



INTERNATIONAL BOAT INDUSTRY

2026 MEDIA KIT

More than 50 years of global boating business insight

IBI NEWS.COM



STAY CONNECTED

IBI is the go-to resource for news, market intelligence, and comment on the world's leisure marine industry.

With global markets in a state of flux, it's never been more important to stay abreast of the competition and the latest product developments, trends, technologies and acquisitions.

With the most extensive global reach of any B2B publication in the recreational boat business, supported by a network of journalists covering more than 60 key markets, IBI's ability to make sense of the rapidly shifting business landscape continues to provide a vital tool for key decision makers.

For more than half a century, it's been IBI's mission to keep the industry connected and to spotlight opportunity. IBI magazine is now being received by more than 26,000 industry professionals in 141 countries and is the backbone of our product portfolio offering multiple channels to reach your customers.

With more than 49,000 archived articles and 50-plus new stories a week, IBI's website and daily newsletter remain industry benchmarks – attracting 361,476 unique website users from 203 countries over the past 12 months alone – while our newsletter is received daily by more than 26,535 qualified marine industry professionals.

Our premium subscriber service, **IBI Plus**, has over 2,000 individual paid subscribers, providing a highly committed and engaged audience among the industry's leading companies. What drives this success? The important stories and market intelligence that make a difference to our readers and their businesses.

IBI is truly regarded as the essential international medium for communicating with boatbuilders and equipment manufacturers and the distributors and dealers who sell their products.

Stay informed; stay connected with IBI.

Members of:



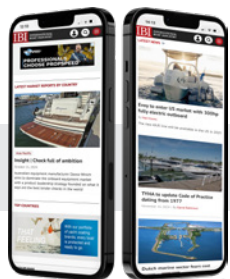
Partners with:



AUDIENCE BY PLATFORM

Read by the key decision-makers at the world's major boat builders and throughout the marine equipment supply chain.

IBI has been continually published since 1968 and is the only globally-recognised publication serving the leisure marine industry.



IBI Daily Newsletter reach
26,535 Marine industry professionals



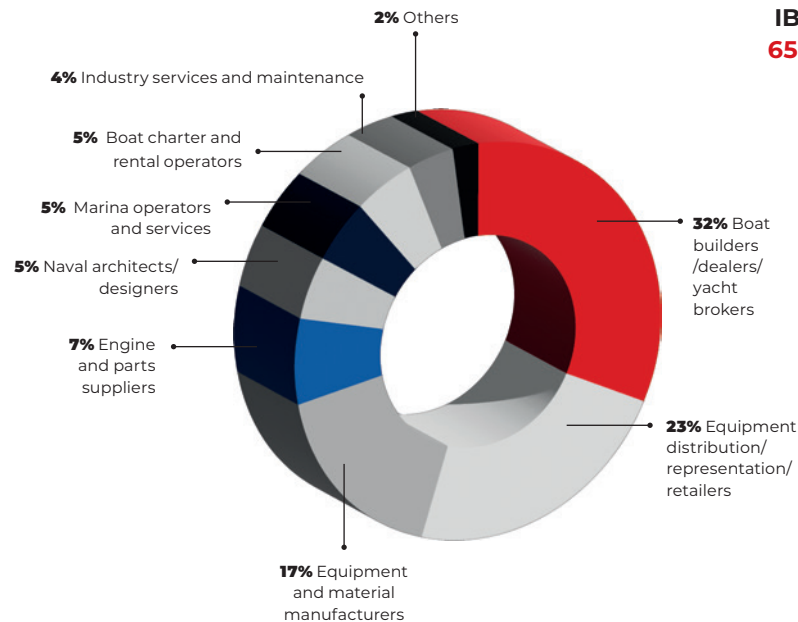
IBI print and digital issue readership
27,000+ Marine industry professionals



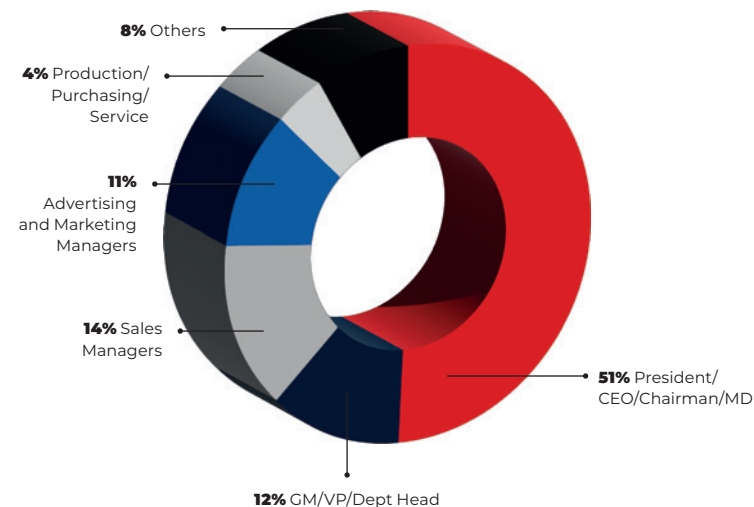
IBINEWS.COM Website
65,593 Monthly sessions

