

MULTI COQUES HULLS MAG WORLD

2023 MEDIA KIT

Catamaran, trimaran, the #1 magazine for multihulls enthusiasts
around the world...



2023 MEDIA KIT

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2. Key numbers
3. The issue
4. 35 years of passion
5. Main partnerships

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3. Dimensions/Specifications
4. Schedule

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3. Social media
4. Websites
5. Application

4. EVENTS / PARTNERSHIPS

1. Boat shows
2. MOTY
3. Web and others

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THE MAGAZINE

MISSION
NUMBERS
ISSUE
35 YEARS
PARTNERS



OUR MISSION

- With over 35 years of experience, Multihulls World© magazine has become the essential link between the multihull industry and the readers. A must-have in terms of source of information and entertainment, the magazine covers all aspects of The dream, from comprehensive boat tests to cruising tips, but also the industry news and so much more.
- The magazine comes in two languages: English and French.
 - France is and has always been the core of the multihull production with over 70% of the multihulls being built there (15% in South Africa and 15% rest of the world).
 - The English version covers the US and the rest of the world, especially with the digital version being easily accessible across all continents.

KEY NUMBERS

- Multihulls World & Multicoques Mag
 - Respectively established in 1989 and 1985
- Format: 220 x 275 mm
- Pagination: 112 to 184 pages depending on issue
- Frequency: bimonthly + 2 special issues
- Print run: 30,000 copies
- Digital distribution: 17,500 copies
 - Sales outside of France: 70%
- Magazine subscribers: 9,500
- Newsletter subscribers: 35,000

THE ISSUE

- Main articles
 - 2 to 3 subjects
- Boat tests
 - 2 to 6 new multihulls
 - 1 used multihull
- Practical
 - Multihull basics
 - Diagnosis
- Cruising
 - Destinations
 - Stories
- Features
 - Classified ads
 - News from the builders
 - Etc.



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Follow us on social media!

35 YEARS OF PASSION



OUR MAIN PARTNERSHIPS



PRINT

RATES
SPECIFICATIONS
SCHEDULE



2023 ADVERTISING RATES

COVERS

Inside front cover	€3,890
Inside back cover	€3,890
Outside back cover	€4,950

ADVERTISEMENT IN INSIDE PAGES

Double page	€4,340
Page	€2,620
1/2 page	€1,420
1/4 page	€870
1/8 page	€490

MULTISERVICES ADVERTS

1 ad, based on 3 issues	€190 PER ISSUE
1 ad, based on 6 issues	€180 PER ISSUE
15 % discount on 2nd ad	
25 % discount on 3rd ad	

SPECIAL EDITIONS

Release date: End of June / End of October

COVERS

Inside front cover	€3,890
Inside back cover	€3,890
Outside back cover	€4,950

ADVERTISEMENT IN INSIDE PAGES

Double page	€4,340
Page	€2,620
1/2 page	€1,420

OTHER ADVERTS

Brokerage / Design	€360
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OUR RATES INCLUDE

- ✓ Publication of your advert in Multihulls World and Multicoques Mag
- ✓ Publication of your advert in the print and digital versions
- ✓ Listing of your company in the directory on our websites

2023 CLASSIFIED ADS RATES

PRESTIGE ADS

¼ PAGE

½ PAGE (HORIZONTAL)

FULL PAGE

1 ISSUE

€480

€850

€1,220

3 ISSUES (6 MONTHS)

€430

€770

€1,100

6 ISSUES (1 YEAR)

€390

€690

€990

CLASSIC ADS

TEXT ONLY

TEXT + PHOTO

€50

€75

€45

€65

€35

€55

OTHER ADS

1/8 PAGE

€200

€180

€160

RATES ARE IN EUROS AND PER ISSUE / PRESTIGE ADS RATES INCLUDE AN UNLIMITED BROKERAGE ONLINE ACCOUNT (TAXES/VAT NOT INCLUDED)
AVAILABLE IN USD ON DEMAND

