

MOTOR BOAT

& YACHTING

FUTURE



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 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 & YACHTING

Motor Boat & Yachting is an oasis of calm for boat owners.

The oldest motor boat magazine in the UK, it's the most widely read by genuine boat owners. In a fast changing world, Motor Boat & Yachting is packed full of boating news, tests and information that readers trust.

87K

Average Global
monthly users

152K

Average Global
monthly
pageviews

620K

Total social reach

20K

Average UK
monthly users

40K

Average UK
monthly
pageviews

19.8K

Print Readership

13K

Newsletter subscribers

Source: Google Analytics, L12M monthly average [November 2023 - October 2024]; Social Media Reach, October 2024; ABC Print Circulation Jan- Dec. 2023; Newsletters 2024 Future Marine Audience Survey August 2021.

70%

Own their own boat

78%

Have been sailing for
over 10 years

£124K

Average HHI

1 in 2

Intend to change
their boat in the next
5 years

84%

Male

2 in 3

Sail twice a month or
more



「 FUTURE 」



WE KNOW AND UNDERSTAND OUR AUDIENCE'S PASSION FOR **MOTOR BOATS**

Motor Boat & Yachting is the trusted source for all the latest developments in the motor boat industry. With a keen eye on the present and the future, we are dedicated to delivering up-to-the-minute boating news, product reviews, how-to guides, video tours and more.

We pride ourselves in offering our audience unparalleled access to the world of motor boats, ensuring enthusiasts and professionals alike stay informed and inspired by our expert content.

REACHING GLOBAL AUDIENCES **AT SCALE**

Across MotorBoat & Yachting, you can reach a network of marine enthusiasts across a variety of different channels, including our dedicated print magazine and engaging social platforms.

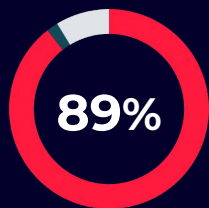
726K

In our global Motor
Boat & Yachting
community

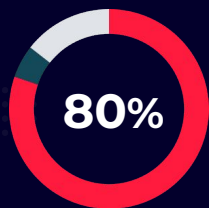


WE CONNECT WITH OUR AUDIENCE AS THEY FOLLOW THEIR **PASSION** – AND THEY TRUST US.

Our content is created by experts. This ensures we create brand safe content and reach engaged audiences seeking our trusted expertise.



Trust content on
Future sites



Seek expert advice
from Future sites

■ Agree ■ Neither agree nor disagree ■ Disagree



**THE CONTENT WE
CREATE IS INHERENTLY
BRAND SAFE.**



BROKERAGE

Brokerage in Motor Boat & Yachting wields a unique and compelling power in the realm of boat sales.

Our brand's safe and trusted environment makes it the ideal haven for advertising, as our audience trusts our content and will take action based on it.

Through years of dedicated work and expertly curated content, MBY has cultivated a certain prestige, and advertisers directly benefit from their association with our brand.

This prestige not only draws in potential buyers but instills a sense of confidence in the quality of boats showcased, making our print magazine an influential platform in the brokerage world.



A COMMUNITY OF **WEALTHY BOATING** ENTHUSIASTS

45%

Of our MBY audience are
AB socially classified

3 in 4

Own their own
motor boat

65%

Own a motor boat
over 30ft long

Source: IPSOS, August 23; "Marine Readers Survey", 2021, The Lens, Future PLC



「 FUTURE 」

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 306 (on sale January 2025)



June Cover

Issue 310 (on sale May 2025)



October Cover

Issue 314 (on sale September 2025)



EDITORIAL CALENDAR

Issue
0305

JANUARY

- MOTOR BOAT AWARDS SHORTLIST ANNOUNCED
- Christmas gift guide

Issue
0306

FEBRUARY

- DUSSELDORF PREVIEW
- CUSTOM YACHTING SPRING EDITION

Issue taken to BOOT

Issue
0307

MARCH

- MOTOR BOAT AWARDS RESULTS

Issue
0308

APRIL

- BEST NEW BOATS FROM DUSSELDORF
- Get set for the season
- Charter special

Issue
0309

MAY

- PALMA SHOW PREVIEW
- Summer cruising ideas

Issue taken to Palma

Issue
0310

JUNE

- CUSTOM YACHTING SUMMER
- British Motor Yacht Show preview

Issue taken to BMYS

EVERY MONTH:	New and used boat tests	Technology focus - the latest developments in engines, electronics and hull design	Step-by-step How To guides on boat handling and maintenance	Refits and upgrades to older boats
	New product launches, tests and reviews	New boat launches and boat show previews	Cruising destinations and advice	Real life owners' adventures

