



Y
MAGAZINE

ymag.media

MEDIAKIT '24

UNITING THE WORLD OF YACHTING

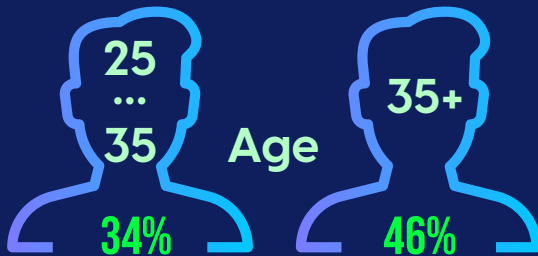
Y Magazine is not just a magazine that reflects all the aspects of yachting. This is a communication platform for like-minded people from the yachting world and related spheres. This is the best source of information for yacht and boat owners, industry professionals, travelers and everyone who just loves the sea, vibrant, luxurious and free lifestyle. For more than 12 years on the Russian market Y Magazine (ex. Motor Boat & Yachting Russia) has become the most serious and established yachting magazine of the country, now presented not only as hard copies but also as website ymag.media and

popular social media platforms. These resources provide proven up-to-date information that is difficult to obtain from other media sources. Thanks to direct contacts with shipyards all over the world, recognized experts, companies representing the world of luxury and, of course, yachtsmen themselves, Y Magazine has the opportunity to publish first hand news, expert opinions and insights, professionally highlighting even the trickiest technical topics. Boat tests and reviews, yacht charter routes and details, equipment and navionics features, stories and interviews, yachting traditions, culture and

lifestyle... you can find a great variety of topics under the same cover! But pages and screens are not the only way to communicate with our readers. For years Y Magazine has been organising on-water boat shows in Moscow and St. Petersburg, Samara, Kazan and Vladivostok, Krasnoyarsk and Nizhniy Novgorod, constantly creating new events in other regions of Russia and abroad with the support of numerous partners. We do our best to bring yachting people together in Russia and beyond, contributing to extension of the yachting community.

AUDIENCE

Owners and potential buyers of yachts, boats and other watercrafts. Yachting professionals. Captains and crew members.



entrepreneurs

44%



consider Y Mag editorials while choosing a boat or equipment

72%



more than one car in a family

69%



business trips per year

10-12



vacations per year

3-4



Y MAG CONTENTS



100 PAGES



NEWS

Yacht premieres, events, facts.

REGATTAS

Famous regattas and other spectacular international sailing events.

SHIPYARDS

For many owners building their own yacht is very important. We go into detail about this process.

BOAT SHOWS

Reviews of the major European and Russian boat shows.

CHARTER

Helpful hints and valuable insights into best yacht charter holidays.

DESIGN

Design has no boundaries and largely defines our world. That's why we cover design not only related to yachts.

INNOVATIONS

Modern technologies, new demands and everchanging public mindset determine the future of yachts.

YACHTING MARKET

A detailed analysis of the yachting industry, market trends and expectations.

LIFESTYLE

Social being determines consciousness. That's why we like to be surrounded by beautiful things.



200 PAGES



TRAVELS AND ADVENTURES

Real stories and experience from travel experts and journalists.

EXPERT ADVICE

Professionals talk about technical, legal and operational aspects of pleasure boating.

MADE IN RUSSIA

New and well-known shipyards from all over the Russia.



300 PAGES

CREW

Captains, engineers, instructors and other crew members talk about their work to help boat owners to understand their approach.

MARINAS

Modern yachting cannot exist without the supporting infrastructure and we pay a lot of attention to ports, clubs and marinas of diverse regions.

PEOPLE

Yachtsmen and yachting professionals are always outstanding, multifaceted people. We are happy to give them the floor.

REVIEWS AND TESTS

Our journalists have a deep understanding of all the aspects of shipbuilding and are willing to share their expertise with readers. Potential boat buyers rely on their professionalism in the field of pleasure crafts and «water toys».

