



**BOATING**BUSINESS  
BOATING BUSINESS & MARINE TRADE NEWS

**MEDIA KIT**

# Why Boating Business?

Boating Business is dedicated to the UK leisure marine trade. Senior executives rely on our news and information to stay up-to-date with new products, innovations and developments which impact on their business. The title talks to everyone that helps make a boat go, from superyacht manufacturers to kayak and canoe manufacturers, from sailmakers to rope manufacturers and everyone inbetween. Boating Business covers the UK leisure marine industry better than anyone and there is no more effective way to get your brand message out.

## Boating Business in Print

**Boating Business** has been dedicated to the UK leisure marine trade industry since 1981. It is a respected source of information, which our clients trust to deliver their marketing message. It provides readers with authoritative editorial prepared by writers who are experts in their field, in a user-friendly layout.

## Boating Business Online

[Boatingbusiness.com](http://Boatingbusiness.com) is a key source of the latest industry news with new content added every day. As a marketing platform, it can help your business stay 'front of mind' for an average of 9,300 visitors a month. It is an effective way to make an impact and drive traffic to your website.

## Boating Business Email Marketing

**Boating Business** e-Newsletter is a summary of the top news stories and is sent every week directly to the inboxes of over 3,700 key decision-makers. Each issue has one exclusive sponsorship opportunity, offering an extremely effective way for businesses to communicate announcements, events, product launches and brand messaging.

Promote your business to the **right audience**,  
in the **right place** and at the **right time**.



# Audience

Boating Business' audience are CEOs, managing directors and owners within the leisure marine industry. This includes those involved with building and repair, chandlery, transport and delivery, chartering, manufacturing, marina operations, surveying and design. They regularly digest content via Boating Business' print magazine, online at boatingbusiness.com and via email newsletters and job bulletins – presenting clients with multiple channels to offer business marketing messages to buyers.

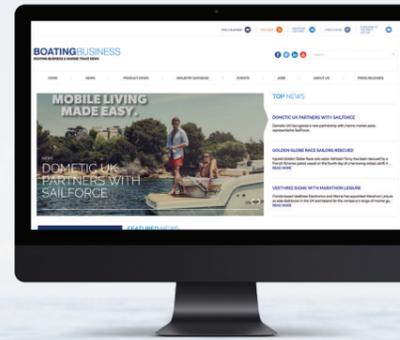


## Boating Business In Print

11,394  
Readers

4,220  
Copies posted per month

92%  
Of readers rate BB "Good - Excellent"



## Boating Business Online

9,337  
Average unique visits per month

45,456  
Page views per month

74%  
Describe the contents as Good-Excellent



## Boating Business Email Marketing

3,708  
Inboxes weekly

28.6%  
Opening rate

83%  
Describe the contents as Good-Excellent

# Audience

## What do readers think of Boating Business?

52%

'Influences purchasing decisions'

77%

'Informs and contributes to business'

84%

'Recommend to colleague'

90%

'Useful resource'

## Our Audience



Almost half  
of our audience are  
Managers, CEOs or Directors



Over half  
are involved with or influence  
purchasing decisions

## Adding value to your campaigns



The Boating Business LinkedIn group has nearly 2,000 members and offers a great platform for sharing industry best practice and updates with other businesses in the commercial leisure marine sector.



The Boating Business twitter account has over 1,500 engaged followers who regularly boost our content, with a reach of 16,000 impressions. Updated daily, the Boating Business Twitter account is a hub for those looking to keep up to date with the latest and breaking news.



The Boating Business Facebook account is updated weekly and boasts an audience of hundreds, with a reach of over 2,300 unique impressions.

Tried | Tested | Trusted



# Magazine Features

Boating Business's features give clients the opportunity to place their brand and product messages alongside relevant, relatable content, increasing exposure to their target audience.

## JANUARY

Clothing – An ever-changing market sector; we'll look at the latest technical clothing, drysuits, wetsuits, inshore and onshore gear and accessories. Boot Düsseldorf Preview – Covering some of the latest launches at the major European show.

