Yachts International is the leading publication in the world of luxury yachting.
U.S.-based *Yachts International* is the leading publication in the world of luxury yachting and a worldwide authority in the superyacht sector, with sophisticated global editorial reach, superior targeted distribution, high-profile events, online community network and exclusive partnerships with the industry’s leading boat shows. The magazine offers an insider’s view of the luxury yachting experience with a dynamic mix of quintessential print media, advanced digital platforms and exclusive yacht owners’ clubs at boat shows. While largely aimed at the American yachtsman, the magazine’s goal is to provide every large-yacht enthusiast insight into the latest launches, design trends, personalities, history pieces, financial and regulatory issues, charter opportunities and yachting destinations.

**NEW BOAT BUYER’S GUIDE**  
*Annual Circulation: 50,000*

The only marine publication of its kind, the *New Boat Buyer’s Guide* has established itself as the must-have resource for the new boat buyer. More than 60 new powerboats of all types are tested and evaluated each year in this easy-to-digest format. Compiled by the editors of *Power & Motoryacht*, *PassageMaker*, *Soundings* and *Yachts International*, the *New Boat Buyer’s Guide* has larger newsstand sales than any other marine title, and offers bonus distribution at the Fort Lauderdale, Miami, Palm Beach, Newport and Annapolis boat shows, as well as every TrawlerFest. In addition, a digital version is sent electronically to subscribers from the AIM Marine Group database who are actively searching for a new boat.
Whether by tablet, laptop, desktop or smartphone, our digital content delivery is an easy and convenient way to read Yachts International.

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

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

Yachts International’s Audience Reach

- **Facebook**: YachtsInternational
- **Twitter**: YachtsIntl
- **Instagram**: yachts_international
- **LinkedIn**: Yachts International
- **YouTube**: Yachts International

**Social Media Followers**
- Facebook: 25,000
- Twitter: 10,900
- Instagram: 31,000
- LinkedIn: 720,000
- YouTube: 10,854

**Digital Subscribers**: 10,900

Electronic Media

Yachts International utilizes targeted e-newsletters and digital subscription delivery to reach our more technologically-inclined yacht enthusiasts, while expanding our network, influence and content delivery to an engaged audience of opt-in subscribers.

Direct Digital Marketing

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

*Yachts International* proudly sponsors the annual Newport Yacht Rendezvous in August, presented by the Boys & Girls Clubs of Newport County, Rhode Island. This event features a Superyacht Hop at the Newport Shipyard and a Dinner and Dance Party.

All proceeds benefit the Boys & Girls Clubs of Newport County, a non-profit organization dedicated to helping children, teens and families. Programs at the Boys & Girls Clubs help promote character and leadership, health and wellness, and education and career development.

Fisher Island Rendezvous

*Yachts International* proudly sponsors the Fisher Island Rendezvous in November, presented by the Boys & Girls Clubs of Broward County, Florida.

This annual three-day charity event is one of the largest social superyacht gatherings in the world, raising more than $30 million to date to benefit the Boys & Girls Clubs of Broward County and the 12,500 at-risk youth it serves.
Our readers are highly affluent, educated, luxury-oriented 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*

**Who reads Yachts International?**
- Yacht owners 66%
- Have chartered 47%
- Yachting professional (builder, broker, captain) 29%
- Reads 7 out of 7 issues 83%
- Plans to buy a boat/yacht 70%
- Visits advertiser websites 64%
- Saves the magazine for future reference 52%

**Digital Reach**
- Reads digital edition of *Yachts International* 25%
- Visits 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%
In Every Issue

We bring the world to the American yachtsman, and our mission within each issue is to “engage with every page,” through unmatched, audience-driven coverage of new boats, new technology, top destinations, compelling people-oriented stories and everything that’s trending in today’s luxury yachting lifestyle.

Features – In-depth articles on significant new superyachts and smaller boats of distinction; compelling stories of yachts, yachting and yachtsmen; yachting history; yacht technology and design; destinations.

