

**MEDIA
INFORMATION
2012**



The business of boating

EDITOR'S MESSAGE


IBI HAS BEEN the lead source of market intelligence and breaking news for the global leisure marine industry for more than 40 years. No other recreational marine magazine provides the depth or scope of its business reporting. With its unparalleled blend of incisive topical investigations, latest product and boat show news as well as interviews with major industry figures, IBI continues to gauge opinion and generate debate.

“ *Our significant intelligence archive ensures a unique perspective, informed by decades of industry comment* ”

Recently IBI added its online IBI-Plus service to its portfolio, adding even greater depth and breadth to its financial reporting on major marine markets and key companies within the industry.

IBI's team of award-winning journalists operate on the ground across the globe to make sure our readers get the most up-to-date information and pertinent trend analysis, whilst our significant intelligence archive ensures a unique perspective, informed by over four decades of industry comment. IBI remains the world's only truly international publication aimed at the leisure marine market and enjoys a venerable reputation across the industry.

In an age of information overload, where email inboxes are bombarded hourly by those pertaining to be 'in the know', getting the right information has never been more vital to your business. IBI, along with its sister news and market intelligence services IBInews.com and IBI-Plus, have become the industry standard – a trusted and reliable voice amid the Internet clamour.

Stay ahead of the competition. Stay informed with IBI, IBInews.com and IBI-Plus. 



► ed_slack@ipcmedia.com





REGULAR CONTENTS

- ▶ The latest marine business news and what it means to the industry
- ▶ The wider picture on developing trends and marine industry financials
- ▶ Interviews with leading lights from the global boating sector
- ▶ Behind the scenes of the companies making a difference in the leisure marine world
- ▶ Latest launches from around the globe
- ▶ The low-down on the world's emerging and established boating markets

FEATURES LIST 2012

Issue	Markets & Regions	Market Round-ups	Product Sector	Supplements	Copy Date	Publication Date
Feb/Mar	Italy, France	-	Inboard & outboard engines		6 February	17 February
Apr/May	Germany	Scandinavia	Masts, Spars & Rigging hardware	Boating Media Guide	16 April	27 April
Jun/Jul	China	Argentina	Power management		31 May	15 June
Aug/Sep	-	Europe	Paints & Coatings		6 August	17 August
October	USA, Taiwan	-	Navigation Electronics & AIS		10 September	21 September
November	Netherlands	Mexico	Propellers & Drives	METS Catalogue Boat Show Calendar	15 October	26 October
Dec/Jan 2013	UK	-	Winches & Anchoring		3 December	14 December

SUPPLEMENTS



Copy date:
16 April

Publication date:
27 April



Copy date:
1 October

Publication date:
26 October



Copy date:
15 October

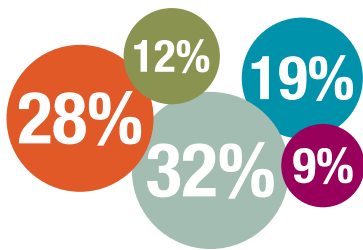
Publication date:
26 October

CIRCULATION PROFILE

Analysis by country, average circulation per issue for 2011:

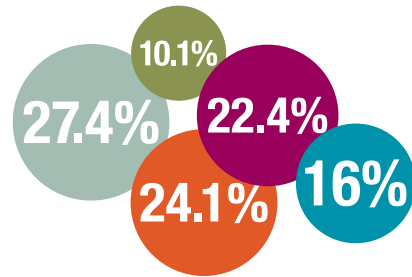
Europe		Malta	58	Brazil	52	Singapore	87
UK	1962	Turkey	206	Others	27	Hong Kong	38
Belgium	137	Croatia	63	Africa		Japan	64
Netherlands	716	Poland	71	South Africa	108	China	108
Denmark	108	Russia	68	Others	76	Taiwan	44
Finland	149	Ireland	61	Middle East		Others	118
Sweden	335	Others	243	Israel	37	Asia Pacific	
Norway	137	North/Central America		UAE	102	Australia	388
Switzerland	74	US	1958	Others	69	New Zealand	172
France	498	Canada	213	Asia		Others	12
Germany	289	Caribbean	18	India	81	Total:	10,118
Greece	116	Others	13	Malaysia	39		
Italy	603	South America					
Spain	251	Argentina	71				
Portugal	51						
Austria	27						