DISTRIBUTION

A well-structured distribution system is one of Y Magazine forte. The magazine is being delivered to its target audience in Russia and abroad by subscription and personal contact database. Also Y Magazine is represented in the most prestigious yacht clubs of Moscow, St. Petersburg and other big cities, in the VIP-lounges of airports and premium retail chains. Moreover, as a media-partner Y Magazine participates in various events: regattas, powerboat

competitions, professional awards, premieres and presentations of yachts, cars and luxury goods allowing their guests to become familiar with the magazine.

Apart from the two major cities — Moscow and St. Petersburg, Y Magazine is very well known and always awaited in the cities like Novosibirsk, Ekaterinburg, Nizhny Novgorod, Samara, Sochi, Kaliningrad, Vladivostok, Murmansk,

Belgorod, Volgograd, Volzhsky, Kazan, Kemerovo, Krasnodar, Novokuznetsk, Novorossiysk, Omsk, Rostov-on-Don, Saratov, Stavropol, Irkutsk, Perm, Tver, Togliatti, Tomsk, Tyumen, Ufa, Chelyabinsk, Yaroslavl etc. A complete and up-to-date list of distribution locations is available on the website

YMAG.MEDIA

35 000

6 issues
per year



targeted distribution
to successful
companies

premium
free-of-charge
distribution points

250+



45 yacht clubs

750+

overall
number
of distribution
points



40 cities

Y MAGAZINE



Trade shows are an effective marketing tool. Y Magazine not only participates in the biggest and most important boat shows as a media partner, but also organizes its own events that help companies on the yacht market to show their products to potential customers.

CALENDAR 2024

ymag Branded Events

20–28 JANUARY
boot Düsseldorf
 DUSSELDORF, GERMANY

9–17 FEBRUARY
Vene 23 Båt
 HELSINKI, FINLAND

29–3 FEBRUARY–MARCH
Moscow Boat Show
 MOSCOW, RUSSIA

28–3 FEBRUARY–MARCH
Dubai International Boat Show
 DUBAI, UAE

16–19 MAY
Samara Boat Show **ymag**
 SAMARA, RUSSIA

24–26 MAY
Vladivostok Boat Show
 VLADIVOSTOK, RUSSIA

14–16 JUNE
Moscow Yacht Show **ymag**
 MOSCOW, RUSSIA

5–7 JULY
Kazan Yachting Festival **ymag**
 KAZAN, RUSSIA

23–25 AUGUST
Krasnoyarsk Boat Show **ymag**
 KRASNOYARSK, RUSSIA

30–31 AUGUST
Nizhniy Novgorod Yachting Festival **ymag**
 NIZHNIY NOVGOROD, RUSSIA

6–8 SEPTEMBER
St. Petersburg International Boat Show **ymag**
 ST. PETERSBURG, RUSSIA

10–15 SEPTEMBER
Cannes Yachting Festival
 CANNES, FRANCE

19–24 SEPTEMBER
Salone Nautico Genova
 GENOVA, ITALY

25–28 SEPTEMBER
Monaco Yacht Show
 MONACO

30–3 OCTOBER–NOVEMBER
Fort Lauderdale International Boat Show
 FORT LAUDERDALE, USA

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YOUR WORLD

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Рекомендации по предотвращению убытков

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Елена Федотова
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8 495 641 41 24, вн. 22225
yachts@ingos.ru
ingos.ru

