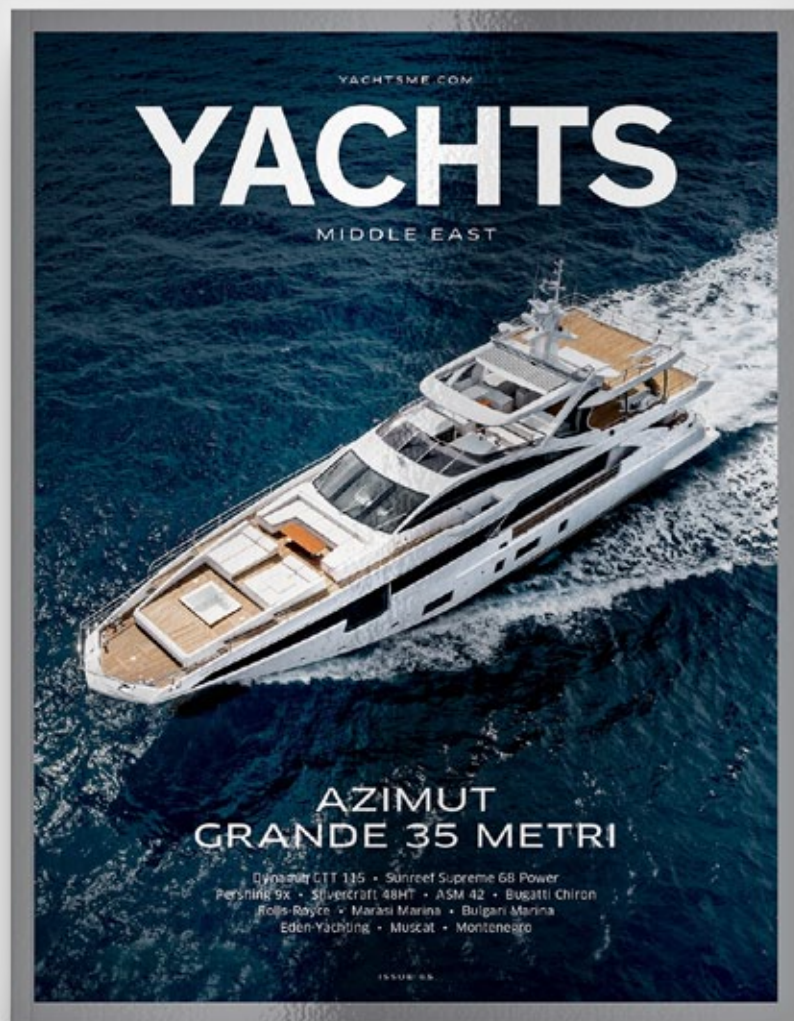


MEDIA PACK 2018

YACHTS

MIDDLE EAST



THE MAGAZINE

Did you know that six of the Top 10 largest superyachts in the world are Middle East owned? This remarkable fact is just one of the driving forces behind *Yachts Middle East* – an exciting evolution of the region’s first and foremost English language yachting magazine, *Yachts Emirates*.

Dedicated to the region’s vibrant yachting lifestyle and the Ultra High Net Worth Individuals who live it, *Yachts Middle East* covers the yachting hot spots from Turkey to Oman.

Written by leading professionals, from powerboat racers to superyacht captains, *Yachts Middle East’s* editorial objective is to impress, educate and entertain with informative articles, entertaining features and stunning images from the world’s top photographers.

Inside you will find news, reviews and sea trials mixed with the finest in luxury lifestyle, including supercars, business jets, timepieces and travel.

Distribution wise, *Yachts Middle East* is now available at the newsstand as well as in the region’s finest hotels, yacht clubs, polo clubs, villa developments, business towers, banking and private jet lounges. This highly targeted distribution has been developed over ten years, ensuring the right people get to see your brand.



OUR AUDIENCE

The *Yachts Middle East* target audience is unique in the luxury lifestyle world. Our yacht-owning High Net Worth Individuals think nothing about treating themselves to a supercar, exclusive timepiece or a month long holiday in the Med, Caribbean or the Maldives. If you're interested in an individual who can spend US\$ 250 million on a megayacht without blinking, then we can deliver your brand to their hand.