Social media reach
15,609 Followers

AUDIENCE BY BUSINESS ACTIVITY

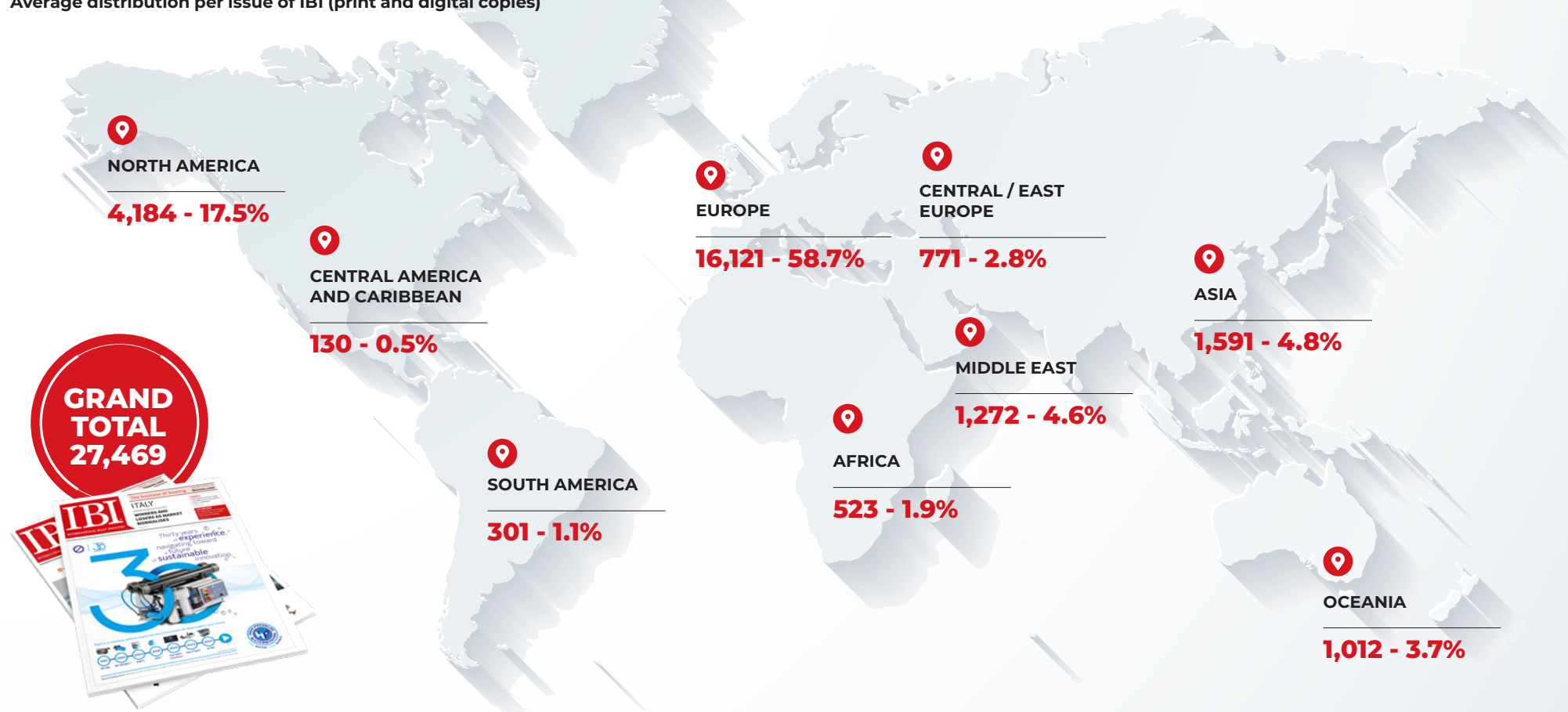


AUDIENCE BY JOB FUNCTION



A TRULY GLOBAL PERSPECTIVE

Average distribution per issue of IBI (print and digital copies)



TESTIMONIALS

“IBI is the bible for B2B business in the marine industry. We have been proudly working with them for over 10 years and the publication, offerings and commitment to editorial continues to grow with the times and add value across all channels. From print, to online and the support at METSTRADE and Boat Builder Awards, IBI is an organisation that any serious B2B business in the marine industry needs to be connected with.”