Analysis by business activity



- Boatbuilders
- Wholesalers/distributors/dealers
- Manufacturers
- Naval architects/designers/consultants
- Others

Analysis by occupation



- MD/CEO
- President/chairman
- General manager/senior vice president
- Managers
- Others

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 2010 **10,118**
- ▶ Extra copies distributed at METS, Amsterdam (Official magazine for the show) **2,000**
- ▶ Extra copies at IBEX **1,000**
- ▶ Readership per issue (Publisher's estimate) **40,000**

ADVERTISING RATES

Display	Trim size Height x Width	Number of insertions 1	Number of insertions 4	Number of insertions 7
Double Page	279mm x 420mm	€9785	€9295	€8805
1/2 Double Page	137mm x 420mm	€5980	€5680	€5380
Full Page	279mm x 210mm	€5225	€4965	€4700
Mini Page	170mm x 102mm	€3295	€3130	€2965
1/2 Page Horizontal	123mm x 186mm	€2720	€2575	€2445
1/2 Page Vertical	252mm x 90mm	€2720	€2575	€2445
1/3 Page Vertical	252mm x 58mm	€2310	€2195	€2080
1/4 Page Horizontal	59mm x 186mm	€1615	€1535	€1450
1/4 Page Vertical	123mm x 90mm	€1615	€1535	€1450
1/4 Page Vertical	252mm x 42mm	€1615	€1535	€1450
Sponsorship Logo	12mm x 185mm	€4750	€4505	€4275

Special Position	Trim size Height x Width	Number of insertions 1	Number of insertions 4	Number of insertions 7
Front Cover	205mm x 208mm	€7410	-	-
Inside Front Cover	285mm x 216mm	€6340	€6020	€5705
Inside Back Cover	285mm x 216mm	€6115	€5805	€5500
Outside Back Cover	285mm 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
- ▶ **Full page bleed size:** 285mm height x 216mm width
- ▶ **Double page bleed size:** 285mm height x 426mm width
- ▶ **Full page trimmed size:** 279mm height x 210mm width
- ▶ **Double page trimmed size:** 279mm 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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“

Targeted advertising in IBI helps grow your business

”

MEDIA INFORMATION 2012



- ▶ **IBI MAGAZINE 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.

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.

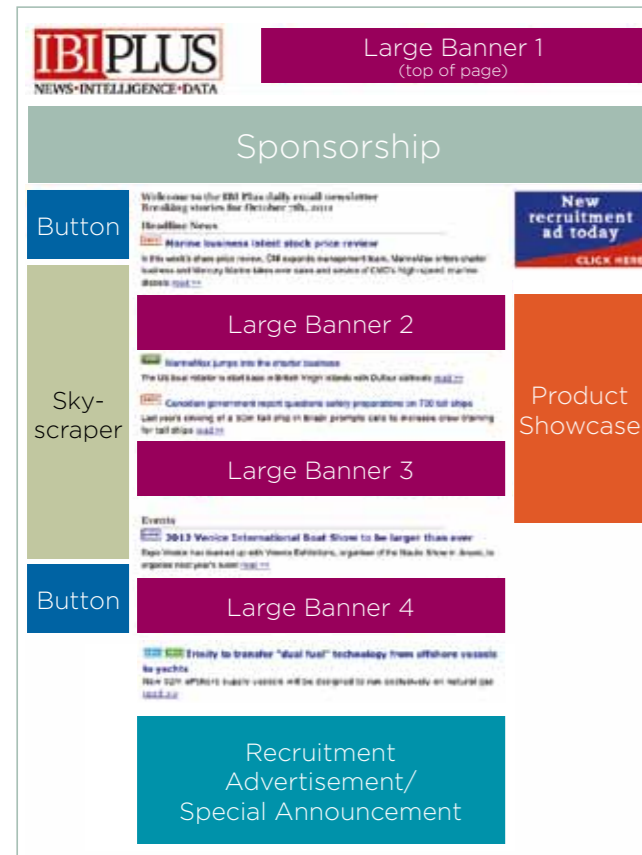
If you require any more information please contact:

