



Practical Boat Owner[®]



Trustworthy advice on boat maintenance and repairs has been at the heart of Practical Boat Owner since 1967; it is the reason the magazine is the most popular and best selling boating magazine in Britain.

As the brand leader, Practical Boat Owner provides a unique blend of expert guidance and in-depth information for every kind of sailor; power or sail. We are the only marine publication which caters to both markets, which gives you access to a wide and varied audience.

Popular in the industry, as well as with boat owners, PBO covers all aspects of boat ownership from antifouling and refits to batteries and engines, and is packed with practical, money-saving advice."

**Katy
Stickland**

Editor



Practical Boat Owner®

Practical Boat Owner is Britain's biggest-selling boating magazine.

Practical Boat Owner has been the market leader since it was launched in 1967, entertaining and informing a global community of boat enthusiasts and professionals.

131K

Average Global monthly users

221K

Average global monthly pageviews

85K

Total social reach

59K

Average UK monthly users

103K

Average UK monthly pageviews

29K

Print Readership

36K

Newsletter subscribers (The Forecast)

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

73%

Own their own boat

82%

Have been sailing for over 10 years

£103K

Average HHl

1 in 2

Intend to change their boat in the next year

82%

Male

1 in 2

Sail twice a month or more





WE KNOW AND UNDERSTAND OUR AUDIENCE'S PASSION FOR BOATING

Practical Boat Owner has always reported on the now and the next in the boating industry. From DIY inspiration, industry expert features to boat tests, we cater to our audience by creating and sharing expert content through our unique Practical Boat Owner's lens.

You can partner with our trusted brand to reach a variety of boating enthusiasts who are always looking for inspiration and advice.

WE REACH A NETWORK OF AFFLUENT, INQUISITIVE SAILORS

223K

In our global Practical
Boat Owner community

£3.8B

Total value of our audience's
combined savings and investments*



OUR AUDIENCE

Meet Duncan

Duncan, a member of the Practical Boat Owner audience, embodies the true spirit of a dedicated and passionate boat enthusiast. Having previously worked in the financial sector, Duncan has now fully embraced retirement and devotes his free time to his cherished 36ft Schooner.

Purchasing his yacht second-hand, Duncan has immersed himself in the cycle of renovations and improvements, constantly striving to enhance his vessel. His love for sailing is palpable as he frequently takes his boat out on the water, rigorously testing and enjoying the fruits of his labour.

To augment his DIY endeavours, Duncan relies heavily on Practical Boat Owner for an abundance of invaluable advice. He leverages our platform's expertise from topics ranging from intricate tasks like removing a diesel cylinder, to practical tips for installing portholes.

2 in 3

Of PBO's audience
own a yacht over 30ft

80%

Of our PBO audience is male

+80%

State they use magazines and/or websites for their purchasing information

41%

Are retired



TESTIMONIALS FROM PBO READERS/CONTRIBUTORS

"PBO is one of those magazines that, whether you're in the trade or a boat owner, appeals to a broad spectrum of readers. I see it on the chart table of lots of customers' boats from entry-level cruisers to bluewater Oysters."

CHRIS EVANS
MD of XP Rigging

"When I think about why I buy PBO, one word comes to mind - inspiration. Every month I open the magazine and flick through to see the most relevant articles to me..."

I hope that my articles inspire readers to go and fit equipment with confidence, like the recent one on autopilot. Many pieces of equipment are designed with the DIYer in mind and the pictures and pitfalls in each article inspire readers to fit equipment themselves, or understand how the systems work, so if they decide to get a professional to fit it, they are confident in the work that is carried out "

GILBERT PARK
Retired Intensive Care Consultant, former
Director of Intensive Care and
Non-Executive Director of Organ Donation
and Transplant

"Since appearing as the PBO Project Boat marine electrician, I've had lots of work out of PBO magazine. I've even had customers ask me to sign their copy of the magazine! I've enjoyed the whole experience and contributing to the magazine kept me going when I broke my arms "

ADAM MCMENENY
MD of ACM Marine

SAMPLE EDITORIAL CALENDAR

**Issue
0309**

JANUARY

- How to prepare a boat for a storm in harbour/port
- Rebuilding a manual wind less
- How to go from crewed to solo sailing
- How to change a filter

**Issue
0310**

FEBRUARY

- Guide to sealants
- How to replace a Cutlass Bearing
- Rig care
- How to spring-off shorthanded
- Replacing a cockpit floor

**Issue
0311**

MARCH

- How to deal with prop entanglement at sea
- How to insulate a boat's forecabin
- How to maintain your sail drive
- Multihull heavy weather skills
- **Charter Special**

**Issue
0312**

APRIL

- Ins and outs of trailer sailing
- Propeller care and maintenance
- How to sail downwind
- Inland waterways