DIMENSIONS / SPECIFICATIONS

TECHNICAL SPECIFICATIONS

Deadline to order: 30 days before publication

Receipt of your elements: 20 days before publication

Design of ad insert: Please contact us for a quote

For more information, please call +33 (0)7 81 52 05 69
or email us at maria@multihulls-world.com

All files must be sent as a PDF or a high-resolution JPEG (300 dpi)

FORMATS

<p>Page 220 x 275mm (+ 5 mm bleed)</p>	<table border="1"><tbody><tr><td><p>1/4 Page 97 X 125mm</p></td><td><p>1/2 Page 97 x 255mm</p></td></tr><tr><td><p>1/8 Page 97 X 60 mm</p></td><td></td></tr></tbody></table>	<p>1/4 Page 97 X 125mm</p>	<p>1/2 Page 97 x 255mm</p>	<p>1/8 Page 97 X 60 mm</p>		<table border="1"><tbody><tr><td><p>Multiservices 60x40mm</p></td><td><p>Special Issue Brokerage & Design 85x50mm</p></td></tr><tr><td colspan="2"><p>1/2 Page 200 x 125mm</p></td></tr></tbody></table>	<p>Multiservices 60x40mm</p>	<p>Special Issue Brokerage & Design 85x50mm</p>	<p>1/2 Page 200 x 125mm</p>	
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2023 SCHEDULE

Issue	Digital publication	Print publication	Special	Booking deadline	Artwork deadline
188	Jan 27	Feb 3	International Miami Boat Show	Dec 23	Jan 6
189	Mar 24	Mar 31	International Multihull Show	Feb 24	Mar 3
190	May 26	June 2		Apr 28	May 5
SPECIAL ISSUE #20	June 23	June 30		May 26	June 2
191	July 28	Aug 4	Fall Boat Shows	June 30	July 7
192	Sept 29	Oct 6		Sept 1	Sept 8
SPECIAL ISSUE #21	Oct 27	Nov 3	Power Buyer's Guide	Sept 29	Oct 6
193	Dec 1	Dec 8	Sail Buyer's Guide	Nov 3	Nov 10

DIGITAL

RATES & SPECIFICATIONS
BROKERAGE
SOCIAL MEDIA
WEBSITES
APPLICATION



2023 DIGITAL ADVERTISING RATES

ON OUR WEBSITE

ROTARY BANNER

Random appearance on all pages

Format: 728x90 pixels

1 year: € 2,650

ROTARY BLOCK

Format: 300x250 pixels

Random appearance on all pages, right column

6 months: € 1,200 1 year: € 1,710

BLOCK / TARGETED APPEARANCE

Format: 300x250 pixels

Choice of one section, automatic appearance

6 months: € 1,375 1 year: € 2,250

BOAT TEST PURCHASE

Gives you all access to the article

Format : text + images + assembled PDF

€ 100 / page

NEWSLETTERS

MULTIHULLS WORLD & MULTICOQUES MAG EMAIL BLASTS

Horizontal banner (640x90 pixels) : € 815

3 banner package: € 1,600

5 banner package: € 2,400

Block (300x250 pixels): € 650

3 block package: € 1,300

5 block package: € 1,950

Banner « new issue » newsletter (640x180 pixels)

Max. One per year: € 1,190

Partner eblast to our database

Max. 3 per year: € 2,500

TECHNICAL SPECIFICATIONS

Banner: Flash, Gif or Jpeg (max 50 Ko)

Eblast: HTML file required. Ask for quote.