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ONLINE ADVERTISING

INDUSTRY BUYERS FOR YOUR PRODUCTS OR SERVICES WILL BE ACCESSING THEIR EMAIL AND GO ONLINE EVERY DAY OF THE WEEK. REACH THEM 24/7 WITH IBI'S TARGETED ON-LINE OFFERINGS - THE IBINEWS DAILY EMAIL NEWSLETTER, WWW.IBINEWS.COM, AND WWW.IBI-PLUS.COM

IBIPLUS DAILY EMAIL NEWSLETTER



- ▶ World's pre-eminent news service for the recreational marine industry
- ▶ 12,500 confirmed, request-only subscribers in over 120 different countries (as of Oct 25 2011, Source; Strategy Eye)
- ▶ 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 our websites.

For a free trial of IBI plus - visit www.ibi-plus.com

IBI newsletter rates					
Ad type	Per day	5 days -20%	10 days -25%	Pixel Dimensions/Max File Size	Format
Large Banner 1	€485	€1940	€3635	468 x 60/15kb	jpg/gif
Large Banner 2	€415	€1660	€3110	468 x 60/15kb	jpg/gif
Large Banner 3-5	€375	€1500	€2810	468 x 60/15kb	jpg/gif
Skyscraper	€415	€1660	€3110	120 x 400/20kb	jpg/gif
Button	€150	€600	€1120	120 x 60/7kb	jpg/gif
Product Showcase ²	NA	€750	€1350	175 x 300/10kb	jpg/gif
Recruitment/Special Announcement ³	€550	€2200	€4125	458 x 100 logo/100 words of text	jpg/gif
Sponsorship ⁴	Per month €3750			728 x 90/25kb	jpg/gif

¹ No flash accepted
² Plus 1 month on www.ibinews.com
³ Minimum 2 day run, inc 1 month in specific section of www.ibinews.com
⁴ Plus 1 month large banner on our websites

WWW.IBI-PLUS.COM



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

- ▶ 31,650 unique visitors every month
- ▶ 57,200 visits - spending over 6 minutes on the site every visit
- ▶ 112,300 page impressions every month (Average monthly figures from period Nov 2009-Sep 2011. Source: Omniture)
- ▶ Regularly updated to ensure top search engine results

To advertise on both websites					
Ad type	3 Months	6 Months	9 Months	12 Months	Pixel Dimensions/Max File Size/Format
Large Banner	€3000	€5400	€8100	€9600	468 x 60 / 15kb (gif/jpg) or 30kb (Flash)
Button	€1500	€2700	€3750	€4800	120 x 60 / 7kb (gif/jpg) or 10kb (Flash)
Skyscraper	€3750	€6750	€9560	€12000	120 x 400 / 20kb (gif/jpg) or 30kb (Flash)



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

tel: +44 (0) 208 726 8121 | [email: laurent_subra@ipcmedia.com](mailto:laurent_subra@ipcmedia.com)

WWW.IBINEWS.COM



Both websites offer 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.

CONTACTS

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www.ibinews.com

► **ITALY | EDICONSULT | EVA GREEN**

Ediconsult Internazionale SRL

Piazza Fontane Marose 3 | 16123 Genova | Italy

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f: +39 010 56 65 78

e: nauta@ediconsult.com

► **BENELUX | B.A.A.S. | TED DE VRIES**

B.A.A.S.(Boating Advertising Advice &Service)

De Rede 42, 3891 AS Zeewolde | The Netherlands

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f: +31 (0) 36 522 6350

e: baas@boatingadvertising.eu

www.boatingadvertising.eu

► **TAIWAN | ALPHA TRADING COMPANY | HUR HUR CHOU**

Alpha Trading Company

7F-2, No 176 Sec 1 | Chung Hsiao EastRoad

Taipei | Taiwan,ROC

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f: +886 (22) 394 1138

e: transpac@ms2.hinet.net

► **CHINA | CHC EXPO SERVICE | SIMON DING**

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