BRINGING THE WORLD TO THE AMERICAN YACHTSMAN

VACHTICAL TINERNATIONAL

2019 - 2020 Yachts International Media Kit

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Yachts International

Bringing the World to the American Yachtsman

NEW DAYS, NEW WAYS

Has the way you do business changed in the past 20 years? Of course it has. Changing markets, emerging technologies, shifting demographics and ever-evolving customer tastes and consumption patterns likely have compelled you to adapt and innovate. You wouldn't be reading this if you hadn't. Imagine for a moment how the publishing business has changed. Just look on your desk, in your carry bag or in your pocket.



In Print

Since 1997, Yachts International has delivered an entertaining, informative, award-winning print product to our passionate, loyal audience of vacht owners and enthusiasts. In recent years, we have expanded that experience into the digital realm with an engaging website and an active, aggressive presence on social media, all in the context of bringing the best of the world to the American yachtsman. Beginning in 2019, we moved from seven issues a year to a quarterly format with the same total number of editorial pages in a superbly redesigned package with fresh architecture. We've broadened our areas of coverage and will deliver it with the same great writing and spectacular photography that have defined us for more than two decades.

Each issue will deliver "chapters" which will be a mix of the thematic categories list in the two adjacent columns. As always, in each issue we will focus on the amazing yachts, mixed with the artisans and craftsmen who build them, the designers who envision them, and, of course, the owners who dream and commission them.

In Each Issue

YACHTS

Profiles of spectacular superyachts with compelling writing and first-class photography.

FOR THE FLEET

Brief profiles of smaller second yachts and boats of distinction.

DESIGN

Visual and text examinations of innovative exterior and interior elements of yacht design including designer profiles, custom furniture, innovative accommodation arrangements, offices on board, screening rooms, beach clubs, gyms, spas, pools, exotic wall coverings, lighting, stonework, joinery, art and sculpture, and more.

TECH

Innovations in communications, navigation systems, integrated bridges, entertainment systems and more.

ESCAPES

Exotic charter and cruising destinations around the world with emphasis on the luxury lifestyle afloat and ashore.

MAKERS

Visually driven features on yacht building and the skilled craftsmen who create the most luxurious consumer products on the planet.

OWNERS

Profiles of yacht owners who have exceptional personal and professional stories.

EPICUREAN

An extension of our Cellar & Galley department celebrating those who cook and curate the food and beverages on board luxury yachts.

THE YACHTING LIFE

Personal interest features on a range of topics appealing to yacht owners, with enticing imagery and intriguing commentary celebrating the best of the yachting lifestyle past and present. This department features compelling writing with great visuals across a broad range of topics such as, yachting history, personalities, innovation, trends and other topics.

STEWARDSHIP

Features that reflect the growing number of yacht owners and builders engaged in sustainability, environmental causes and ocean research.

OBJECTS OF DESIRE

Brief presentations of luxury items of interest to yacht owners.



Digital Channels



yachtsinternational.com

ner Pascale Reymond discusses

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The online hub for Yachts International digital platforms offers readers easy access to our digital edition, plus exclusive web-only content, photo galleries, videos and more.

Whether by tablet, laptop, desktop or smartphone, our digital content delivery is an easy and convenient way to read Yachts International.

Direct Digital Marketing

Connect electronically with our tech-savvy readership with your customized message via our opt-in database.



Perfect Wine Pairings | Master Sommelier Virginia Philip

Nexture times of the year make wink and food pairing sheer yoy, and that's true with the read that starts with a fresh bahara blossom satad. It pairs beautifully with the Champagne Barons de Rothschild from Raime, France. This exceptional currie is a bland of chardonnay and prior non grapes. From the same family of the famed Childsau Lafite Rothschild, this wine exudes atomax of pear almond and fresh contrusts, marrying hints of white Rower's and faint loanty notes that comail the flavors of the fresh became b

Making Waves

Yachts International's signature e-newsletter. Get all the latest yachting news, exclusive features and our most popular stories trending online emailed directly to your inbox.

Yachts International Audience Reach

852,000 Pageviews*

27,000 Unique Web Visits (month)

15,000 Print Subscribers

24,000 E-News Opt-In Subscribers

34,000 Social Media Followers

*Google Analytics June 2018-May 2019



charter destinations

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With winter fast approaching, it's time to start thinking about your next vachting vacation getaway. The first decision you'll need to make when it comes to planning your warm weather charter retreat is the destination. Fortunately for you, we've already done the research.

We asked some of the most well-traveled charter captains in the industry to share some of their top itmeraries for warmar climes. These seven prime destinations are gualanteed to deliver top-shelf cruising experiences this writter season. So read on, make some mental notes, and call your favorite charter broker today to book the luxury yacht vacation of your dreams.

Lesser Antilles, Leeward Islands

Social Media

Yachts International has a loyal following of passionate yacht enthusiasts on Facebook, Twitter, Instagram, LinkedIn and YouTube. Approximately 90 percent of affluent internet users are active on social media. These important social media outlets allow Yachts International to connect to an even wider range of yacht owners and charter enthusiasts, as well as top industry professionals and captains.





Veteran captains offer up their favorite itineraries in top tropical

Find us on Social Media



LinkedIn Yachts International



YouTube Yachts International







Instagram yachts_international





The Pavilion

The Pavilion is the AIM Marine Group's VIP oasis for yacht owners, captains, industry executives and our invited guests, located within the Fort Lauderdale International Boat Show.