2023 BROKERAGE RATES

ONLINE BROKERAGE ONLY

UNLIMITED ADS PACKAGE

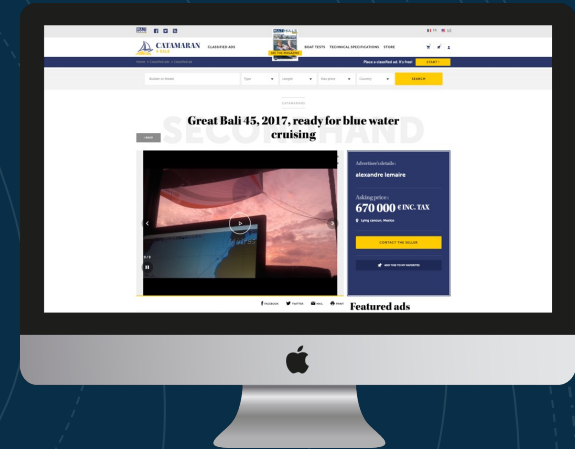
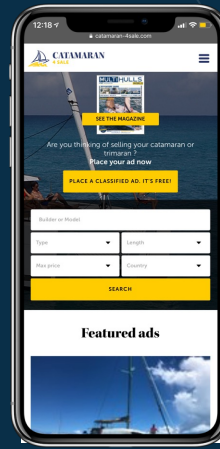
- ✓ Listing of your company in our directory

6 MOIS

690 € HT

1 AN

990 € HT



SOCIAL MEDIA

YOUTUBE

SPONSORED VIDEO

Added to our "Builder's Teasers" playlist

- ❑ Rate per video: €600
- ❑ Info Card: € 100 / year – Max 5 per video

FACEBOOK

SPONSORED POST

Shared on our EN and FR pages

- ❑ Rate per post: € 350

INSTAGRAM

SPONSORED POST

Shared on our Stories

- ❑ Rate per post: € 100

LINKEDIN

SPONSORED POST

Shared on our account

- ❑ Rate per post: € 150

Possibility to advertise on the English version only or the French version only of our social media. Different rates will apply. Please contact us for details.



@multihullsworld

4,4 k



NEW



@multicoques-mag-multihulls-world

10,2 k



@MultihullsWorldMag

4,5 k

@multihulls_world

TECHNICAL SPECIFICATIONS

Video: Max 8 minutes

Post: Max 500 characters + link + image

Accounts: <https://linktr.ee/multihullsworldmag>

WEBSITES

ONLINE PRESENCE

MAGAZINE

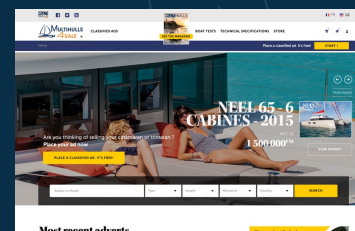
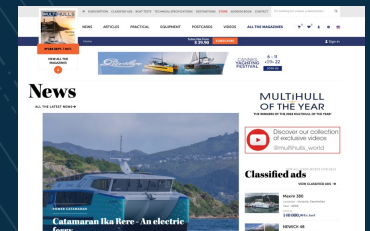
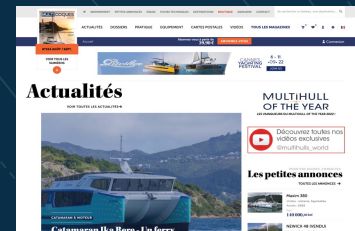
- www.multihulls-world.com
- www.multicoques-mag.com

