

ONLINE ADVERTISING

Industry buyers for your products or services will be accessing their email or internet every day of the week. Reach them 24/7 with IBI's targeted on-line offerings – the IBInews Daily Email Newsletter and the www.ibinews.com industry website.

IBINEWS DAILY EMAIL NEWSLETTER

- World's pre-eminent news service for the recreational marine industry
- 13,600 confirmed, request-only subscribers in over 120 different countries (as of Nov 5th 2009, Source: CheetahMail)
- No. 1 international marine recruitment email newsletter

It is a very proactive form of advertising – time-sensitive and flexible.

Your message is sent straight into the inboxes of key decision makers at boatbuilders, distributors, dealers, designers and equipment manufacturers. It will help you to:

- Raise your international profile and brand awareness
- Locate New Dealers or Distributors
- Recruit for new members of staff
- Publicise a new product launch or your presence at a boat show

Banners, skyscraper, button, product showcase ads sold on per day basis.

Recruitment /Special Announcement advertising – fill your vacancies for company directors, sales managers, production managers, engineers etc or find international distributors or dealers for your products. Includes one month advertising in the vacancy section of www.ibinews.com

IBI NEWSLETTER RATES

	Per day	5 days -20%	10 days -25%
Large Banner 1	€485	€1940	€3635
Large Banner 2	€415	€1660	€3110
Large Banners 3-5	€375	€1500	€2810
Skyscraper	€415	€1660	€3110
Button	€150	€600	€1120
Product Showcase	NA	€750	€1350
Recruitment or Special Announcement Ad	€525	€2100	€3935

minimum two day run, inc 1 month in specific section of www.ibinews.com

Sponsorship - Per Month - €3750

140 x 100 pixels logo + 30 words of text + 1 month large banner on www.ibinews.com

The screenshot shows the IBI newsletter layout with several advertising spots. At the top right is a 'New Recruitment Ad today' button. Below it are 'Large Banner 1' (468 x 60 pixels), 'Skyscraper Banner' (120 x 400 pixels), and 'Large Banner 2' (468 x 60 pixels). A 'Product Showcase' section is also visible. At the bottom, there is a 'Recruitment Advertisement / Special Announcement' section with a 100-word limit and a 100-pixel height.

WWW.IBINEWS.COM

#1 International industry website provides news, market intelligence, searchable archives, boat show calendar, global marine media listings, and lots more to:

- 34,000 unique visitors every month
- 65,000 visits – spending over 6 minutes on the site every visit
- 142,300 page impressions every month (Average monthly figures from period January-June 2009. Source: Omniture)
- Regularly updated to ensure top search engine results

www.ibinews.com offers continuous branding opportunities – advertising gives you long term access and repeated exposure to marine buyers worldwide.

- Increase traffic to your website
- Raise your international brand profile and awareness
- Reach new geographic markets

Variety of ad position sizes to suit your needs and budget. Prices are for three consecutive month periods.

The screenshot shows the IBI website homepage with a navigation menu on the left and a main content area. A 'Large Banner' (468 x 60 pixels) is positioned at the top. Below it are a 'Button' (120 x 60 pixels) and an 'MPU' (300 x 250 pixels). The page features news articles, a search bar, and a 'Marine Company Search' section.

Wide Skyscraper Banner
160 x 600 pixels

WWW.IBINEWS.COM RATES

Placement	3 months	6 months	9 months	12 months
Full Banner	€3000	€5400	€8100	€9600
Standard button	€1500	€2700	€3750	€4800
MPU	€3750	€6750	€9560	€12000
Wide Skyscraper	€3750	€6750	€9560	€12000



For further information on how on-line advertising with IBI can benefit your organisation please get in touch.
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MEDIA INFORMATION 2010

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The business of boating

EDITOR'S MESSAGE



The recreational marine industry is in constant flux. As new technology and manufacturing efficiencies drive equipment development and markets open up in far-flung parts of the world that hitherto would have seemed remote boating contenders, it's never been more important to be well informed. IBI has had its finger on the pulse of the global marine industry for more than 40 years. Such experience tracking and digesting marine market development enables IBI to offer a truly unique perspective. No other recreational marine magazine provides the depth or scope of its business reporting, while the magazine's internet and e-mail news service, enables decision makers to keep abreast of breaking news and the latest issues impacting the industry on a daily basis.

