



FUTURE

MOTOR BOAT

& YACHTING

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.

75.5K

Average Global monthly users

130.2K

Average Global monthly pageviews

628K

Total social reach

18.3K

Average UK monthly users

36.9K

Average UK monthly pageviews

12.2K

Newsletter subscribers

Source: Google Analytics, L12M monthly average [June 2024 - May 2025]; Social Media Reach, April 2025; Newsletter Subscribers June 2025; 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





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

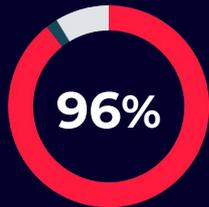
Across Motor Boat & Yachting, you can reach a network of marine enthusiasts across a variety of different channels, including our dedicated print magazine and engaging digital & social platforms.

722K

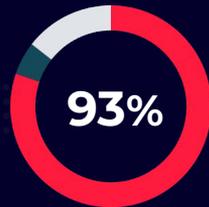
In our Global Motor
Boat & Yachting
Community

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.



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 318 (on sale January 2026)



June Cover

Issue 322 (on sale May 2026)



October Cover

Issue 326 (on sale September 2026)



EDITORIAL CALENDAR

Issue
0317

JANUARY

- MOTOR BOAT AWARDS SHORTLIST ANNOUNCED
- CHRISTMAS GIFT GUIDE
- 2026 CALENDAR

Issue
0318

FEBRUARY

- DUSSELDORF PREVIEW
- CUSTOM YACHTING SPRING EDITION

Issue taken to BOOT

Issue
0319

MARCH

- MOTOR BOAT AWARDS RESULTS

Issue
0320

APRIL

- BEST NEW BOATS FROM DUSSELDORF
- GET SET FOR THE SEASON
- CHARTER SPECIAL

Issue
0321

MAY

- PALMA SHOW PREVIEW
- SUMMER CRUISING IDEAS

Issue taken to Palma

Issue
0322

JUNE

- CUSTOM YACHTING SUMMER
- BRITISH MOTOR YACHT SPECIAL

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
0323

JULY

- TOP SUMMER ADVENTURES
- SECONDHAND STEALS

Issue
0324

AUGUST

- A-Z GUIDE (theme TBC)
- BEST CRUISING ADVENTURES

Issue
0325

SEPTEMBER

- CANNES SHOW PREVIEW
- MED SPECIAL

Issue taken to Cannes

Issue
0326

OCTOBER

- SOUTHAMPTON SHOW PREVIEW
- CUSTOM YACHTING AUTUMN

Issue taken to SIBS

Issue
0327

NOVEMBER

- BEST NEW BOATS FROM CANNES
- CANNES BOAT SHOW STARS ON TEST

Issue
0328

DECEMBER

- BEST NEW BOATS FROM SOUTHAMPTON
- CHARTER FOCUS

A COMMUNITY OF WEALTHY BOATING ENTHUSIASTS

45%

Of our MBY audience are AB socially classified

3 in 4

Own their own motor boat

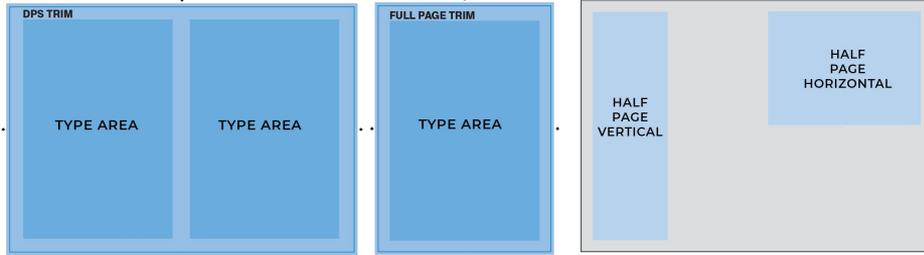
65%

Own a motor boat over 30ft long

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



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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COMMERCIAL OPPORTUNITIES



PRINT

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 gaffer sleeve allows waterproofs to be quickly removed against water

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

Proper heel support strips provide light weight and great flexibility plus a better fit

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

30 www.yachtingmagazine.com

‘I wore them for the whole race and really loved them!’
ALAN ROBERTS,
FASTNET OFFSHORE RACER

material has formed the backbone of Zhik's highly regarded clothing range for cruising sailors and has been just one factor in the IN300, 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 Peperoc Arisa IMOCA60 skipper, Vanna Richmond 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

handed it very well!'

As for grip, Zhik went to rubber experts Michelin to enhance its motor racing weather helped to create a rubber formula and boot design which maintains 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 gapped garter you to quickly secure trousers and slippers.

British offshore racer Alan Roberts, who has sailed 10,000 miles in his career wore a pair of Subboot 700s on the brutal Fastnet Race. His verdict? 'I wore them for the 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