BROKERAGE

- www.multihulls-4sale.com
- www.multicoques-occasion.com

MULTIHULL OF THE YEAR

- www.multihulloftheyear.com



APPLICATION

LE MAG ON THE GO

DIGITAL ISSUES AVAILABLE ON THE APPLICATION

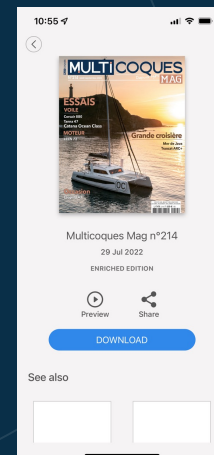
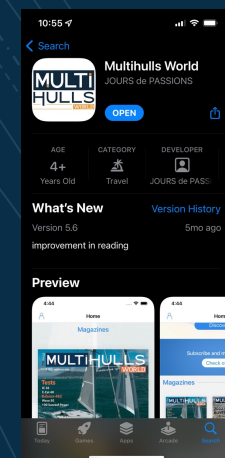
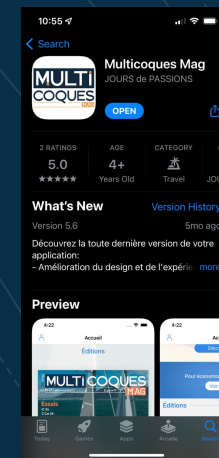
Subscribers can

- ❑ Have access to both EN and FR versions
- ❑ Download the issues
- ❑ Add bookmarks
- ❑ View interactive editions

Partnerships and sponsored content available.

Available in French and English.

For more information, contact: maria@multihulls-world.com



EVENTS & PARTNERSHIPS

BOAT SHOWS
MULTIHULL OF THE YEAR
WEB & MORE





OUR MAIN EVENTS

INTERNATIONAL

- ❑ Miami Boatshow
- ❑ Annapolis Sail & Powerboat Shows
- ❑ BOOT Düsseldorf
- ❑ Salon Nautico International de Barcelona
- ❑ Southampton Boatshow
- ❑ Fort Lauderdale International Boatshow
- ❑ Cape Town International Boatshow

FRANCE

- ❑ International Multihull Show
- ❑ Cannes Yachting Festival
- ❑ Le Grand Pavois
- ❑ Nautic de Paris

BOAT SHOWS

MULTIHULL OF THE YEAR

NOMINATION COMMITTEE

- ❑ Multihulls World journalists
- ❑ International Multihull Show organizers

VOTING PERIOD

- ❑ From early February to mid April 2023

VOTERS

- ❑ International multihull owners, charterers, or simply dreamers (worldwide voting)

RESULTS ANNOUNCEMENT

- ❑ At the International Multihull Show

WEB SUPPORT

- ❑ Multihulloftheyear.Com
- ❑ Insta: multihull.Of.The.Year



MULTIHULL OF THE YEAR

CATEGORY

- Category sponsor – € 1,800
 - Video/Speech <2 min at the award ceremony
 - Your logo on the trophies
 - Give the trophy to winner

LOGO

- Logo on the photocall – € 300
- Logo in the newsletters – € 300
- Logo on the MOTY partner page – € 300
- Logo on the videos – € 900

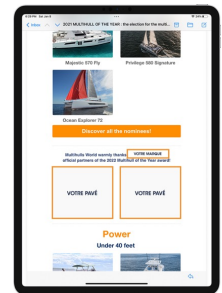
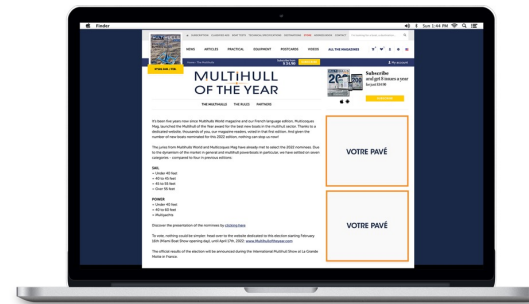
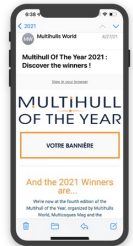
SOCIAL MEDIA

- Mention/Tag on the social media posts – € 200
- Info Card on YouTube MOTY videos – € 200

BANNER

- Banner on the MOTY newsletters – € 1,500
- Banner on the MOTY voting page – € 1,500