- [Boat Dusseldorf, 19-27 January, Dusseldorf, Germany](#)

## FEBRUARY

Paints & Coatings – The latest developments in Antifouling, Propeller Coatings, Topside Coatings and Varnishes. Safety – Safety is becoming more important to boaters. We'll take a look at the latest in liferafts, lifejackets and buoyancy aids, liferings, Danbuoys, EPIRBs, PLBs, SART and MOB alarms.

## MARCH

Fitting out Interior – Galleys, cookers, water handling, lighting and soft furnishings. Electronics – Radar, chartplotters, MFDs, fishfinders, sounders, sonar, AIS, marine entertainment, electronic maps etc.

## APRIL

Fitting out Exterior – Deck and hull Cleaners, wood restorers, ropes and shock cords, anodes, outboard motor locks, underwater lighting, decking. Electrical Systems – Alternators, batteries, switches, breakers, cables, regulators, generators, inverters, transformers.

## MAY

Inland Waterways – A preview of the Inland Waterways Festival, Crick, and a round-up of some of the UK's inland waterways news.

Eco Awareness – Wind turbines, hydro turbines, eco-friendly chemical products for interior and exterior, solar panels, electric engines.

- [Crick Boat Show, 24-26 May, Crick, UK](#)

## JUNE

Seawork Preview – Europe's largest leisure marine and workboat exhibition.

Heating and Air Conditioning – Air heaters, water heaters, pumps, radiators, thermostats, control systems and chillers.

Superyachts – Some of the latest products and services aimed at superyachts.

- [Seawork International, 11-13 June, Southampton, UK](#)

## JULY

Masts, Spars, Sails and Rigging – The latest sail cloths, sail design and high tech fibres, wire, rope, terminals and accessories.

Power and Propulsion – Propulsion engines, sterndrives, outdrives, thrusters, keel cooled engines, overhaul, repair and maintenance.

## AUGUST

Boatbuilding – Looking at traditional and modern boatbuilding techniques, composites and coatings.

Water Systems – Watermakers, water filters, grey and black water handling, ISO pump out fittings, odour control, sink and waste fittings, storage tanks.

## SEPTEMBER

Laying Up – Whatever a boat owner needs when snuggling their craft down for the winter, new engine filters, dehumidifiers, trickle chargers, sail servicing, liferaft servicing, anodes, osmosis repair kits and more. Electronics – Radar, chartplotters, MFDs, fishfinders, sounders, sonar, AIS, marine entertainment, electronic maps etc.

SBS Preview – A forward look at the UK's largest leisure marine show.

- [Southampton Boat Show, 13-22 September, Southampton, UK](#)

## OCTOBER

Onboard Power – Generators, batteries, frequency converters, solar and wind power, transformers, isolators, regulators.

Marina Equipment – Pontoons, decks, mooring systems, storage systems, boat lifts, pump out systems, management software.

## NOVEMBER

METSTRADE Preview – The largest leisure marine trade show.

Legal, Insurance, Finance and Services – News from the marine services segment. Deck Hardware – Anything bolted on the outside of a boat: winches, capstans, tracks, stanchions, cars, blocks, jammers, hatches, portlights.

- [METS, 12-14 November, Amsterdam, Netherlands](#)

## DECEMBER

New Products – All that was new at this year's METSTRADE plus the latest new products for the new season. Distributor Round-up – Our annual roundup on the changes in brands and product lines from the distributors and wholesalers that keep this industry in business.

# Testimonials

“Keep doing what you're doing, it is a good publication and the only one I take notice of in marine sector.”

**Adrian Mawdsley,**  
UK Sales Engineer, Trident Foams Ltd

“I am a yacht surveyor and have been reading Boating Business for many years. The technical information and new equipment articles keep me in tune and ahead of the game with what is going on in the marine industry far more than any other publication. I also find the advice on running a business very informative and useful and on more than one occasion, have acted on this advice.”