MIR SUPREME

2200 1234 5678 9012
05/25
CARDHOLDER NAME

B145

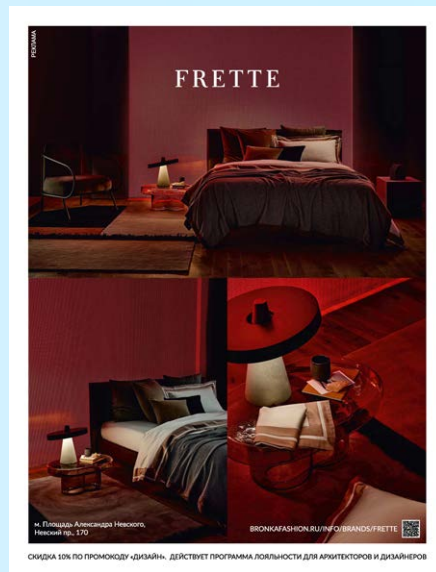
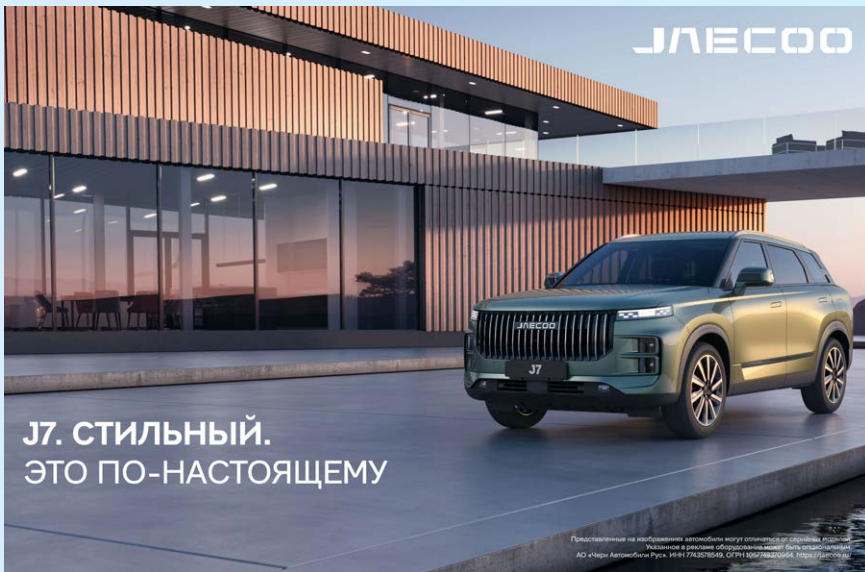
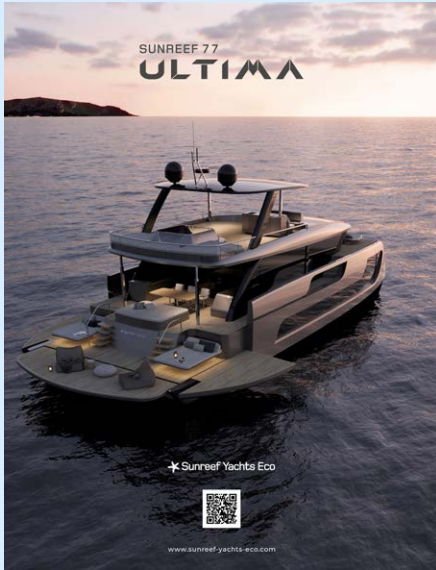
Стальные экспедиционные яхты

B72 / B78 / B88 / B120 / B145

• Длина: 44,2 м
• Ширина: 9,7 м
• Запас хода: 5000 морских миль
• Вязовая вместимость: 499 ГТ
• Полное водозмещение: 514 мТ

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ООО «Веранда» - лицензированный агент по продаже недвижимости в соответствии с требованиями Федерального закона от 29.12.2008 № 302-ФЗ «О защите прав потребителей» и Закона Республики Крым от 20.05.2014 № 100-ЗРК «О защите прав потребителей»

