Each edition of Motor Boat & Yachting Russia reflects many aspects of the boating industry and lifestyle from marinas all over the world — from luxury tenders to megayachts, sea-trials and reviews, yacht design and technologies, interviews with key personalities, boat shows, regattas, travels and much more.

Since its release 10 years ago, Motor Boat & Yachting has grown to become the most authoritative and recognised magazine in Russia. MBY Russia is primarily addressed to boat owners, charterers and professionals but also to those who are just planning to join the yachting community. Although the Russian edition was initially based on one of the oldest British boating magazines — MBY UK, today they are totally diverse editions that not only share the same name but also the dedication to delivering the high standards we have come to expect. MBY Russia always strives to deliver original content which is relevant to the local readers.

MBY is primarily a technically focused edition addressing some of the most complicated topics in the yachting industry featuring the opinions of well respected world-class experts. But that’s not all. We cannot talk yachting without including the lifestyle, travel and luxury content that has become associated with the industry. MBY Russia has formed valued long term partnerships with companies which are primarily based in Russia and are closely associated with many leaders of the European yachting industry. And the best proof of the successful strategy chosen by MBY Russia is an exceptional devotion to its readers.

The magazine talks to readers not only on behalf of its creators but also on behalf of world-class experts.

Key facts about the audience of MOTOR BOAT & YACHTING RUSSIAN EDITION

- Male: 95%
- Age 25-34: 34%
- Age 35+: 46%
- More than one car in a family: 69%
- Owners/Co-owners of a business: 44%
- Readers who use MBY materials for choosing a yacht and an equipment: 72%
- Vacation and travel: 3–4 times a year
- Business trips: 10–12 times a year

Russian owners and potential buyers of yachts. The high authority of the magazine within a yachting community (skippers and yachting market professionals)
News
Yacht premières, events, facts and real stories of life at sea and on the shore

Boat shows
Reviews of the most interesting exhibitions from around the world

People
Meet sailing designers, naval architects, shipyard owners, businessmen and listen to their stories of success

Sailing
The magazine regularly publishes articles about famous regattas and other international events

Future design...
From design to no boundaries; get acquainted with the most bold superyacht concepts

Innovations
Yachting is not only a new boat requires a deep knowledge

Yachts
Sea trials by MBY editors of a jury of experts around the world

Shipyards
Carlsberg, BVI, Zelenograd: European and Russian boat manufacturers

Best charter... It is quite hard to choose a place for exclusive holidays and self-indulgence finalists through the widest of proposals

Yachting market
A detailed analysis of the yachting industry of different countries

Leisure
Besides boats MBY editors talk about all kinds of marine vehicles and water toys

Motion
The future development of private aviation levels it tightly connected with super yachts

Life style
Everything that suits to sport cars...
The distribution system was formed, basing on the target group. We suppose that it is not a problem for a Russian owner of a yacht or motor boat to pay a nearly symbolic fee for a magazine, when free of charge distribution means a big share of non-target and accidental readers. Distribution in the most prestigious yacht clubs of Moscow, St. Petersburg and other cities, in airport VIP lounges as well as business class of Transaero Airlines aircrafts is additional to the main distribution system.

You can buy the magazine in Moscow in retail outlets of such chains as Azbuka Vkusa (ABC of Taste), Globus Gurme (Globe Gourmet), Sedmoy Kontinent (Seventh Continent), O'Key, Stokmann, Bahetle, Khoroshie Novosti (Good News), at Shell, BP filling stations.

In St. Petersburg in chains Super Babylon, Prisma, Roast, Real, Super Siwa, Land, O'Key, Perekrestok, Maxidom, at Neste, BP , Gazpromneft filling stations.

In premium class supermarkets in the following cities: Novosibirsk, Yekaterinburg, Nizhniy Novgorod, Samara, Sochi, Kaliningrad, Vladivostok, Murmansk, Belgorod, Volgograd, Vologda, Kirov, Krasnodar, Novokuznetsk, Novosibirsk, Omsk, Rostov-on-the-Don, Saratov, Stavropol, Iksut, Perm, Tver, Tolyatti, Tver, Yaroslavl, Ufa, Chelyabinsk, Yaroslavl and others.

The full current list of sales outlets, where the magazine distributed, can be always found on the website [WWW.MBY.RU](http://WWW.MBY.RU).

