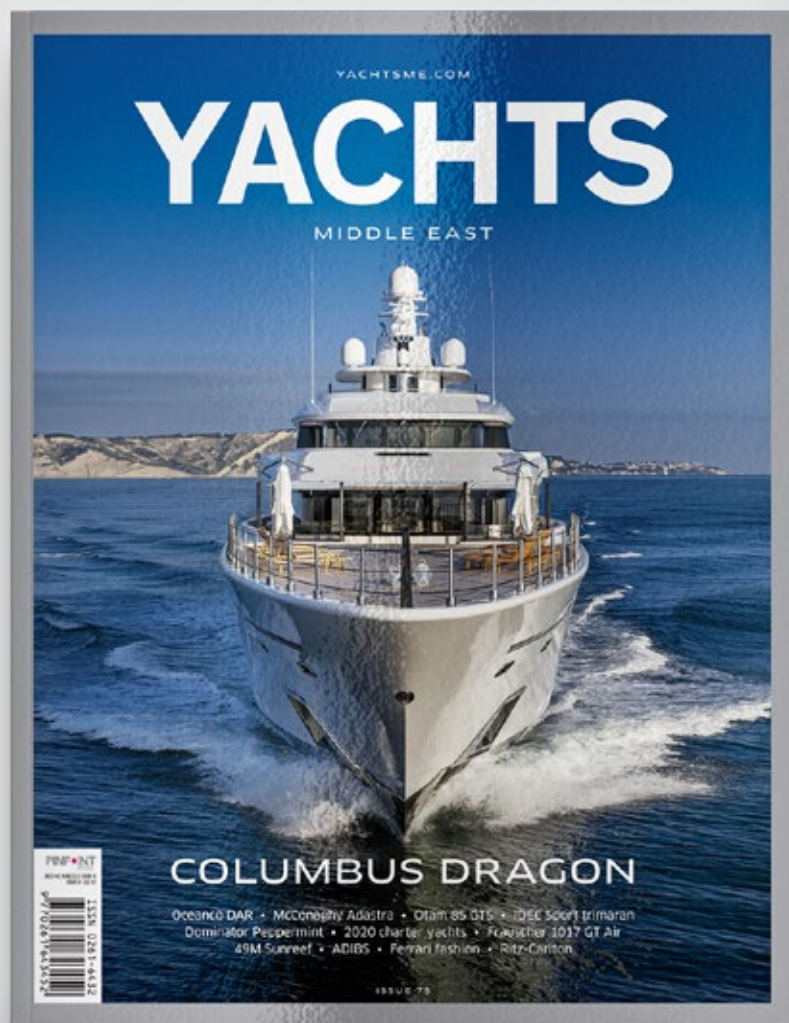


MEDIA PACK 2022

YACHTS

MIDDLE EAST



THE MAGAZINE SINCE 2007

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**

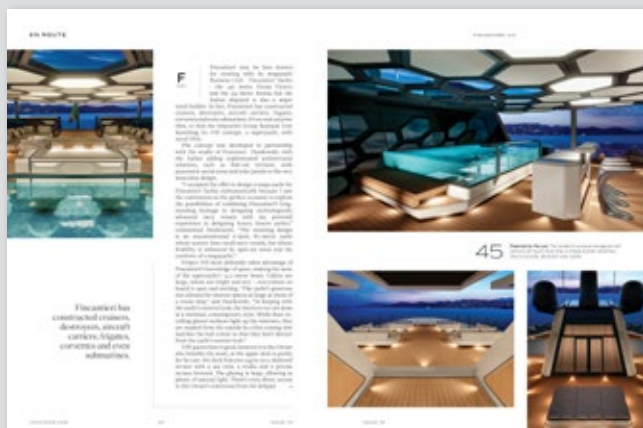
Value of other Real Estate: **\$6.8m**

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%**



DISTRIBUTION

Yachts Middle East has a unique and unrivalled distribution platform that benefits from multiple touch points, relevant to the titles audience. *Yachts Middle East* 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