Issue
0311

JULY

- Top Summer adventures
- Secondhand steals

Issue
0312

AUGUST

- A-Z GUIDE (theme TBC)
- Best cruising adventures

Issue
0313

SEPTEMBER

- CANNES SHOW PREVIEW
- Med Special

Issue taken to Cannes

Issue
0314

OCTOBER

- SOUTHAMPTON SHOW PREVIEW
- CUSTOM YACHTING AUTUMN

Issue taken to SIBS

Issue
0315

NOVEMBER

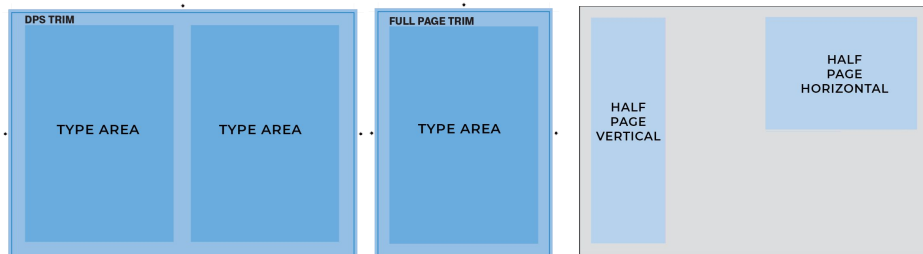
- BEST NEW BOATS FROM CANNES
- Cannes Boat Show stars on test

Issue
0316

DECEMBER

- BEST NEW BOATS FROM SOUTHAMPTON
- 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



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



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PRINT

WE OFFER **MULTIPLE PRINT OPPORTUNITIES** TO TAKE ADVANTAGE OF OUR LEADING EDITORIAL EXPERTISE

- Premium positioned ad sites
- Paper technology - Gatefolds, Belly bands, bound inserts
- Bespoke supplements
- Advertisement Features
- Monthly content series
- Sponsored Articles
- Sponsorship of editorial franchises
- Competitions



PRINT ADVERTORIALS

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

ADVERTISING FEATURE

zhik

20 YEARS
OF INNOVATION
BY SAILORS FOR SAILORS



A ripper garter system waterproofs to be quickly removed against wind

A fast drying system makes getting in and out of the boat easy, even when wet and cold

Proper foot support elongates light weight and great flexibility gives a better fit

A special rubber compound ensures grip, wet or dry, warm or cold weather

I wore them for the whole race and really loved them!

ALAN ROBERTS,
FASTNET OFFSHORE RACER

Innovative clothing brand, Zhik was created in 2003 when the 1st available to Olympic racers demonstrated a need for better clothing that was actually designed by sailors for sailors.

And 20 years on 'Made For Water' remains at the heart of everything they do, whether it's leading the field in dinghy and sportboat racing, delivering Volvo Ocean Race victories, or creating new cruising clothing which puts sailor comfort and technical performance front and centre. It also helps that Zhik's CEO, Matt Bulcher, is Australia's most decorated Olympic sailor.

Zhik's latest offering for cruising sailors is the new Subboot 700, which encapsulates the innovation at the heart of the company and their blank-sheet-of-paper approach to marine technical clothing.

Time and again sailors complain of cold feet, heavy uncompromising boots and sole rubber that might deliver great lab results, but which comes unstuck – literally – on a cold, wet deck in heavy seas.

The Subboot 700 was designed from the ground up to eradicate these problems using the latest technology and real-world input from offshore sailors. The result is a boot that is lightweight, grippy and flexible enough to let you enjoy your sailing while still offering plenty of support.

The boots themselves weigh just 600g offering trainer-like feel and flexibility while also keeping you warm and protected from the elements. A specially formulated midsole keeps you secure and stable and provides great thermal resistance against a cold deck or very cold water.

Great marine clothing starts with great materials and the Subboot 700 uses an 'TV' protect membrane from eVent, making it incredibly breathable, yet fully waterproof. This material has formed the backbone of Zhik's highly regarded clothing range for cruising sailors and has been just one factor in the INS300, CST500 and OFS800 clothing ranges becoming so loved by sailors.

On the Subboot 700 the eVent® fabric allows excessive heat and sweat to escape, regulating your foot temperature. Real world testing has shown just how well it works as Team Pepeco Arlisa IMOCA60 skipper, Yoann Richomme explained after a recent race: 'It was hot and I wore cotton socks inside for 2 days to try and see if I could sweat, they handled it very well!'

As for grip, Zhik went to rubber experts Michelin who experience in motor racing and weather helped to create a rubber formula and boot design which minimises the widest possible temperature range from wet to dry, no matter the angle of heel.

The ultra-fast lace system not only allows you to enter the boot with ease, it also ensures a secure and supportive fit to enhance your manoeuvrability. And a ripper garter allows you to quickly secure trousers and topsides.

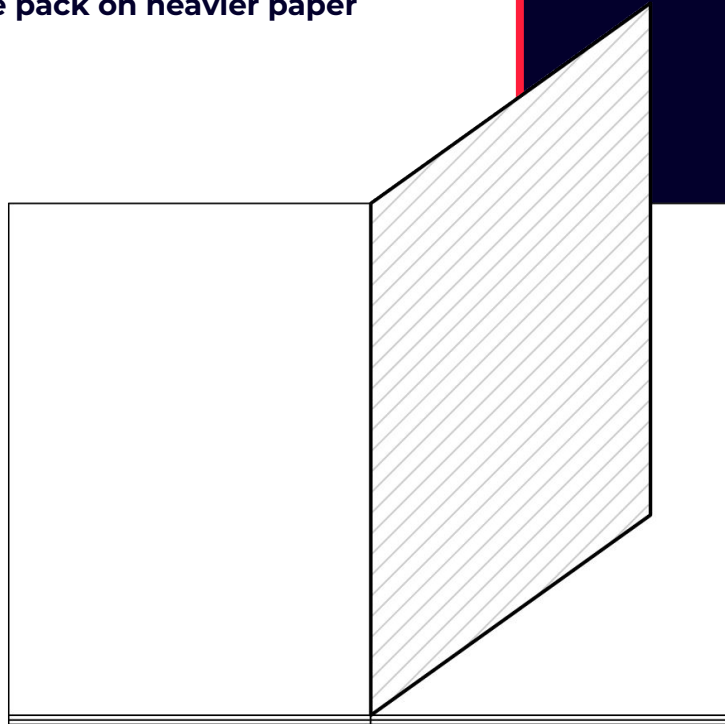
British offshore racer Alan Roberts, who has sailed over 10,000 miles in his career wore a pair of Subboot 700s on the brutal Fastnet Race. His verdict? 'I wore them for the whole race and really loved them. I'd go as far as to say the most comfortable boot I have been in.' It's hard to argue with

