



FUTURE

Practical  
**Boat Owner**®



*Trustworthy advice on boat maintenance and the latest new gear 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 unparalleled expert guidance and in-depth information for every kind of sailor, power or sail. We are the only marine publication which caters to both the motorboat and sailing yacht markets, giving you access to a wide and varied audience.*

*Most of our readers have their own boat, and 1 in 2 of them intend to change their boat in the next year, making Practical Boat Owner magazine, our ever-growing website and social media channels the perfect place to reach new customers.*

*PBO readers have spending power, but choose how to spend their money wisely and only after research. We help them make informed decisions by giving them in-depth and trusted boat and gear reviews and buyers' guides; the majority of readers have purchased an item, having first seen it featured or reviewed in the print magazine.*

*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. No other magazine goes into the depth and detail we do on practical boat matters.*

*Our readers sail regularly in the UK and Europe, and charter often in the Mediterranean. Over half of them moor their boats in marinas and are members of boat or yacht clubs. They come to PBO for the knowledge and expertise so they can make the right decision when choosing their new boat, carrying out boat maintenance or buying that new bit of kit.*

**Katy Stickland | Editor**

# Practical Boat Owner®

**PBO was launched in 1967 – since when it has consistently outsold every other yachting magazine in Britain.**

As the brand leader it provides a unique blend of helpful advice and in-depth information for every kind of sailor; power or sail.

**110K**

Average Global Monthly Users

**202.5K**

Average Global Monthly Pageviews

**100K**

Total Social Reach

**46K**

Average UK Monthly Users

**90K**

Average UK Monthly Pageviews

**66K**

Average Issue Readership

**37.3K**

Newsletter Subscribers (The Forecast)

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.

**73%**

Own their own boat

**82%**

Have been sailing for over 10 years

**£103K**

Average HHI

**1 in 2**

Intend to change their boat in the next year

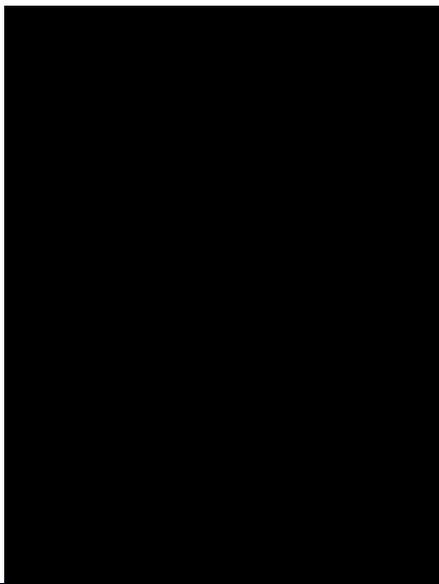
**82%**

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

## 258.6K

In our Global Practical  
Boat Owner community

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## £78.2B

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

Source: Global Community = Combination of: Google Analytics, L12M [June 2024 - May 2025], Total Social Reach, April 25; Newsletter Subscribers [2025]; and Global Circulation, August 24 - July 25; \*TGI Premier 2024 [our luxury audience is anyone who is earning £50k or more OR are AB]



# 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

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**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

# EDITORIAL CALENDAR

**Issue  
0322**

## JANUARY

- How and where to fit solar panels; rigid vs flexi and buyers' guide
- How to choose the right crew for a sailing trip
- Best clothing for your type of sailing/boat
- Best boats for exploring the Stockholm Archipelago

**Issue  
0323**

## FEBRUARY

- How to troubleshoot outboard engine problems
- How to set up your chartplotter to get the most from it
- New Boats Test: Sun Camper 31
- Marina mooring made easy

**Issue  
0324**

## MARCH

- Understanding electrics on your boat
- Cabin Heating buyers' guide
- Best boat for sailing Scotland and Norway
- How boat clubs work

**Issue  
0325**

## APRIL

- How to maintain sails/repairs at sea and use them to your best advantage
- How to use electronic navigation safely
- New boat test: AXOPAR 29 XC Cross Cabin
- Alternative energy on board

**Issue  
0326**

## MAY

- How to cure weather helm
- Where and how to fit a windlass plus buyers' guide
- Best boats for the Mediterranean
- Buyers' guide to fish finders

**Issue  
0327**

## JUNE

- Antennas Guide plus buyers' guide
- Modifying a 30-year-old boat for offshore cruising
- New Boat test: Chat 18 catamaran
- Networking NMEA2000

**Issue  
0328**

## JULY

- How to check and change keel bolts
- How to prevent an accidental gybe

<b>EVERY MONTH:</b>	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  
0329**

## SUMMER

- How to make your boat lightning-proof
- New boat test: Jeanneau SO 380

**Issue  
0330**

## AUGUST

- How to keep cool on board in the heat
- Strengthening your boat
- Sail trim made easy

**Issue  
0331**

## SEPTEMBER

- 10 common warning signs to look out for on a second-hand boat
- New Boat Test: Elan E4

**Issue  
0332**

## OCTOBER

- How to paint your boat like a pro
- New boat test: Bente 28
- How to interpret tell tails