**Issue
0313**

MAY

- How to sail around headlands
- How to test sail a boat
- Boat test TBC

**Issue
0314**

JUNE

- Sail Trim made simple
- Best boats for cruising the Med
- How to get on water if do not own a boat

**Issue
0315**

JULY

- 65 ways to cut cruising costs
- Guide to inland waterway/boats/gear
- Replacing through-hull fittings
- Best anchor types for cruising

EVERY MONTH:	Second-hand boat guides and new boat tests	Practical Projects	Ask the Experts + Tips from the marine trade	Learning from experience - real life drama
	New gear & tech focus	Boat builds, refits and restorations	Step-by-step maintenance guides	Clive's Boats – classic day boats and trailer-sailers

**Issue
0316**

SUMMER

- How to sail on rivers and estuaries
- How to keep a boat in the EU-CA
- Profile on Luke Powell

**Issue
0317**

AUGUST

- Guide to solar panels
- Monohulls vs Multihulls
- Leaking deck repairs
- Multihull seamanship
- Boat test TBC

**Issue
0318**

SEPTEMBER

- Growing older and still sailing
- Best boats for restoring under £50k
- How much does a free boat really cost?

**Issue
0319**

OCTOBER

- Windvanes: how to set up, troubleshoot and buyer's guide
- How to prepare for an Atlantic circuit
- Deck coverings: low cost solutions for anti slip

**Issue
0320**

NOVEMBER

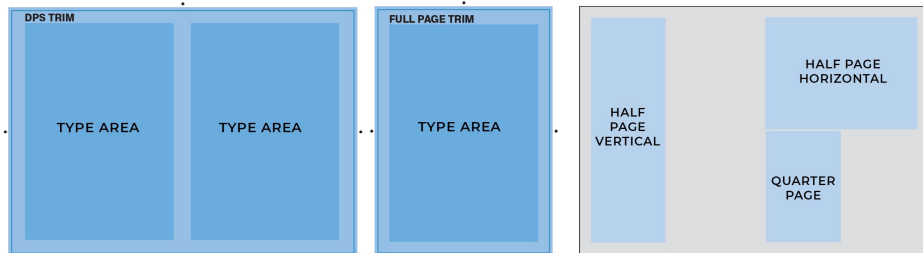
- Winter layup tips
- How to stay warm onboard
- Sat Comms buyers guide
- How to sail downwind

**Issue
0321**

DECEMBER

- Preparing a boat for a dream voyage
- How to prepare your boat for storms in harbour

PRINT SPECIFICATIONS



Double page spread

trim 285 x 390mm, bleed 291 x 396mm, type 265 x 370mm

Full page

trim 285 x 195mm, bleed 291 x 201mm, type 265 x 175mm

Half page horizontal

trim 140 x 195mm, bleed 146 x 201mm, type 130 x 175mm

Half page vertical

trim 285 x 95mm, bleed 291 x 101mm, type 265 x 85mm



Rates

Display

£3,500	Inside front/ outside back covers
£3,000	Inside back cover
£5,200	Double page spread
£3,000	Full Page
£2,010	Half Page

Classified

£1,500	Full page
£1,000	Half page
£705	Quarter page
£385	1/8th page
£195	1/16th page

Brokerage

£2,530	Double page spread
£1,310	Full page
£685	Half page

FUTURE



「 FUTURE 」

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 gripper pattern allows waterproofs to be quickly removed against wind

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

Proper foot support elongates life 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 IN300, CST 500 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 3 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 rippered garter you to quickly secure trousers and topsides.

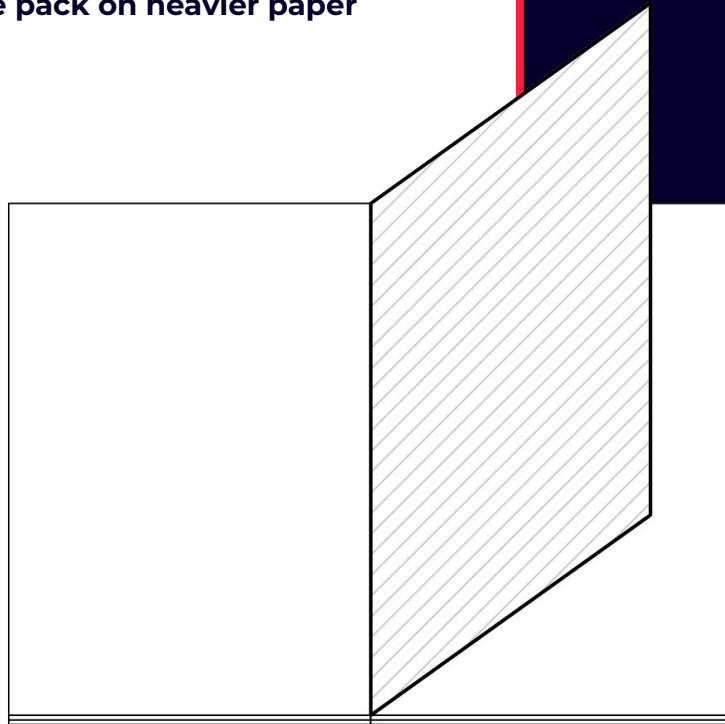
British offshore racer Alan Roberts, who has sailed of miles in his career wore a pair of Subboot 700s on the brutal Fastnet Race. His verdict? 'I wore them for the whole race and really loved them. I'd go as far as to say the most comfortable boot I have been in.' It's hard to argue with