Though IBI enjoys unprecedented recognition among the industry's key companies, there can be no room for complacency. IBI will continue to strive to offer incisive topical investigations, to provide the latest product and show news as well as interviews with key industry figures — in short to gauge industry opinion and to generate debate on all aspects shaping the development of the marine market.

If you are in the business of boating, look no further than IBI and ibinews.com.

ED SLACK, EDITOR



Copy date: 19 April
Publication date: 30 April

Copy date: 4 October
Publication date: 29 October

Copy date: 18 October
Publication date: 29 October

FEATURES LIST 2010

Issue	Business reports	Snapshots	Product features	Supplements	Copy date	Publication date
February/March	France/Italy	Canada	Engines		4 February	19 February
April/May	Germany	Slovakia, Romania, Bulgaria	Lighting	Boating Media Guide	15 April	30 April
June/July	Sweden/Norway	China	Navigation Electronics		3 June	18 June
August/September	European Market Round-up	New Zealand	Paints & Coatings		2 August	17 August
October	USA (Boats & Equipment)/ Australia	Austria / Switzerland	Safety/Rescue/Security		9 September	24 September
November	Netherlands	UAE	Marina Equipment	METS Catalogue/Boat Show Calendar	14 October	29 October
December/January 2011	UK/ Greece	Belgium	RIBs & Inflatables		2 December	17 December

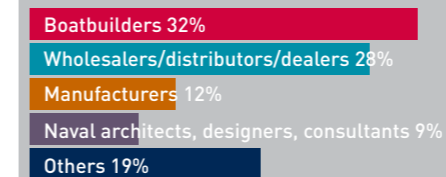
CIRCULATION PROFILE

Analysis by country, average circulation per issue for 2009:

Europe	North/Central America	Asia
UK 1966	US 1964	India 75
Belgium 139	Canada 217	Malaysia 45
Netherlands 735	Caribbean 22	Singapore 89
Denmark 126	Others 14	Hong Kong 40
Finland 159		Japan 59
Sweden 357		China 82
Norway 141		Taiwan 39
Switzerland 81		Others 106
France 490		
Germany 309		
Greece 115		
Italy 614		
Spain 245		
Portugal 54		
Austria 33		
Malta 67		
Turkey 196		
Croatia 71		
Poland 58		
Others 355		

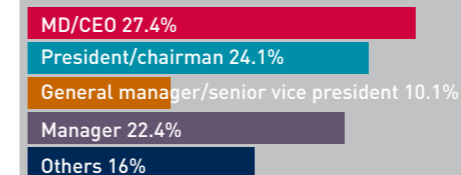
CIRCULATION PROFILE

Analysis by business activity



CIRCULATION PROFILE

Analysis by occupation



READERSHIP SURVEY

A recent survey* conducted by Linda Jones and Partners, Oxford UK revealed the following facts about IBI's readership.

- Length of time receiving IBI: **7 years** on average
 - Number of issues read per year: **7** on average
 - Time spent reading: **1.8 hours** on average
 - Amount of IBI usually read: **50%** read most of the magazine
 - Design rate: **89%** very good/good
 - Usefulness of country reports: **80%** very useful/quite useful
 - Usefulness to business: **87%** very useful/quite useful
- *Based on the returns from 735 readers

EXTRA COPIES & CIRCULATION

- Average circulation per issue for 2009: **10,750**
- Extra copies distributed at METS, Amsterdam (Official magazine for the show): **2000**
- Extra copies at IBEX: **1000**
- Readership per issue (Publisher's estimate): **40 000**