**Issue  
0333**

## NOVEMBER

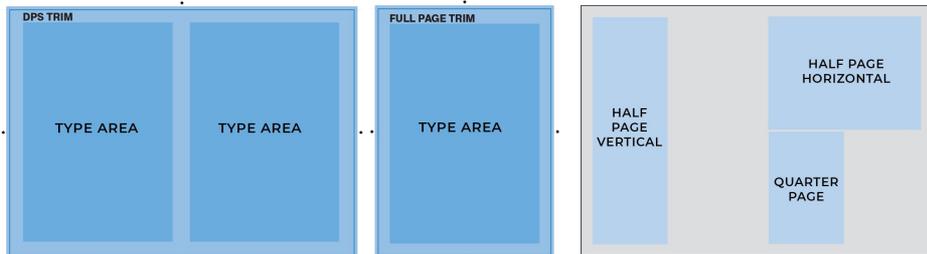
- How to get the best out of radar
- The most useful knots for sailors

**Issue  
0334**

## DECEMBER

- 25 quick fixes to improve your boat in an afternoon
- Best boat heaters on board
- New boat test: Dragonfly 36

# 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

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

### Classified

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

### Brokerage

<b>£2,530</b>	Double page spread
<b>£1,310</b>	Full page
<b>£685</b>	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 system 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**

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

**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 from wet to dry, no matter the angle of heel.

The ultra-fast lace system allows you to enter the boot with ease also ensures a secure and supportive fit to enhance your manoeuvrability. And a gaffer system to quickly secure trousers and salopettes.

British offshore racer Alan Roberts, who has sailed of miles in his career wore a pair of Subboot 700 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

**I**nnovative clothing brand, Zhik was created in 2003 when the kit 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 CEO, Matt Bülcher, is Australasia’s most decorated Olympic sailor.

Zhik’s latest offering for cruising sailors is the new Subboot 700, which incorporates the innovations 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 mid-sole 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 ‘EV’ protect membrane from eVent®, making it incredibly breathable, yet fully waterproof. This

30 [www.yachtingmagazine.com](http://www.yachtingmagazine.com)

[www.zhikgroup.com](http://www.zhikgroup.com)

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

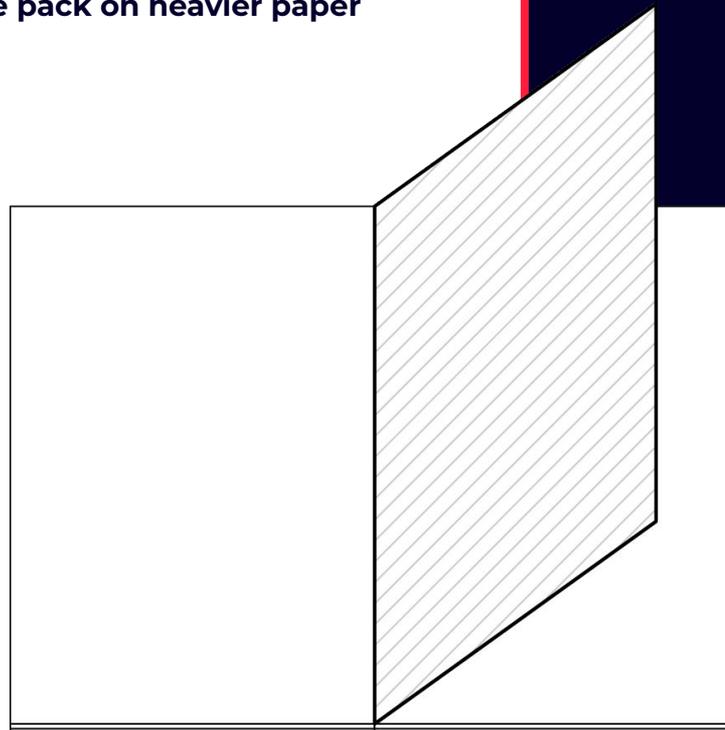
- Premium positioned ad sites
- Paper technology - Gatefolds, Belly bands, bound inserts
- Bespoke supplements
- Advertisement Features
- Monthly content series
- Sponsored Articles
- Sponsorship of editorial franchises
- Competitions