30 www.yachtingmonthly.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).

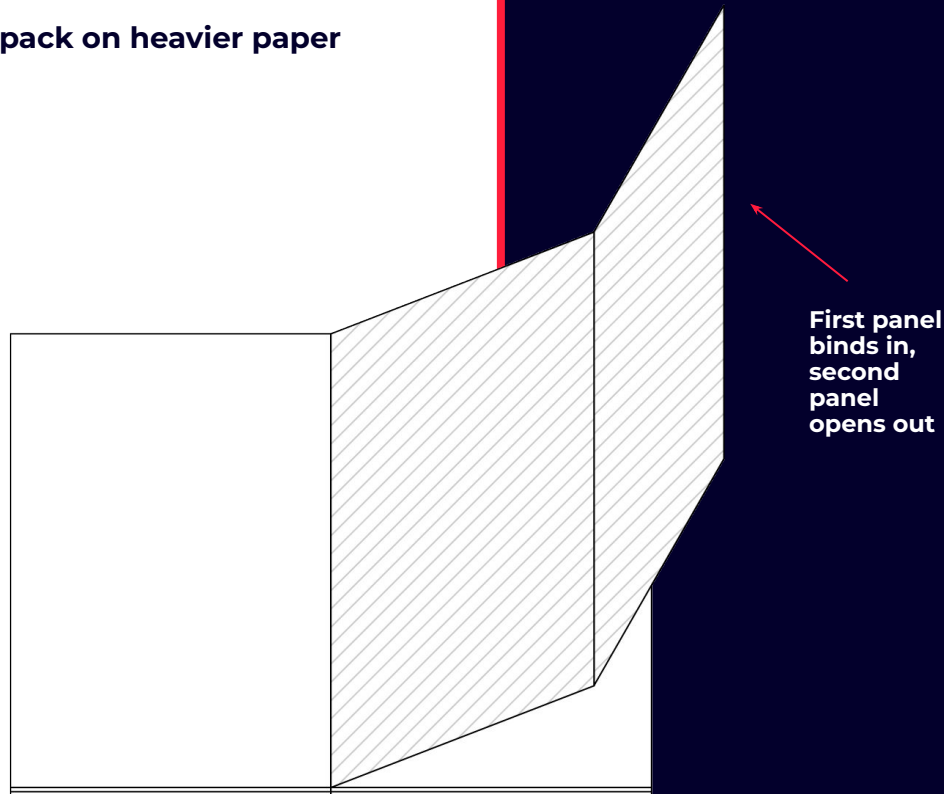


Insert
illustrating
heavier stock
printed front
and back

BOUND INSERTS 4pp single pack on heavier paper

Give brands more room
to breathe with these
throwouts

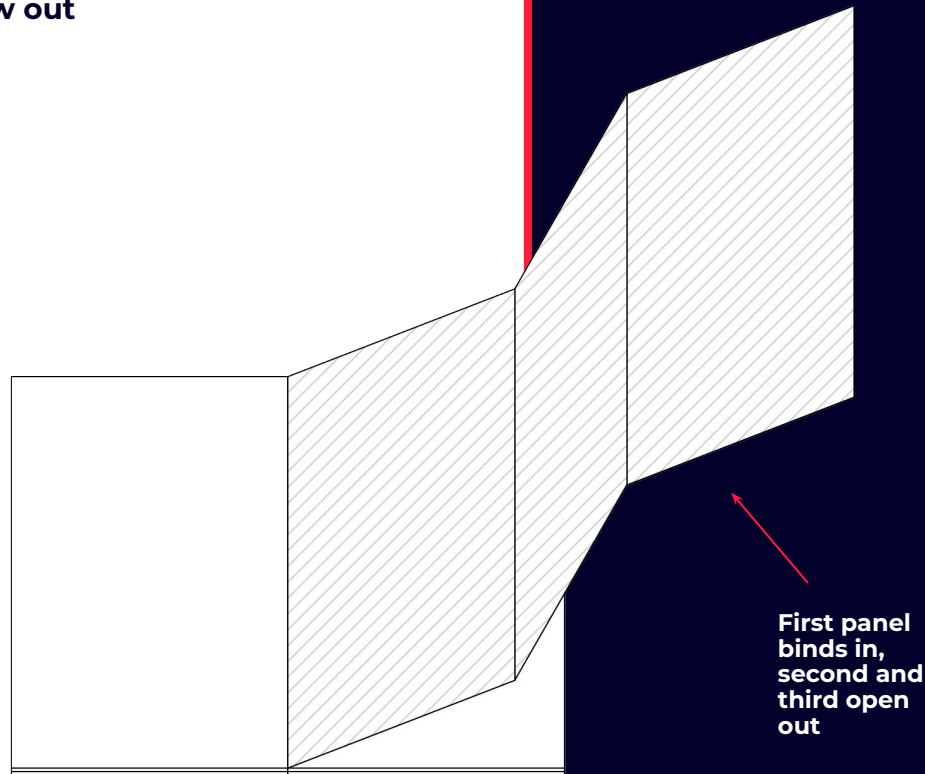
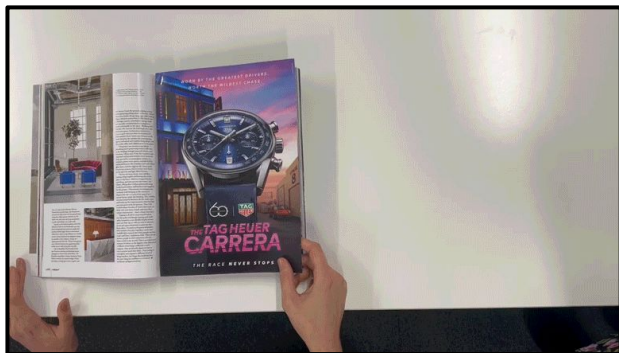