Sponsorship opportunities provide a unique way to reach yacht owners and captains in a relaxed environment where every detail is attended to. From complimentary lunch and cocktails to themed happy hours, the Pavilion is a one-of-a-kind boat show experience.

Sponsorships are available, albeit limited, and category-specific sponsorships are also available.



Custom Events & Strategic Partnerships

Yachts International works closely with its advertising partners to create custom events which target the ultra-high net worth individual. Whether a 20-person intimate dining experience on board a 150-foot yacht, or a 200-person fly-and-drive event, our events team personalizes each experience to match your brand's goals and objectives.

Creating experiences and education that resonates with an affluent audience is our mission. Whether brand-specific or cross-pollination marketing, these types of events remain among the best investments of your marketing dollars. Let our experts help you connect your brand with our affluent readers.





Our readers are highly affluent, educated, luxuryoriented and passionate yacht owners who enjoy reading every issue of Yachts International.

Male	92%
Female	8%
College and Post Graduate	83%
Median Age Range	55-64
Median Household Income	\$427,885
Median Net Worth	\$7,272,730

*Source: 2013 Active Interest Media Corporate Research Study

Our Audience



Who reads Yachts International?

acht owners	66%
ave chartered	47%
achting professional (builder, broker, captain)	29%
ans to buy a boat/yacht	70%
sits advertiser websites	64%
aves the magazine for future reference	52%

Digital Reach

eads digital edition of Yachts International	25%
sits yachtsinternational.com	21%

Readers' Lifestyle

Owns a home	91%
Owns a residence on the water	53%
Owns two or more residences	66%
Flies privately	45%
Owns personal private aircraft	28%
Uses private aircraft service for business	33%
Collects art	42%
Owns multiple luxury cars	73%

Editorial Calendar 2019 - 20

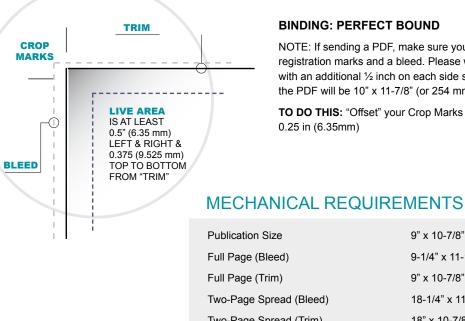


Q3.2019 SUMMER ISSUE Monaco Yacht Show

Q4.2019 FALL ISSUE FLIBS & METS

Q1.2020 WINTER ISSUE Düsseldorf & Miami

Q2.2020 SPRING ISSUE Palm Beach & St. Barths Bucket



Publication Size
Full Page (Bleed)
Full Page (Trim)
Two-Page Spread (Bleed)
Two-Page Spread (Trim)
Half Page Horizontal (Bleed
Half Page Horizontal (Non-E
Half Page Vertical (Bleed)
Half Page Vertical (Non-Ble

COPY REQUIREMENTS

Macintosh format CD-ROM (creation preferable in Adobe). Native files in InDesign CS5.5 - attach all fonts used (OSX compatible). Will accept EPS (Photoshop CS5, and Illustrator CS5), maximum quality JPEG, high-resolution PDF (Acrobat Versions 9 or 10). All photos should be at least 300 dpi. File and document instructions must be included, as well as a color proof to our exact dimensions.

Printing material will be held for six months, after which time it will be destroyed unless we have specific instructions to return the material to the client.

REPRODUCTION QUALITY: The quality of reproduction cannot be guaranteed when the agency does not adhere to Yachts International's specifications, does not provide a proper proof, or when material is received after the closing date for the issue.

Specifications

BINDING: PERFECT BOUND

NOTE: If sending a PDF, make sure your PDF has crop marks/ registration marks and a bleed. Please write the postscript file with an additional $\frac{1}{2}$ inch on each side so that the actual size of the PDF will be 10" x 11-7/8" (or 254 mm x 302 mm).*

TO DO THIS: "Offset" your Crop Marks outside of the BLEED to:

	9" x 10-7/8"	[229 x 276mm]
	9-1/4" x 11-1/8"	[235 x 282mm]
	9" x 10-7/8"	[229 x 276mm]
	18-1/4" x 11-1/8"	[463 x 282mm]
	18" x 10-7/8"	[458 x 276mm]
	9-1/4" x 5-3/8"	[235 x 136mm]
leed)	7-1/4" x 4-1/2"	[184 x 114mm]
	4-1/2" x 11-1/8"	[114 x 282mm]
d)	3-1/2" x 9-1/4"	[89 x 235mm]

AD MATERIAL DELIVERY **INSTRUCTIONS**

DIGITAL DELIVERY VIA EMAIL: YMADS@AIMMEDIA.COM

DIGITAL DELIVERY VIA FTP: LOG ON TO FTP ADDRESS: ftp4aim.com USER NAME: yi_ads@ftp4aim.com PASSWORD: vndiwoj OPEN the "AD DROPBOX" folder CLICK AND DRAG your PDF file into the "To-AD DROPBOX" folder

For more information, contact Jessica Schultz, Associate Publisher Phone: 239.738.3132, jschultz@aimmedia.com

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