

# ONBOARD

*"The only publication aimed purely at the superyacht professional."*

Reach the decision-makers, department heads, and industry experts who keep the world's superyachts moving, in print and online.

5,000

PRINTED COPIES PER EDITION

4,000+

NEWSLETTER DISTRIBUTION VIA INTERNAL DATABASE OF INDUSTRY PROFESSIONALS

15,000

INDUSTRY LEADERS VIA ANNUAL CONFERENCE REACH

4x

ANNUAL EDITIONS + DIGITAL DISTRIBUTION

26,000

DIGITAL PARTNERS DATABASE OF USERS

15+ years

ONBOARD MAGAZINE LAUNCHED IN 2011



[www.obmagazine.media](http://www.obmagazine.media)

ABOUT

# Who We Are

ONBOARD Magazine is the superyacht industry's definitive professional publication, the only title created exclusively for the people who live and breathe superyachts, whether onboard or onshore

From senior crew and captains to shipyard professionals, brokers, yacht managers, finance, legal, insurance professionals and marine service providers, our readers are the decision-makers shaping the superyacht world.

## LONGEVITY

Run by a small but professionally knowledgeable team, ONBOARD launched in 2011. As a business, we have grown year on year - so we know what we're doing, and our partners recognise our value as a partner.

## EDITORIAL EXCELLENCE

In-depth features on industry news, product development and innovation, technology, destinations, wellness, legal, finance, insurance and much more.

## PREMIUM PRODUCTION

Large-format, high-quality print on premium stock. A publication readers keep, share, and return to.

## TARGETED REACH

Hand-delivered to marinas, shipyards, capitaineries, shore based businesses, brokers, and yacht clubs across the Mediterranean and further afield.

## DIGITAL EXTENSION

Every edition is amplified online and announced to our growing network of 30,000+ industry professionals.

Each issue of ONBOARD is a premium, large-format publication that commands attention and rewards time spent with it, produced to the highest design and print standards.

## CONTACT OUR TEAM TODAY

[info@onboardmagazine.fr](mailto:info@onboardmagazine.fr)



# Our Audience

## Captains & Senior Officers

The men and women commanding the world's finest vessels. They specify suppliers, recommend services, and influence purchasing decisions across every department onboard.

## Shipyards & Refit Professionals

Technical and management staff at the world's leading build and refit facilities. Present at every major yacht show and distributed directly to key yards throughout Europe.

## Suppliers & Manufactureres

From tender manufacturers, to software developers, contractors, and suppliers of both above and below deck items, these readers are at the core of the superyacht world.

## Superyacht Crew

Captains, engineers, chefs, stewards and officers - ONBOARD is the magazine they pick up in crew hangouts, yacht clubs, and recruitment agencies throughout the Mediterranean.

## Brokers, Managers & Suppliers

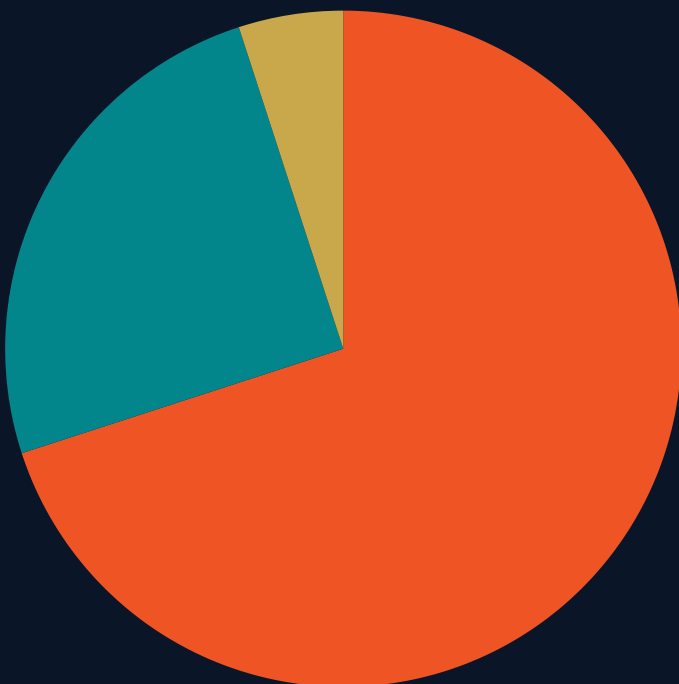
Charter brokers, management companies, and the marine service businesses whose work keeps the superyacht ecosystem moving - consistently engaged readers who act on what they read.