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

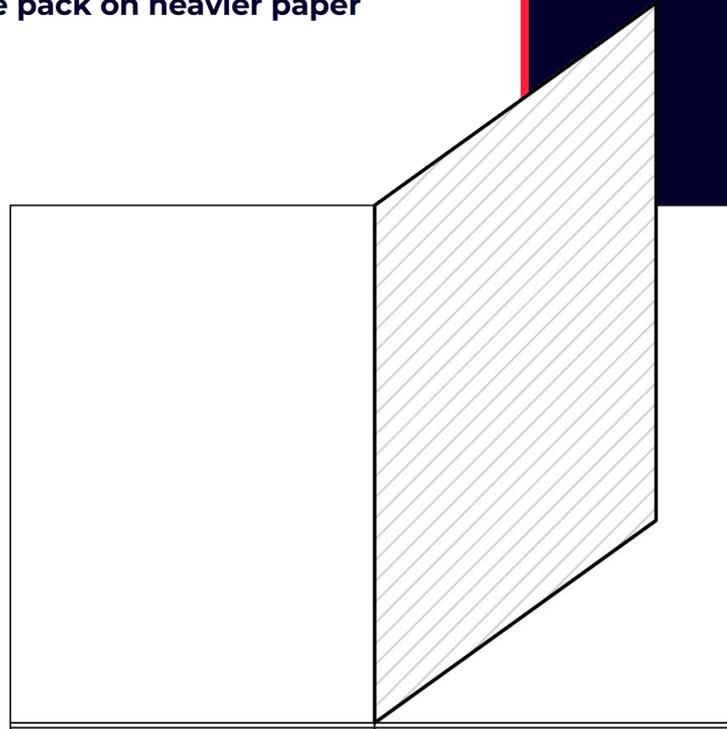
- Premium positioned ad sites
- Paper technology - Gatefolds, Belly bands, bound inserts
- Bespoke supplements
- Advertisement Features
- Monthly content series
- Sponsored Articles
- Sponsorship of editorial franchises
- Competitions



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).

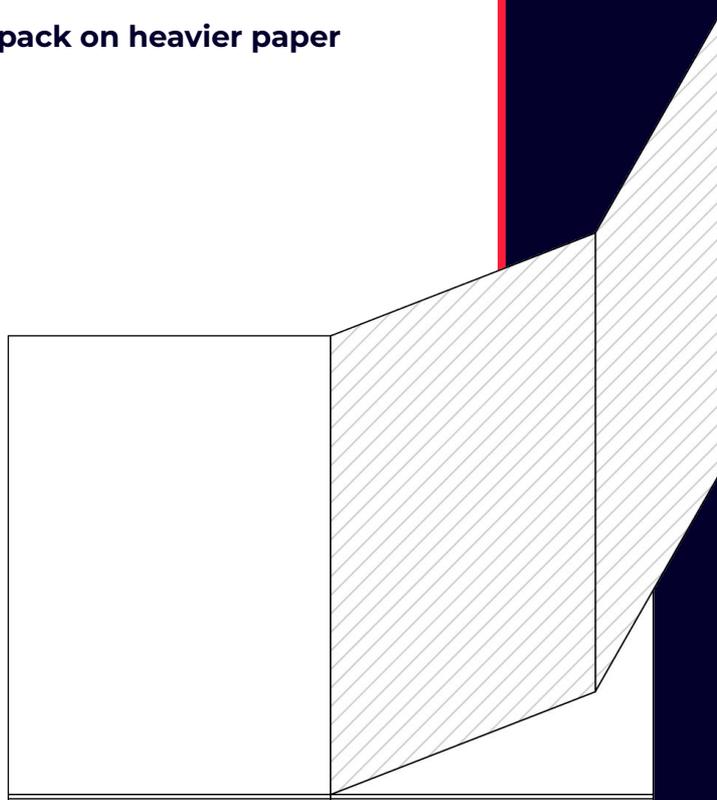


Insert
illustrating
heavier stock
printed front
and back

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.

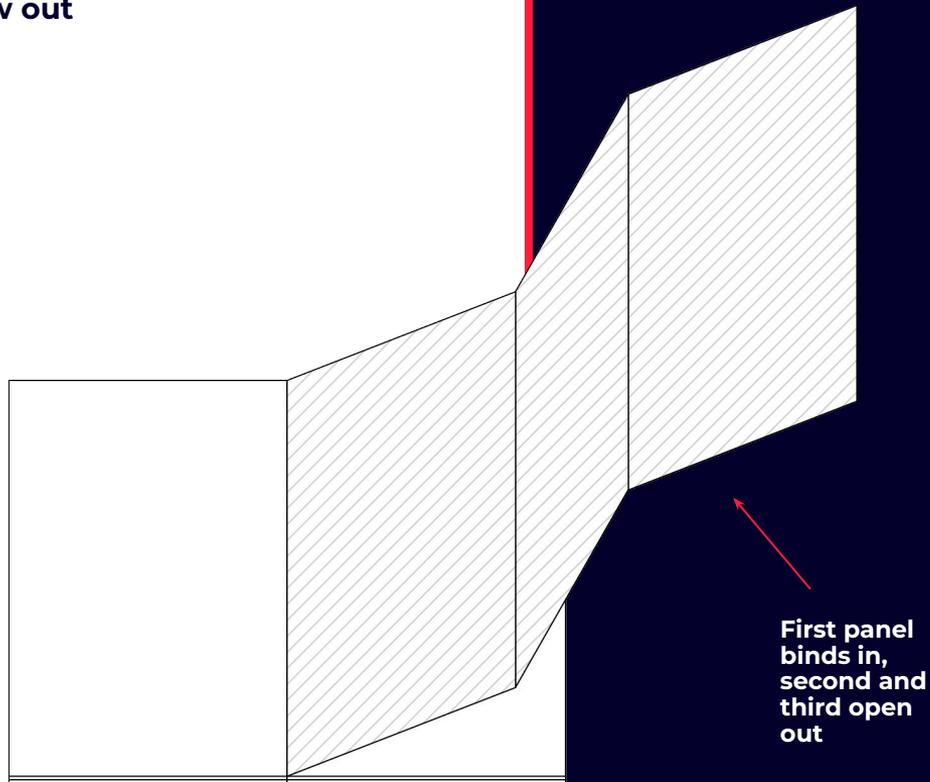
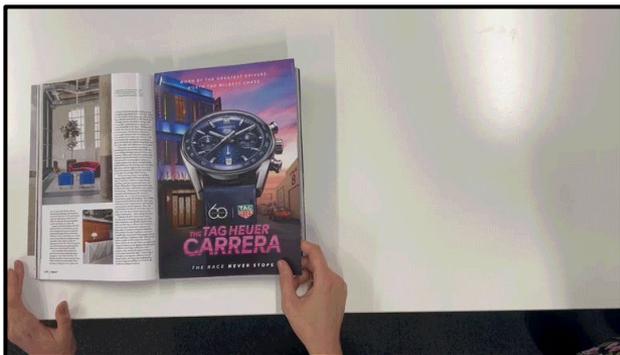