FUSION ENTERTAINMENT

“IBI for us is a reliable partner in the nautical world. It’s an outstanding resource, a provider of insightful news, data and market analysis that help us to understand deeply the route of the business”

GIOVANNA VITELLI, EXECUTIVE
VICE PRESIDENT, AZIMUT | BENETTI GROUP

“IBI is our B2B window to the maritime industry. For more than 10 years we are working very pleasantly together. Whether it is printed/online advertising or an editorial item, there is always the passion and commitment to create something valuable to send into the market. If you want to be taken seriously as a company in the maritime industry, IBI is the organization to commit to.”

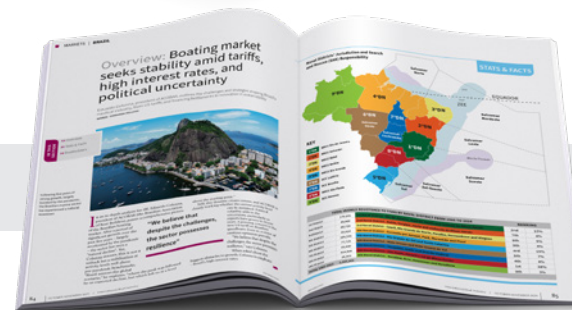
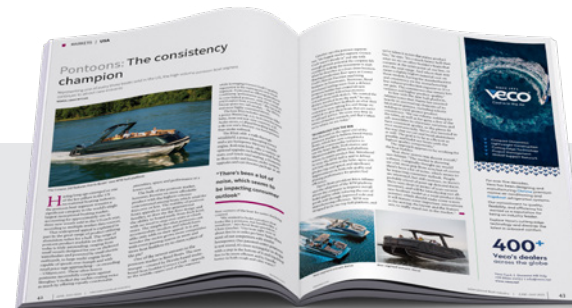
MASTERVOLT

“IBI is the first website I go to when I wake up in the morning, they do an outstanding job of covering the global marine industry. I share articles and stories with our entire leadership team across the enterprise which has proven to be very valuable to us.”

LEE GORDON, VICE PRESIDENT OF COMMUNICATIONS,
PUBLIC AFFAIRS AND GLOBAL PUBLIC RELATIONS,
BRUNSWICK CORPORATION

PRINT – IBI MAGAZINE

Published six times a year, planned around the major international boat shows and conferences to maximise the impact for our advertisers and partners



PRINT – IBI MAGAZINE

Our editorial plan for the year ahead

ISSUE	MARKET REPORTS	EVENT DISTRIBUTION	PRODUCT SECTOR	AD DEADLINE	PUBLICATION DATE
December 2025/ January 2026	UK, Turkey, South Africa	Miami, Düsseldorf	Toys and Tenders	03 December	12 December
February/ March 2026	France and Italy		Outboards, Boatbuilding Materials/ composites and machinery, Marina Tech	04 February	13 February
April/May 2026	Germany and Middle East		Inboards, Paints and Coatings	22 April	01 May
June/July 2026	Spain and USA Boats		Superyacht Refit and Repair, Superyacht technology	03 June	12 June
August/ September 2026	European Market Round Up	Cannes, Genoa, Monaco, IBEX	Marine electronics, Decking	05 August	13 August
October/ November 2026	USA Equipment Manufacturers Report, Netherlands and South East Asia	METSTRADE	Future tech, Lighting	07 October	16 October
December 2026/ January 2027	UK and Canada	Miami, Düsseldorf	Sailing hardware and accessories	02 December	11 December

MEDIA INFORMATION 2026

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.

OTHER PRINT INFORMATION

METSTRADE CATALOGUE AND DAILY NEWS

Distributed before, during and after the show, in print and digital.



BOAT SHOW CALENDAR 2026

The most comprehensive
and respected Boat Show
Calendar in the world.
Distributed with the
December/January 2026
edition of IBI Magazine.



IBIPLUS DAILY NEWSLETTER INFORMATION

For over 20 years, the IBI Daily Newsletter has been the most-relied upon digest of the most important news from the global leisure marine industry. Received by over 26,535 professionals, readers and advertisers alike rely on the IBI Daily Newsletter to keep themselves informed and gain competitive advantage.



SPONSORSHIP SLOT

Own the first commercial message on the newsletter for a whole month. Note: these slots are very popular and get booked up quickly.

