

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 2024	France and Italy		Outboards (Gas and Electric) Lighting	7 February	16 February
April/May 2024	Germany, Finland and Middle East		Inboards, Paints and Coatings	17 April	26 April
June/July 2024	USA and Croatia Boats		Superyacht Refit and Repair AV	7 June	14 June
August/ September 2024	European Market Round Up	Cannes, Genoa, Monaco, IBEX	Boat Autonomy and Remote monitoring, Foiling	9 August	16 August
October/ November 2024	Netherlands USA Equipment	METSTRADE	Marine Electronics METSTRADE issue	11 October	18 October
December/ January 2025	UK, Australia and New Zealand	Miami, Dusseldorf	Stabilisation, BBA , METSTRADE, DAME review	6 December	13 December

MEDIA INFORMATION 2024

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.