**Peter Hall,**  
Hall Marine Surveys

“SeaDek was launched in the UK in the summer of 2017 with a great response from the UK marine industry. Boating Business were very helpful in putting together a launch article for us which really did help spread the word. As a result of the great service and value for money we have continued to work with the team at BB and achieve further success! We look forward to working with them in the future.”

**Sean Roebuck,**  
Procast Products, UK SeaDek Certified Fabricators.

“I have been a reader of Boating Business probably since its inception. It has always been an informative good read, and a publication not afraid to speak its own mind on the important issues facing our industry.”

**Tim Coghlan,**  
Braunston Marina Ltd



“We see Boating Business as the 'go to' place for industry news. At some point or another I always seem to have a Boating Business magazine on my desk and I'm sure I'm not the only person in the industry who is the same! In the last 18 months we have seen great results with our advertising campaigns and releasing news stories to the industry. Boating Business is a very good marketing platform for us.”

**Chris Fower**  
Sales & Marketing Director,  
Fischer Panda UK Ltd.



“Boating Business proves to be our best insight into the marine business – both for trade and industry news affecting our global distribution chain and customer base. The new website and monthly publications provide the product news we need to know about while supporting our own Barton Marine introductions.”

**Suzanne Blaustone**  
CEO & Owner, Barton Maraine



# Advertising Options

## Print & Online

Boating Business magazine has been dedicated to the UK leisure marine trade industry since 1981, providing incisive and up to the minute news and information. The Boating Business website is a top information resource for the commercial leisure marine industries, with the relaunch of boatingbusiness.com providing a whole range of new routes to market for clients.

Boating Business offers display advertising packages across both print and online to suit a range of budgets, allowing clients to maximise their message visibility across multiple channels.

	Print	Online	1 Month	3 Months	6 Months	12 Months
Display Package	DPS	Leaderboard/ Double Skyscraper	£5100	£4590	£4335	£4080
Display Package	Full Page	Left/Right MPU	£2895	£2605	£2460	£2315
Display Package	Half Page	Right MPU/Banner	£1840	£1655	£1565	£1475
Display Package	Quarter Page	Tile (Any zone)	£1135	£1020	£965	£910
Display Package	Vertical Single Column	Tile (Any zone)	£1115	£1005	£950	£890
Display Package	Horizontal Banner	Tile (Any zone)	£925	£835	£785	£740
Display Package	Eighth Page	Tile (Any zone)	£540	£485	£460	£430
	<b>Premium</b>					
Display Package	Covers	Article footer	£3235	£2910	£2750	£2590