MULTIHULL OF THE YEAR



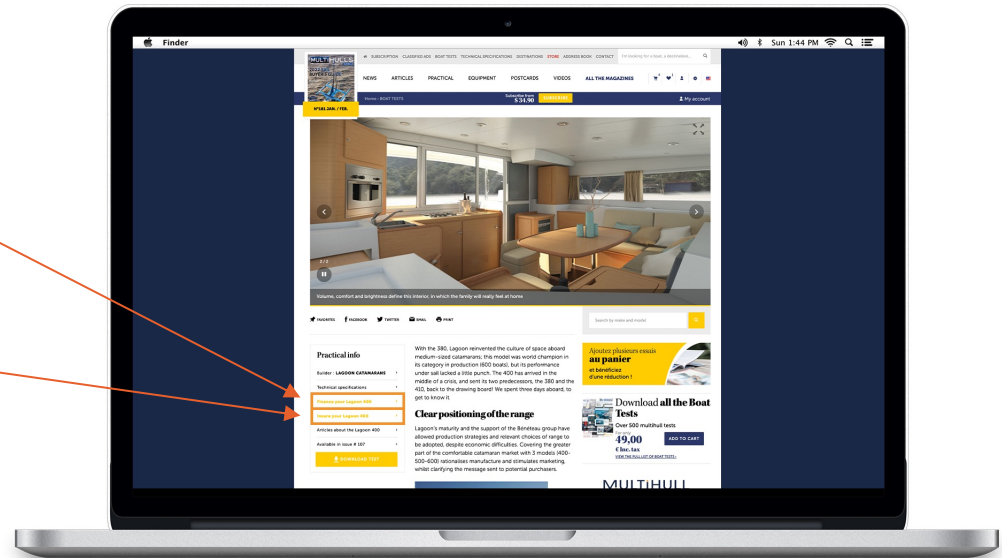
MULTIHULL OF THE YEAR

FINANCE PARTNERSHIP - € 3,400 / YEAR

- ❑ Exclusive link on the Boat Test pages
- ❑ EG: Boat Test page and Classified Ad page

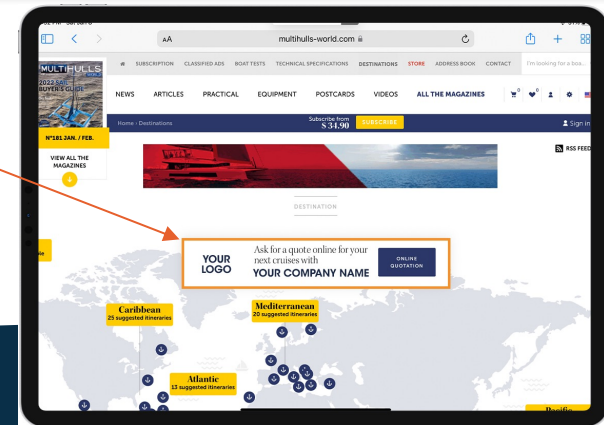
INSURANCE PARTNERSHIP - € 3,400 / YEAR

- ❑ Exclusive link on the Boat Test pages
- ❑ EG: Boat Test page and Classified Ad page



CHARTER PARTNERSHIP

- ❑ Exclusive banner on the Destinations page
 - ❑ € 2,800 / year
- ❑ Listed as a charter company on the Destinations pages
 - ❑ € 50 / destination
 - ❑ € 300 for all your destinations



WEBSITES

BUILDER PARTNERSHIP

- ❑ 1 year-digital subscription for new owners
 - ❑ Followed by a 20% discount for a subscription at the end of their free subscription
 - ❑ Promo code to use (to be determined)

CHARTER COMPANY PARTNERSHIP

- ❑ 6 month-digital subscription for new charterers (first time only)
 - ❑ Followed by a 20% discount for a subscription at the end of their free subscription
 - ❑ Promo code to use (to be determined)

BOAT SHOW PARTNERSHIP

- ❑ Merchandise exchange
 - ❑ Print advertisement for visibility online and at the boat show

EQUIPEMENT PARTNERSHIP

- ❑ Merchandise exchange
 - ❑ Online contest for free products



OTHER PARTNERSHIPS

CONTACT

ALL THE CONTACTS YOU
NEED TO DO BUSINESS
WITH US



CONTACT

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