BREAKDOWN

Male: **94%**

Age: **52 years**

Average HHI: **\$4.9m**

Value of Primary Residence: **\$2.7m**

Value of other Real Estate: **\$6.8m**

Own an 80' yacht: **9.2%**

Own a 50' to 80' yacht: **24.8%**

Own boat under 50': **41.1%**

Do not own a boat: **24.9%**



BOATS ARABIA

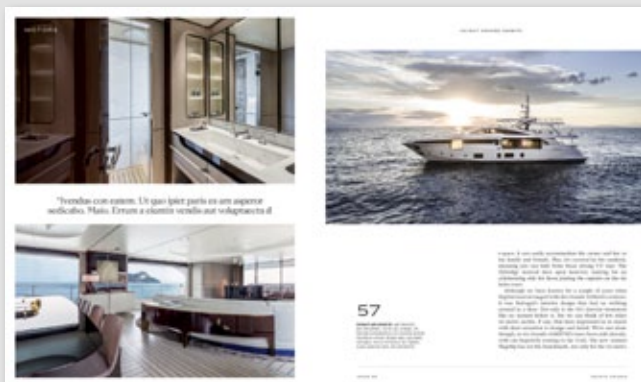
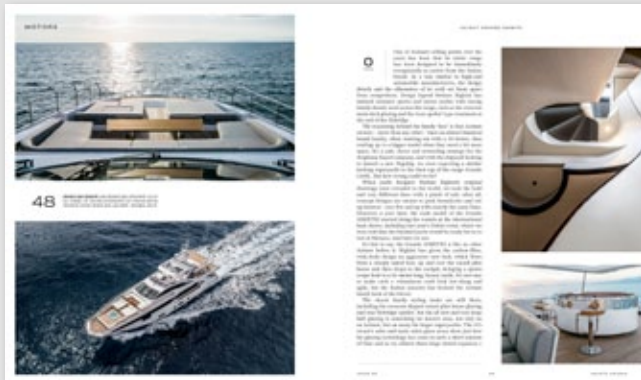
With year-round sunshine, easy access to the sea and attractive incomes it's no wonder more and more of the Middle East's population are thinking about buying and running their first boat. *Boats Arabia*, which is a section in the magazine, is designed to be an introduction to the marine leisure lifestyle, concentrating on the fun, sub 50-foot side of the market.

Inspiring, entertaining and yet authoritative, *Boats Arabia* serves as an invaluable guide to the latest sport fishers, cabin cruisers, wake boats, accessories, toys and watercraft – all part of the industry's best performing sector. Written by experts from the world of powerboat racing and marine architecture, *Boats Arabia* covers everything from V8 jet boats to navigation master classes.



BOATS ARABIA

- Affordable boats, toys and watercraft, from 4ft to 50ft.
- Written in an accessible style: entertaining, inspiring and informative.
- Providing access to readers that use Boats Arabia to make informed purchases.



DISTRIBUTION

Yachts Emirates has a unique and unrivalled distribution platform that benefits from multiple touch points, relevant to the titles audience. *Yachts Emirates* has a mature and focussed distribution strategy that capitalises on its regional hub and then utilises the global distribution network of its publishing group to expand the titles reach outside of these key territories.

TOTAL QUALIFIED DISTRIBUTION

24,500 COPIES

First & Business Class Lounges - Emirates Airlines	1000
Business Centers in Dubai & Abu Dhabi (Emirates & Etihad Towers)	1600
Dubai Marina Distribution	2100
Dubai & Abu Dhabi Dealers and Shipyards	1600
5-star Dubai and Abu Dhabi hotels	1200
Spas, Polo Club, Golf Clubs	1600
Marinas & Yacht Clubs	2000
Real Estate Developers	350
Private Banking Lounges	1650
Airlines Lounges & Private FBO	4600
Corporate Distribution	1200
Newsstands	2500
Mailing	3100

BONUS CIRCULATION

15,000

- Dubai International Boat Show
- Kuwait Yacht Show
- Beirut Boat Show
- Cannes Yachting Festival
- Monaco Yacht Show
- Abu Dhabi International boat show



EDITORIAL

CALENDAR

ISSUE	EDITION	PRESS DEADLINE	DISTRIBUTION
#65	Feb/Mar 2018	February 10, 2018	February 15, 2018
#66	Apr/May 2018	March 15, 2018	April 1, 2018
#67	Jun/Jul 2018	May 15, 2018	June 1, 2018
#68	Aug/Sep 2018	July 15, 2018	August 1, 2018
#69	Oct/Nov 2018	September 15, 2018	October 1, 2018
#70	Dec 2018/Jan 2019	November 15, 2018	December 1, 2018