LARGE BANNERS

Up to two premium ads can run in the newsletter. These are 24% bigger than a standard ad to give you a larger creative space and more impact.

COMMERCIAL OPPORTUNITIES



STANDARD BANNERS

Make sure you influence the industry by running regular ads in the leisure marine industry's most popular daily newsletter. Ads can be booked for specific dates or run-of-month.



IBI WEEKLY NEWSLETTER INFORMATION

IBI Pulse

Your weekly glimpse into the future of the boat business. IBI Pulse brings you the innovations, technologies, and trends shaping tomorrow's marine industry.

- From next-gen propulsion and electrification... to AI production optimization... to Yacht buyer psych shifts — if it is going to move market share in the next 24 months — it hits **Pulse first**.
- Tailored for senior decision makers — OEMs, boatbuilders, supply chain, distributors and investors who can't afford to be surprised by macro trend inflections.
- **Short. Fast. Essential. Everything you need to convert uncertainty into strategic advantage — in one 3 minute scroll per week.**

IBI Marina Briefing

Your weekly view across the global marina landscape. IBI Marina Briefing delivers the deals, developments, and innovations shaping the future of waterfront destinations worldwide.

- New projects. Transactions. Permitting breakthroughs. ESG capital flows. Global tourism shifts affecting berth yield. If it influences marina value creation — it is in here.
- Built specifically for marina owners, developers, investors, harbour authorities, architects and operators who need actionable signal — not noise.
- **Understand where the money is actually moving — before the rest of the market sees it.**



WEBSITE INFORMATION

ibinews.com is the place to go for the best industry insight, analysis, research and news. It is the only industry site with a global perspective, the internationally acclaimed home of the Boat Builder Awards, the place to read digital versions of IBI magazine and search the IBI archive of over 49,000 articles.

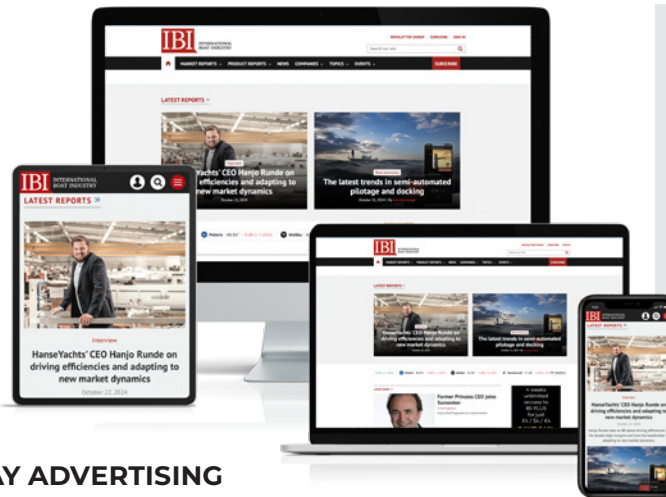


DISPLAY ADVERTISING

We are pleased to now offer new larger desktop and mobile billboard formats which look impressive and perform better.

DOUBLE MPU

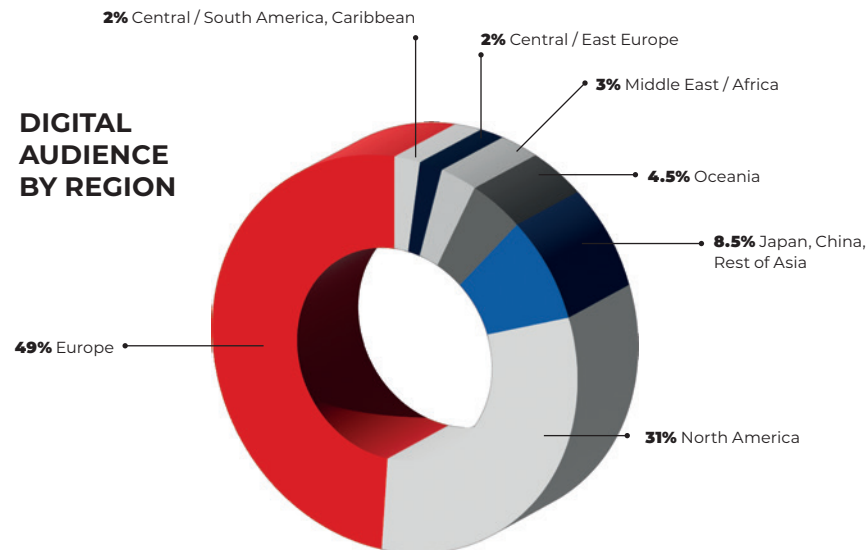
MPU



361,476 annual unique website users from 203 countries (past 12 months)

30,123 users per month on average

DIGITAL AUDIENCE BY REGION



IBI FEATURED COMPANY

WEBSITE INFORMATION

CONTENT MARKETING

Written content conveys integrity, authority and significance. It allows for deep conversations where topics are fully explored. Content marketing is where advertisers pay to have publishers create authoritative content to help brands tell their stories. The fusion of a publisher's expertise with the brand's own credibility is key.

