



PATRICK ROACH



# ADVERTISING DETAILS FOR MAGAZINE AND WEB

IPC | INSPIRE  
MARINE MEDIA

Leon House, 233 High Street, Croydon, Surrey, England CR9 1HZ

# ClassicBoat

We have a readership of 60,000. Our readers are wealthy, passionate about boats, particularly the classics, and, importantly, they rarely read any other marine titles.

If you are in the marine business, this is a 'must reach' audience. These are the people who own the boats and spend the money. They are probably more careful about how they spend their money than most and do a great deal of research beforehand. They like to be informed, so if you have a new, better or innovative product or service, then let them know.



DAN HOUSTON



EDDIE MAY



KATHY MANSFIELD



RAY LITTLE

## Classic Boat Readership

Average income well over £50,000

Readers are in their 40s to late 50s

Over two thirds are ABC1

70% live in the UK

20% live in the US

85% read every issue

20,000 of our readers bought electronic equipment over the past 12 months

81% already own a boat, so are in the market for upgrading their equipment

43% intend to buy or part-buy a boat, or replace their existing boat, so are in the market for upgrading their equipment

74% of readers spend more than 3 hours reading each issue, suggesting that they value the editorial content and therefore advertisers have enhanced credibility

73% of subscribers have been taking *Classic Boat* for more than 3 years, which indicates a high loyalty to the title and again enhances the credibility of any advertiser.

( SOURCE: LPJ SURVEYS)

TRADE SUBSCRIPTIONS AVAILABLE ON REQUEST

## Display

Double-page spread

Outside back cover

Inside back and front cover

Whole page

Half page

Quarter page

tel: +44 (0)208 726 8131/8132

£4360

£3120

£2910

£2285

£1245

£725

## Brokerage

Double-page spread

Full page

Half page

Quarter page

tel: +44 (0)208 726 8131/8132

£3845

£1975

£1040

£570

## Marine directory

Half page colour

Quarter page colour

Eighth page colour

Single column centimetre

Series discounts available

tel: +44 (0)208 726 8132

£1115

£610

£340

£26

## Boats for sale

5cm x 2 column

5cm x 1 column

tel: +44 (0)208 726 8136

£188

£99

## Copy

Deadlines and print specifications

tel: +44 (0)208 726 8139

## Classic Boat web site

www.classicboat.co.uk

Home page medium weight banner per month

tel: +44 (0)208 726 8131/8132

£450