Our 4pp throw out is anchored into
the issue by the first panel, while the
second panel creates more advertising
real estate – with a bit of theatre, of
course.



BOUND INSERTS 6pp throw out

Advertise at length with throw outs that pull focus

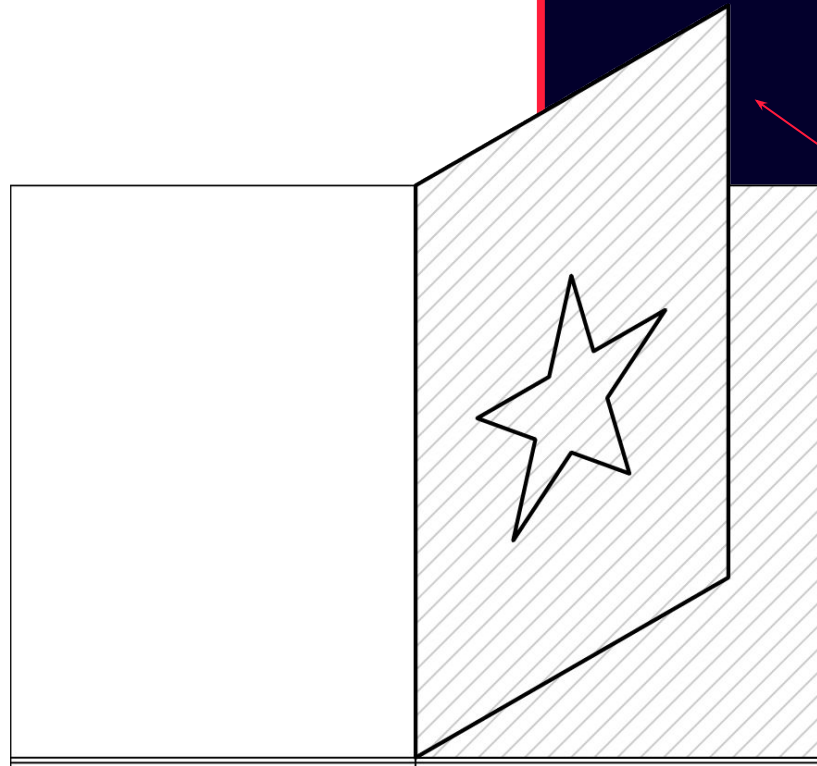
With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