30 www.yachtingmagazine.com

BOUND INSERTS 2pp single pack on heavier paper

Heavier paper pleases the eye
and the fingertip – making
brands **stand out**

Our 2pp single pack elevates the brand in the context of the print issue using heavy paper (or alternative stock EG uncoated paper).

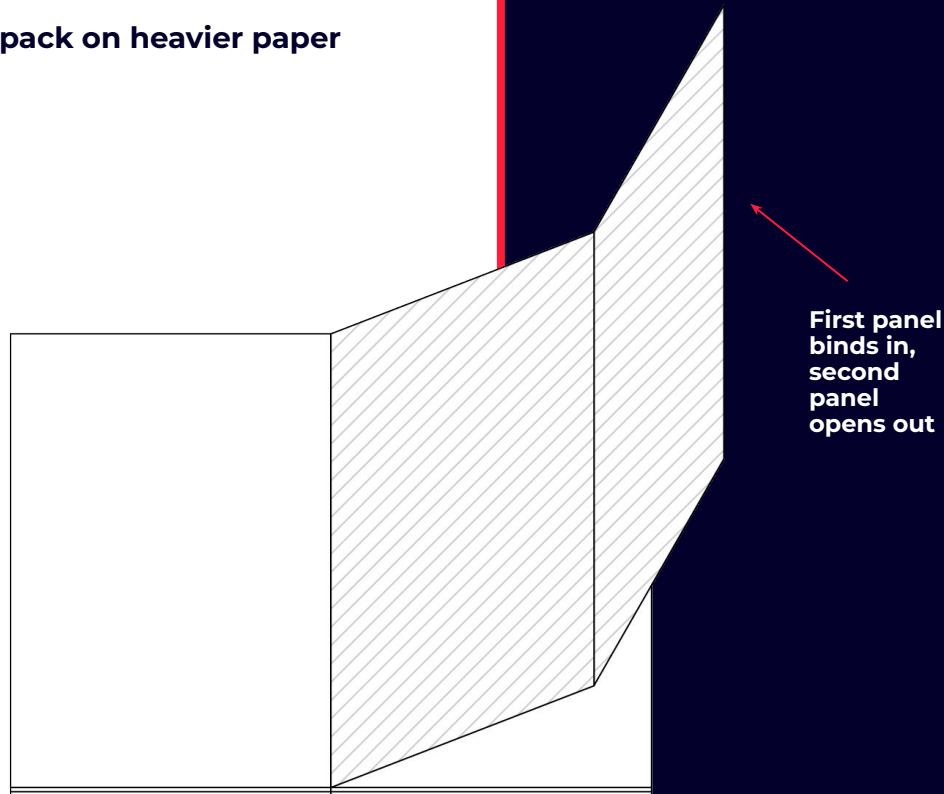


Insert
illustrating
heavier stock
printed front
and back

BOUND INSERTS 4pp single pack on heavier paper

Give brands more room
to breathe with these
throwouts

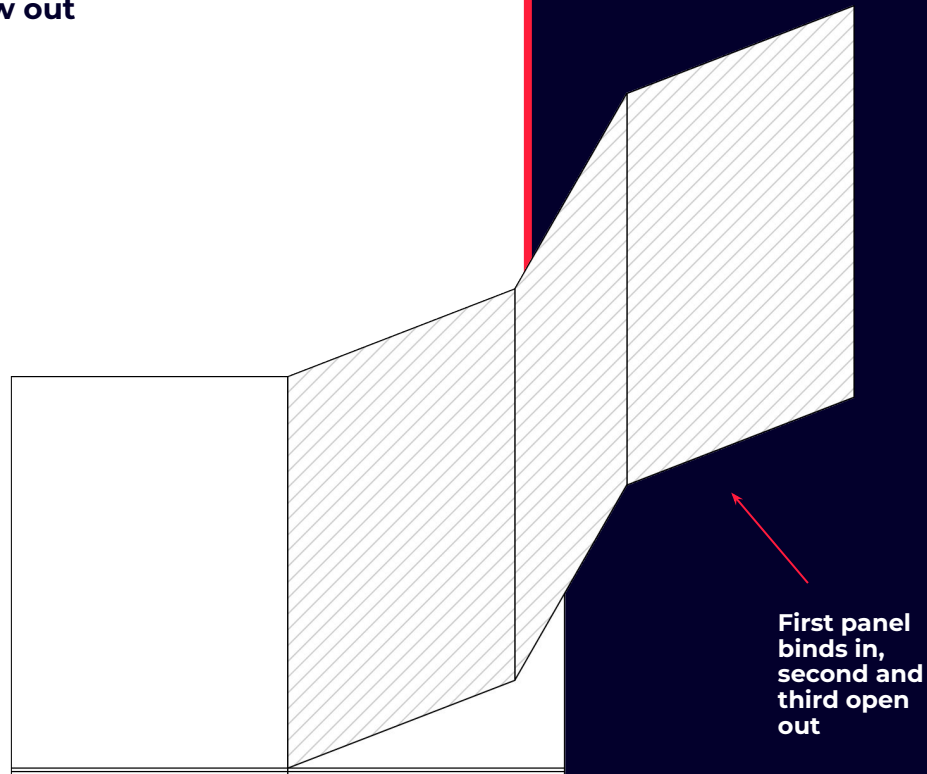
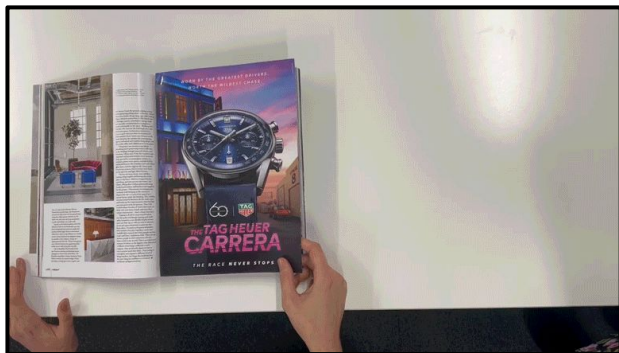