IBI OFFERS TWO CONTENT MARKETING OPTIONS:

IBI Presents

A single article of 500-750 words written by our editorial team along with the advertiser. This is the ideal format for promoting a new product or service in detail. The article can include multiple images and video. An IBI Presents article is promoted over a three-month period and receives 10 social media posts (across IBI's social media accounts), four promotional slots in the IBI Daily Newsletter and is promoted through the ibinews.com website. IBI Presents articles can be fully-branded with the advertiser's ads.

IBI Featured Company

Content marketing is ideally suited to a long-term commitment so content can build up search authority and become 'evergreen'. As an IBI Featured Company your brand benefits from a dedicated content hub that can feature up to five articles to allow potential customers to discover the stories behind your business, services and brands. Articles can include multiple images and videos.

Your content is promoted over a six-month period and receives monthly promotion via IBI's social media, daily newsletter and links on ibinews.com.



IBI PRESENTS

IBI SUMMIT

Where Marine Industry Leaders Shape Tomorrow

The IBI Summit is the essential strategic forum for the global leisure marine C-suite. Hosted by International Boat Industry (IBI) – the most trusted B2B authority in the sector – this full-day London event unites shipyard leaders, supply chain executives, investors, M&A specialists and valuation experts to define the future of boating.

Why it matters

The Summit delivers the insight that drives marine business performance: capital markets expectations, business model resilience, demand shifts, supply chain security, new customer generation, and the strategies that futureproof profit.

2026 format

- Premier keynote conversations + boardroom-grade panel programming
- Benchmarking on value creation drivers + global market outlook
- Focus on digitalisation, manufacturing efficiency, aftermarket revenue and cross-sector innovation

Who attends

Shipyard CEOs, COOs, tier-one suppliers, component manufacturers, investors, capital markets advisors and strategic transformation leaders.

Why partner

- Align to the industry's most senior strategic discussion
- Gain direct access to high-value decision makers
- Drive visibility via IBI — the most influential business platform in leisure marine

When

London, June 2026



IBI
Summit

BOAT BUILDER AWARDS 2026

The Premier Celebration of Global Boatbuilding Excellence

Join us for the 12th edition of the prestigious Boat Builder Awards (BBA), the industry's biggest celebration recognizing the significant contributions of individuals, teams, and supply chain partners within boat building companies worldwide.

Event Overview

Jointly organized by IBI and METSTRADE, the Boat Builder Awards represents the most widely recognized awards programme in the marine industry, celebrating excellence across multiple categories including design, innovation, collaborative working, environmental responsibility, marketing, and personal achievement.

What Makes BBA Special

Industry Recognition: The most prestigious awards in global boatbuilding Comprehensive Categories: Six core award categories, including our signature Lifetime Achievement award Premium Experience: Fine dining and entertainment in a celebratory atmosphere Strategic Networking: Enhanced networking opportunities at the heart of the METSTRADE experience

Our Presence

IBI maintains a strong presence at all major industry events including:

- BOOT Düsseldorf
- Miami Boat Show
- Cannes Festival of Yachting
- Genoa Boat Show
- IBEX
- METSTRADE

Partnership Opportunities

Following our successful partnerships with industry leaders including Raymarine (headline sponsor), Fusion, Lumishore, Sleipner Group, E-propulsion, HP Watermakers, and JL Audio, we're now accepting partnership applications for 2026.

Enhanced Venue Experience

Building on our successful 2025 venue transformation, the awards continue to be strategically positioned to integrate seamlessly with the METSTRADE schedule, making it easier for guests to participate while maximizing networking opportunities.

Be part of the industry's most celebrated evening. Contact us today about partnership and attendance opportunities for the Boat Builder Awards 2026.