# 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).

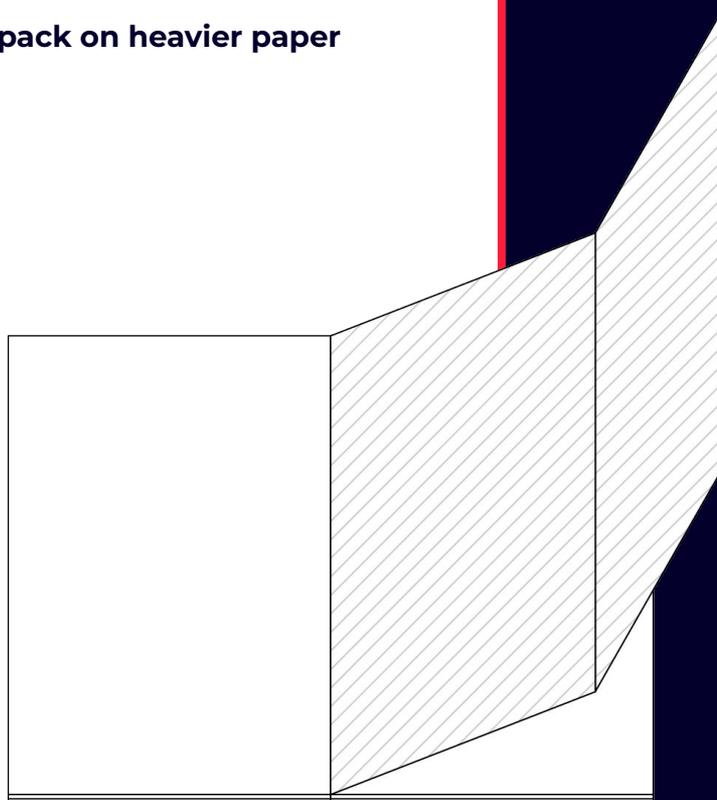


Insert  
illustrating  
heavier stock  
printed front  
and back

# BOUND INSERTS **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.

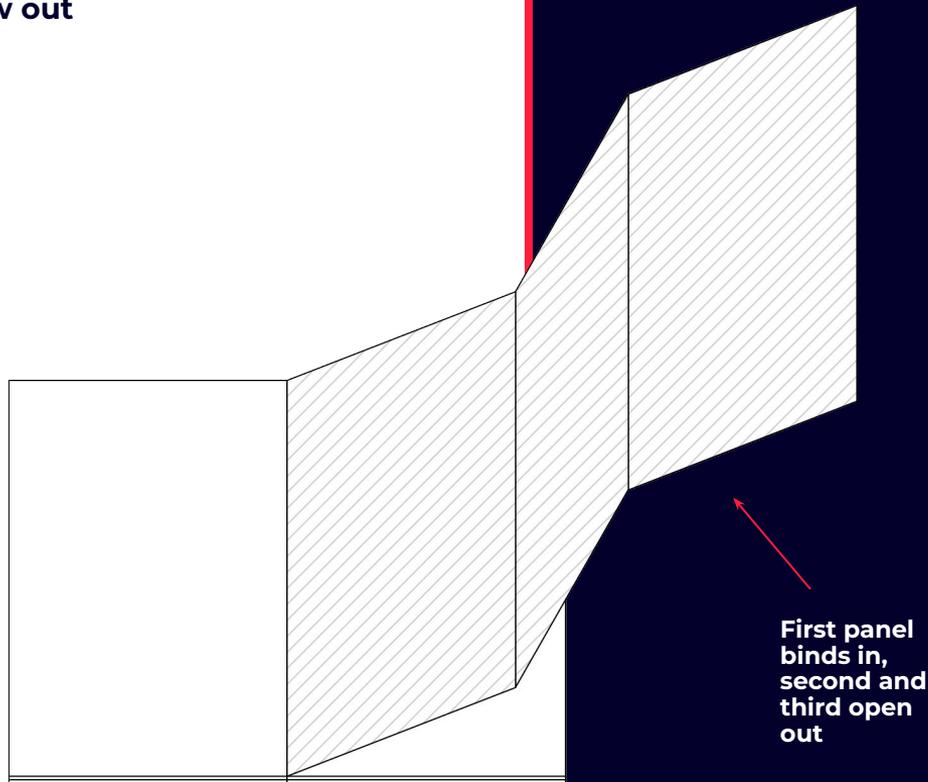
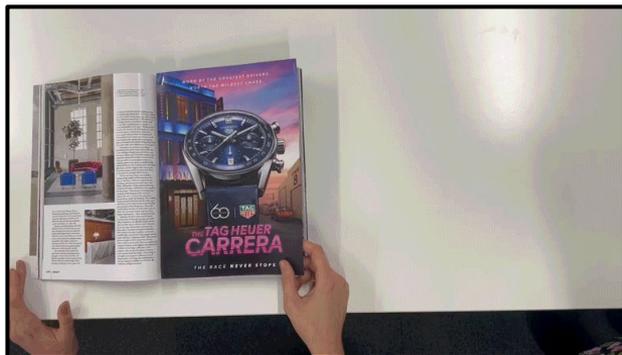


First panel binds in, second panel opens out

# BOUND INSERTS 6pp throw out

## Advertise at length with throw outs that pull focus

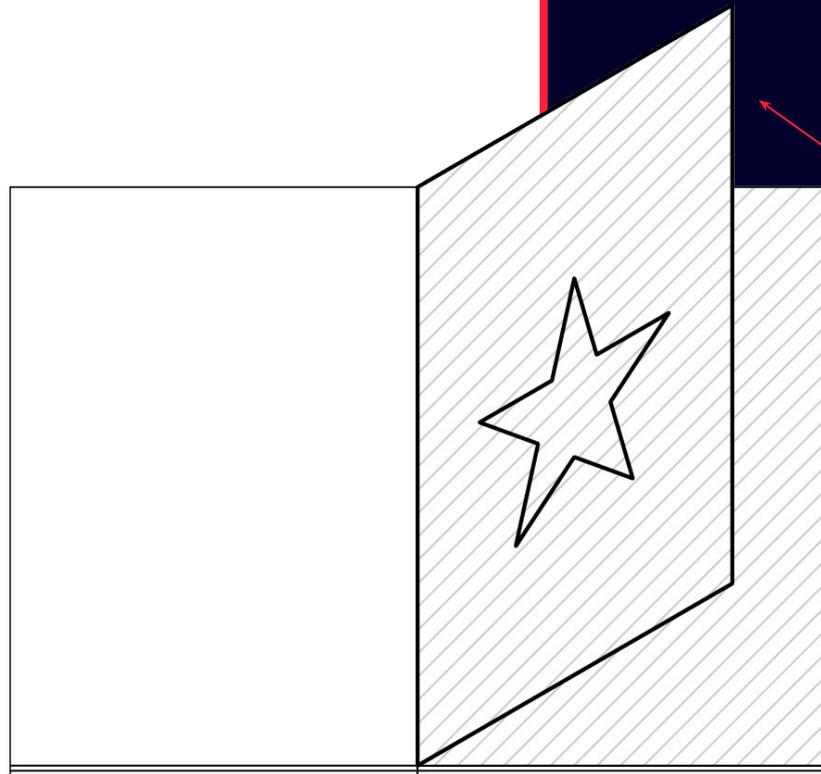
With a 6pp throw out, brands can leave a lasting impression on readers by taking advantage of the extended space for creative.