First panel binds in, second panel opens out

BOUND INSERTS 6pp throw out

Advertise at length with throw outs that pull focus

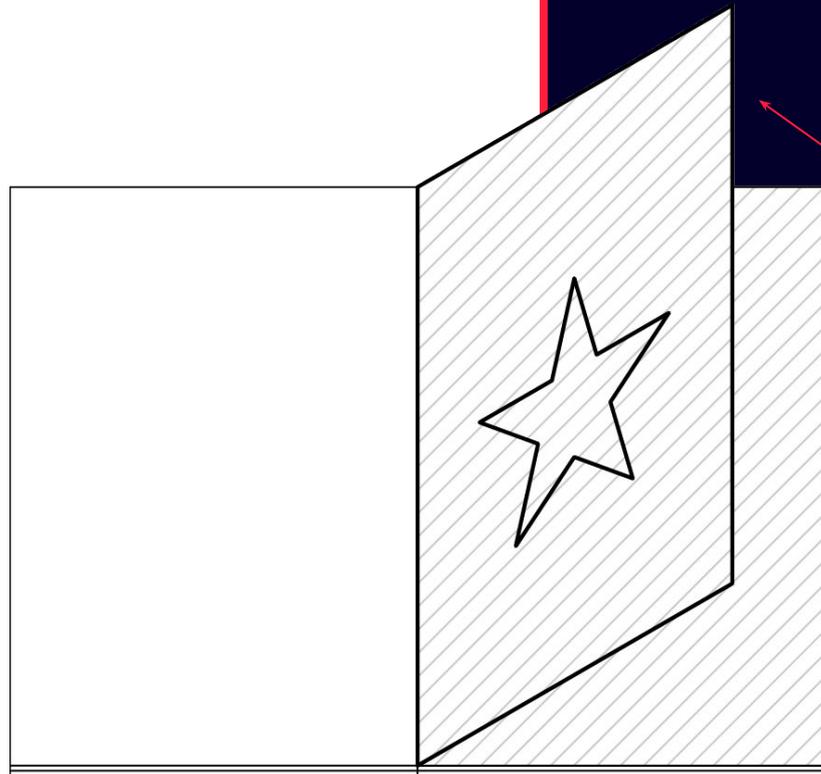
With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



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.

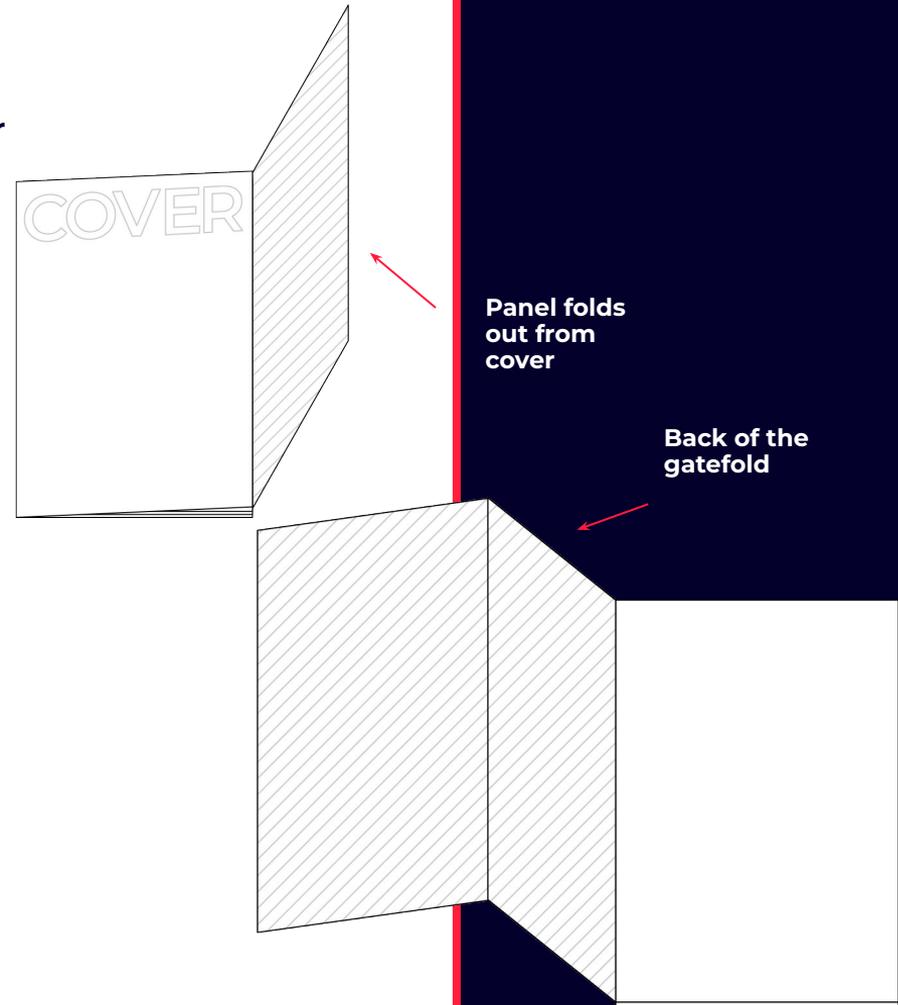


Die cut so you can see through to the second page

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.