# Advertising Options

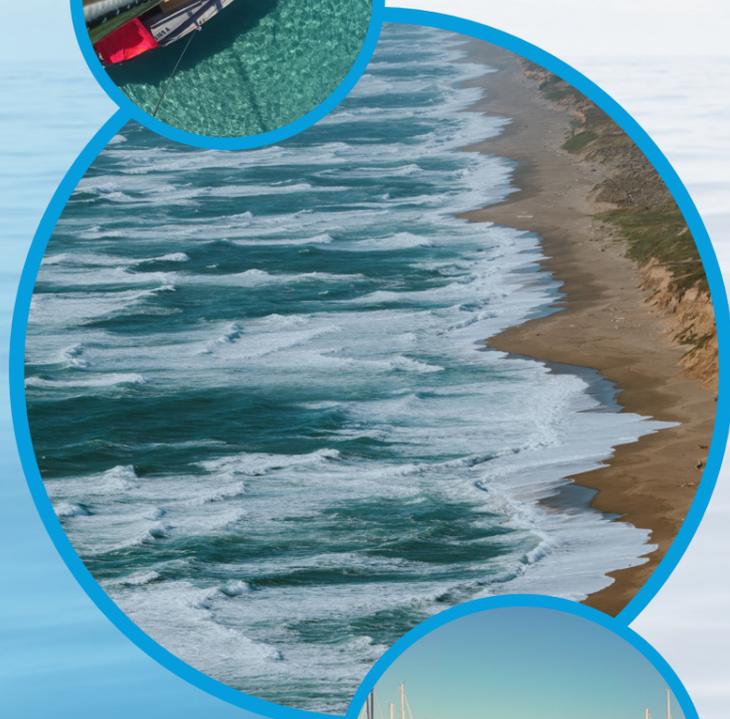
## Online Display

Homepage  
Takeover →

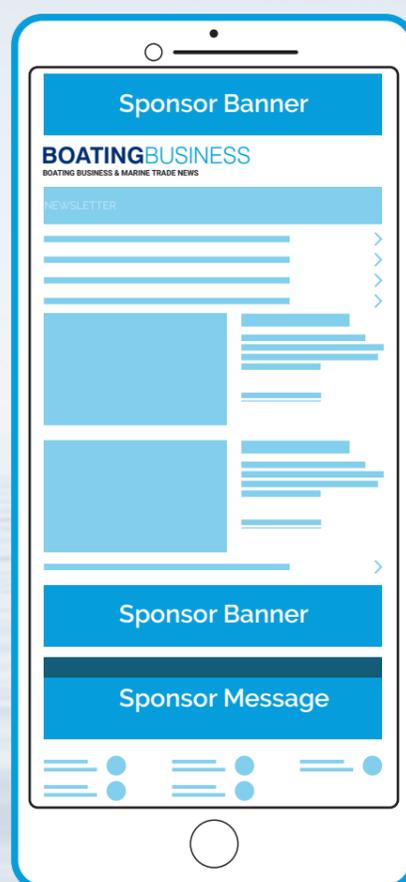
The Boating Business website is a top information resource for the commercial leisure marine industries, with the relaunch of boatingbusiness.com providing a whole range of new routes to market for clients.

The new design, delivering over 45,456 page views to over 9,337 unique visitors per month, provides advertisers the opportunity to serve content directly in amongst the editorial via our new 'tile' website format.

Left MPU	Home Page Only	£865pcm	370x340 px
Advertising Tile	Home Page Only	£450pcm	370x370 px
Banner Listing	Run of Site	£755pcm	1500x180 px
Takeover (Leaderboard)	Run of Site	£1245pcm	1680x180 px
Takeover (Double Skyscraper)	Run of Site	£1245pcm	120x800 px
Right MPU	Run of Site (excl. Home Page)	£865pcm	370x340 px
Dropdown Flyout		£720pcm	1680x180 px
Premium Jobs	Recruitment Section	£130pw/£410pcm	1120x437px



## Email Marketing e-Newsletter



The Boating Business e-Newsletter is sent to over 3,700 leisure marine professionals.

### What's Included

Solus sponsorship of a Boating Business e-Newsletter, including top banner, hyperlinks to a URL of the client's choice and a sponsored message.

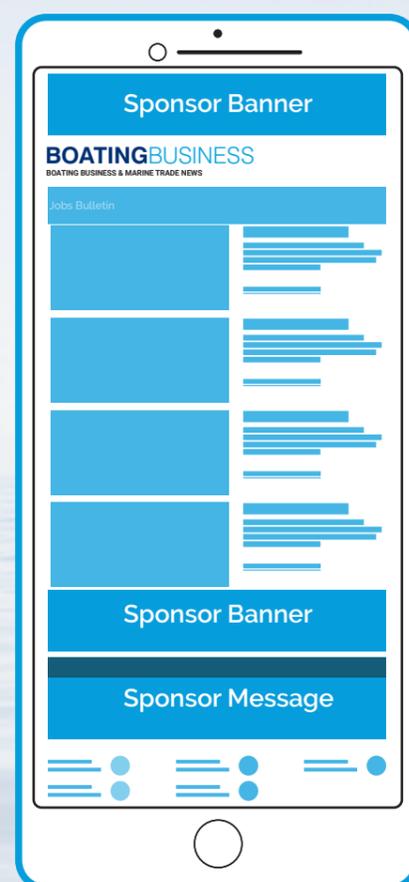
A free artwork service is available upon request.

e-Newsletter  
Sponsorship

£420

Specification on  
request

## Email Marketing Jobs Bulletin



The Boating Business Jobs Bulletin is sent to over 3,700 leisure marine professionals every week.