Our 4pp throw out is anchored into
the issue by the first panel, while the
second panel creates more advertising
real estate – with a bit of theatre, of
course.



BOUND INSERTS 6pp throw out

Advertise at length with throw outs that pull focus

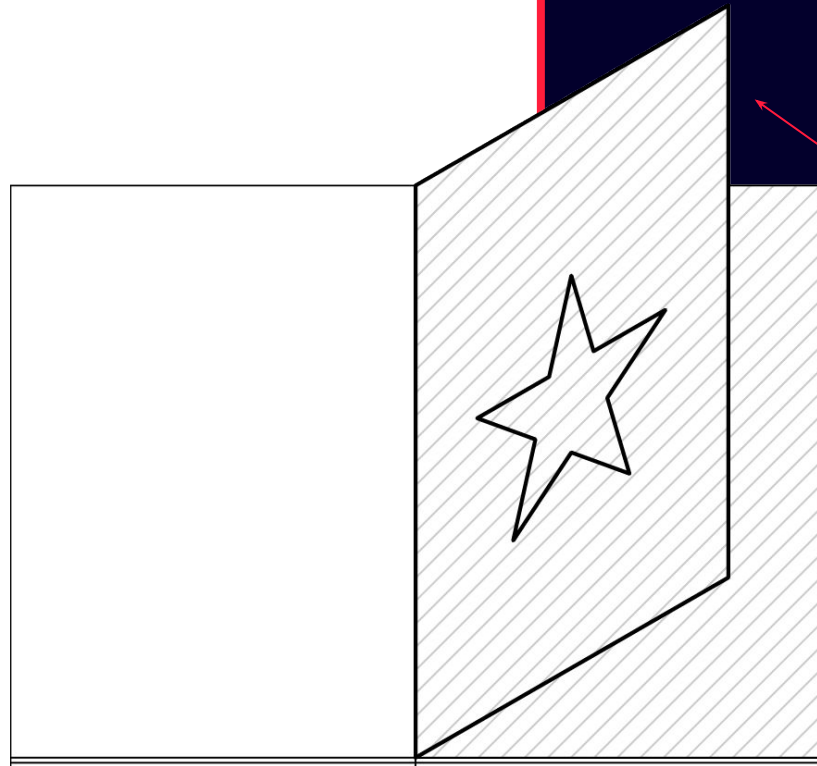
With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



BOUND INSERTS Die cut

Take a peek – die cut inserts encourage readers to explore

Our die cut bound inserts give readers a glimpse of the creative on the following spread – an element of mystery that can be used in a variety of imaginative executions.