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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.

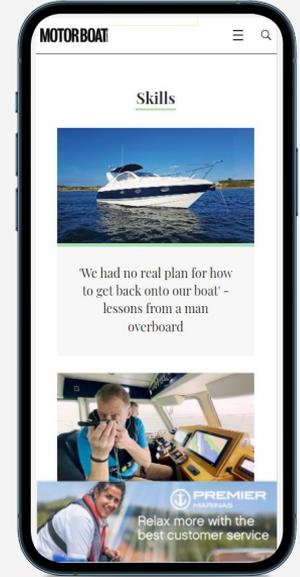
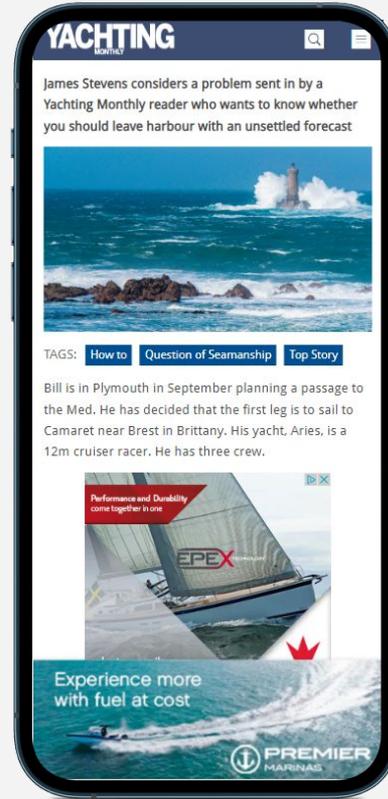
0.5%

Click Through Rate

70%+

Viewability Rate

[Click to view specs](#)



TAKEOVERS & ROADBLOCKS

Offering includes **100% share of voice** across site and/or articles

This provides advertisers with the ability to completely dominate the ad space within their chosen articles, ensuring maximum exposure and impact for their brand or product.

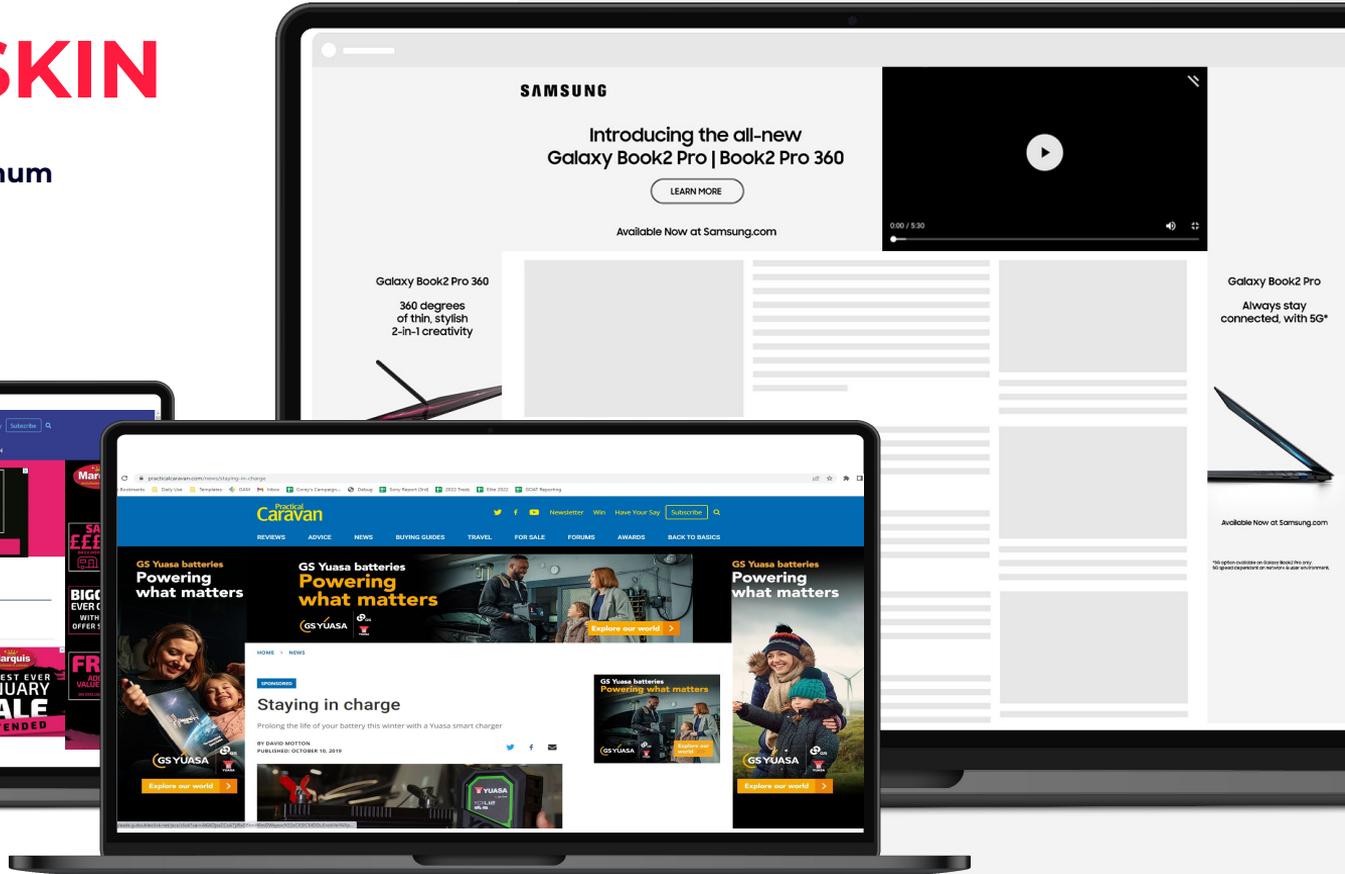
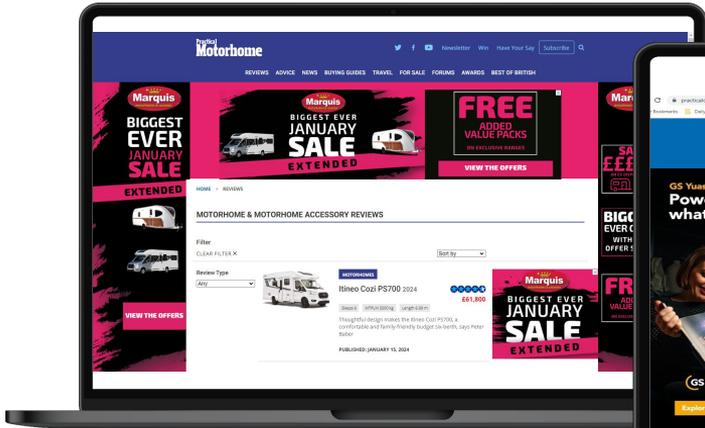
**Typically sold on “page impressions” but can also be sold on “ad impressions”