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

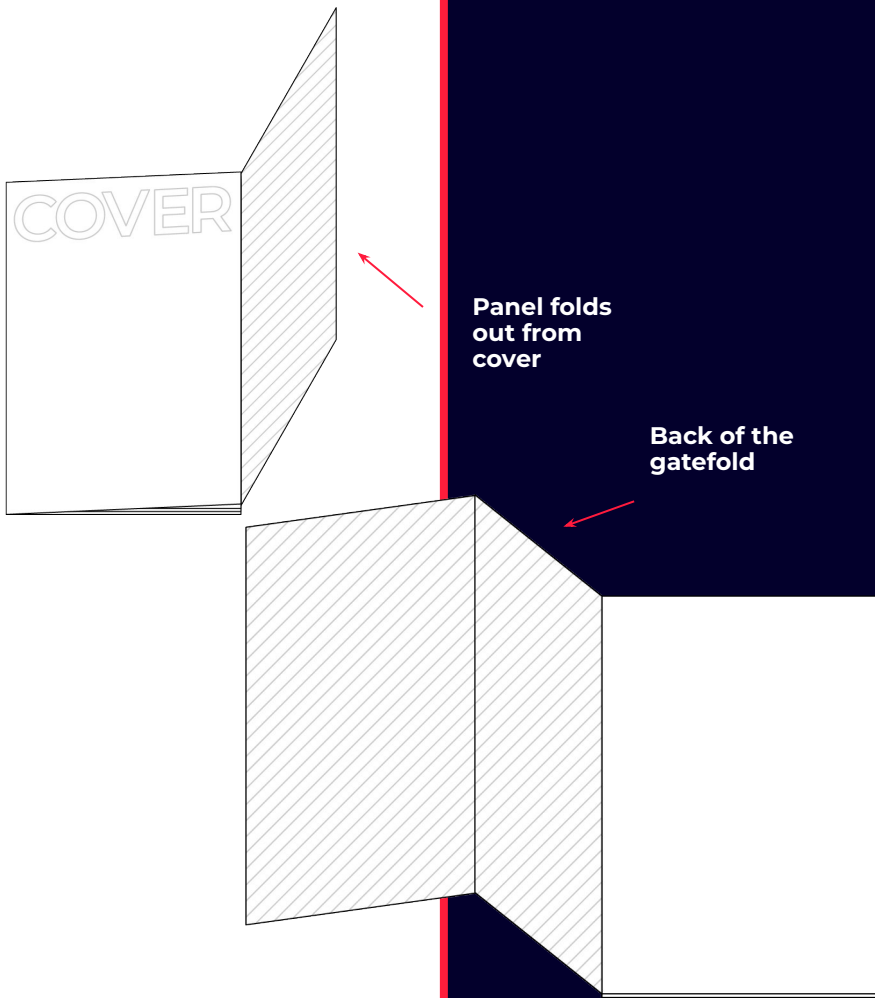
BOUND INSERTS **Gatefold cover**

**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.

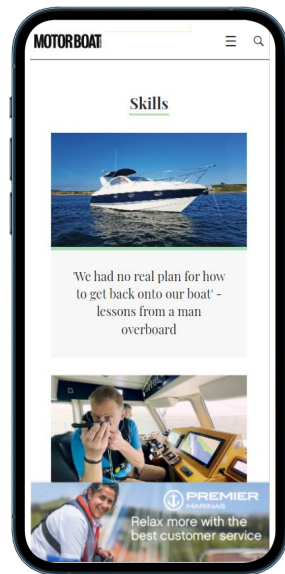
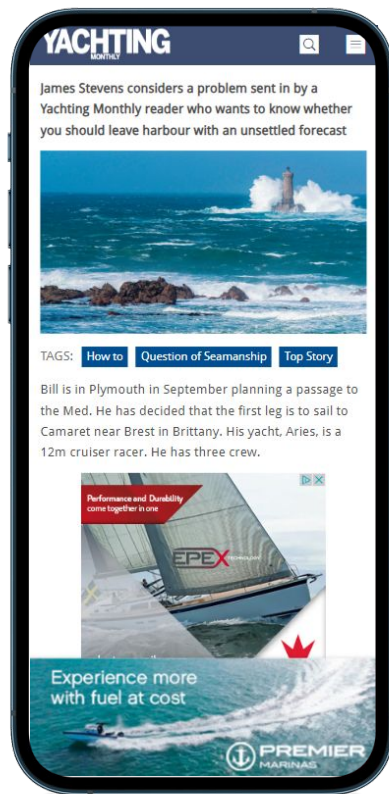
*Can be built to include auto-playing video or host a simple static image.