# 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.

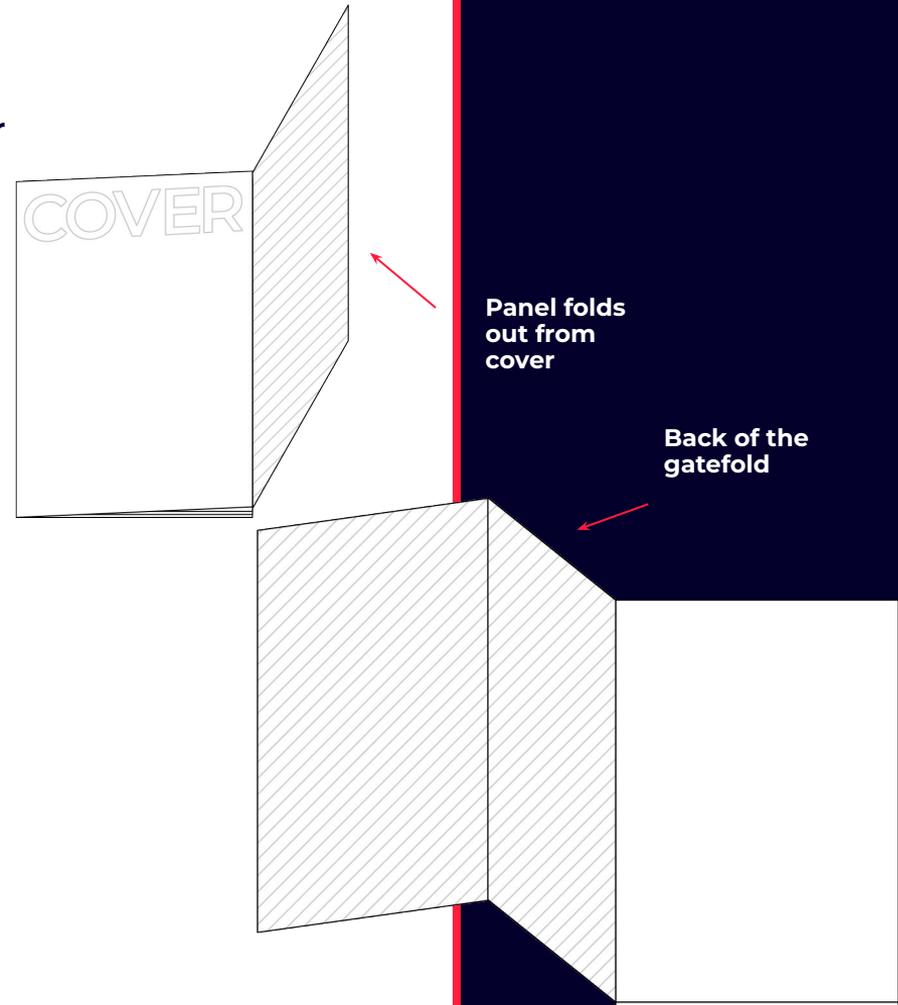


Die cut so you can see through to the second page

# 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.

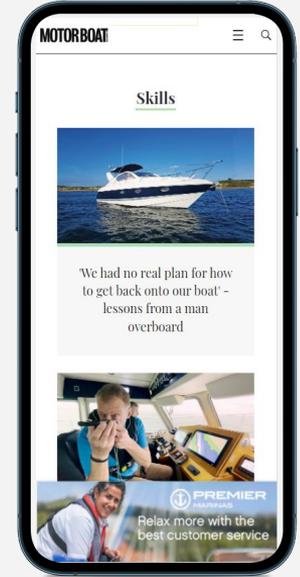
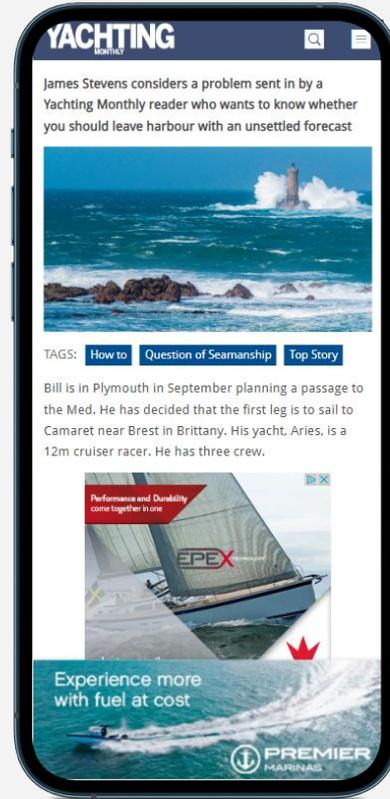
0.5%

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.