RATES FOR PRINT (ALL RATES ARE \$ DOLLARS)

DOUBLE PAGE SPREAD

1 insertion	12,496
3 insertions	12,001
6 insertions	11,330

1/2 DOUBLE PAGE SPREAD

1 insertion	7,744
3 insertions	7,359
6 insertions	6,974

FULL PAGE

1 insertion	6,600
3 insertions	6,402
6 insertions	6,061

MINI PAGE

1 insertion	4,136
3 insertions	3,949
6 insertions	3,718

1/2 PAGE HORIZONTAL/ VERTICAL

1 insertion	3,520
3 insertions	3,333
6 insertions	3,135

1/3 PAGE VERTICAL

1 insertion	2,750
3 insertions	2,453
6 insertions	2,035

1/4 PAGE HORIZONTAL/ VERTICAL

1 insertion	2,079
3 insertions	1,958
6 insertions	1,859

1/4 PAGE VERTICAL STRIP

1 insertion	2,541
3 insertions	2,288
6 insertions	2,101

SPONSORSHIP LOGO

1 insertion	6,358
3 insertions	6,039
6 insertions	5,753

SPECIAL POSITIONS

Front cover	10,549
Inside front cover	8,195
Inside back cover	7,898
Outside back cover	9,460

1/3 PAGE PRODUCT GUIDE

1 insertion	880
3 insertions	704
6 insertions	660

Full page advertisers
can NOW embed
video on their digital
advertisements



PRODUCT GUIDE

Product picture and text
(approx 100 words)



ADVERTISING DISPLAY RATES



EXAMPLE
FRONT COVER AD



EXAMPLE
1/4 STRIP AD



EXAMPLE
MINI PAGE AD



EXAMPLE
PRODUCT GUIDE

SPECS FOR PRINT

DISPLAY	BLEED (3MM) HEIGHT x WIDTH	AD/TRIM SIZE	TYPE AREA
Front cover	205 x 205mm	202 x 202mm	
Double page spread*	285 x 426mm	279 x 420mm	252 x 396mm
Half double page spread	143 x 426mm	137 x 420mm	123 x 396mm
Full page	285 x 216mm	279 x 210mm	252 x 186mm
Mini page		170 x 102mm	
Half page horizontal		123 x 186mm	
Half page vertical		252 x 90mm	
Third page vertical		252 x 58mm	
Quarter page horizontal		59 x 186mm	
Quarter page square		123 x 90mm	
Quarter page vertical strip		252 x 42mm	
Sponsorship logo		12 x 185mm	

*Double page ads must be supplied as separate pages



MECHANICAL DETAILS

Bleed advertisements

No essential matter should appear within 13mm of any trimmed edge. Allow 3mm around trim size for any bleed images.

Advertisements are to be supplied as digital PDF files to guarantee a better production.

- All advertisements must be supplied to the correct size to appear in the magazine.
- PDF files must be saved in version 1.3 PDFX1a
- Total Area Coverage (TAC) not higher than 320%
- No layers in files
- 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)



RATES AND SPECS FOR IBI DAILY NEWSLETTER

AD TYPE \$ DOLLARS

SPONSORSHIP BANNER

Per month 5,247

LARGE BANNERS

Per day 594

5 days (-20%) 2,376

10 days (-25%) 4,444

STANDARD BANNERS

Per day 484

5 days (-20%) 1,936

10 days (-25%) 3,630

FIXED DATE PREMIUM +15%

RECRUITMENT/SPECIAL ANNOUNCEMENT

Per day 715

5 days (-20%) 2,860

10 days (-25%) 5,357

NEWSLETTER BANNER SPECIFICATIONS

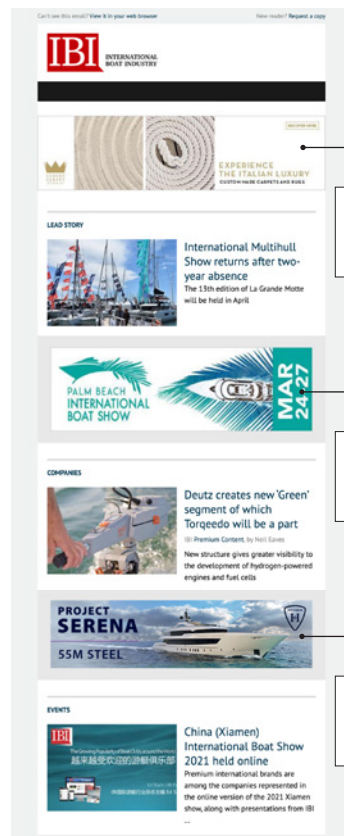
TECHNICAL REQUIREMENTS

File formats: JPG or PNG

Max file size: 100 kb

Please note: Any ad creative with a 100% white background should have a minimum 1 point contrasting keyline around the edge.

Click through URL: Please confirm what click through URL should be used with each creative, this must be secure (i.e. https).



