

INDIA BOATING

INDIA'S FIRST LUXURY BOATING MAGAZINE



MEDIA INFORMATION FOR MATRONS

EXPLORE THE POTENTIAL OF INDIA'S
LUXURY BOATING MARKET

www.indiaboating.com



INDIA BOATING THE ULTIMATE LUXURY BOATING TITLE



Abi-monthly consumer title, *IndiaBoating* captivates the high net worth Indian market with the latest news, trends and insights from the boating arena. Every issue is bursting with up-to-the-minute boat tests and reviews married with the latest marine gadgets and luxury goods. Features on the best sailing destinations all over the world captivate the reader whilst impartial, cutting-edge features from leading marine journalists earn *IndiaBoating* the leading name in the market.



SIGHTS SET ON *Asia*

As the power of the world economies swings to Asia, so does the focus of the world's boat builders and yacht brokers. We have seen a growing trend of well-established boat builders relocating to Thailand and the Arabian Gulf, attracted by reasonable skilled labour rates and more affordable shipyards when compared to the West. Renowned yacht dealers and designers have followed many of the prestigious boat builders and as a result, the leisure boating industry has established a firm foothold in the Asian marine market and is here to stay.





India's MAKING WAVES

- ✦ Increased interest in sailing
- ✦ Many international regattas
- ✦ Highly successful Mumbai International Boat Show
- ✦ Home to 140,000 millionaires
- ✦ Huge growth in high net worth individuals
- ✦ India has 7600 km of untapped virgin coastline
- ✦ India's first marina has now been established in Cochin

OUR *readers*

IndiaBoating targets the high net worth individual who has a taste for luxury and the finer things in life. With a large disposable income, the reader may currently own their own yacht or be looking to purchase one in the near future. They have an interest in the boating scene and can tap into the latest industry news and products through *IndiaBoating*. They regularly travel abroad and have an interest in branded merchandise. Exotic travel and indulgent holidays are high on our reader's agenda, therefore, features on sailing around Thailand or the Caribbean serve as guides to them rather than pipe dreams.





ADVERTISING RATES (INDIAN RUPEES)

Display

Rates per insertion	1x	4x	6x
Gatefold	9,75,000	8,45,000	7,35,000
Inside front cover double spread	5,40,000	4,70,000	4,00,000
Back cover	4,50,000	3,60,000	3,24,000
Double spread	3,60,000	2,50,000	2,15,000
Inside back cover	2,70,000	2,16,000	1,80,000
Full page - special position	2,15,000	1,80,000	1,45,000
Full page - ROP	1,80,000	1,45,000	1,25,000
Half page	1,45,000	1,10,000	72,000
Strip ad	1,00,000	72,000	54,000



Material display

	Trim	Bleed	Print Area
Gatefold/double spread	300 x 460	308 x 468	270 x 430
Full page	300 x 230	308 x 238	270 x 200
Bottom half page - horizontal	135 x 230	145 x 240	135 x 200
Half page - vertical	300 x 100	310 x 110	270 x 100
Quarter page	n/a	n/a	135 x 100
Strip ad	n/a	n/a	65 x 200



Note: For gatefold and double spread advertisements, please add gutter space of 10mm in total (i.e. 5mm on either side of the centre).

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