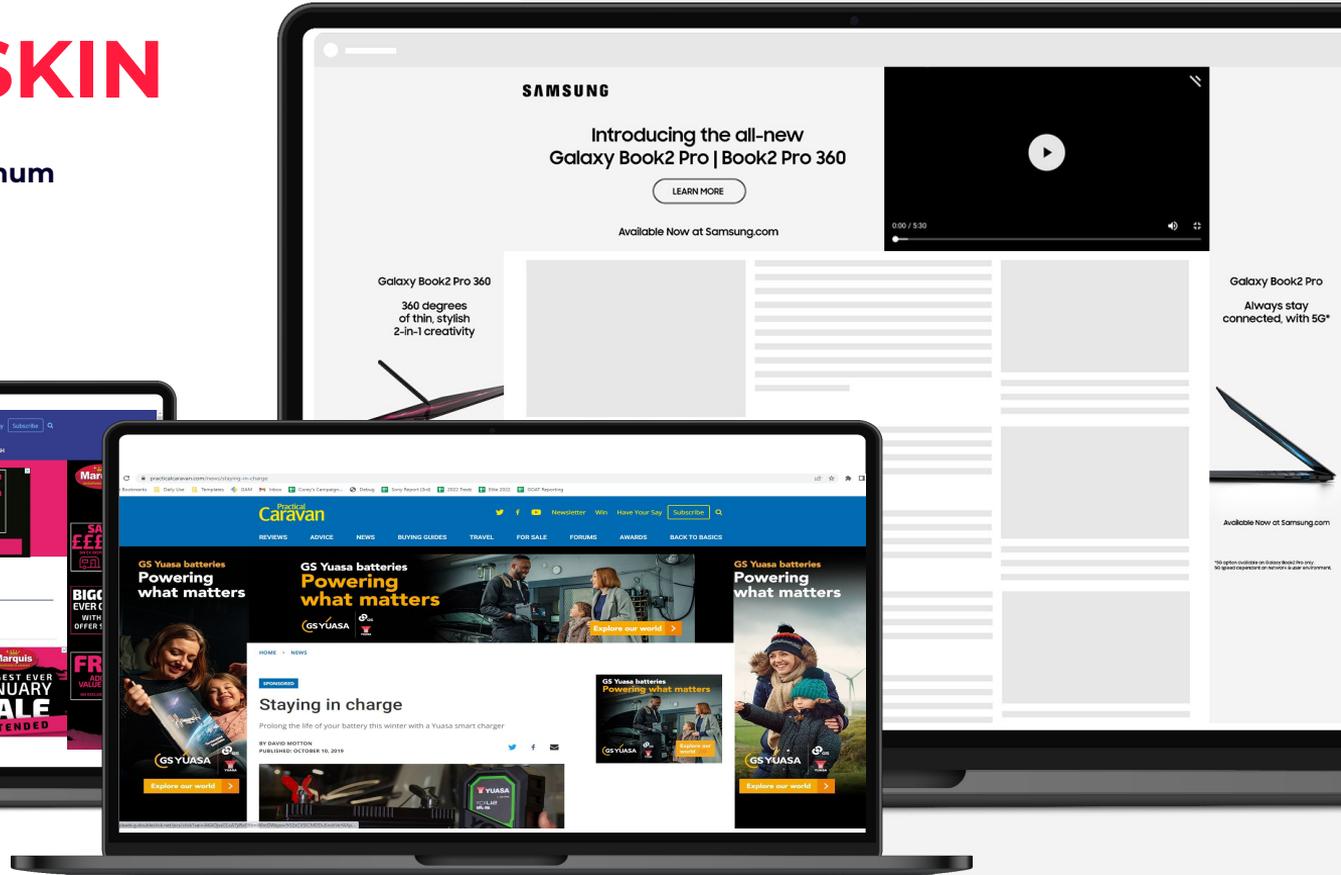
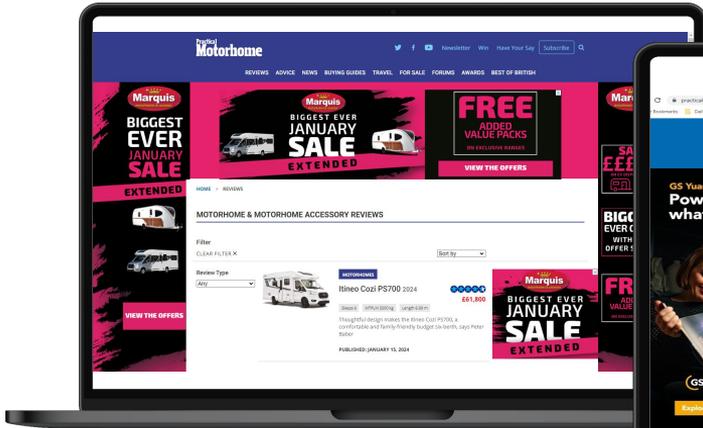
\*\*Typically sold on “page impressions” but can also be sold on “ad impressions”



[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:

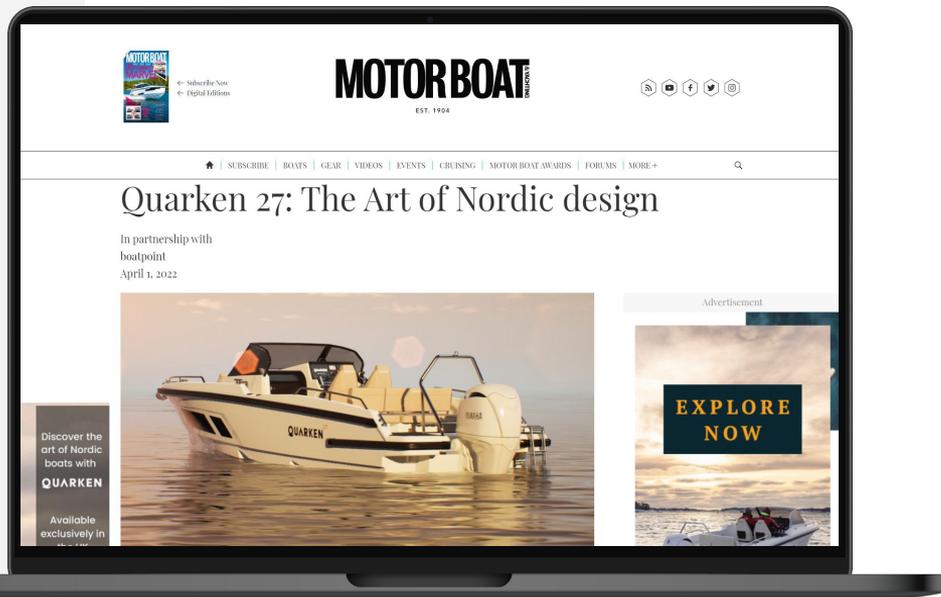
- **Standard advertorial** - £2,500 | KPI: 3k page views  
Initiated by your brief and campaign objectives, but written by our expert editorial team, it talks to our audience in a tone of voice they recognise from our brands.

