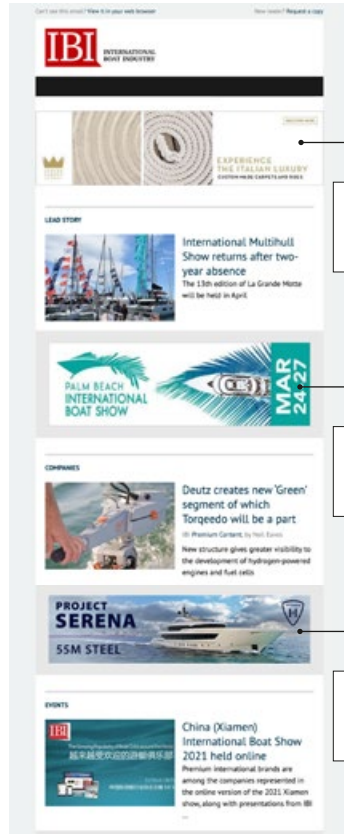
NEWSLETTER BANNER SPECIFICATIONS

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.

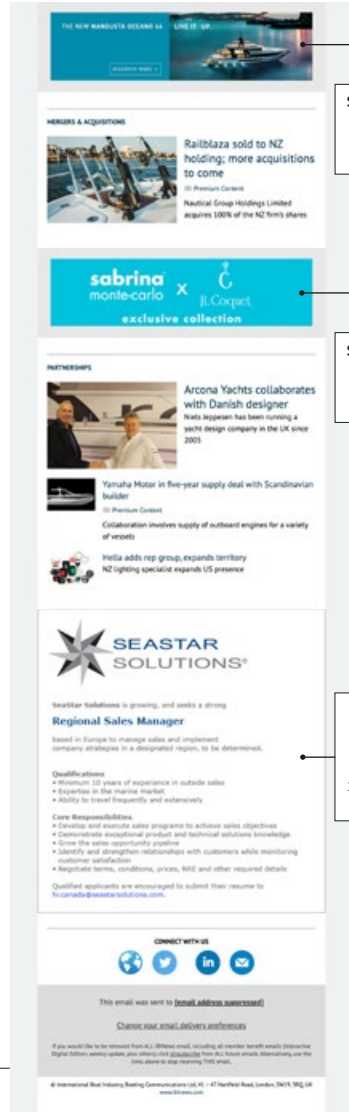
Click through URL: Please confirm what click through URL should be used with each creative, this must be secure (i.e. https).



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**

SPONSORSHIP BANNER

Per month	3,500
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LARGE BANNERS

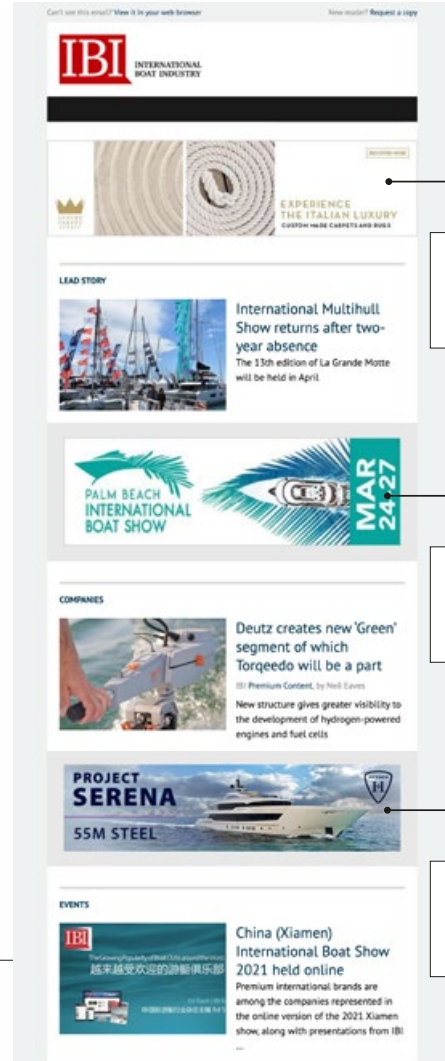
Per day	475
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Per month	1,800
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STANDARD BANNERS

Per day	370
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Per month	1,500
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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
LARGE TOP OF PAGE BILLBOARD	
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

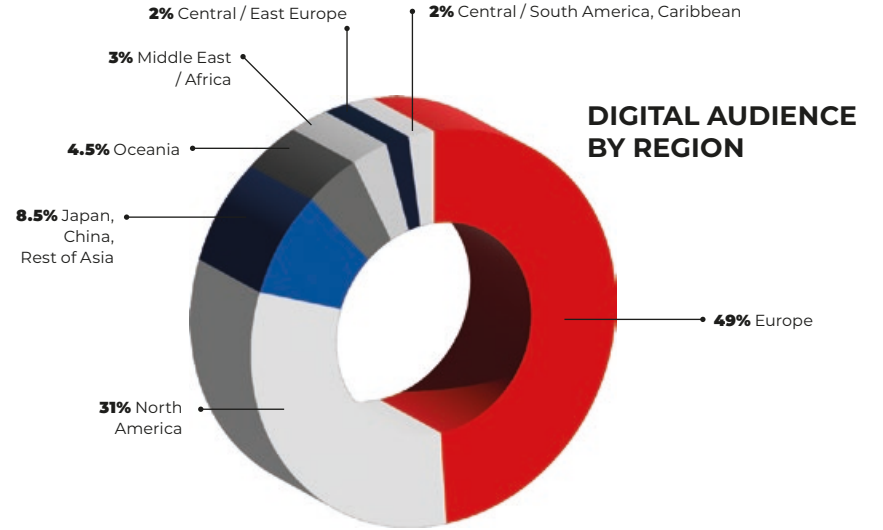
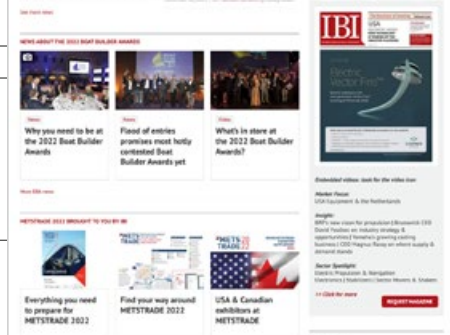
DOUBLE MPU	£ GBP
One month	2,310
Three months	5,780
Six months	11,550
12 months	23,100

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



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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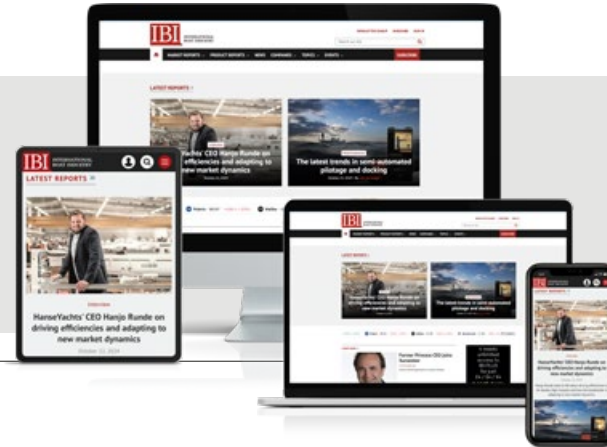


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International Boat Industry

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IBI[®]

INTERNATIONAL BOAT INDUSTRY

More than 50 years of global boating business insight

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