### What's Included

Solus sponsorship of a Boating Business Jobs Bulletin, including top banner, hyperlinks to a URL of the client's choice and a sponsored message.

A free artwork service is available upon request.

Clients also have the option to see their job vacancy listed in our online Premium Jobs section (see 'Print & Online').

Jobs Bulletin  
Sponsorship

£435

Specification on  
request

## Email Marketing e-Cast



A Boating Business eCast is a blank slate for your content. We can send a select number of client branded emails direct to the Boating Business database of over 3,700 leisure marine professionals.

This enables your business to access a highly targeted audience using our email system and e-marketing expertise.

We can help with design and response testing.

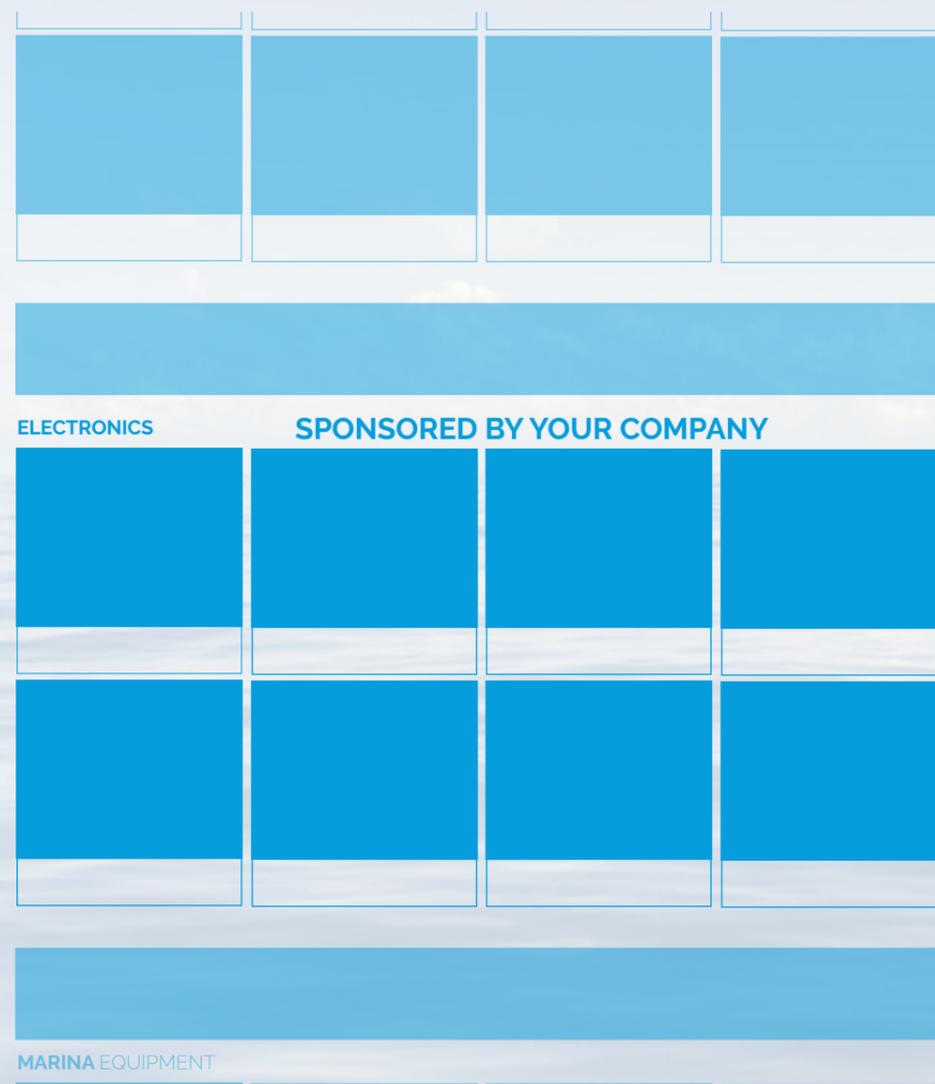
e-Cast  
Service

Your Content  
to our list

£1385

Specification  
on request

## Sponsored Editorial



Sponsored Editorial gives clients the opportunity for their brand to be directly associated with any of the Boating Business online news categories.