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48 | 58 | 68 | 78 | 88

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ЦЕНТР

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ПОЦЕЛУИ

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3, 4 И 5 АВГУСТА

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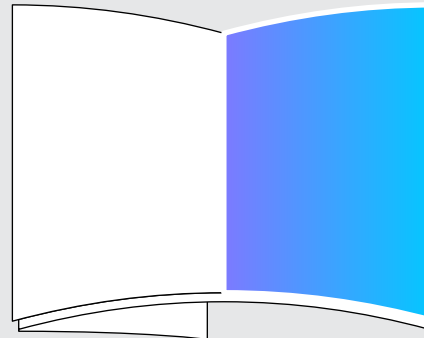
ООО «ЦЕНТРА»: ОГРН 7707023219, Юрид. Санкт-Петербург, Сосновская ул., д. 4, лит. А в 800 202 58 92
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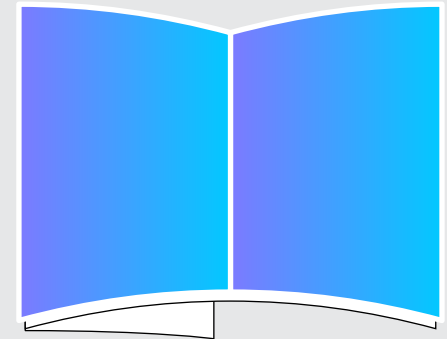
MEDIAKIT '24

ADVERTISING CHARGE AND DEADLINES



1/1 page
€ 9 400

1/1 page in
TOC section
€ 10 000

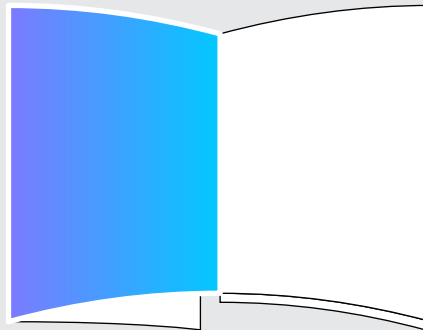


1st spread
€ 20 050
1st spread after TOC
€ 16 100

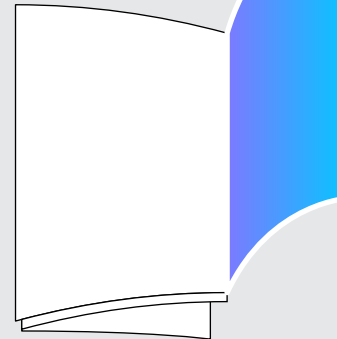
1st spread
in ads section
€ 17 200
spread
€ 15 000



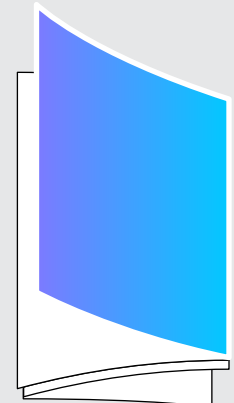
Cover gatefolder
€ 29 000



2nd page of cover
€ 15 300



3rd page of cover
€ 13 100



4th page of cover
€ 18 100

BROKERAGE SECTION

(only for a yacht companies)

2/1 pages (spread) — € 3000

1/1 page — € 2000

Positioning charge 10%

Advertorial charge 20%

DISCOUNTS

- 15% off of two placements in a row.
- 20% off for advertising agencies.
- An extra discounts for yearlong contract.
- Advertorial bonus for long-term contracts paid in advance.

PUBLICATION STANDARDS

All layout sizes are given for a cut!

Cover gatefolder:

(219 + 219) 438 × 300 mm.

Gatefolder into the block:

(227 + 217) 444 × 300 mm

Spread 2/1: 460 × 300 mm.

Page 1/1: 230 × 300 mm.

All bleeds — 3 mm.

NO crop marks!

ISSUE DATES

Issue	Date of publication	Commercial deadline
1(3) January-February	08.01.2024	18.12.2023
2(4) March-April	04.03.2024	19.02.2024
3(5) May-June	06.05.2024	22.04.2024
4(6) July-August	08.07.2024	24.06.2024
5(7) September-October	02.09.2024	19.08.2024
6(8) November-December	04.11.2024	21.10.2024

Please note that according to the Federal Law of the Russian Federation “On Advertising” (part 11, article 5), media advertising can not contain foreign words and expressions without their identical translation into Russian. Y Magazine team is ready to assist you in translation and adaptation the advertisement layouts if the advertiser provides all the pre-print materials, including illustrations and fonts.