### Circulation

<table>
<thead>
<tr>
<th>6 issues per year</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall number of distribution points</td>
</tr>
<tr>
<td>Premium free-of-charge distribution points</td>
</tr>
<tr>
<td>Yacht clubs</td>
</tr>
<tr>
<td>Cities</td>
</tr>
</tbody>
</table>

### Media Kit 2020

<table>
<thead>
<tr>
<th>№</th>
<th>ISSUE</th>
<th>ON SALE</th>
<th>LAYOUTS SUBMISSION</th>
<th>TOPICS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>(61) January-February</td>
<td>23.12.2019</td>
<td>09.12.2019</td>
<td>🌠 1. Winter boat show in Moscow (January 2020). The editorial team sums up the results of key European exhibitions and tells about new models of yachts and motor boats to be displayed in Cannes, Monaco, Genoa and Southampton. Traditionally MBY not only participates in series of real yachting events but also makes its own exhibition which has assumed a prominent place in the Russian yachting calendar — St. Petersburg International Boat Show.</td>
</tr>
<tr>
<td>2</td>
<td>(62) March-April</td>
<td>02.05.2020</td>
<td>17.02.2020</td>
<td>🌠 2. The first spring issue will be presented at one of the biggest Russian yachting events — Moscow Boat Show (March 2020). The additional circulation for the show is 2500 copies. In this issue we will also observe the winners of the prestigious award &quot;Motor Boat of the Year by MBY.&quot;</td>
</tr>
<tr>
<td>3</td>
<td>(63) May-June</td>
<td>04.05.2020</td>
<td>20.04.2020</td>
<td>🌠 3. This issue which appears at the beginning of yachting navigation in the majority of Russian regions may be considered as one of the main issues of the year. MBY supports leading yachting events. Also the very issue becomes a yachtsman’s guidebook for summer novelty, so no one will be left without news during May festivities. The circulation for VIP distribution is increased.</td>
</tr>
<tr>
<td>4</td>
<td>(64) July-August</td>
<td>06.07.2020</td>
<td>28.06.2020</td>
<td>🌠 4. It is quite the most read issue of the year. During the summer season there is a real people flow in yacht clubs and marinas, therefore this issue circulating for 2 summer months draws extra attention from owners and managers of motor- and sailboats who spend a lot of time on water.</td>
</tr>
<tr>
<td>5</td>
<td>(65) September-October</td>
<td>21.08.2020</td>
<td>17.08.2020</td>
<td>🌠 5. In this issue the editorial team sums up the results of key European exhibitions and tells about significant superyacht premiers. Best of Boats Award winners are announced. Besides plenty of reviews and test-drives, interviews with leading designers and shipyard owners are published.</td>
</tr>
<tr>
<td>6</td>
<td>(66) November-December</td>
<td>09.11.2020</td>
<td>26.10.2020</td>
<td>🌠 6. This is the most significant issue of the year. It contains announcements of international autumn exhibitions and reviews of new models of yachts and motor boats to be displayed in Cannes, Monaco, Genoa and Southampton. Traditionally MBY not only participates in series of real yachting events but also makes its own exhibition which has assumed a prominent place in the Russian yachting calendar — St. Petersburg International Boat Show.</td>
</tr>
</tbody>
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6 | Media Kit 2020 | 7 | Media Kit 2020
O Gatefolder  € 29 000
2nd Cover  € 15 500
3rd Cover  € 13 100
4th Cover  € 13 100
First Spread  € 20 050
First Advertisement Spread  € 17 200
First Spread After Contents  € 16 100
Double Page Spread Run Of Paper  € 15 000
Full Page Run Of Paper  € 9 400
Full Page Next To Contents  € 10 000

BROKERAGE SECTION

Full Page Run Of Paper  € 3 550
Half Page  € 2 300

All taxes and bank charges included.

Please mind that the rates are subject to discounts.

Please contact our advertising director Andrey Akhankov (akhankov@mby.ru) to get up-to-date quotes for the upcoming issue and the best possible discount.