[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



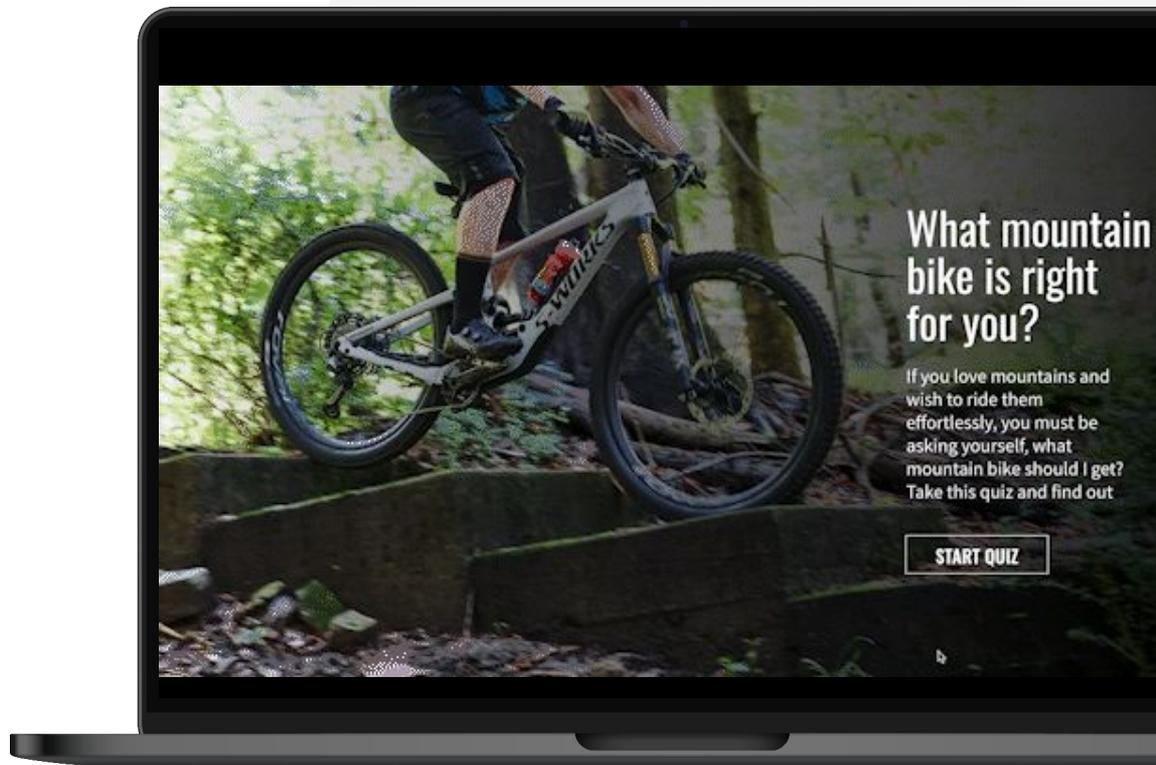
[Click to view demo](#)

# 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



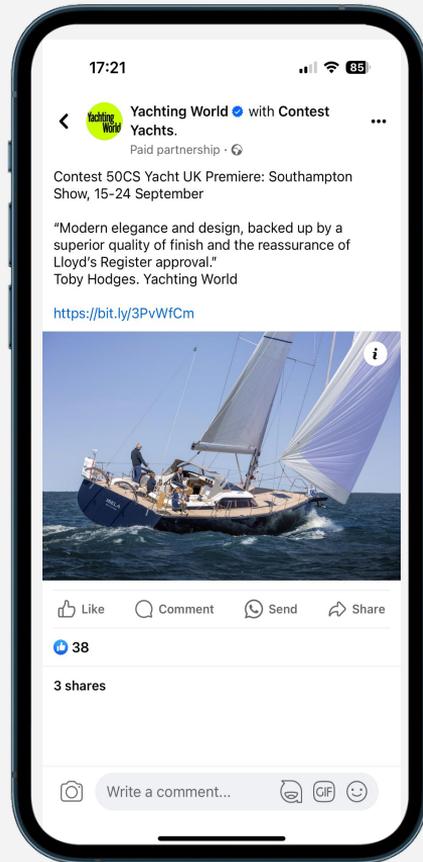
# STANDARD SOCIAL AMP PACKAGE

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.