Die cut so
you can see
through to
the second
page

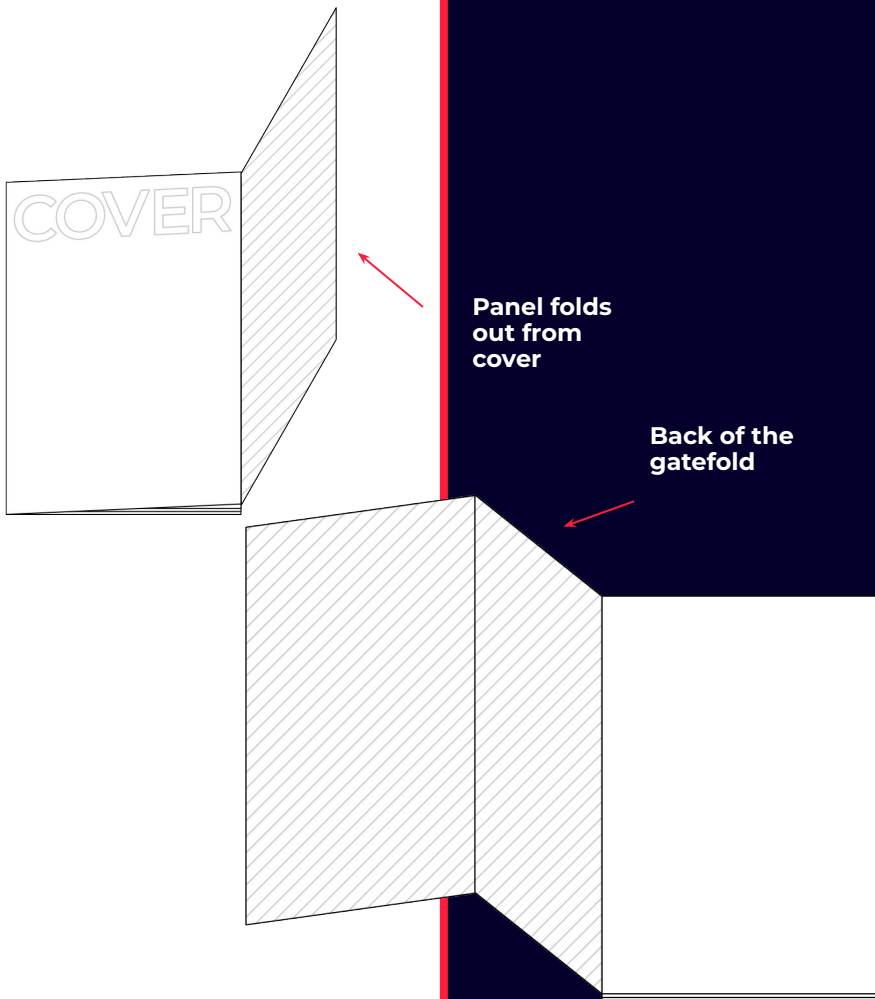
BOUND INSERTS **Gatefold cover**

**Have our audience
reading cover to cover
with this gatefold
extension**

**Our gatefold cover supplies an extra
panel that folds out from the front of an
issue, meaning there's more space to hit
home brand messaging.**



*Example illustrates advertorial



「 FUTURE 」

DIGITAL

STANDARD AD FORMATS



MOBILE HORIZON

Specifically designed to provide advertisers with **maximum exposure** in a mobile environment whilst providing a best user experience.

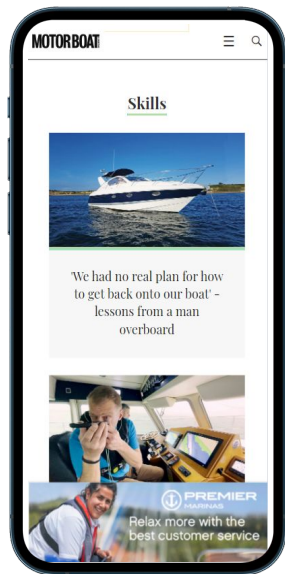
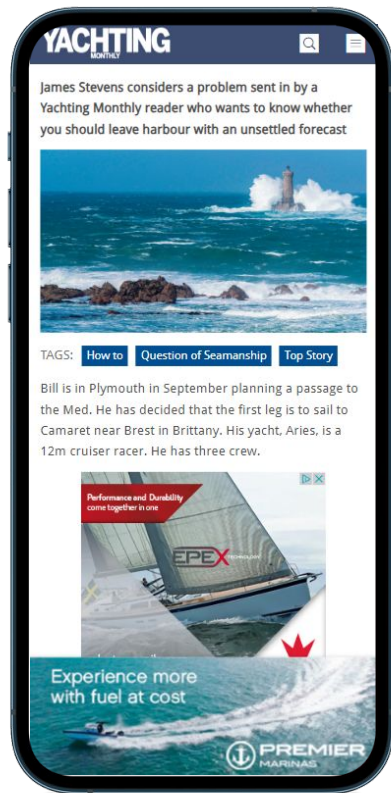
*Can be built to include auto-playing video or host a simple static image.

