

PRINT – INTERNATIONAL BOAT INDUSTRY MAGAZINE

Our editorial plan for the year ahead

ISSUE	MARKET REPORTS	EVENT DISTRIBUTION	PRODUCT SECTOR	AD DEADLINE	PUBLICATION DATE
February/March 2023	France & Italy		Outboards (Gas and Electric) Green Tech	08 February	17 February
April/May 2023	Germany, Turkey & Brazil (Short Report)		Inboards (Gas and electric) Boatbuilder Tech	12 April	21 April
June/July 2023	USA & China		Superyacht Refit and Repair Superyacht software On Board Entertainment	07 June	16 June
August/September 2023	European Market Round Up	Cannes, Genoa, Monaco, IBEX	Boat autonomy IBEX issue	09 August	18 August
October/November 2023	Netherlands USA Equipment Spain	METSTRADE	METS 2023 new technology, innovation trends, start ups, battery technology METSTRADE issue	11 October	20 October
December/January 2024	UK & Sweden	Miami, Dusseldorf	Flooring Soft furnishings BBA , METSTRADE, DAME review	06 December	15 December

MEDIA INFORMATION 2023

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 leisure marine industry, generating new business from boatbuilders, distributors and trade buyers in 141 countries worldwide.