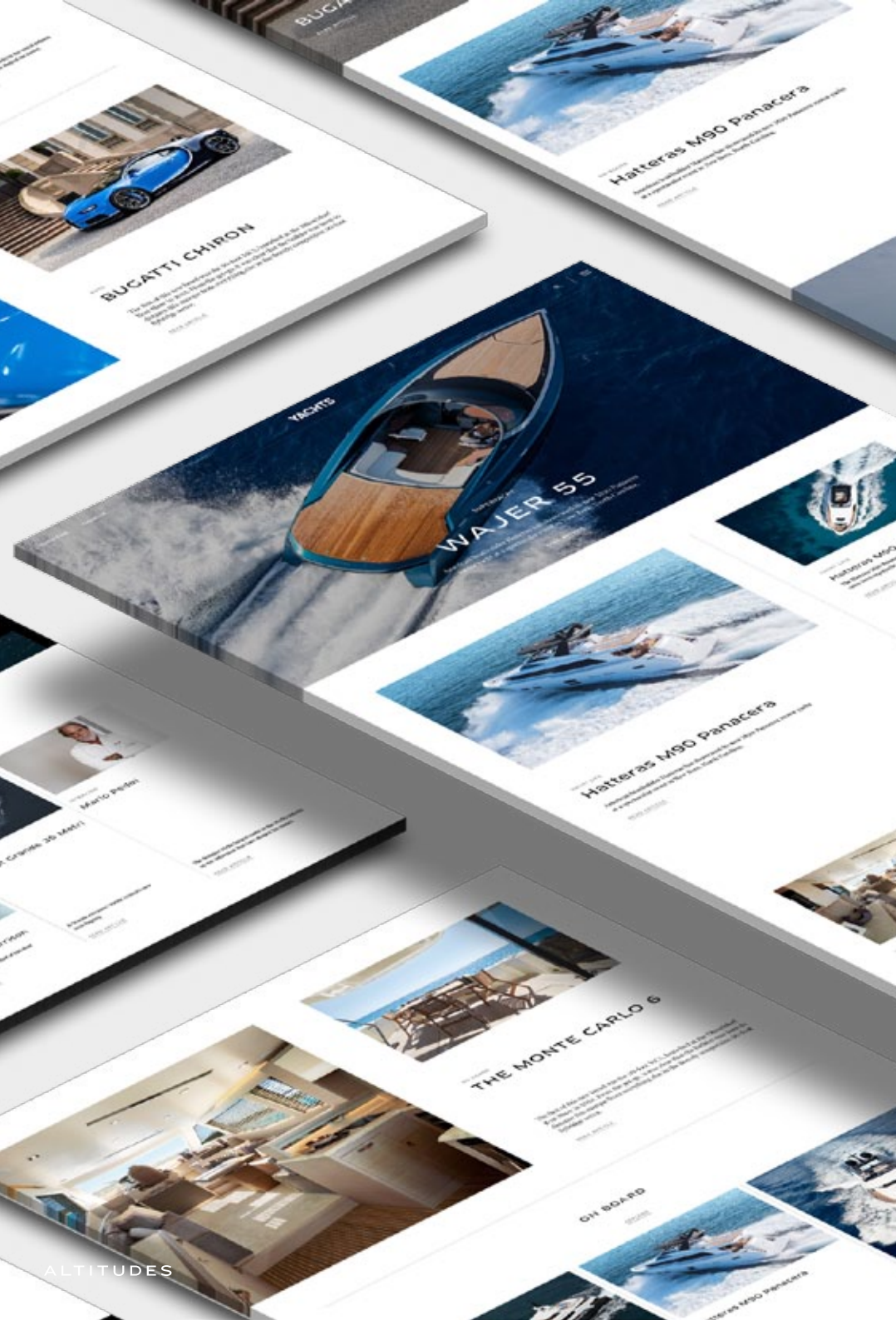
ADVERTISING RATES

POSITION	DIMENSION(MM)	RATE
Front Gate Fold	400mm x 265mm	\$17,000
Inside Front Cover Spread (IFCS)	400mm x 265mm	\$15,800
1st Double Page Spread (DPS)	400mm x 265mm	\$14,200
2nd Double Page Spread (DPS)	400mm x 265mm	\$13,800
Outside Back Cover (OBC)	200mm x 265mm	\$14,500
Inside Back Cover (IBC)	200mm x 265mm	\$10,500
DPS before Contents	400mm x 265mm	\$12,800
Full page opposite contents/index	200mm x 265mm	\$10,000
Full page opposite Editor note	200mm x 265mm	\$9,000
Full page within 40 pages (facing news)	200mm x 265mm	\$7,600
Regular DPS	400mm x 265mm	\$12,000
Full page	200mm x 265mm	\$6,600
Brokerage Spread	400mm x 265mm	\$5,720
Brokerage Regular Page	200mm x 265mm	\$3,000
BOATS ARABIA		
Back Cover	200mm x 265mm	\$5,000
Interior Front/Back Cover	200mm x 265mm	\$4,000
Interior Spread	400mm x 265mm	\$5,700
Interior Regular Page	200mm x 265mm	\$3,000

TECHNICAL SPECIFICATIONS

SIZE	BLEED SIZE	TRIM SIZE
Full Page Size	210mm x 275mm	200mm x 265mm
Double Page Size	410mm x 275mm	400mm x 265mm

*All measurements are width x height



WEBSITE REACH

For 2018, *Yachts Middle East* has made the transition online with the new interactive website www.yachtsme.com. Here, the portal brings you a more digestible format of everyone's favorite yachting lifestyle and waterfront living magazine.

Shorter, snappier and more accessible, the website continues to inform, engage and entertain, except now the images of the world's best photographers are reproduced in glorious High Definition. Expect the same in-depth features and engaging analysis as the magazine, but with the added attraction of up to the minute, breaking news both local and international. The site also offers a range of dynamic advertising, promotional and sponsorship opportunities.

COUNTRIES FOR VISITATION

1. UAE
2. KUWAIT
3. BAHRAIN
4. OMAN
5. SAUDI ARABIA
6. EGYPT
7. LEBANON
8. TURKEY



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Instagram

Facebook

Twitter

Linkedin

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Publishing and Digital Experience like no other..

THANK YOU