

# Classic Boat

Media pack | 2024





## 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  
**134,000**



## 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
- **83,800** Digital Reach
- **9,300** 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.

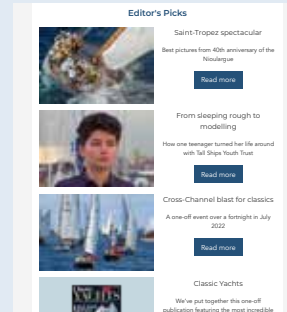
## PROMOTIONS



## 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	£6,015
Outside back cover	£4,340
Inside front cover	£4,090
Inside back cover	£3,720
Full page	£3,225
Half page	£1,740
Quarter page	£1,025
Double page spread advertorial	£7,515
Full page advertorial	£4,030
Inserts (per thousand)	POA

### ADVERTISING CONTACTS

#### Group Sales Director

Catherine Chapman +44 (0)7879 644768  
catherine.chapman@chelseamagazines.com

#### Advertisement Manager

Hugo Segrave +44 (0)20 7349 3718  
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**Advertising** 111 Buckingham Palace Road, London, SW1 ODT Tel +44 (0) 20 7349 3700

### BROKERAGE

Double page spread	£5,205
Full page	£2,750
Half page	£1,430
Quarter page	£780

### MARINE DIRECTORY / CLASSIFIED

Half page	£1,555
Quarter page	£845
Eighth page	£450
Single column centimetre	£39

### BOATS FOR SALE

5x2 (magazine and online)	£400
5x1 (magazine and online)	£275

## DIGITAL

### DIGITAL AUDIENCE

#### Website

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

[www.classicboat.co.uk](http://www.classicboat.co.uk)

- 18,300 monthly average unique users
- 48,500 monthly average page views
- 9,300 email subscribers
- 56,200 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.

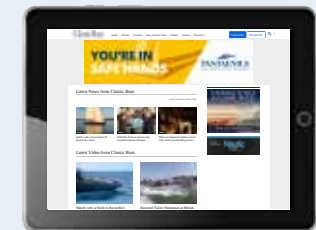
### DIGITAL RATES

#### Website

Reskin	£2,650
Online advertorial	£1,010
Competition	£1,060 + prize
Double MPU	£1,010
MPU	£585
Billboard	£795
Leaderboard	£795
Online directory	£320
Social media post	POA

#### Email marketing

Newsletter advertorial	£795
Newsletter leaderboard	£505
Bespoke solus email	£110 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 2024

## FEBRUARY 2024

BOOKING  
21 December

ARTWORK  
21 December

ON SALE  
5 January

## MARCH 2024

BOOKING  
26 January

ARTWORK  
29 January

ON SALE  
9 February

## APRIL 2024

BOOKING  
23 February

ARTWORK  
26 February

ON SALE  
8 March

## MAY 2024

BOOKING  
22 March

ARTWORK  
22 MArch

ON SALE  
5 April

## JUNE 2024

BOOKING  
26 April

ARTWORK  
26 April

ON SALE  
10 May

## JULY 2024

BOOKING  
31 May

ARTWORK  
3 June

ON SALE  
14 June

## AUGUST 2024

BOOKING  
28 June

ARTWORK  
1 July

ON SALE  
12 July

## CLASSIC YACHTS

BOOKING  
12 July

ARTWORK  
15 July

ON SALE  
26 July

## SEPTEMBER 2024

BOOKING  
26 July

ARTWORK  
29 July

ON SALE  
9 August

## OCTOBER 2024

BOOKING  
23 August

ARTWORK  
23 August

ON SALE  
6 September

## NOVEMBER 2024

BOOKING  
27 September

ARTWORK  
30 September

ON SALE  
11 October

## DECEMBER 2024

BOOKING  
25 October

ARTWORK  
28 October

ON SALE  
8 November