[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:

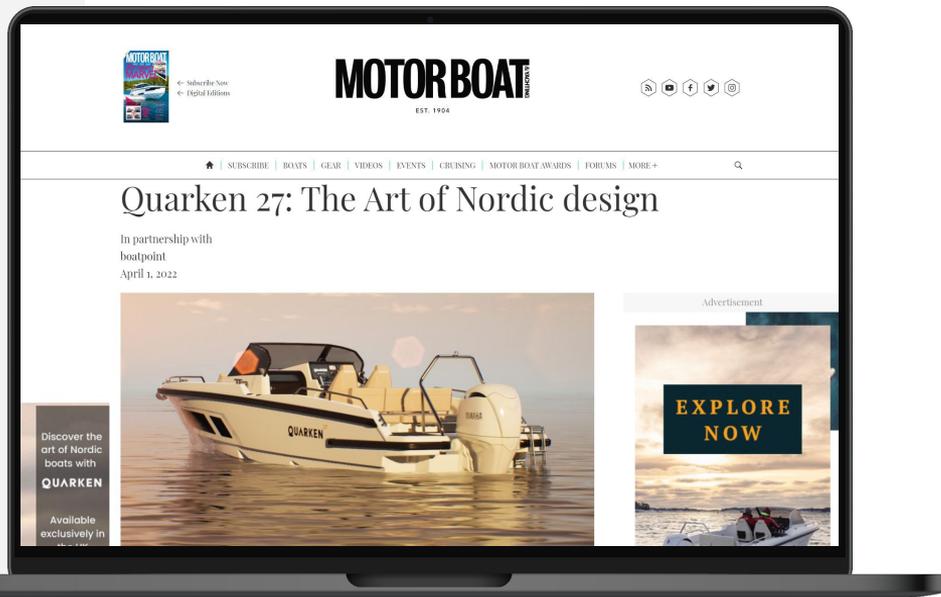
■ **Standard advertorial** - £2,500 | KPI: 3k page views
Initiated by your brief and campaign objectives, but written by our expert editorial team, it talks to our audience in a tone of voice they recognise from our brands.

[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.



PLATINUM ADVERTORIAL

A **bold** and **beautiful** creative solution that creates a highly engaging, customisable user experience

Each article is designed in-house, using reactive elements, widgets and animations to create a high-impact execution that's tailored to exceed your campaign goals.

- x1 platinum advertorial with social amplification & shoppable widget
- **Cost:** £4,000
- **KPI:** 4,500 estimated page views



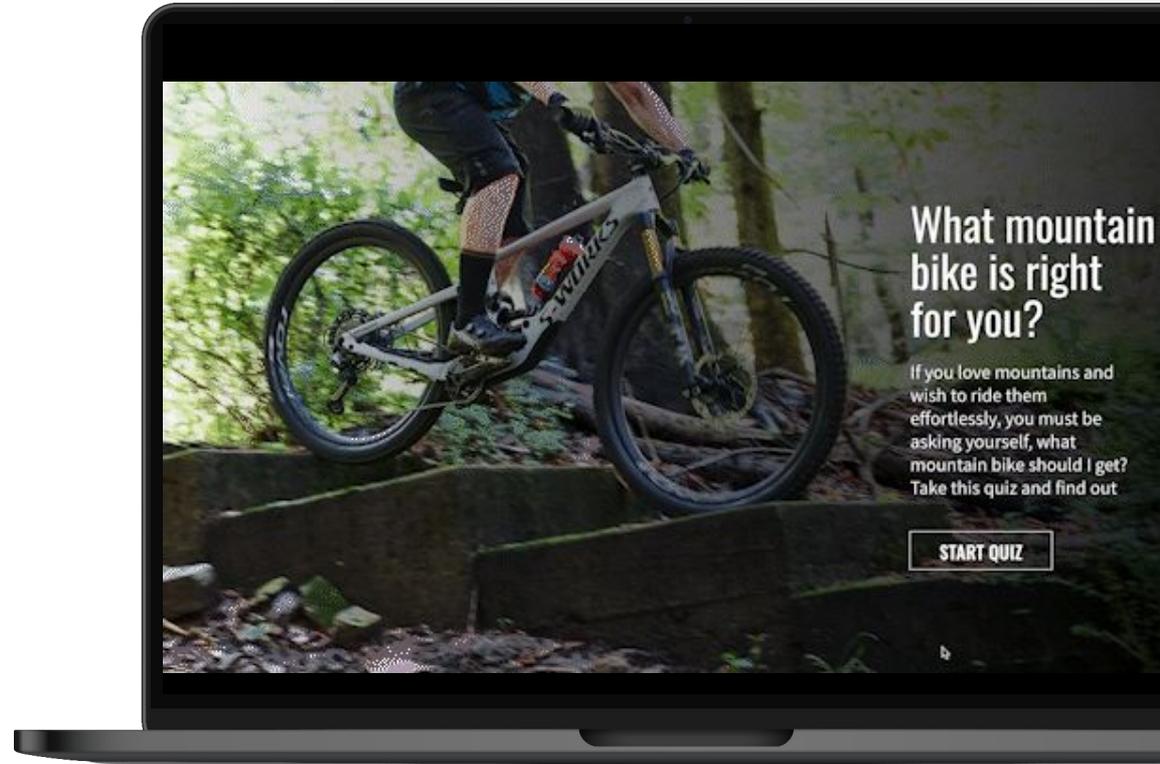
[Click to view demo](#)

