



CharterFleet
INTERNATIONAL

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20th anniversary issue

THE ORIGINAL AND ONLY TRULY
INTERNATIONAL GUIDE TO THE
FINEST INTERNATIONAL YACHTS
AVAILABLE TO CHARTER

www.charterfleet.com



“CharterFleet is instrumental with the promotion of our charter fleet – it’s another platform to get our yachts directly in front of the “end consumer,” which is so important.

You really get the best of both worlds when advertising your yachts in CharterFleet: not only are the yachts featured in the catalogue, but they are also marketed on-line in many ways! The digital edition is now compatible to view on the web, iPad and iPhone!

"Northrop and Johnson has supported CharterFleet for more than 15 years and we look forward to many more. I enjoyed working alongside the CharterFleet team this year and I truly appreciate all of their support!"

Shawn Laird, charter fleet Manager, Northrop and Johnson / Fort Lauderdale

Launched in 1992 by ShowBoats International magazine and now in its 20th year, **CharterFleet** is the Number 1 guide to the world's finest yachts available for charter. This showcase combines the best yachts and the premier charter destinations in a beautifully designed coffee-table book format; it's the perfect formula for planning a holiday afloat and the medium of choice for the leading charter brokers and yacht owners.

Expert articles suggesting charter ideas, itineraries and maps of the hottest destinations are at the reader's fingertips; all they have to do is choose.



Testimonials

"**CharterFleet** has done an expert job of showcasing our yachts in their pages.

It is so much more than just a catalogue, with itineraries and maps of cruising areas that exemplify the destinations our fleet of yachts can take them to. **CharterFleet** is very well thought out and informative."

Pat Codore, Fraser Yachts

"**CharterFleet** guide is a great resource for promoting our central agent fleet yachts and marketing to the end consumer. I am pleased to report that the guide has been well received with positive feedback from our clientele who have received the **CharterFleet** guide this year.

"Boat International Media has made significant improvements to **CharterFleet** by including interesting destination content with beautiful lifestyle photography combined with a varied selection of popular large yachts available for charter – the 2011 edition is one of the best issues yet."

Kim Vickery, Sapphire Seas



Premium Distribution

REACH the world's wealthiest consumers through Boat International Media's global circulation

DISTRIBUTED to all paid for subscribers of Boat International Media's portfolio of megayacht publications (8500 copies)

ShowBoats International
Boat International
Meer & Yachten

Mer & Bateaux
Boat International China
Boat International Russia

CharterFleet International gives **ADDITIONAL ACCESS** to Russia and China (1,000 copies), with the top 500 V.I.P recipients on each database receiving individual copies

Boat International Russia
Boat International China

TOP BROKERAGE HOUSES distribute **CharterFleet International** to their yacht owners and charter clients

EXCLUSIVE DISTRIBUTION with SKYNET – copies distributed on board private jets and FBO's throughout North America (600 copies)

BONUS DISTRIBUTION at all international events attended by Boat International Media, including Genoa and Antigua charter shows

DIGITAL EDITION all advertised yachts appear on the digital edition, available at www.charterfleet.com

DISTRIBUTION 20,000 copies



Advertising Opportunities

to advertise, contact **EUROPE** +44 20 8545 9330 **USA** +1 954 522 2628

YACHT PACKAGE 1

- Double Page Spread in **CharterFleet International***
- Ratecard \$4,500
- Companion DPS in **ShowBoats International** magazine at discounted rate of \$3,500

DATES

COPY DATE 2nd December 2011 **DISTRIBUTED** January 2012

* All packages include advertised yacht for charter in the digital edition, available at www.charterfleet.com

YACHT PACKAGE 2

- Single Page in **CharterFleet International***
- Ratecard \$3,400
- Companion Single Page in **ShowBoats International** magazine at discounted rate of \$1,750

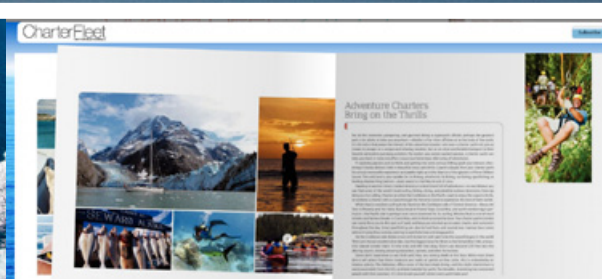
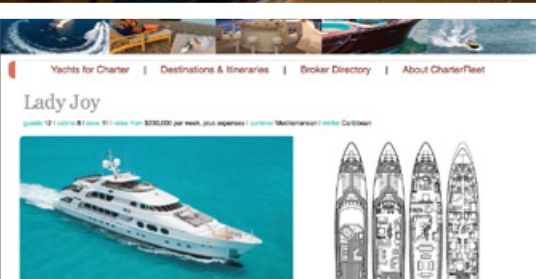
COVER PACKAGES

Custom Cover: Your supplied artwork on the front, back and inside covers for a total of 4 pages. You will receive 500 copies*
• \$7,500

Semi Custom Cover: Your logo on the **CharterFleet International** generic cover, your supplied artwork on back cover, plus you receive 500 copies*
• \$5,500

GENERIC COPIES

- \$6.50 per copy



Online Marketing

DIGITAL EDITION & WWW.CHARTERFLEET.COM

All advertised yachts appear on the digital page turner edition, available at www.charterfleet.com. Digital edition is compatible to view on Mac, PC, Ipad and Iphone, available year 'round and free to all CharterFleet International advertisers.

www.charterfleet.com is simple to use, either click on the digital edition or use the selection grids – the yachts are listed both by size and by name – to quickly search the fleet for yachts most suitable to your needs based on your number of guests, destinations, rates, or even specific amenities and toys!

Expert articles suggesting charter ideas, itineraries and maps of the hottest destinations are at your fingertips; all you have to do is chose and you are on your way to an unforgettable adventure.