

Classic Boat

Media pack | 2023





FROM THE EDITOR

Exclusive photography of the world's most beautiful boats and intelligent, in-depth content is at the very heart of *Classic Boat*. Each issue showcases the best-designed traditional boats afloat, examining their design, provenance and heritage and championing their classic good looks and craftsmanship.

For more than 35 years, readers have turned to *Classic Boat* for credible advice, reviews and information about classic boats, events, and gatherings worldwide – our expert contributors include Tom Cunliffe, Adrian Morgan, and Nigel Sharp. Meeting readers at classic boat regattas from Cannes to Cape Cod helps us to understand their interests and spending power. While our commitment to innovation – in print and online – has delivered robust newsstand and subscription sales and increased digital engagement.

Steffan

Steffan Meyric-Hughes
Editor



TOTAL
COMBINED
REACH OF OVER
145,000

OUR AUDIENCE

Classic Boat is essential reading for thousands of wooden boat enthusiasts worldwide. Readers' interests include working on restoration projects and sailing classic boats, either for pleasure or competitively in classic regattas. Whilst many readers own a wooden boat, others simply admire traditional marine craftsmanship, or they have a fascination for the history of yachting and the evolution of yacht design.

OUR REACH

- **12** UK editions
- **50,000** Print Readership
- **95,000** Digital Reach
- **9,000** Email Subscribers

DISTRIBUTION

- Strategically promoted at key newsstands including WHSmith High Street, WHSmith Travel in the UK, and Barnes & Noble and Books-A-Million in the US
- Leading independent newsagents in the UK and overseas
- High-profile media partnerships with internationally renowned sailing clubs, associations, regattas, shows and more



SOLUTIONS

Promoting your brand through our omni-channel offering – across print, digital and social – offers a truly effective and integrated approach.

- UK/International edition (print & digital)
- Supplements
- Glossy annual *Classic Yachts* publication
- Glossy annual *Yachting Year* publication
- Digital monthly newsletters
- *Classic Boat Awards*

CREATIVE PARTNERSHIPS

We are delighted to work with key partners within the industry to create high-quality content that brings a product or service to life in a way that truly resonates with our readership. Please contact us directly to discuss bespoke creative solutions.

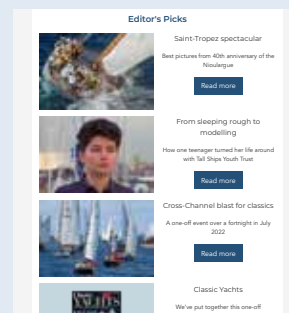
PROMOTIONS



CLASSIC BOAT AWARDS



ANNUAL CLASSIC YACHTS PUBLICATION



NEWSLETTER



ANNUAL YACHTING YEAR PUBLICATION



SUPPLEMENTS





ADVERTISING RATE CARD

Classic Boat provides the perfect vehicle to promote high-quality, premium brands, products, and services to an affluent and discerning audience.

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DISPLAY

Double page spread	£5,671
Outside back cover	£4,091
Inside front cover	£3,856
Inside back cover	£3,506
Full page	£3,039
Half page	£1,637
Quarter page	£963
Double page spread advertorial	£7,089
Full page advertorial	£3,799
Inserts (per thousand)	POA

ADVERTISING CONTACTS

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BROKERAGE

Double page spread	£4,909
Full page	£2,594
Half page	£1,347
Quarter page	£735

MARINE DIRECTORY / CLASSIFIED

Half page	£1,464
Quarter page	£796
Eighth page	£423
Single column centimetre	£36

BOATS FOR SALE

5x2 (magazine and online)	£375
5x1 (magazine and online)	£255

DIGITAL

DIGITAL AUDIENCE

Website

We offer an integrated omni-channel solution through our website, social media, and e-marketing platforms.

www.classicboat.co.uk

- 30,800 monthly average unique users
- 64,100 monthly average page views
- 7,000 email subscribers
- 54,500 social media followers



Our comprehensive website is a deep dive across the industry: News, Articles, Practical, Buy a Classic Boat, Gallery, Awards, Directory. Inspirational and user-friendly, it is the definitive website for everyone seeking credible advice, reviews and information about classic boats, events and gatherings worldwide.

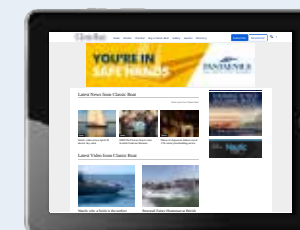
DIGITAL RATES

Website

Reskin	£2,500
Online advertorial	£950
Competition	£1,000 + prize
Double MPU	£950
MPU	£550
Billboard	£750
Leaderboard	£750
Online directory	£300
Social media post	POA

Email marketing

Newsletter advertorial	£750
Newsletter leaderboard	£475
Bespoke solus email	£100 per 1,000



All advertisement bookings are subject to Chelsea Magazine Company's standard terms and conditions. Final copy is required on the ad copy deadline. Cancellations must be made in writing at least eight weeks prior to publication. All advertisements are subject to VAT at the standard rate. A discount of 10% is available to PPA-approved agencies. Production charges for alteration and setting may apply.



CALENDAR 2023/24

FEBRUARY 2023

BOOKING
21 December

ARTWORK
22 December

ON SALE
14 January

MARCH 2023

BOOKING
27 January

ARTWORK
30 January

ON SALE
10 February

APRIL 2023

BOOKING
24 February

ARTWORK
27 February

ON SALE
10 March

MAY 2023

BOOKING
24 March

ARTWORK
27 MArch

ON SALE
6 April

JUNE 2023

BOOKING
28 April

ARTWORK
2 May

ON SALE
12 May

JULY 2023

BOOKING
26 May

ARTWORK
30 May

ON SALE
9 June

AUGUST 2023

BOOKING
30 June

ARTWORK
3 July

ON SALE
14 July

SEPTEMBER 2023

BOOKING
28 July

ARTWORK
31 July

ON SALE
11 August

OCTOBER 2023

BOOKING
25 August

ARTWORK
29 August

ON SALE
8 September

NOVEMBER 2023

BOOKING
29 September

ARTWORK
2 October

ON SALE
13 October

DECEMBER 2023

BOOKING
27 October

ARTWORK
30 October

ON SALE
10 November

JANUARY 2024

BOOKING
24 November

ARTWORK
27 November

ON SALE
8 December