INTERACTIVE QUIZ

Bespoke quizzes give audiences a **personalised, interactive** way to engage with content and brand messaging

This format is highly shareable and carefully tailored to excite our audiences with reactive elements and custom questions – and can direct readers to your website or online store. Housed in a standard advertorial.

- x1 standard advertorial with social amplification & competition embedded
- **Cost:** £5,000
- **KPI:** 4,000 estimated page views



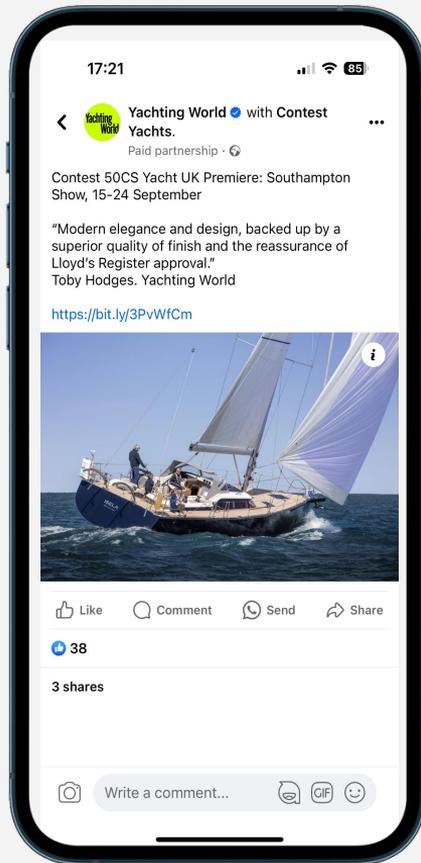
STANDARD SOCIAL AMP PACKAGE

One post visible on our wall and next to our brand in the user's feed for 7 days

Targeting users of the brands website on that social platform, choose either Facebook or Instagram.

- x1 post, x1 platform
- **Cost:** £1,500
- **KPI:** 75,000 minimum reach

[Click to view demo](#)



STANDARD SOCIAL VIDEO AMP PACKAGE

Engaging video content driving **awareness at scale**

This would be a 'dark post' which pops up in the target audiences feed in 'paid partnership' style.

Option to choose one platform (Instagram or Facebook) or amplify your message across both Instagram & Facebook for maximum engagement, reach and scale.

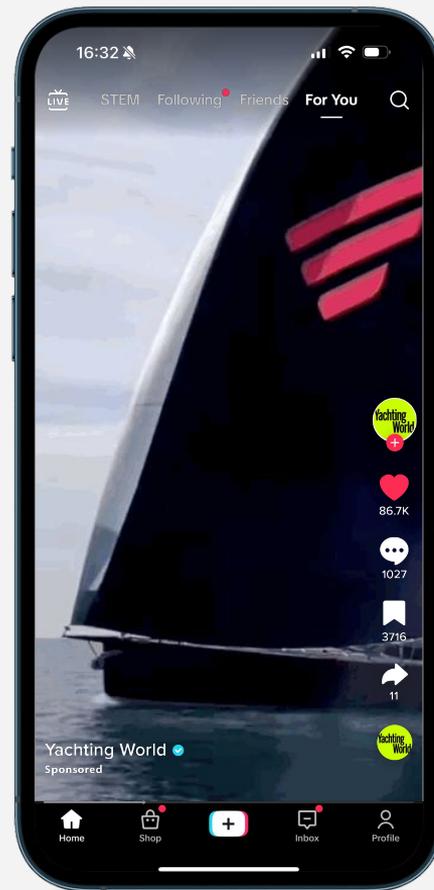
Package 1

- x1 video, x1 platform
- **Cost:** £2,000
- **KPI:** 40,000 video views

Package 2

- **X1 video, 2 platforms**
- **Cost:** £4,000
- **KPI:** 100,000 video views

[Click to view demo](#)



MOTION
Drive views & engagement

Platform Exploration:



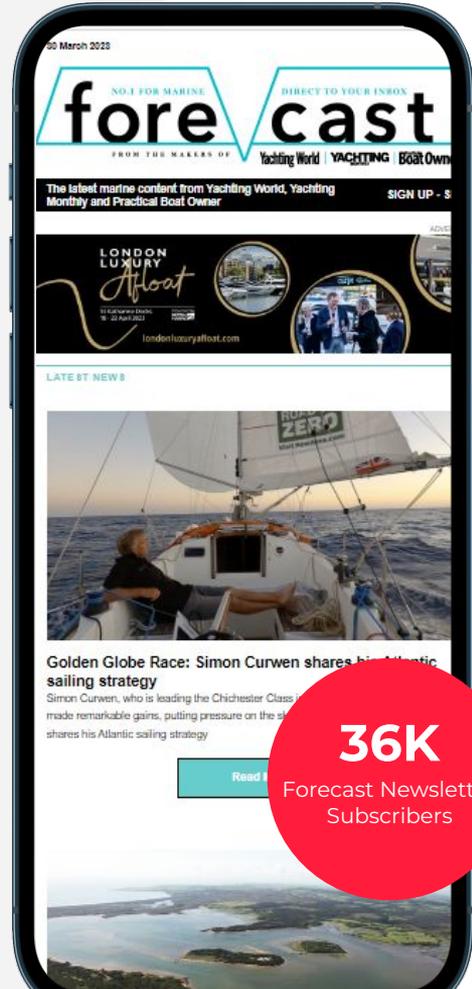
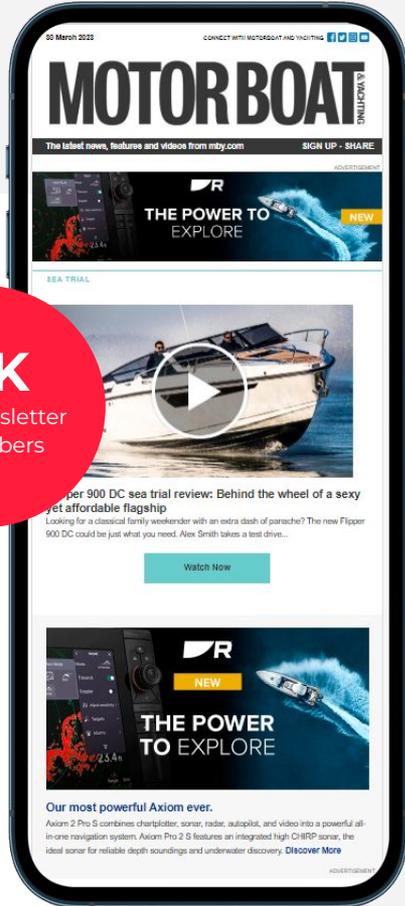
Lead Times:
7 days lead time.
Flight time 3-4 weeks

Assets Requirement:
9:16 video

*Product subject to modifications and editorial approval.

NEWSLETTERS: 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 the ultimate way to showcase beautiful boats, capturing their design, movement, and atmosphere in a way photos can't. It's versatile, engaging, and easy to share, giving people a true sense of the product while sparking an emotional connection.

It's not just boats that shine on video, everything from premium marine gear to high-end apparel can be brought to life. Video captures the lifestyle, turning products into experiences our audience can feel

Editorial Franchises

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

MBY Podcast : Boat Nuts

Opportunities include:

Headline Sponsorship

33 Presenter Read Ads

Product Placement

Video packages can include:

- Advertorial for the video to be embedded in to
- Social cut of the video
- Social amplification of the social cut
- Video posted to our Youtube Channel

Costs: from £5k

Timeframe: 4-8 weeks lead time



[Click to view demo](#)



SHOPPABLE ADVERTORIAL

Everything a brand needs to supercharge key trading moments, in one off-the-shelf package

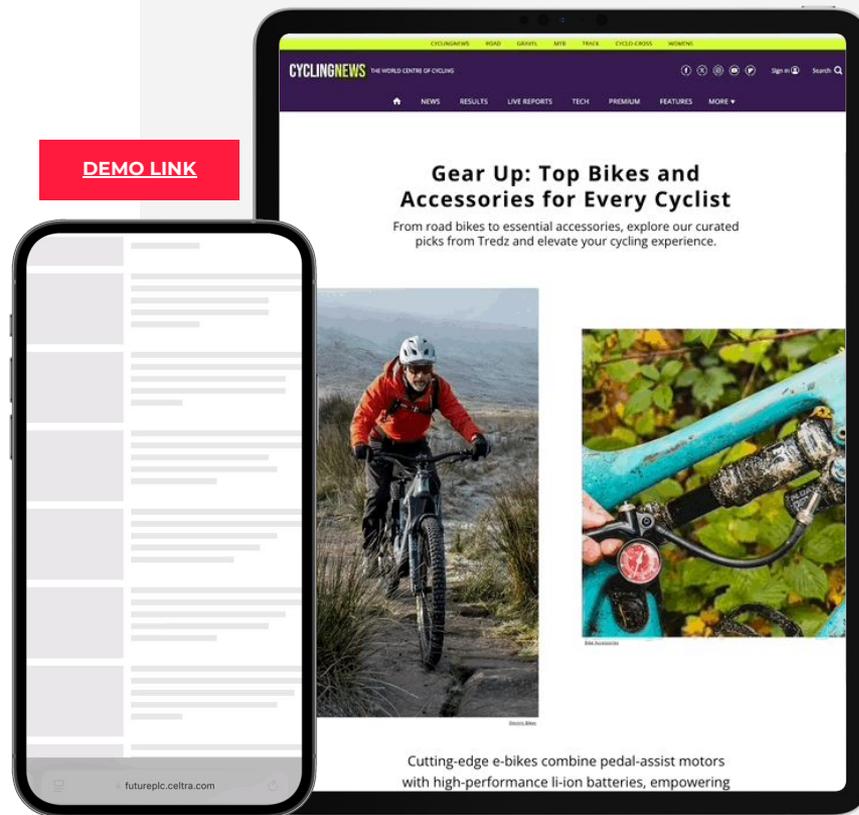
- ✓ Highlight up to 21 sku all **instantly** shoppable
- ✓ Allow high-intent consumers to explore + mobile first

FOR AN INVESTMENT OF £8,500:

Shoppable branded content article with 5,000 GTD page views via Infinite Scroll + 1x solus email
 1x shoppable collection unit 3000 clicks GTD
 1x midscroller 100k impressions with **Aperture** targeting