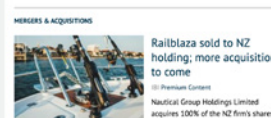
Sponsorship banner
600 pixels wide
x 175 pixels high

Large banner (was skyscraper)
546 pixels wide
x 175 pixels high

Standard banner Position 1
546 pixels wide
x 141 pixels high



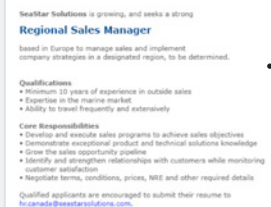
Standard banner Position 2
546 pixels wide
x 141 pixels high



Standard banner Position 3
546 pixels wide
x 141 pixels high



Recruitment/special announcement
580 pixels wide
x 400 pixels high
+ key line border



RATES AND SPECS FOR IBI PULSE AND IBI MARINAS WEEKLY NEWSLETTERS

NEWSLETTER BANNER SPECIFICATIONS

TECHNICAL REQUIREMENTS

File formats: JPG or PNG

Max file size: 100 kb

Please note: Any ad creative with a 100% white background should have a minimum 1 point contrasting keyline around the edge.

Click through URL:

Please confirm what click through URL should be used with each creative, this must be secure (i.e. https.)

AD TYPE \$ DOLLARS

SPONSORSHIP BANNER

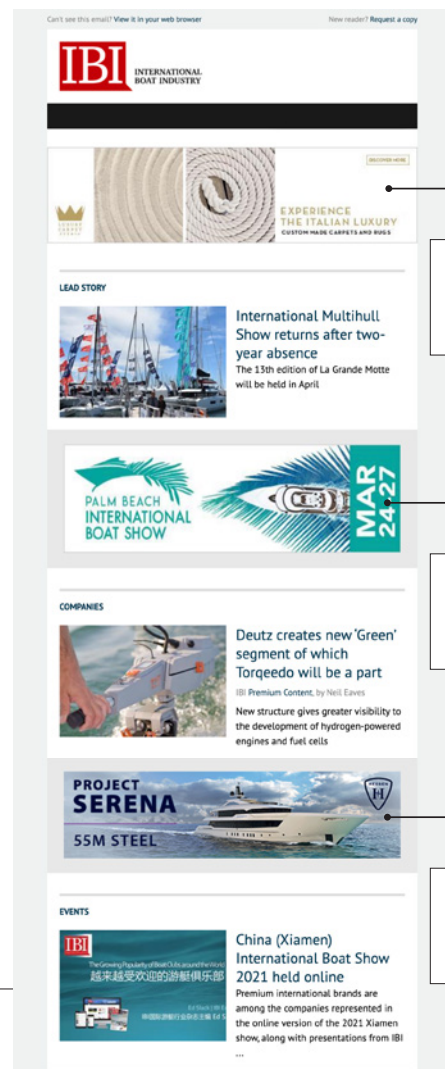
Per month	4,840
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LARGE BANNERS

Per day	754
Per month	2,453

STANDARD BANNERS

Per day	506
Per month	2,046



Sponsorship banner
600 pixels wide
x 175 pixels high

**Large banner
(was skyscraper)**
546 pixels wide
x 175 pixels high

**Standard banner
Position 1**
546 pixels wide
x 141 pixels high

RATES AND SPECS FOR IBINEWS.COM

AD TYPE

\$ DOLLARS

LARGE TOP OF PAGE BILLBOARD

One month	3,377
Three months	8,448
Six months	16,907
12 months	33,792

MPU

One month	2,541
Three months	6,765
Six months	13,519
12 months	27,027

DOUBLE MPU

One month	3,377
Three months	8,448
Six months	16,907
12 months	33,792

IBI PRESENTS ARTICLE

Live for three months	5,918
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IBI FEATURED COMPANY

Live for six months	13,519
Live for twelve months	24,145

INTERNATIONAL BOAT INDUSTRY

VISIT US, NOV 19-21

METS 2024

Booth #01.535

rule a xylem brand

JABSCO a xylem brand

LATEST NEWS

Twin Vee Q3 revenues down 64%

November 15, 2024 | > [Subscriber-only](#), By [Craig Ritchie](#)