FILE FORMATS

Vector formats:

- PDF v.1.4 (Compatible with PDF/X-1a:2001 standard)
- Encapsulated Post Script (.eps)
- Adobe Illustrator (.ai) v.8–14

In all layouts, all fonts should be outlined. You should use the CMYK color model, and all bitmap illustrations should be embedded into the file.

Bitmap formats:

- TIFF: CMYK, 300 dpi (scale 1:1) no compression, layers, alpha-channels and transparencies.
- JPEG: CMYK, 300 dpi (scale 1:1), with max. quality.

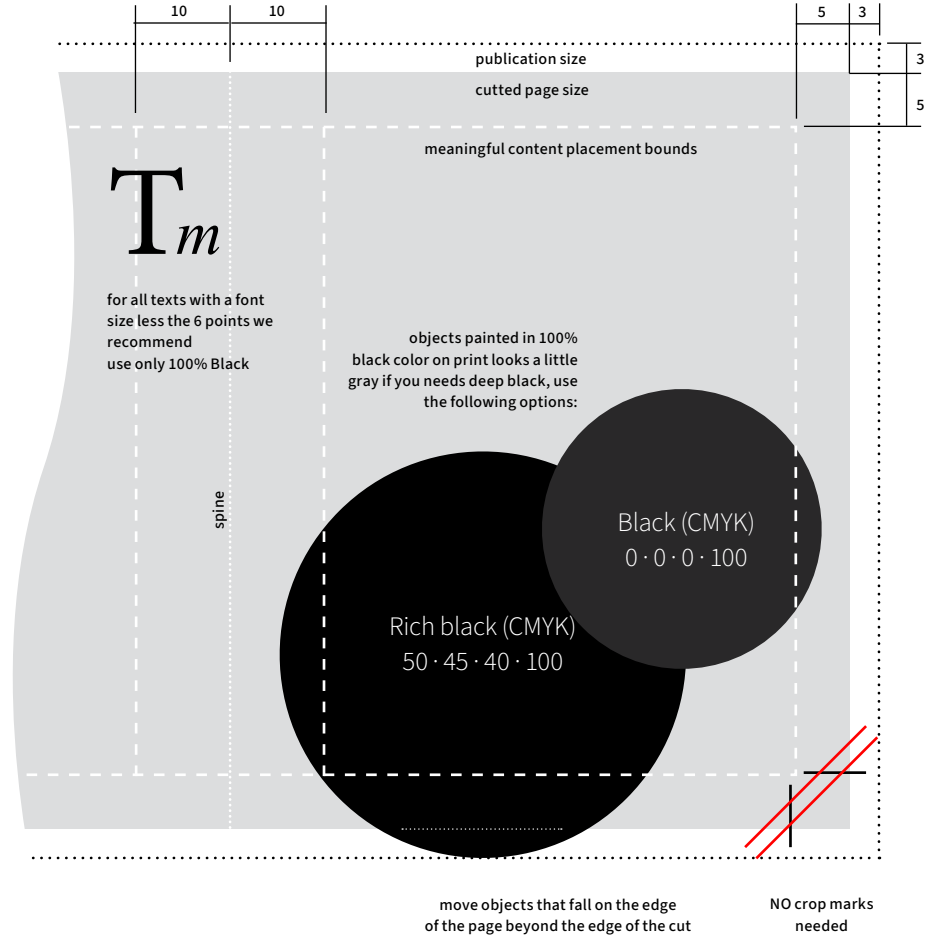
It is highly recommended to attach a preview of the layout with JPEG RGB file.

Use color separation profile:

ISO Coated v.2 (300%) [download](#)

CONTENT REQUIREMENTS:

- Text elements of the layout and other significant elements (logo, address block, etc.) should be located at least 5 mm from the cut edges and 10 mm from the spine.
- The imported pictures should be placed by using appropriate makeup software only without embedding into the layout.
- All colors used in the layout must be in the CMYK color model.
- All Spot Color (or Pantone) should be converted to CMYK or removed.





Y MAGAZINE

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