EXHIBITIONS | DATE | VENUE
--- | --- | ---
Phuket Boat Show 09.01.2020 – 12.01.2020 | Phuket, Thailand |
Boot Dusseldorf 18.01.2020 – 26.01.2020 | Dusseldorf, Germany |
Helsinki International Boat Show 07.02.2020 – 16.02.2020 | Helsinki, Finland |
Miami International Boat Show 15.02.2020 – 17.02.2020 | Miami, USA |
Moscow Boat Show 06.03.2020 – 09.03.2020 | Moscow, Russia |
HISWA Amsterdam Boat Show 06.03.2020 – 10.03.2020 | Amsterdam, the Netherlands |
Samara Boat Show 16.03.2020 – 17.03.2020 | Samara, Russia |
Vladivostok Boat Show 22.03.2020 – 24.03.2020 | Vladivostok, Russia |
Yacht Season Opening May 2020 | |
Kazan Yachting Festival 19.06.2020 – 20.06.2020 | Kazan, Russia |
Helsinki International Boat Show 05.09.2020 – 06.09.2020 | Helsinki, Finland |
St. Petersburg International Boat Show 05.09.2020 – 06.09.2020 | Saint Petersburg, Russia |
Cannes Yachting Festival 06.09.2020 – 13.09.2020 | Cannes, France |
Monaco Yacht Show 23.09.2020 – 26.09.2020 | Monte Carlo, Monaco |
Genoa International Boat Show 17.09.2020 – 22.09.2020 | Genoa, Italy |
Yacht Season Closing October 2020 | Moscow, Saint Petersburg, Russia |
Fort Lauderdale International Boat Show November 2020 | Fort Lauderdale, USA |
METSTRADE 17.11.2020 – 19.11.2020 | Amsterdam, the Netherlands |

MIF events
Moscow Yacht Show, was first organized by MBY in 2017, demonstrating a new format of the summer boat show, catering to the modern yacht market.

The MYS concept is to combine and exhibit a wide-range of industry leading, high demand products and services as well as deliver an extensive and exciting activity program, including: a water show, sailing regatta and other water based events/demonstrations.

Moscow Yacht Show takes place annually within the Water Stadium of the Royal Yacht club. This yacht club is conveniently located within the city and is one of the few in Russia that can offer world class yacht service and ample opportunities for recreation and water sports.

At the Moscow Yacht Show the largest yacht dealers represent the latest models and popular vessels of Russian and foreign shipyards. It is here that many industry partners are able to show case industry leading boating and sailing equipment and accessories, luxury goods and everything that combines with the yachting life-style.

An important part of the MYS is a business program that provides industry professionals with the opportunity to discuss the topical issues of the market situation and yachting in general. We are happy to welcome you as participants and partners of the next Moscow Yacht Show exhibition, that will be held from 29 to 31 May 2020 at the Royal Yacht Club.

The expert status of the edition is clearly seen by it’s influence over the market. Motor Boat & Yachting Russia does not only influence on events in the yachting world, but creates them.

Moscow Yacht Show

Exhibits: > 50 motor yachts and boats
Shipyards: 20 international and Russian shipbuilders
Participants and partners: > 50 yacht segment companies, mass media, luxury brands
Visitors: > 2500
St. Petersburg International Boat Show

St. Petersburg International Boat Show (SPIBS) represents yachts, boats and related equipment for water-based recreation both by sea and by land. Motor Boat & Yachting magazine has been organizing this show every September since 2014. During this time SPIBS has become one of the leading autumn yachting events in Russia.

At the show you can see more than 70 yachts and boats produced by Russian and major international boat builders for every taste and budget. Luxury yachts and famous brands are joined with the new shipyards and more accessible offers.

For the partners of MBY participation in SPIBS means an excellent opportunity to communicate directly with the target audience, to present their projects vision, products and services, and to strengthen the brand recognition by associating it with yachting leading events. The SPIBS business program gathers the best experts of the industry. Within the framework of the autumn boat show in St. Petersburg MBY organizes the discussion of the most important topics for the yachting community.

We look forward to your company among the partners of the next SPIBS, which will be held on September 3-6, 2020.

Exposition: > 70 berthed vessels

Russian premiere: 10 new models

Participants and partners: > 100 yacht segment companies, mass media, luxury brands

Visitors: > 3500

Besides the participation in important B2C and B2B events, Motor Boat & Yachting Russia runs own boat show in Saint Petersburg.
**LAYOUT REQUIREMENTS:**
All text and other significant elements (logotypes, addresses etc.) must not be positioned closer than 5 mm to trim edges and 10 mm to spine. Images should be imported using corresponding tools of make-up software; embedding is not allowed. Size of imported graphics must fit dimensions in layout (scale 100%). It is required to use CMYK color scheme. All spot colors (pantones) must be converted to CMYK or removed. It is not allowed to use such effects as gradient fill, transparency, and lenses. If present they must be rasterized.

**Files accepted:**
1. Vector graphics: EPS, AI v8–14, PDF. Fonts must be in curves, images in CMYK and embedded into file.
2. Bitmapped graphics: TIFF 300 dpi (1:1), CMYK.
   JPEG: Maximum quality, 300 dpi, CMYK.

**Color separation parameters:**
ISOcoated v2 300

**NOT ACCEPTED:**
QuarkXPress, CorelDraw, MS PowerPoint, MS Word