0.5%

Click Through Rate

70%+

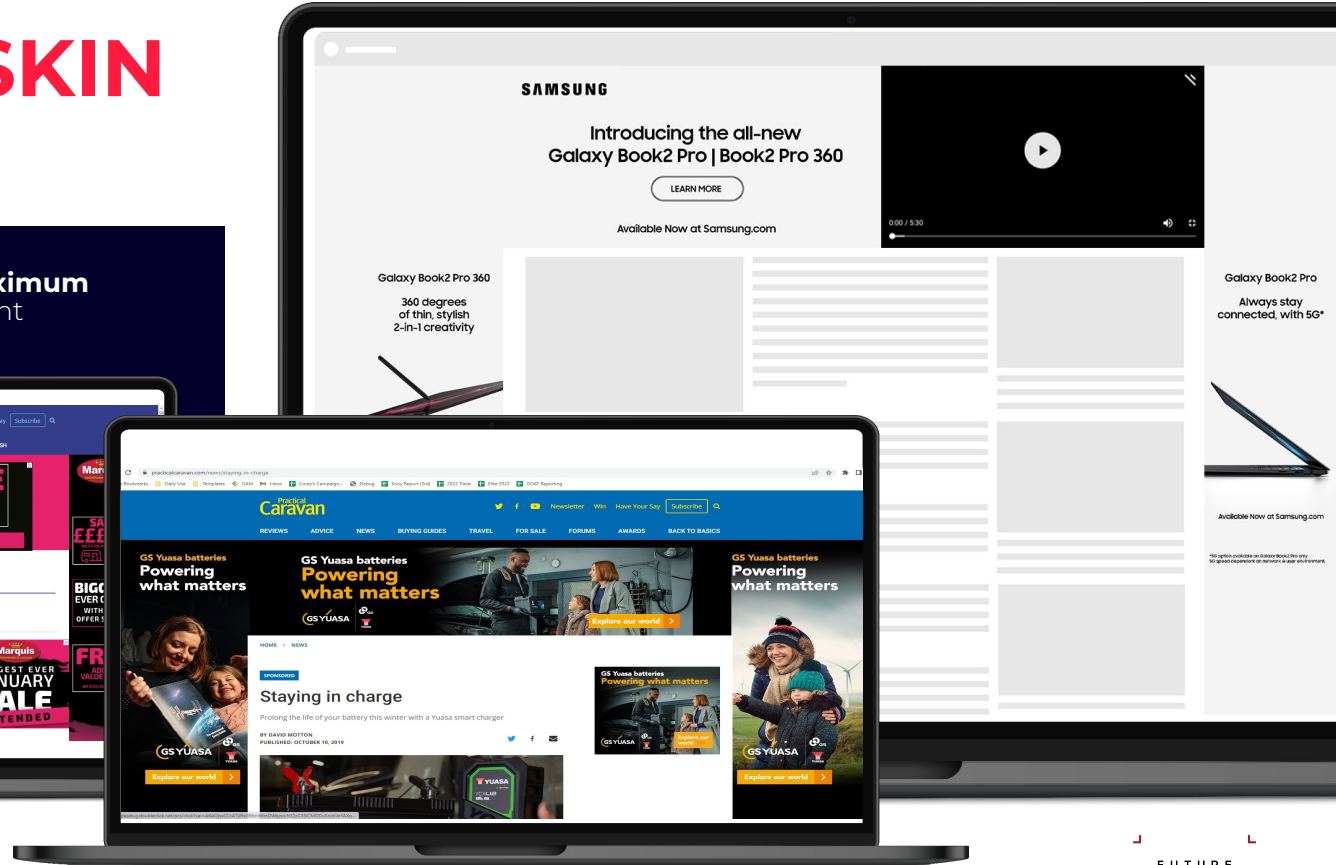
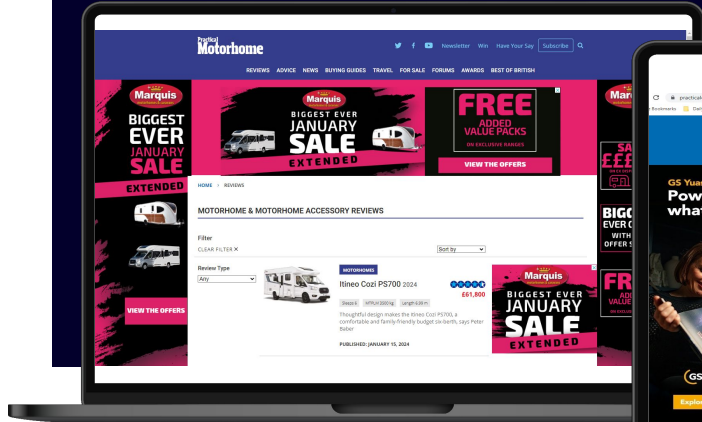
Viewability Rate



[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:

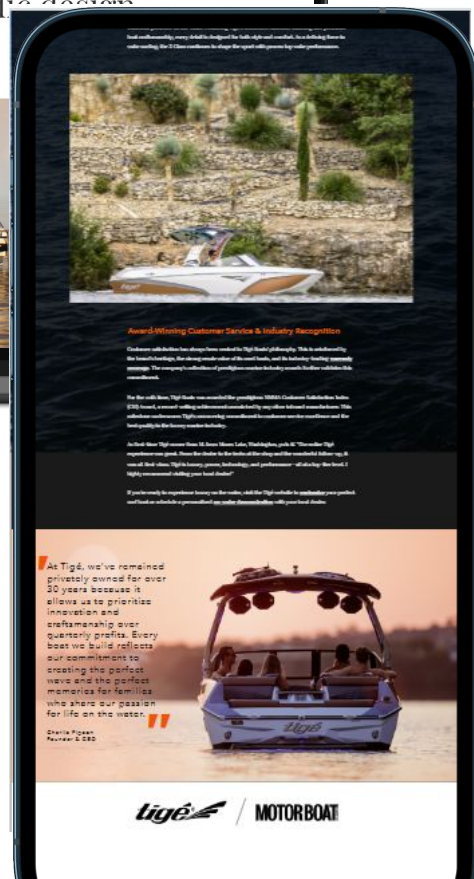
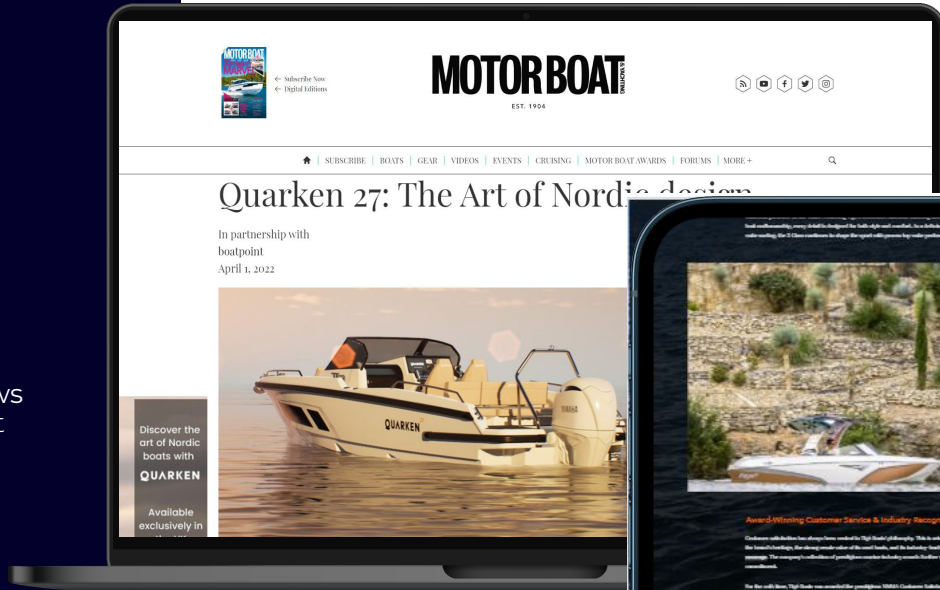
- **Standard advertorial** - £2,500 | KPI: 3k page views
Initiated by your brief and campaign objectives, but written by our expert editorial team, it talks to our audience in a tone of voice they recognise from our brands.

[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.

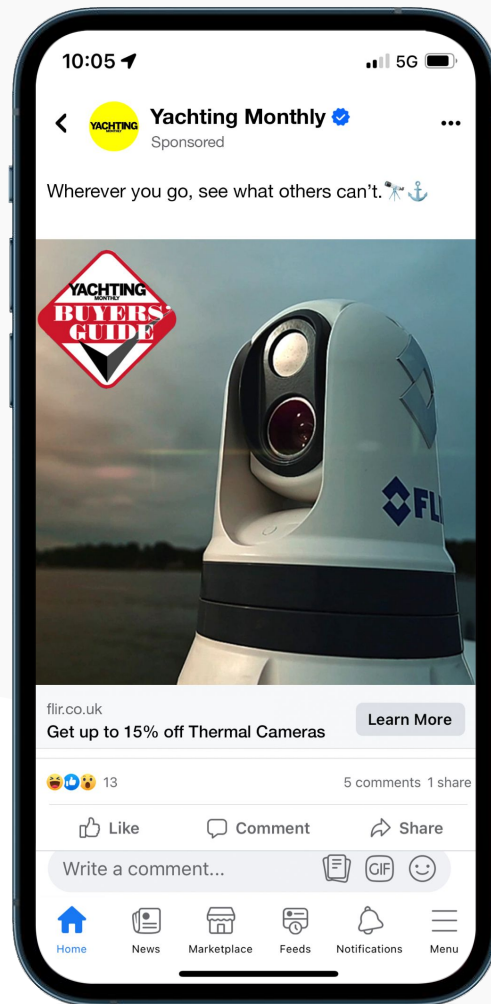


Spark | As Seen In

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)