0.5%

Click Through Rate

70%+

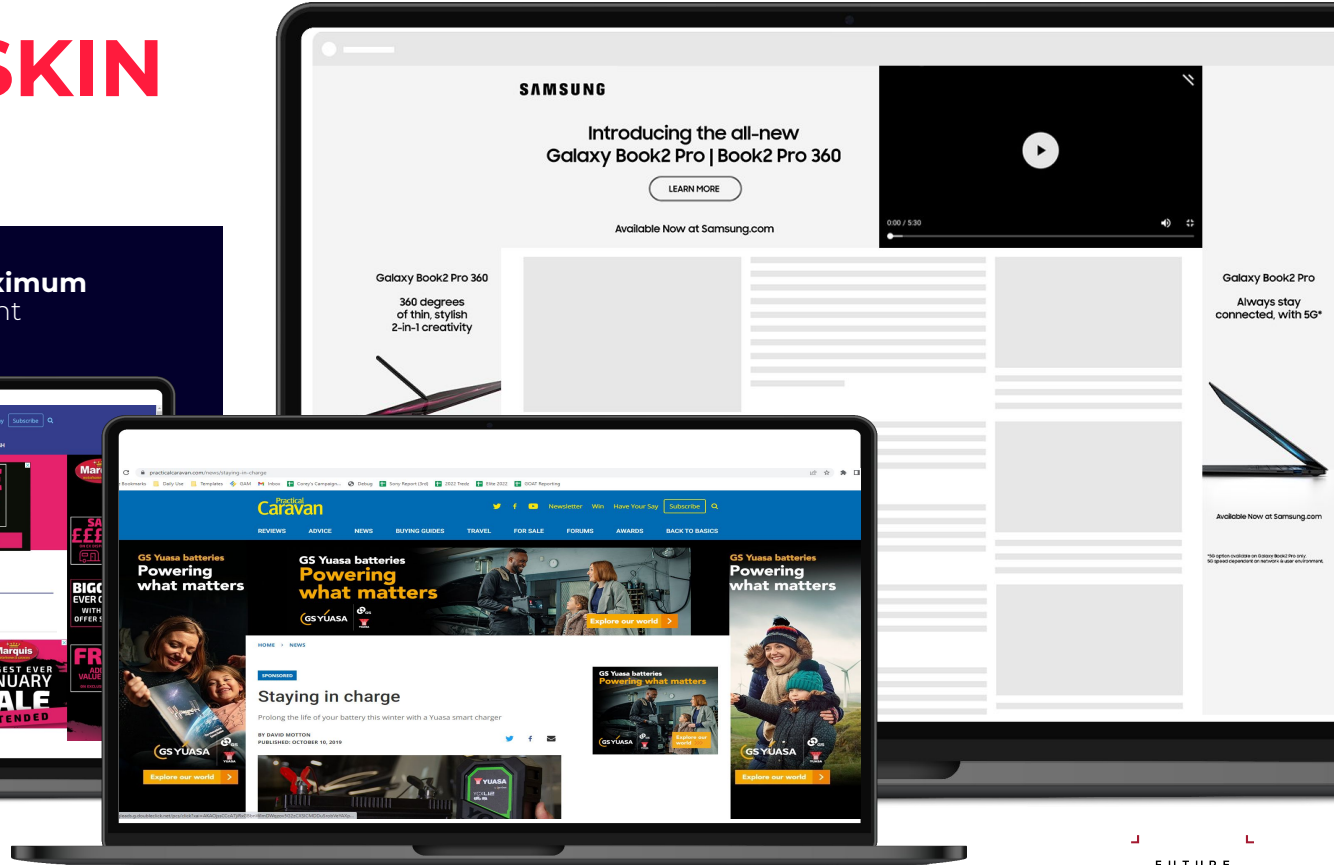
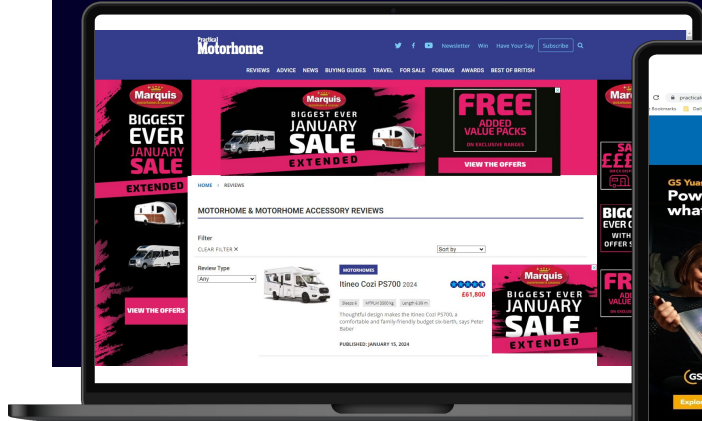
Viewability Rate



[Click to view specs](#)

DESKTOP SKIN

High impact skins will drive **maximum standout** in contextually relevant environments



ADVERTORIALS

Proven and **effective** advertorials drive product and **brand awareness**

Choose from 3 different options:

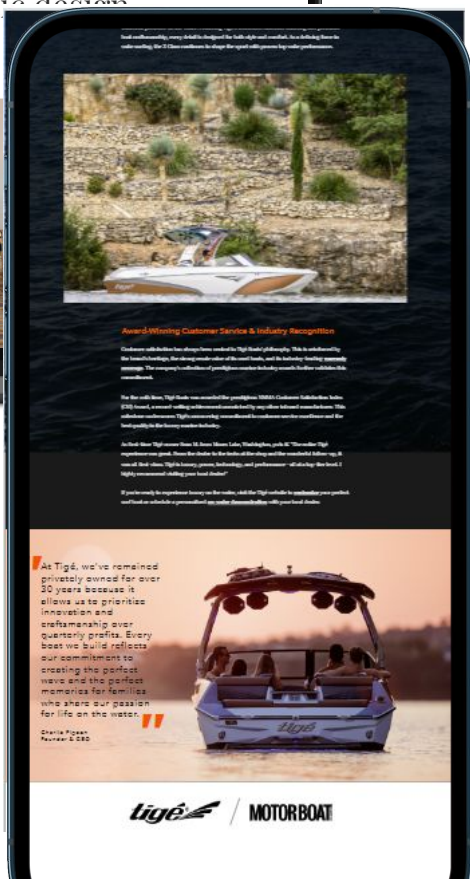
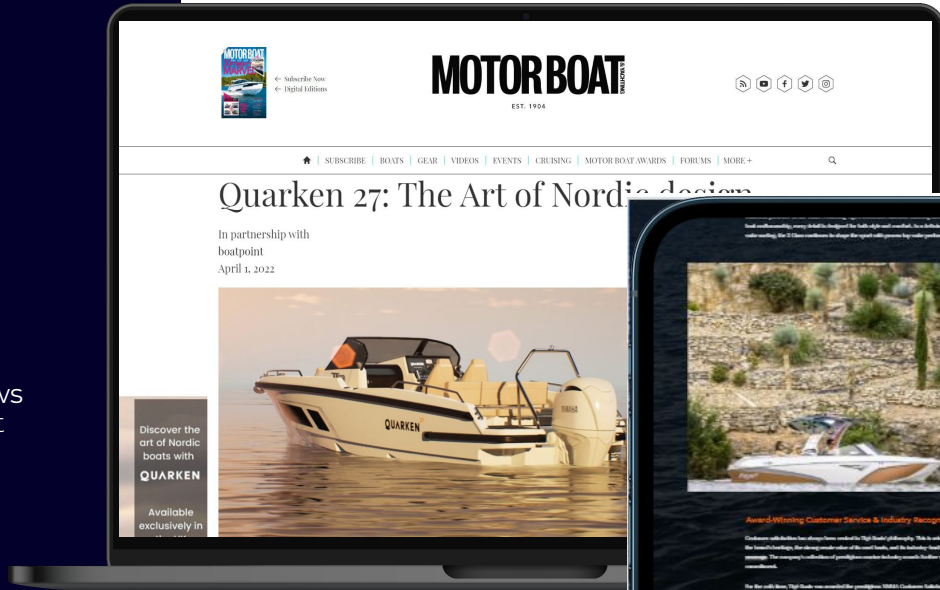
- **Standard advertorial** - £2,500 | KPI: 3k page views
Initiated by your brief and campaign objectives, but written by our expert editorial team, it talks to our audience in a tone of voice they recognise from our brands.

[Example Linked Here](#)

- **Platinum advertorial** - £3,250 | KPI: 3k
Bold, beautiful and designed in-house, using reactive elements, widgets and animations to create a high-impact execution that's tailored to exceed your campaign goals.

[Example Linked Here](#)

- **Review boost** - £1,000 | KPI: 1k page views
Harness the power and influence of our boat tests and reviews by utilising our boost package. Distributing the review far and wide to interested and like minded people on our social media channels and beyond.

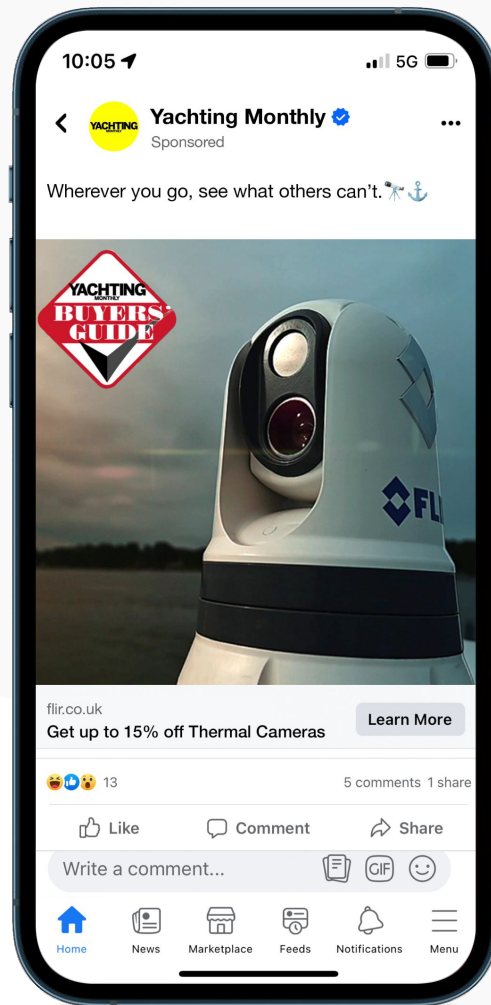


Spark | As Seen In

Be seen where it counts

Amplify your message alongside our trusted brands, putting you in front of our engaged, passionate audience.

Your image or video assets are transformed into editorial-style content, optimized for maximum reach and impact on social.