This allows clients to run a simple strapline and logo alongside the industry category of their choice, with direct links to their website when their logo is clicked.

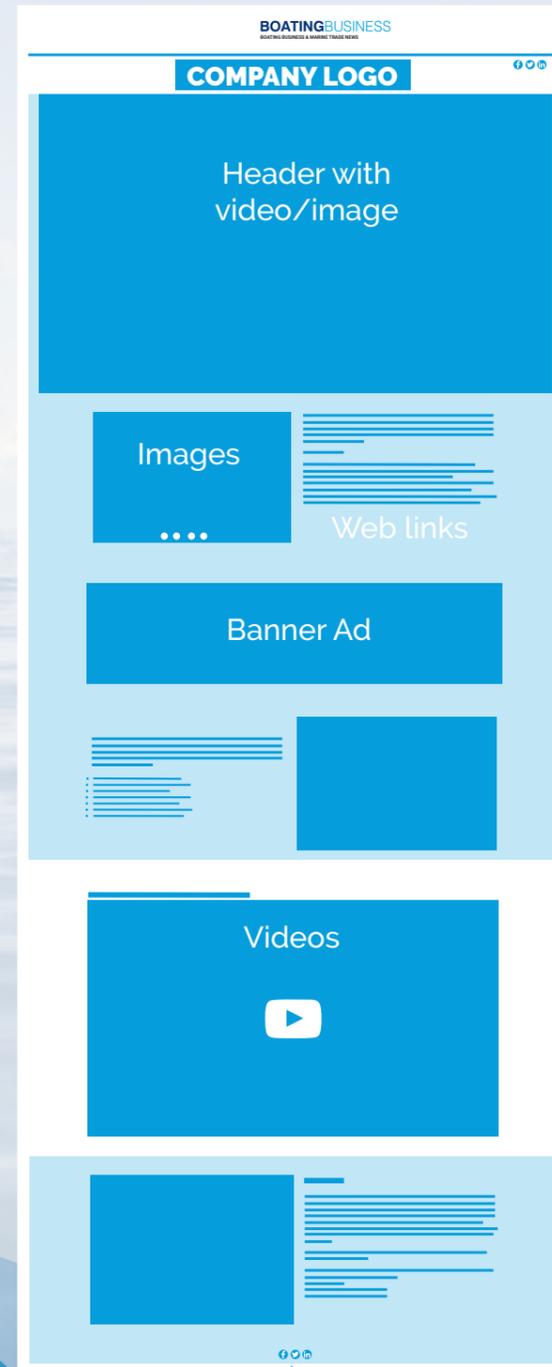
Sponsored  
Content

Home Page  
Only

£1035pcm

Specification  
on request

## Native Advertising



Social Media Links

Native Advertising gives clients the opportunity to create and curate their own content to sit alongside Boating Business's editorial, ensuring it is effectively distributed and seen by the widest audience.

The Native Advertising article is signposted within the relevant editorial category on the home page of Boating Business and links dynamically to a custom designed page built in collaboration with clients, which can include text, pictures and video. This ensures the client's message is delivered in a way that is in context, enduring and clear.

The article is also listed under the relevant news tab and is archived and searchable on the website in perpetuity.

If clients have a Premium Database presence then the article will also be displayed on their Premium Database listing.