## Legal, Finance and Insurance Professional

The professionals who work to make sure the industry and yachts stay compliant, covered, flagged and operate correctly in every corner of the Ocean.

## GEOGRAPHICAL SPREAD OF THE ONBOARD READERSHIP

● EMEA    ● Americas    ● ASIA/Middle East



REACH

# Distribution

5000

CORE PRINT  
RUN

Hand-delivered and carefully planned to ensure ONBOARD is always at the locations that matter most across the Mediterranean.

Relevant shore based businesses near the yachting hubs      Shipyards      Brokers      Captaineries  
Yacht Clubs      Marinas      Recruitment Agencies      Crew Hangouts

+500

YACHT SHOW  
EDITIONS

An additional 500 copies for special on-site distribution at the spring MYBA and Palma Yacht Shows and the autumn Cannes, Monaco and FLIBS shows.

MYBA      Palma Yacht Show      Monaco Yacht Show      FLIBS      Cannes Yachting Festival

+250

INTERNATIONAL  
POST

A further 250 copies are posted to yachting businesses outside the Mediterranean Netherlands, Germany, Scandinavia, and the UK and further afield.

Netherlands      Germany      Scandinavia      United Kingdom      USA

41,000+

DIGITAL

Each edition announced to 26,000 YachtNeeds users, plus 15,000 industry leaders via Superyacht Technology Conference and Balearic Superyacht Forum partnerships.

Internal Database      Superyacht Tech Conf      Balearic Forum      YachtNeeds Platform

3,000+

MONTHLY  
WEBSITE  
VISITORS

The latest edition of ONBOARD Magazine will be part of an ezine to the internal database of superyacht professionals, directing readers to the website and digital editions.

Organic visitors = 75%

2,500+

MONTHLY  
DIGITAL  
EDITION  
VISITORS

Each edition is added to the ONBOARD digital publication portal where the full editions can be read and downloaded. With all the relevant email and web addresses clickable and active.

# Print Ad Formats

**Premium**

## Double Page Spread

Commanding presence across two facing pages. The ultimate canvas for brand storytelling, aspirational imagery, and comprehensive messaging.

**High Impact**

## Full Page

Maximum impact, full bleed capability. Ideal for brand statements, product launches, and high-profile campaign messaging.

## Half Page

Effective brand visibility at an accessible entry point. Available horizontal or vertical. Strong ROI for focused product or service promotion.

## Editorial coverage

The branding adverts will always be accompanied by editorial content, within the relevant sections, articles and features focusing on the partners products and/or services.

## Rates



€3250

Double Page Spread



€1940

Full Page



€1026

Half Page

Full page: type – 215mm x 290mm (w x h)    Half page: 180mm x 130mm (w x h)



# Digital editorial

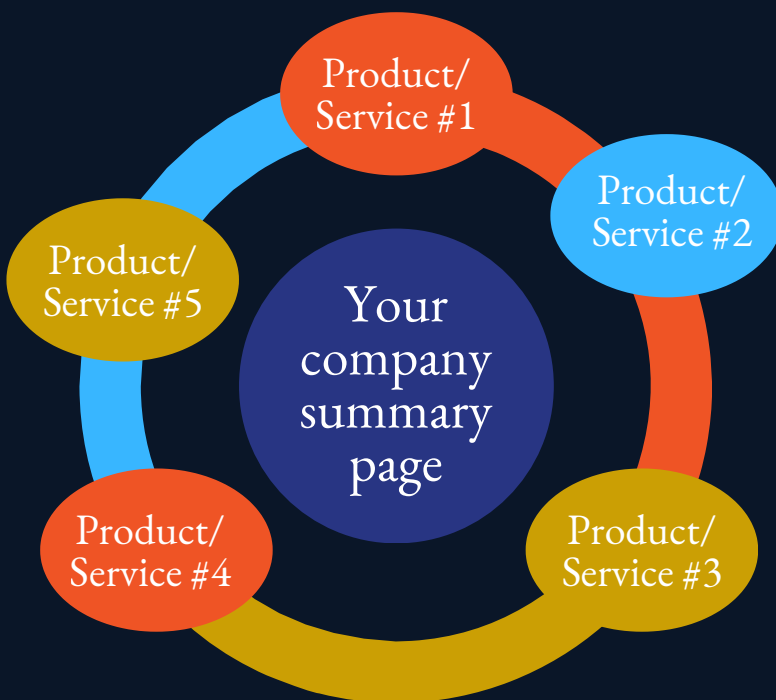
## Single online editorial

Effective brand visibility at an accessible entry point.  
 1,000 word editorial, plus images and videos.  
 Strong ROI for focused product or service promotion, and not limited to any times restrictions.  
 Price 450euro

