

# ASIA-PACIFIC India Edition BOATING



FOR THE  
BOATING AND  
THE YACHTING  
ENTHUSIAST



**MEDIA KIT**

Boating is the new passion of the rich Indian and a luxury lifestyle statement. It is an adventure, a luxury and every Millionaire's desire, who believes in nothing but the best and lives life to the fullest. India has always been known for its lavish spends on prestige and luxury, therefore we reach out to this set of enthusiastic yacht lovers and spenders.

Asia-Pacific Boating India Edition prides itself on delivering the highest standards in luxury boating news from India and across the region. It offers a run down on new gadgets and gizmos, with articles focused to enjoy leisure time both on and off water.



## Distribution Channels

News stands & premier bookstores across the country, exclusive retail outlets, yacht clubs, airport lounges, hotel shops and through corporate subscription.

**Frequency :** 6 issues in a year

**Circulation :** 25000

**Readership:** 1,25,000

**Readership Profile:** 30+ high net worth individuals



## Inside Asia-Pacific Boating India

### NEWS

Asia Pacific Boating covers the latest news in the Boating and the Yachting Industry incorporating the latest designs, innovative technologies and up gradation of existing models.

### FEATURES

Our regular features take a closer look at the major launches and new models with high quality images, description, styling, performance as well as reviews.

### INTERVIEWS

Asia-Pacific Boating includes one-on-one interviews with the yachting professionals, owners and industry leaders.

### OUR REGULARS

- Editor's Note
- Talking Point
- In Style
- Wide Angle
- Luxury Living
- Fashion
- Luxe Palate
- Perfect Storm
- Making the News
- Races & Regatta
- Show Time
- Charters & Brokers



## Asia-Pacific BOATING India

### Why Asia-Pacific BOATING India should be a part of your media plan?

- Asia-Pacific BOATING is the most established and respected boating magazine in the region, with a history of over 35 years.
- It is targeted at the HNI's of the country who believe in nothing but the best and live a life of luxury.
- Boating is the new passion of the rich Indian and every millionaire's desire therefore Asia-Pacific BOATING reaches out to this set of enthusiastic yacht lovers and spenders.
- It reaches millionaires who have a propensity to spend.

### ADVERTISEMENTS RATES

Size	Card Rate ( ₹ )
Full page	250,000
Double Page Spread	450,000
Special Position	300,000
Classified	125,000

### BOOKING DETAILS

Publication Month: Bi- Monthly ( January, March, May, July, September, November)

### CANCELLATION:

Six weeks before publication for ROP advertisements and eight weeks for premium positions.

### MECHANICAL DATA in (mm)

Double Page Spread	Trim	Bleed	Type
	458 x 305	468 x 315	436 x 283
Full Page	229 x 305	239 x 315	207 x 283

### PRODUCTION DATA

Publication Process : Offset Four Colour(CMYK) : Progressive proofs & colour separated positives, right emulsion side down Screen Ruling: 175 lpi line screen

Digital Files: Actual size with 300 dpi in EPS, or PDF format. Two sets of artwork materials required for accurate gutter bleed on double page spread. Live matter not intended to bleed must be kept 12mm from from all bleed trim edges and 5mm from gutter edges.

**Artwork deadline:** 15th of the month prior to the month of issue.

# EXPOSURE MEDIA MARKETING PVT.LTD

Established in 2003, Exposure Media Marketing Pvt Ltd has grown into a well reputed media house with core expertise in areas of traditional publishing, events and international representations. With almost a decade of prolific experience, EMM editorially conceives and publishes one of the most flattering magazine portfolios in the industry. The company also stands as representative to leading international titles across the globe which encompass a range of luxury, lifestyle, wellness and travel magazines. The range of annual signature events held by EMM has been trendsetters in this business. Editorial supremacy and unparalleled dedication has made Exposure Media Marketing, a brand to reckon with.



## OTHER LEADING PUBLICATIONS

- asiaSpa India: India's Only Wellness Lifestyle Magazine.
- MillionaireAsia India: A By-Invite Magazine, Exclusively for the Millionaires of India, that explores their interests, passions and indulgences.
- Asia-Pacific Boating India: For the Boating & Yachting Enthusiasts from the region.
- Selling World Travel: A Travel & Training Magazine for the Avid Travelers and Industry Experts.
- Designer MODE Dailies: Fashion Design Council of India's (FDCI) Official Magazine.
- Special Supplements: Exclusive stories which feature a single destination, country, icon or concept

## EVENTS



asiaSpa India Awards: The signature event conceptualized to recognize and applaud the high fliers of the spa industry in India.

IWSI: A two day conference held to bring together the stakeholders of the spa and wellness industry from across the world, to exchange ideas in view to promote the global spa industry.

Precious Golf: A glamorous evening infused with the right dose of fun and fanfare, as amateur women golfers bring out the thrill of this play.

Asia Pacific Boating India Regatta – A two day delight for the yachting and boating enthusiasts to experience the gushing thrill of being a part of this high octane sport!

Millionaire Summit: An evening conceptualized specially for the uber rich and ultra affluent which serves as an easygoing networking forum .

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