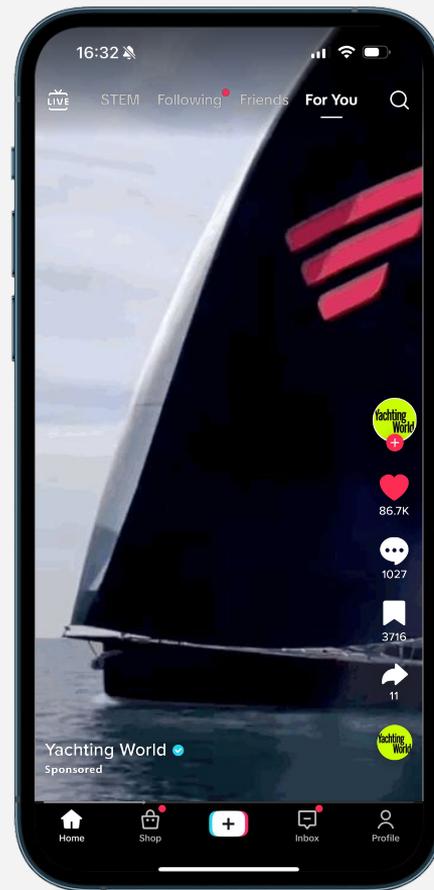
## Package 1

- 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:**



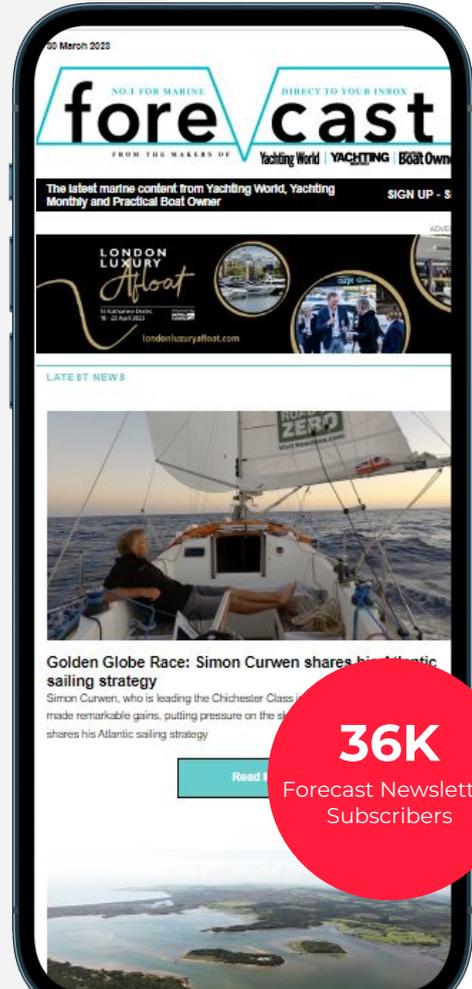
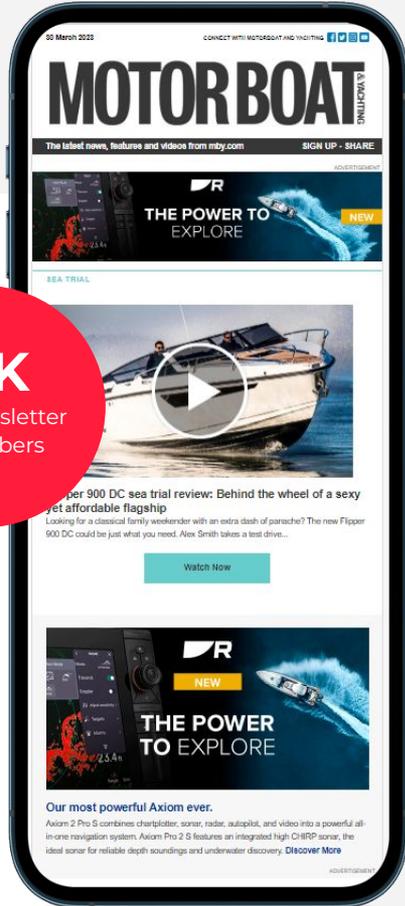
**Lead Times:**  
7 days lead time.  
Flight time 3-4 weeks

**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

30 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

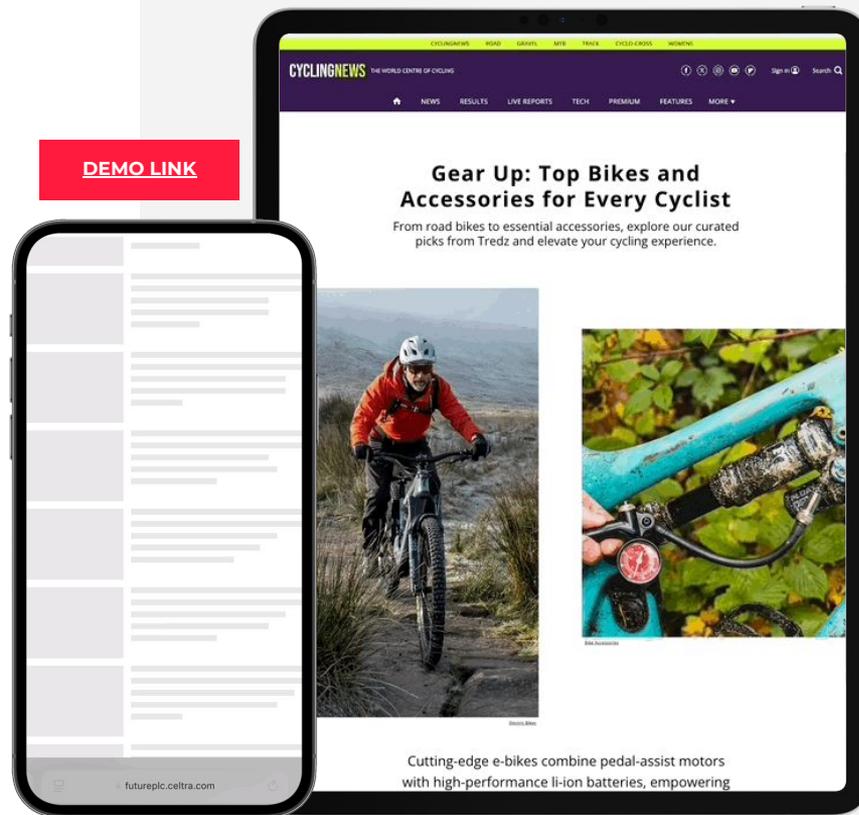
- ✓ Highlight up to 21 sku all **instantly** shoppable
- ✓ Allow high-intent consumers to explore + mobile first