Native Advertising Article	Front Page/ News	£2585pcm	Specification on request
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# Advertising Options

## Industry Database

The Boating Business Industry Database is a trusted reference source for buyers and specifiers wanting to find products and services within the commercial leisure marine industry.

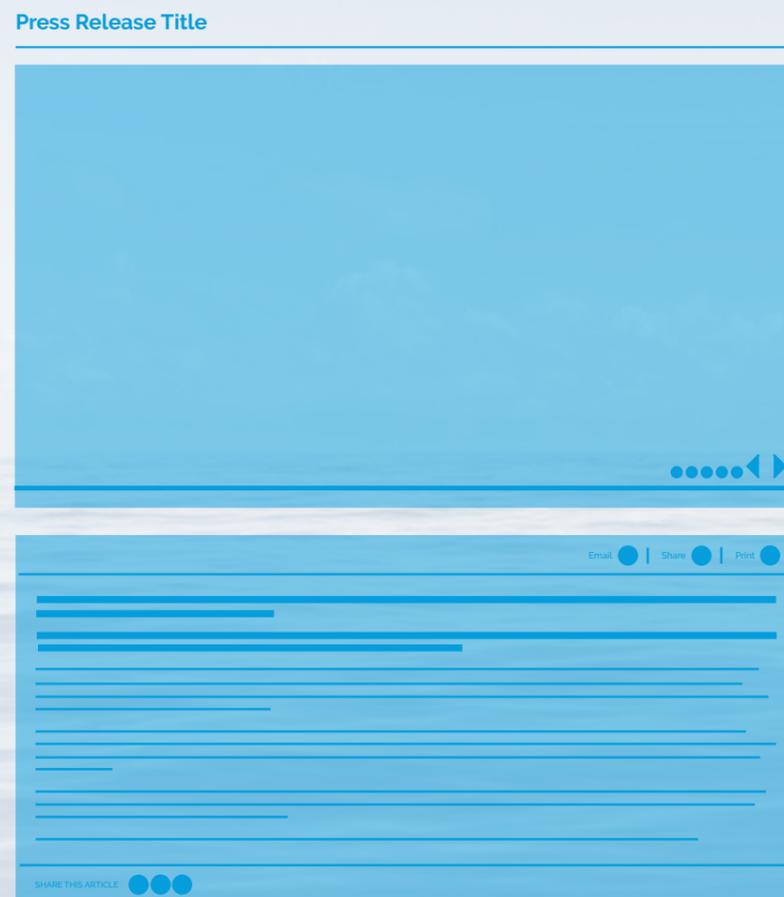
A listing on the industry Database provides opportunities for clients to demonstrate their business competencies. New features for premium entries include the ability to add the latest PR, include marketing information, pictures and video illustrative of client's competencies and latest achievements, as well as displaying social media links.

Improved search functionality will ensure clients' entries are an enduring investment that will help their business be seen.

TYPE		RATE		
Industry Database Standard	Data listing online & Print for 12 months	£775 pa		
Industry Database Premium	Data listing online & Print for 12 months	£1115 pa		
Industry Database Premium Press Release	Industry Database Premium with Press Release service	£2115 pa		
ONLINE	FREE	STANDARD	PREMIUM	
Address/contact information	●	●	●	
Category headings	●	10	10	
Website and email links	●	●	●	
Post latest news	●	●	●	
Company description		30 words	200 words	
Your company logo		●	●	
Sponsored keywords		1	3	
Video showreel			2	
Image gallery			5	
Downloadable PDF's			1	
Social media links			●	
IN PRINT				
Category headings		1	1	
Company description		30 words	30 words	
Address/contact information		●	●	

# Advertising Options

## Premium Press Release



As a premium service, Boating Business are able to handle and promote all clients' press releases through the dedicated press release page featured prominently on Boating Business's home page.

Clients simply need to send their press release through to a dedicated email address and Boating Business will do the rest.

