

EUROPEAN boatbuilder

Design, processes and techniques in perspective

www.europeanboatbuilder.net

MEDIA INFORMATION 2012



PUBLISHED BY:

IBI
INTERNATIONAL BOAT INDUSTRY

EDITORS'S MESSAGE

EXPERT ANALYSIS

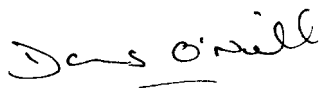
At *European Boatbuilder*, our mission is to investigate and report on the products, techniques and trends that are helping the industry become more efficient – and more cost-effective.

Every issue has in-depth analysis of the latest technical innovations and revealing articles on successful collaborations between suppliers and builders. We also feature exclusive yard visits where we go behind the gates of Europe's leading builders to get a close-up look at the techniques they're using – and the investments they're making.

To do it, we have brought together the world's most experienced technical marine journalists who are able to provide a unique and knowledgeable insight into the processes currently shaping the boatbuilding sector.

All of the content in *European Boatbuilder* is aimed squarely at boatbuilding's decision makers – from CEOs, managing directors and production managers to purchasing directors, naval architects, designers and surveyors. Every article is packed with facts, figures and plenty of illustrative photographs

And *European Boatbuilder* is a magazine that likes to get personal, talking directly to leading industry personalities in order to gauge their views on the trends – and challenges – that continue to re-define modern boatbuilding day by day.



DENNIS O'NEILL | EDITOR



EDITORIAL CONTENTS

EVERY ISSUE CONTAINS:

- **'Yard Visits'** to two of Europe's most innovative boat builders, examining in-depth how they build their boats and run their operations.
- **'Material World'** – looking at the latest development in boatbuilding materials.
- **'Sector Focus'** – how equipment manufacturers from different industry sectors work with boatbuilders to integrate their products on board.
- **'Products in Detail'** – analysis of particular items of equipment – their use to boatbuilders and their competitors on the market.
- Plus each issue contains, news, interviews, analysis and opinion on boat design and construction, composites, paints and coatings, yard equipment, green issues etc.

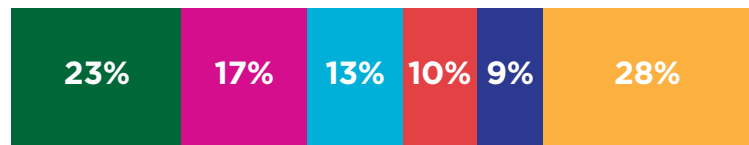
CIRCULATION

READER PROFILE



Boatbuilders/Boat Repairers	46%
Naval Architects/Designers	13%
Accessories & Components Manufacturers	8%
Boatbuilding Materials Manufacturers/Production Equipment Manufacturers	11%
Distributors/Wholesalers	8%
Others	14%

PRIMARY JOB TITLE



Managing Director/CEO	23%
President/Chairman	17%
Technical Director/Manager/Production Director/Manager/Purchasing Director/Manager	13%
Sales Director/Manager	10%
Naval Architect/Design Surveyor	9%
Others	28%

ANALYSIS BY COUNTRY 2011

■ BELGIUM	73	■ ITALY	463	■ SWEDEN	169
■ CROATIA	59	■ NETHERLANDS	371	■ SWITZERLAND	47
■ DENMARK	70	■ NORWAY	106	■ TURKEY	273
■ FINLAND	140	■ POLAND	72	■ UK	1161
■ FRANCE	352	■ PORTUGAL	29	■ Others Europe	172
■ GERMANY	242	■ RUSSIA	43	■ USA	690
■ GREECE	52	■ SLOVENIA	60	■ Others world	721
■ IRELAND	39	■ SPAIN	135	TOTAL	5539

SCHEDULE

ISSUE	BONUS DISTRIBUTION	COPY DATE	PUBLICATION DATE
■ March	JEC	8-Mar	16-Mar
■ May		11-May	25-May
■ September	IBEX	24-Aug	7-Sep
■ November	METS, SEATEC	19-Oct	2-Nov



Advertising in European Boatbuilder gives you targeted, effective promotion to the top OEMs in Europe



RATES & SIZES

ADVERTISEMENT FORMAT	SIZE - depth x width (trim area)	1 insertion	2 insertions	4 insertions
		€	€	€
Double page spread	297mm x 420mm	6525	6190	5865
Full page	297mm x 210mm	3275	3170	3000
Mini page	179mm x 120mm	2015	1910	1805
Half page horizontal	142mm x 210mm	1680	1595	1515
Half page vertical	297mm x 102mm	1680	1595	1515
1/3 page vertical	260mm x 55mm	1480	1450	1420
1/4 page vertical	135mm x 92mm	860	815	770
1/4 page horizontal	64mm x 190mm	860	815	770
SPECIAL POSITION	SIZE - depth x width (bleed)	€	€	€
Front cover	212mm x 202mm	7690	-	-
Inside front cover	303mm x 216mm	4195	4090	3990
Inside back cover	303mm x 216mm	3820	3725	3625
Outside back cover	303mm x 216mm	5045	4915	4785

PRINT SPECIFICATIONS

Printed sheet litho: BS 4666 inks throughout.

Screen: 4 colours to 150lpi (60 lpcm)

Bleed advertisements: No essential matter should appear within 13mm of any trimmed edge. Allow 4mm around trim size for any bleed images. Advertisements are to be supplied as digital files to guarantee a better reproduction.

All advertisements must be supplied to the correct size that is to appear in the magazine.

A hard copy of your advertisement should also be faxed or posted so we can ensure your design is run out as you intended.

PDF files must be saved in version 1.3:

Total Area Coverage (TAC) not higher than 300% (due to IsoWebCoated profile)

■ No transparencies or dropped shadows

■ No layers in files

■ No bitmap font and not more than one master font

■ No jpeg2000 or jbig2 compressed image in pdf

■ 1 bit images resolution should be higher than 550dpi

■ Other images resolution should be higher than 150dpi (ideally, higher than 250)

■ Colours should be CMYK (no RGB or customs)

Please refer to the **complete pass4press** brochure by visiting www.pass4press.com

Other accepted Apple Macintosh formats:

InDesign CS 3.0.1 | QuarkXPress 4.1 | Photoshop 4.0 | Illustrator 9.0.1 | Freehand 9

Supplying data: CD ROM or you can send files up to 10MB by email.

For transaction above 10MB and up to 2GB you will need to use our "sendfiles" system. You will be required to email our production department to enable them to have an account set up for you.

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European Boatbuilder – the only boatbuilding publication targeting Europe

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