## 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](#)



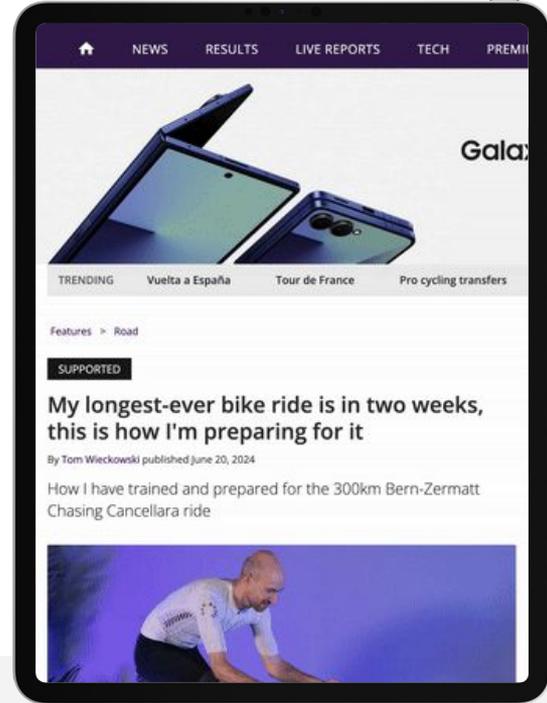
# SUPPORTED EDITORIAL

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

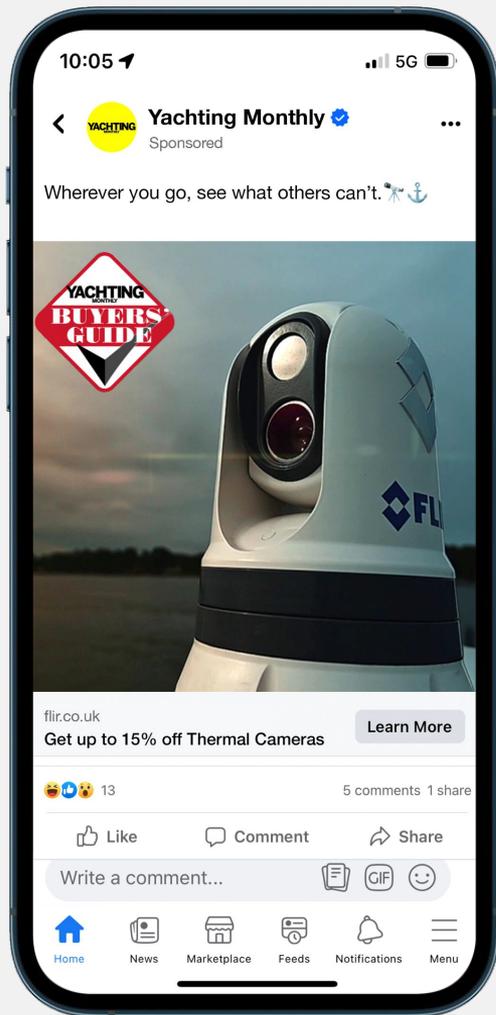
3-4000 estimated page views

# 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.

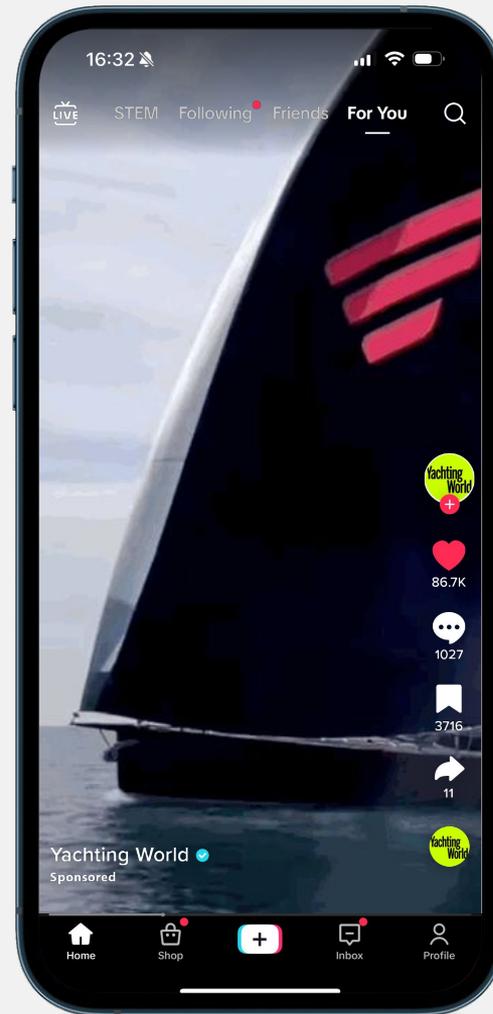
# SPARK | VERTICAL

## 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.