Elec-Tech – Innovations in electronics and yacht technology.

Making Waves – The latest news and notes on developments in the yachting world including new launches, new models and concept yachts and what’s trending in today’s yachting lifestyle.

On Charter – Quite simply, the most personalized style of vacation on earth, offering all the amenities of a five-star hotel, all the extravagance of a Michelin-starred restaurant and all the experiences of your dreams. In every issue, our newly expanded charter section delivers the total charter experience to our readers, covering top destinations and charter yachts, captain and crew profiles, tenders and toys, fun excursions, food and wine, travel and leisure, the latest industry news and the hottest new trends in charter.

On the Horizon – Intriguing new yachts planned or in-build.

Sternlines – Writer and yacht industry veteran Dudley Dawson holds court on a wide range of topics.
January/February: The “Best Of” Issue
Recognizing the “Best Of 2017” across a wide range of categories and previewing what’s on the horizon in 2018
Bonus Distribution: NMMA New York Boat Show, TrawlerFest-Stuart, FL, Seattle Boat Show, IMBC, CMTA Hartford, CT Boat Show, Providence, RI Boat Show

March: Miami Boat Show Preview / Art & Design
We examine the latest trends in yacht design, including interviews with the world’s top designers and their projects, current and future. Cutting-edge concept yachts. Exclusive coverage of Miami Art Basel and surrounding events. Miami Boat Show preview.
Bonus Distribution: NMMA Miami Boat Show, Yacht and Brokerage Show (Miami), Maine Boatbuilders Show

April: Summer Charter Preview
Great charter destinations and yachts new to the charter fleet, with an emphasis on the upcoming summer charter season. Articles of interest to charter-yacht owners and clients. Palm Beach Boat Show Preview.
Bonus Distribution: Palm Beach International Boat Show

May/June: The Adventure Issue
Bonus Distribution: Newport, RI Charter Show, Panama Boat Show, TrawlerFest Bremerton, WA

July/August: The Top 100
Our annual review of the world’s largest yachts, with emphasis on the largest yachts launched in the past year. Plus: State of the American superyacht industry.
Bonus Distribution: Key yachting destinations, Newport Boys & Girls Club Yacht Rendezvous

September/October: Winter Charter Preview / Yacht Management
Hot destinations and the top yachts available for the winter charter season. Regulatory & management issues that affect American yacht owners. Monaco Yacht Show Preview.
Bonus Distribution: Festival De La Plaisance Cannes, Monaco Yacht Show, Newport International Boat & Brokerage Show (Newport, RI), IBEX, NMMA Norwalk, CT Boat Show, TrawlerFest-Bay Bridge, MD, NMEA, Annapolis Powerboat Show
Space: 7/14/18 - Deadline Materials: 7/20/18 - On Sale: 8/21/18

November/December: The FLIBS Issue / Electronics & Technology
Bonus Distribution: Fort Lauderdale International Boat Show & The Pavilion Yacht Owners Hospitality Lounge, Kellogg Buyers Show, Fisher Island Yacht Rendezvous
Space: 9/10/18 - Deadline Materials: 9/14/18 - On Sale: 10/16/18
Successful in Business; Passionate About the Sea

American yacht owners are a diverse group. They come from all walks of life. They account for a substantial percentage of most yacht builders’ order books, most yacht brokers’ clientele, and they are voracious consumers of crewed yacht charters. While diverse in their backgrounds and professional endeavors, American yacht owners have many commonalities, chief among them: a passion for the sea, and the financial capability to indulge that passion at the highest level.

Among their other attributes:

- They own multiple boats
- They employ full-time crew
- Most own private aircraft or shares
- Most own more than one home
- They are active in charitable endeavors
- They consume the latest technology
- They collect luxury goods such as fine art, wine, watches, jewelry and automobiles
- They invest in financial and commodities markets
- They travel extensively for business and leisure
- They belong to elite clubs and associations
- They are aggressive consumers of information—both print and digital