EDITION

#80 Jan/Feb 2022

#81 Mar/Apr 2022

#82 May/Jun 2022

#83 Jul/Aug 2022

#84 Sep/Oct 2022

#85 Nov/Dec 2022

EVENTS

Dubai Boat Show

Summer Desinations

Cannes Yachting Festival
Monaco Yacht Show
Abu Dhabi International Boat Show

Abu Dhabi Grand Prix - Formula 1

PRESS DEADLINE

Jan 05, 2022

Feb 25, 2022

April 21, 2022

June 20, 2022

August 18, 2022

October 24, 2022

DISTRIBUTION

Jan 10, 2022

March 1, 2022

May 01, 2022

July 04, 2022

August 22, 2022

November 03, 2022



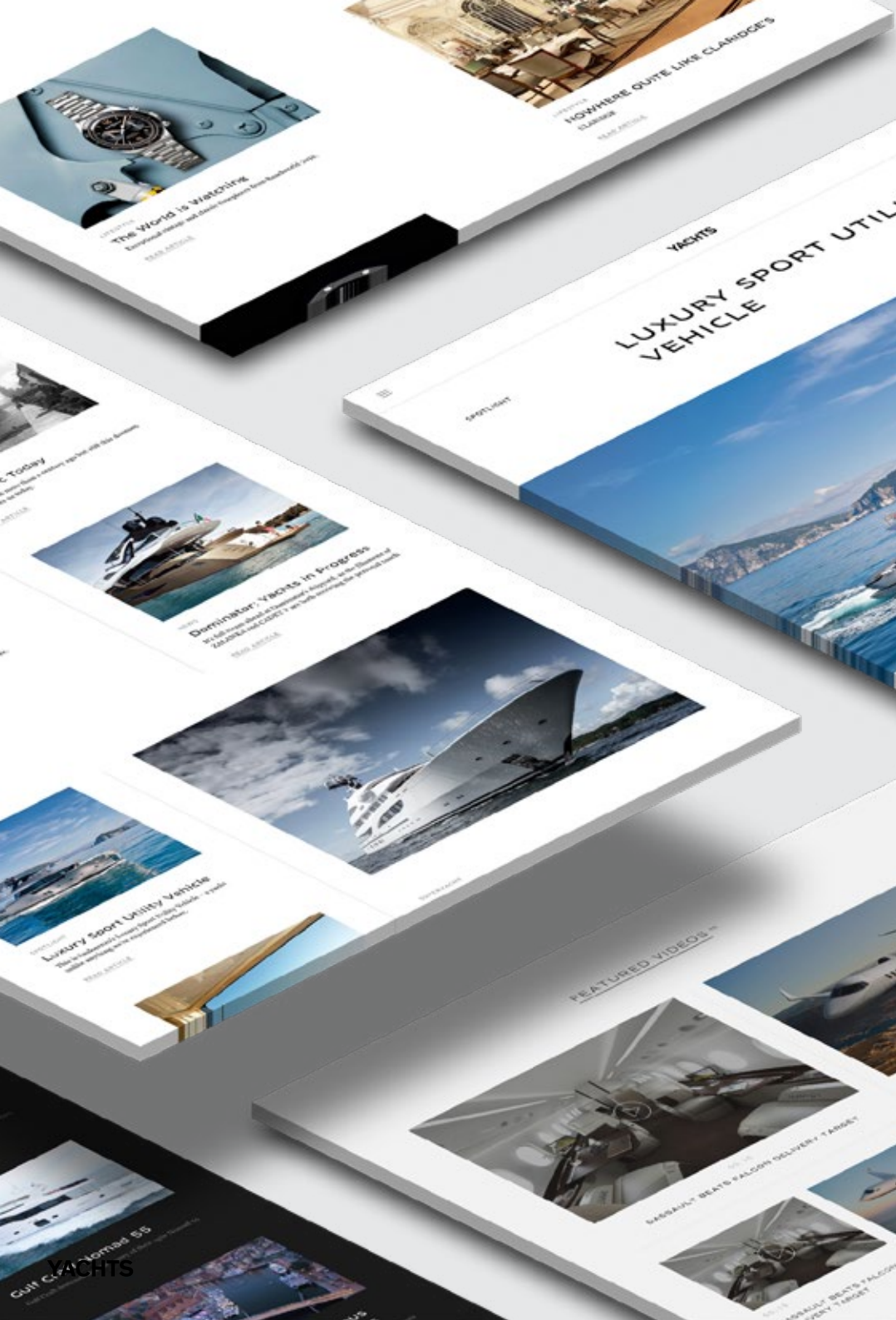
ADVERTISING RATES PRINT

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



ADVERTISING RATES DIGITAL

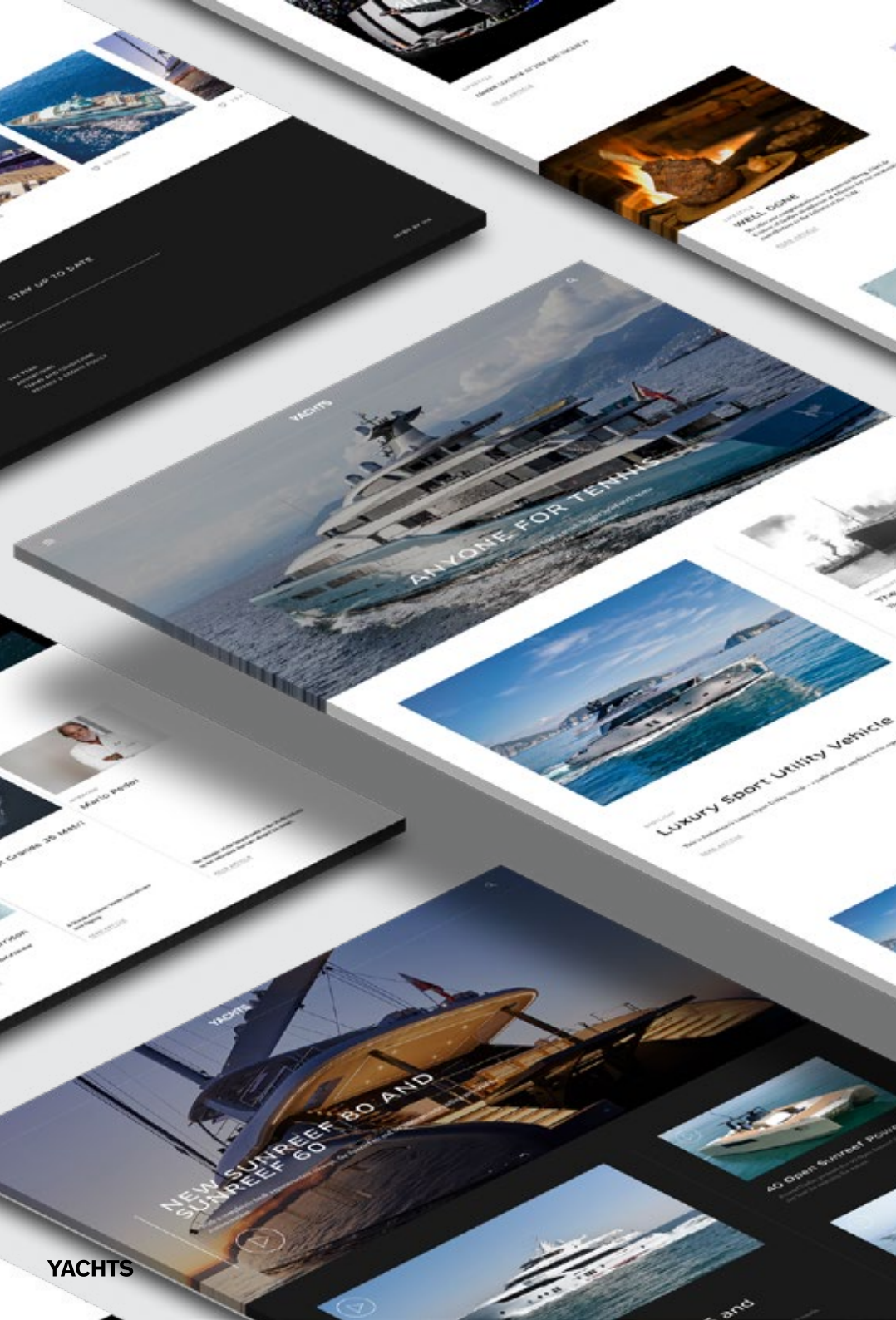
WWW.YACHTSME.COM

POSITION	DIMENSION(MM)	CPM(\$)
Billboard Ad	970x250 (px)	80
Leaderboard	728x90 (px)	60
MPU	300x250 (px)	60
Rising Star Format		100
Half Page	300x600 (px)	70
Overlay	450x450 (px)	110
Interstitial	750x450 (px)	110
Mobile Leaderboard	375 x 60 (px)	65
Sticky Mobile Ad	320 x 50 (px)	75
Direct Email Marketing		Upon request
HTML		Upon request
Special Operations		Upon request
E Newsletter		Upon request

*Home page with wallpaper takeover: \$1,250 per day

*Home page takeover without wallpaper: \$1,000 per day

Digital and native advertising rates are available on request.



WEBSITE REACH

WWW.YACHTSME.COM

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

SOCIAL MEDIA

Instagram
yachtsmemag

Facebook
Yachts ME



GET IN TOUCH

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Publishing and Digital Experience like no other.

THANK YOU