A page will be dedicated to each press release, along with a carousel of up to 5 images and social media links. Each press release page links back to the client's Industry Database listing.

Premium Press Release	£1000pcm	Specification on request
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# Mechanical Data

## Print Specifications

	Vertical	Horizontal
Cover	210 x 297	
DPS	386 x 540	
Full Page	193 x 270	
Half Page	75 x 262	154 x 120
Quarter Page	75 x 120	193 x 28 (Banner)
Eighth Page	75 x 56	
Industry Database	34.5 x 58	

We wish to reproduce your images to the highest possible standard. When supplying scans or digital photography, we recommend that images are captured with a minimum resolution of 300dpi. These should be sent to us in jpeg or TIFF format. We cannot be held responsible for the quality of pictures that are supplied digitally.

Most computer monitors only have an effective resolution of around 72dpi. A satisfactory display on screen does not mean satisfactory magazine reproduction as more than three times this resolution is needed when lithographic printing is used.

### PREPARING FILES TO SEND

We usually receive artwork by email if the file size doesn't exceed 8MB. When files are too large to send via e-mail, we can download your artwork directly from a link.

### FILE TYPES

Print ready PDFs should be made in CMYK (cyan, magenta, yellow and black) using PDFx1a profile. The PDFx1a profile can be found when exporting to PDF or when distilling a Postscript file using Acrobat Distiller.

The PDFx1a profile contains a series of well defined subsets that protects the integrity of the fonts and colours contained therein.

- Fonts will be properly embedded into the file
- All colour data must be greyscale, CMYK or named spot colours.
- The file cannot contain RGB, LAB data.
- Encryption cannot be used.

EBB files from Illustrator are acceptable CS2-CS5 (Creative Suite 5), with text save to outlines/paths or supply all fonts and hi-resolution Photoshop files (300dpi) usually saved in JPG, TIFF, BDD or EBB formats.

While our production department will do everything they can to ensure that your advertising is processed as error-free as possible, we cannot take responsibility for the colour reproduction of any PDFs containing RGB pictures and logos.

## Online Specifications

Leaderboard	1680x180px
Wide Skyscraper	160x370px
Left MPU	370x340px
Right MPU	370x340px
Tile	370x370px
Horizontal Billboard	1500x180px

Our site incorporates 'responsive' designs. It can detect the device on which it is being displayed, whether desktop PC, tablet or mobile, and render with the size, layout and resolution that makes it easiest-to-read.

It is very important that the size of online advertisement files match industry standards. The accepted current industry standard is set by the Interactive Advertising Bureau. The IAB Ad Unit Guidelines are intended for marketers, agencies and media companies for use in the creating, planning, buying and selling of interactive marketing and advertising. This standard is applied by nearly every media company in the world. The following guidelines apply to material created by Mercator or supplied by clients or agencies.

### GIF, animated GIF, JPEG, PNG

Flash Files should be avoided as they do not render on Apple devices

If a Flash File is the only format available, you must supply the file with an embedded tracking code & a GIF or JPEG

Flash Files will not be accepted for mobile usage, please supply a static image

An active website URL must be supplied for the advertisement to link to a Directory entry

Supplied rich media in advertisements is subject to our approval

### File size

Files that are too big slow website loading times for visitors to the site. Supplied material that exceeds the maximum file size indicated by more than 20% will be returned to the originator for revision.

The maximum file size is 40KB.

The maximum animation length is 15 seconds

### Production Lead Time

Client supplied material is required 3 business days in advance of being shown

### Company Industry Database add-ons

PDFs, 40KB per item. Max 10 sec loading time.

AV/Video content is served via YouTube. Recommended duration is max. 30 seconds. Max file size 250KB. Either:

1. Via your own YouTube account - please supply us with the video code.
2. Via Mercator Media's YouTube account - please supply us with a video file (MPEG4 with MP3 audio for best results).

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BOATING BUSINESS & MARINE TRADE NEWS

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magazines|events|online

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