Losses mount for US power catamaran builder in "challenging and ugly" quarter

NEWS ABOUT THE 2022 BOAT BUILDER AWARDS

Why you need to be at the 2022 Boat Builder Awards

Flood of entries promises most hotly contested Boat Builder Awards yet

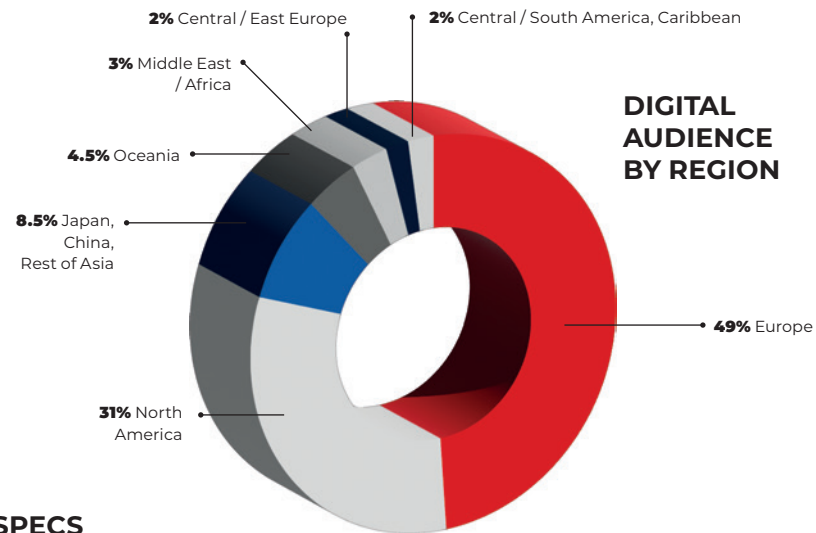
What's in store at the 2022 Boat Builder Awards?

2022 BOAT BUILDER AWARDS

Everything you need to prepare for METSTRIDE 2022

Find your way around METSTRIDE 2022

USA & Canadian exhibitors at METSTRIDE



CREATIVE SPECS

Large billboard (desktop)

970 pixels wide by 250 pixels high

Standard billboard (desktop)

970 pixels wide by 90 pixels high

Large leaderboard (mobile)

320 pixels wide by 100 pixels high

Standard leaderboard (mobile)

320 pixels wide by 50 pixels high

MPU

300 pixels wide by 250 pixels high

Double MPU

300 pixels wide by 600 pixels high

FORMATS

GIF or JPG:

- Max weight 250 kb (initial load)

HTML5:

- File type: ZIP containing the creative assets (JPG or GIF only) and HTML5
- All other files that are referenced by the HTML file should be included in the zip file
- Please ensure an exit function and click tag are included

- The max size of the HTML5 bundle or the extracted files cannot exceed 1000 kb

CLICK-THROUGH URL:

- Please confirm what click through URL should be used with the creative(s), this must be secure (i.e. https.)

Please note

- Any ad creative with a 100% white background should have a 1 point contrasting skyline around the edge.

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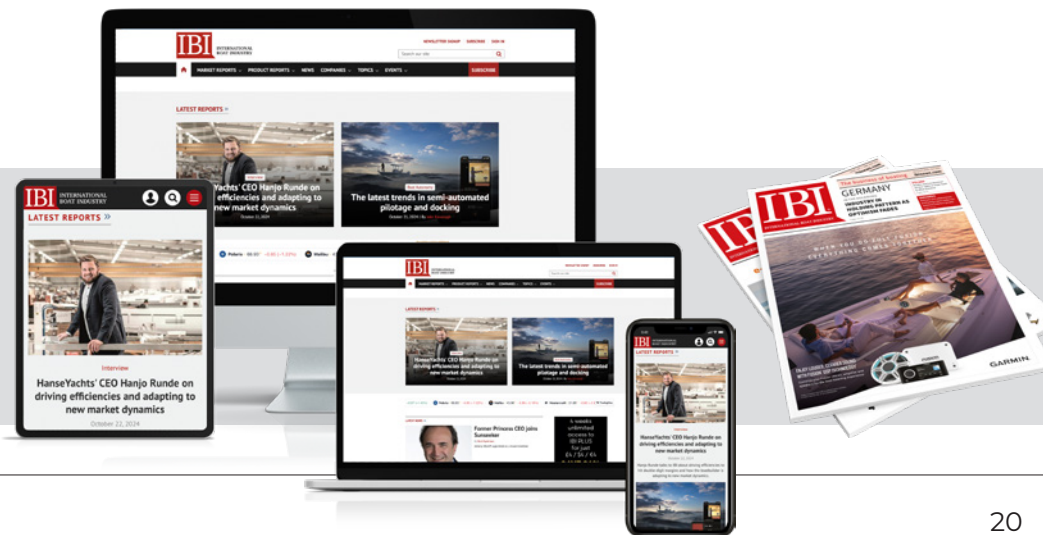


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INTERNATIONAL BOAT INDUSTRY

More than 50 years of global boating business insight

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