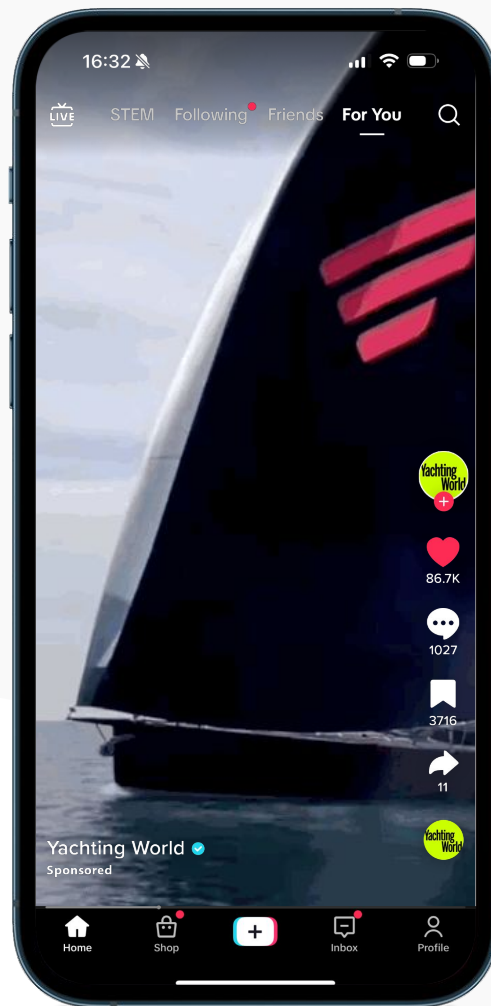
*Product subject to modifications
and editorial approval.

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:

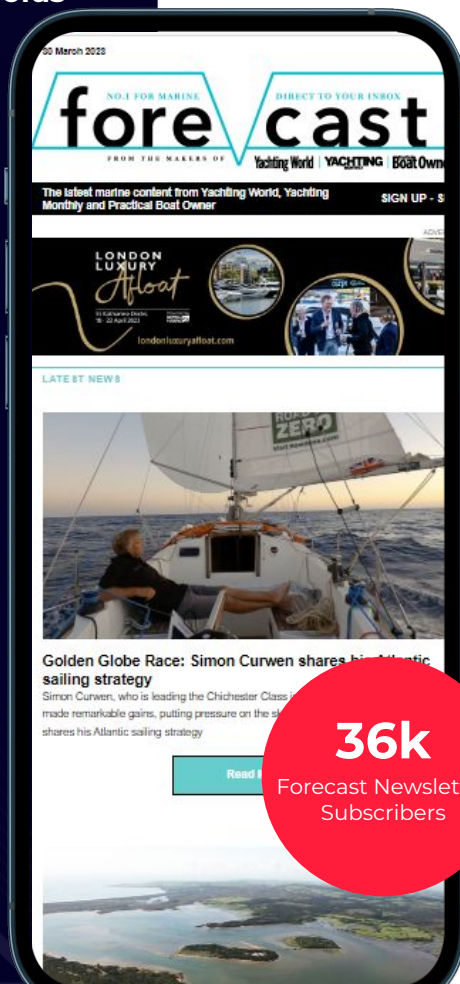
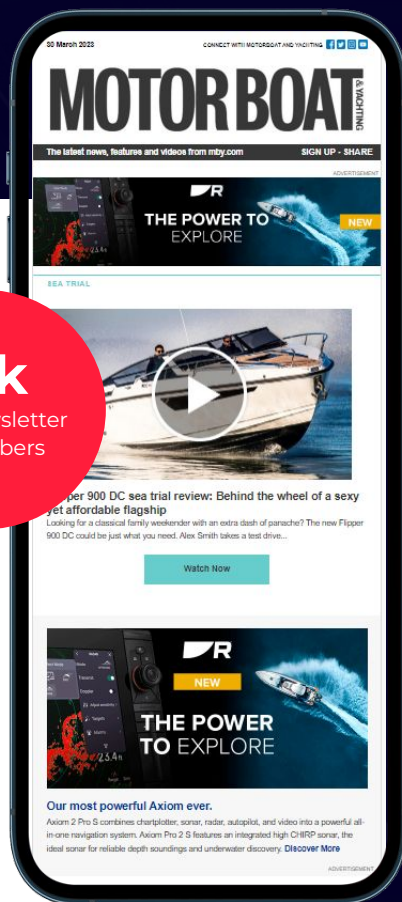
9:16 video

*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](#)