

ADVERTISING DISPLAY RATES



EXAMPLE
FRONT COVER AD

EXAMPLE
1/4 STRIP AD

EXAMPLE
MINI PAGE AD

AD TYPE

DOUBLE PAGE SPREAD

1 insertion	€9785
3 insertions	€9295
6 insertions	€8805

1/2 DOUBLE PAGE SPREAD

1 insertion	€5980
3 insertions	€5680
6 insertions	€5380

FULL PAGE

1 insertion	€5225
3 insertions	€4965
6 insertions	€4700

MINI PAGE

1 insertion	€3295
3 insertions	€3130
6 insertions	€2965

1/2 PAGE HORIZONTAL/VERTICAL

1 insertion	€2720
3 insertions	€2575
6 insertions	€2445

Full page advertisers
can NOW embed
video on their digital
advertisements



1/3 PAGE VERTICAL

1 insertion	€2310
3 insertions	€2194
6 insertions	€2085

1/4 PAGE HORIZONTAL/VERTICAL

1 insertion	€1615
3 insertions	€1535
6 insertions	€1450

1/4 VERTICAL STRIP

1 insertion	€1615
3 insertions	€1535
6 insertions	€1450

SPONSORSHIP LOGO

1 insertion	€4750
3 insertions	€4505
6 insertions	€4275

* Price per insertion

Advertising in IBI works

IBI is read in over
131 countries

ADVERTISING RATES SPECIAL POSITIONS

AD TYPE

FRONT COVER

size	205mm x 208mm
rate	€7410

INSIDE BACK COVER

size	285mm x 216mm
rate	€6115

INSIDE FRONT COVER

size	285mm x 216mm
rate	€6340

OUTSIDE BACK COVER

size	285mm x 216mm
rate	€6570

PRODUCT GUIDE



AD TYPE

1/3 PAGE PRODUCT GUIDE

1 insertion	€645
3 insertions	€1495
6 insertions	€2895

Advertising spots, appearing in each edition of the magazine size 70 mm high x 175 mm wide include

- PRODUCT PICTURE AND DESCRIPTION TEXT (APPROX. 100 WORDS)

* Price per insertion

IBI is the ONLY truly
international business magazine
for the marine leisure industry

IBI, first published in 1968

IBI helps you grow
your business