PACKAGES	Shoppable BC article GTD PAGE VIEWS	Solus Email NL	Social GTD Clicks	Shoppable Display GTD Imps	Pricing
FC Curates Studio Package	✓ included	✓ included	✓ included	✓ included	£8500 NET
FC Curates BC + Social Shoppable	✓ included	✗ not included	✓ included	✗ not included	£5250 NET

DEMO LINK



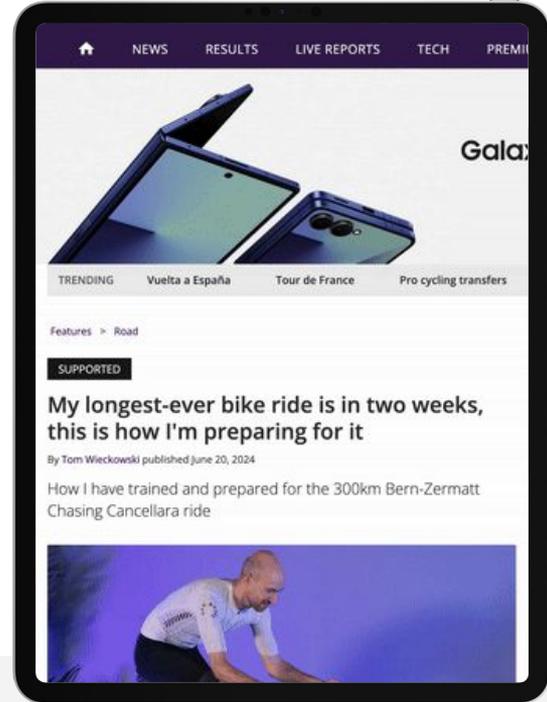
SUPPORTED EDITORIAL

Make full use of our editorial authority and SEO credentials with an article or series of articles we call **Supported Editorial**.

Simply agree your theme and headlines with us, and we'll ensure maximum engagement with our audience.

Supported Editorial can broaden our coverage on a topic or create a brand new opportunity. This can also include the creation of Content Hubs and Landing Pages.

You can display your logo on the articles, and achieve ideal relevancy and visibility for your ads too.



Package

x1 Standard advertorial with social amplification

Price

From £3,000

Production Time

10 working days lead time from completed brief
2 weeks flight time

GTDs

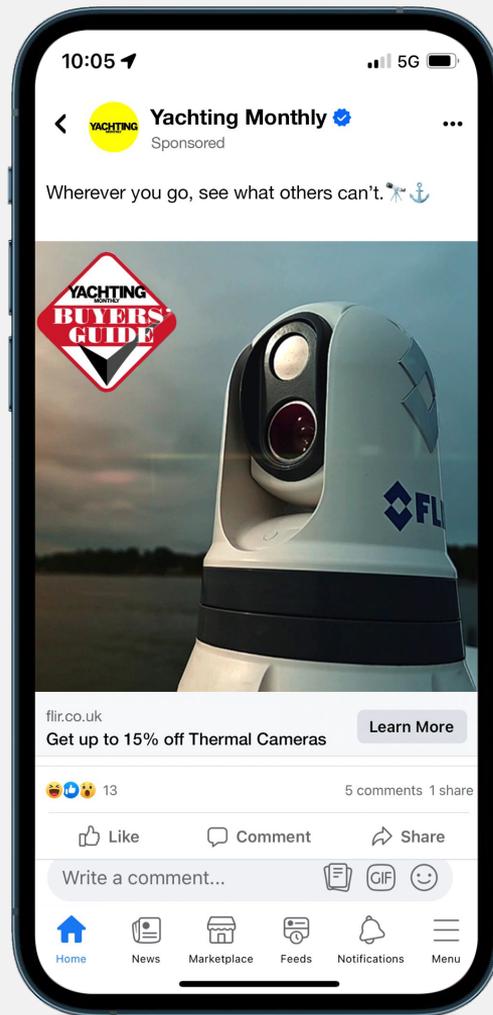
3-4000 estimated page views

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.

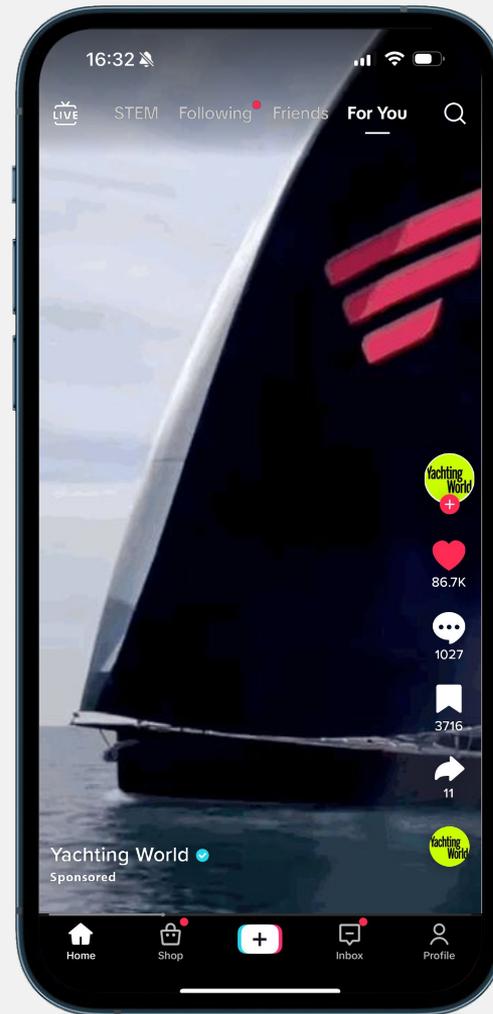
SPARK | VERTICAL

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.