PUBLISHING INFORMATION

REGULAR IBI CONTENTS INCLUDE

TRADE OPINIONS: In this section dealers, distributors and manufacturers will be encouraged to comment on all aspects of the marine industry in their country

NEW PRODUCT INFORMATION: Pages of new products from around the world featuring hardware, engines, navigation equipment and tools

MANAGEMENT ARTICLES: Aspects of company administration, marketing and sales are discussed by experts in their fields

INDUSTRY NEWS: Worldwide coverage of companies,

people and events in the marine industry

BUSINESS REPORTS: A continuous survey of the world's major boating markets and detailed examinations of international trade

TECHNICAL DEVELOPMENTS: The latest developments in design, construction and service will be reviewed and assessed

TRADE EVENTS: Reports on exhibitions, seminars, dealer meetings and association activities

ADVERTISING RATES FULL COLOUR

Size	Trim size depth x width (mm)	Number of insertions		
		1	4	7
Double page spread	297mm x 420mm	€9785	€9295	€8805
Full page	297mm x 210mm	€5225	€4965	€4700
Mini page	189mm x 120mm	€3295	€3130	€2965
Half page horizontal	145mm x 210mm	€2720	€2575	€2445
Half page vertical	297mm x 102mm	€2720	€2575	€2445
Third page vertical	260mm x 55mm	€2310	€2195	€2080
Quarter page vertical	135mm x 92mm	€1615	€1535	€1450
Quarter page horizontal	64mm x 190mm	€1615	€1535	€1450
Catalogue ad	120 x 60mm	€685	€650	€620
Sponsorship logos (per section)	10 x 75mm	€4750	€4505	€4275

Guaranteed facing editorial position: Basic rate plus 10%

SPECIAL POSITIONS

(Bleed size)

	(Bleed size)			
Front cover	216mm x 216mm	€7410	-	-
Inside front cover	303mm x 216mm	€6340	€6020	€5705
Inside back cover	303mm x 216mm	€6115	€5805	€5500
Outside back cover	303mm x 216mm	€6570	€6240	€5910

ADVERTISING INFORMATION

Facing editorial position: Basic rate plus 10% extra

Full page bleed: Basic rate plus 10% extra

Inserts: By arrangements with publishers

Classified advertisements: Column width 57mm

Minimum size: 2cm by 1 column

Display: €30.00 per single column centimetre

Recruitment advertisements: €33.00 per single column centimetre

(Boxed with logo/artwork, choice of typeface), box numbers €9.00

Full page bleed size: 303mm height x 216mm width

Double page bleed size: 303mm height x 432mm width

Full page trimmed size: 297mm height x 210mm width

Double page trimmed size: 297mm height x 420mm width

Copy dates: Supply copy six weeks prior to publication

Publication date: 7 issues per year. See editorial programme for publication dates

Cancellation: Must be received in writing 9 weeks prior to the publication date

FOR FURTHER INFORMATION

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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)
- Colors should be CMYK (no RGB or customs)

Please refer the complete pass4press brochure visiting or by clicking this link <http://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 use ftp at:

<http://inbox.ipcmedia.com>, select 'International Boat Industry', then 'Login as Guest'. Click on the 'Drop Off' icon, then highlight the '/Guest/ibiguest' directory and click 'Select Directory'. You can then browse by clicking on the 'Choose File' button and send by clicking on the 'Send File' button.

If you require any more information please contact:

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MEDIA INFORMATION 2010

IBI magazine

IBI operates as a controlled circulation magazine on a purely requested basis. 97.5% of magazines are addressed to individuals by name and title.

Circulation plays a major part in the success of any advertising campaign ensuring maximum exposure to the desired target audience.

An advertisement campaign in IBI promotes your company to key decision makers in the international marine leisure industry generating new business from boatbuilders, distributors and trade buyers in 120 countries worldwide.



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