AWARENESS Promote a message at scale

Platform Exploration:



Lead Times:
7 days lead time.
Flight time 2 weeks

Asset Type:
Still image/ video

Placement Availability:
In-feed static image / video
(FB/IG/Pin/TT/X)

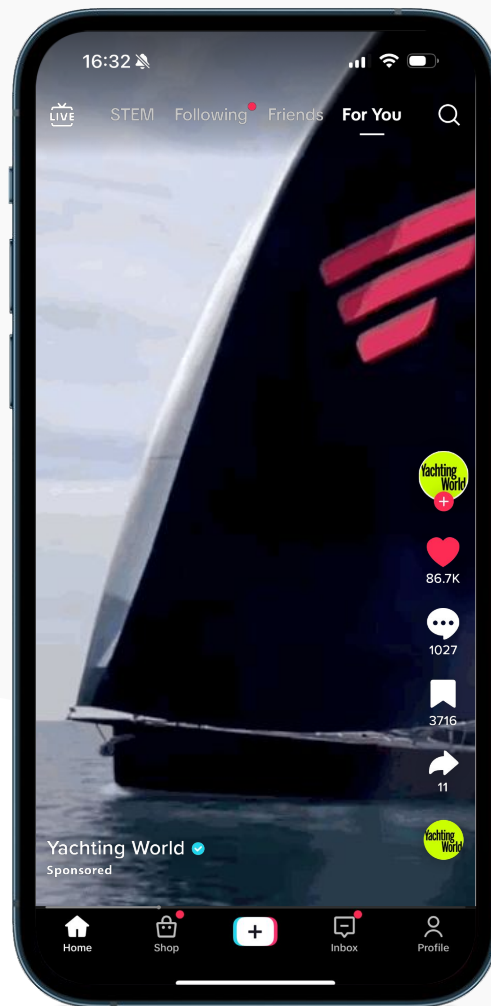
*Product subject to modifications
and editorial approval.

Spark | Vertical

Short-form, big connection

Vertical video storytelling crafted for Reels, TikTok, and more. Designed for high engagement, each video feels native to platform, maximising views, shares, and interaction.

Helping your brand stay top of mind in fast-moving social feeds. Includes TikTok Shop activations, giving our audience a direct path to purchase, right where they're already watching.



MOTION Drive views & engagement

Platform Exploration:



Lead Times:

7 days lead time.
Flight time 3-4 weeks

Assets Requirement:

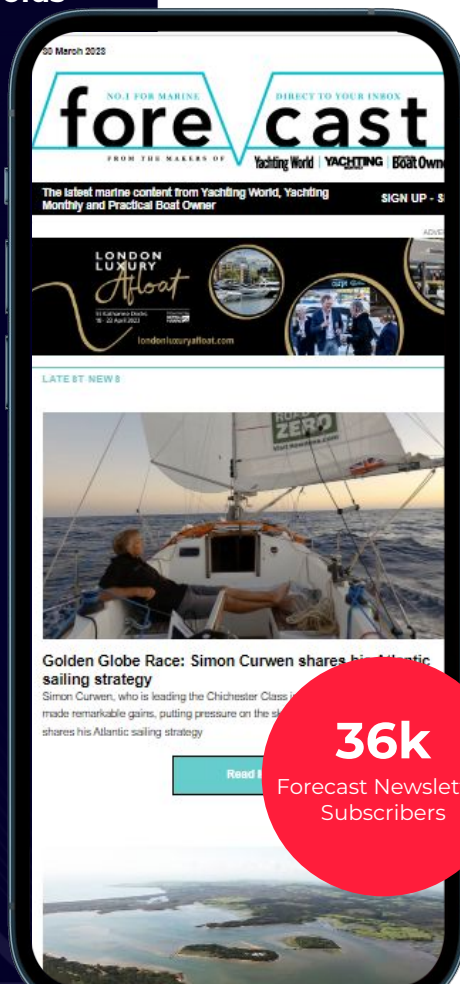
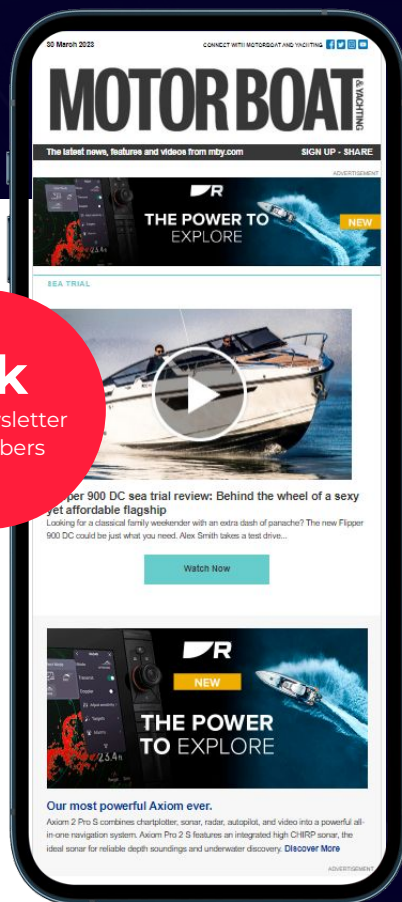
9:16 video

*Product subject to modifications
and editorial approval.

eNewsletters: Sponsored and Solus

13k

MBY newsletter
subscribers



36k

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) - Examples from **Advanced Yachts** & **KM Yachtbuilders**

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. Example from **GPY Marine**

All have a fully trackable response.

- **Newsletter Takeover**
- **Featured Content**
- **Solus Email Send**



BESPOKE VIDEO CONTENT

Video is a versatile and engaging content format that not only gives us a real-life picture of products but is also highly shareable and digestible.

Editorial Franchises

- Boat tests
- Boat tours
- Used boats
- Tuition
- Factory tours
- Meet the designer



[Click to view demo](#)