## Annual online editorial

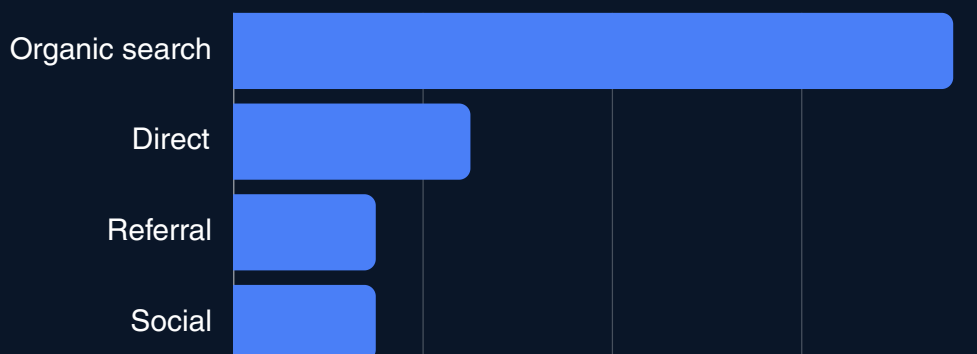
Multiple pages with internal links, enhancing SEO and leading to your own specific and relevant landing pages, leaning on the 1500+ online articles driving organic reach. Perfect for supporting annual strategic marcomms.  
 P.O.A

## Annual online partnership advantages



- A parent-child page structure strengthens SEO by creating a clear hierarchy that search engines can understand.
- The main company page establishes core authority, while dedicated service or product pages target specific keywords without overlap.
- Internal links between these pages share ranking power, improve crawlability, and reinforce topical relevance.
- This structure enhances user navigation, increases engagement signals, and helps the entire site rank more effectively.
- Within these pages - the partner has CTAs leading to differing landing pages on their own website.
- The result is improved visibility, broader keyword coverage, and a stronger overall SEO foundation.
- With ALL the pages, there are no limits on words/text, images videos and CTA buttons to all relevant pages on the main partner website.

## Website visitors



WHAT PEOPLE SAY

# From Our Readers & Partners

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“

We just wanted to say a big THANK YOU for the article in On Board this month! So proud to pin it on our Insta. We've already started receiving a lot of attention because of it. Look forward to future collaborations with you!

— FOUNDER, CREWDAR

“

The Winter issue looks fantastic, congratulations on a great job, always a pleasure working with you.

— KRM YACHT

“

Had a good flick through – love your magazine, gave me some top tips what's around the corner in the industry!

— SPECTRO | JET-CARE

“

Just a quick note to say thank you for sending me your Summer print edition, it really is a lovely magazine and I hope we can work together again on some editorial etc soon

— COMMUNICATIONS MANAGER, ICOMIA

“

Just got the paper copy of the magazine, very impressive and huge! Need a stronger coffee table. Always a great read.

— CHANNEL28 LTD

“

You've surpassed yourself, this is a seriously excellent-looking magazine.

— INDUSTRY PARTNER

“

Reading Onboard is a pleasure; it provides valuable industry updates that we rely on. I especially enjoy the easy to read layout, design, and presentation.

— INSIGNIA CREW

“

Thank you so much for this! The feature looks great. Very impressed with the publication as a whole..

— DAVID LINLEY

# Forward features

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## Summer 2026

- Legal
- Sailing yachts
- Yachting in Oceania
- Explorer yachts
- Software



## Autumn 2026

- Caribbean cruising
- Refit ready
- Yacht registration
- RIBs
- Country focus – Spain

## Winter 2027 (Jan 27)

- Yacht coatings
- Crew training
- Technology update
- Shipyards
- Refit focus

## Spring 2027

- Tenders & Toys
- Yacht Management
- Recruitment
- Cruising the Med
- Uniforms

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## DIGITAL CONTENT

Digital only content is not limited to any 'date' restrictions and can be published at any time to coincide with your product launch dates, events or fit in with other marketing activity your company is engaged in.

# ONBOARD

For the superyacht industry professional

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To discuss advertising, editorial partnerships, or supplement opportunities, we would love to hear from you.

[www.obmagazine.media](http://www.obmagazine.media)

VISIT OUR WEBSITE TO  
FIND OUR MORE