

YACHTS INTERNATIONAL



2011 MEDIA INFORMATION



MISSION:

YACHTS INTERNATIONAL IS THE WORLDWIDE LEADER in the megayacht category with its sophisticated global editorial reach, superior distribution, high-profile events, digital presence and exclusive partnership with the industry's leading boat shows.

The magazine is written for the knowledgeable and passionate yachtsman and is designed to inform readers so they are better able to make educated decisions on purchasing, servicing or outfitting a yacht.



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YACHTS DELIVERS THE TRUE LUXURY YACHT READER

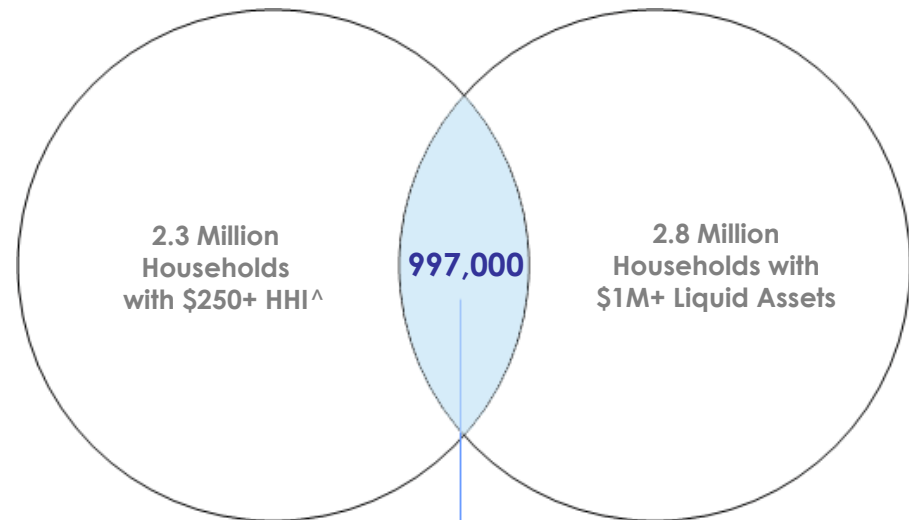
Yachts International is the leading luxury yacht publication with the largest paid circulation targeting readers interested in yachts over 60'.



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Circulation/Issue ^	51,486
Digital Circulation/Issue ^	3,321
Paid Circ/Issue	19,405
Newsstand/Issue	6,969
Cover Price	\$8.00
Avg. Length of Yacht (owned/planning to purchase)	60'

YACHTS DELIVERS THE AFFLUENT U.S. MARKET



<1 Million Individuals (U.S.) fall into *both* affluent circles, and maintain an Average HHI: \$820,800

YACHTS INTERNATIONAL
AVERAGE HHI: \$827,000



ACTIVE INTEREST MEDIA

^HOUSEHOLD INCOME

Source: Ipsos Mendelsohn – Affluent Study 2009 (U.S.)

PHILANTHROPY: EXCLUSIVE PARTNERSHIP

Yachts International High Profile Events Benefit The International SeaKeepers Society
Merging World Class Yachting with Global Business and Entertainment Leaders



Reach the Exclusive Elite

The International SeaKeepers Society® and Yachts International Magazine offer you a guaranteed opportunity to weave your corporate brand alongside the hardest to reach elite world of luxury yachting, royalty, celebrities, business leaders, high net worth individuals and philanthropy.

SeaKeepers is a non profit organization started by private yacht owners whose mission is to collect the most accurate information on the health of the oceans – via the proprietary SeaKeeper 1000 monitoring system installed on yachts, cruise ships and other vessels – and distribute it without cost to the global scientific community to further vital research on the world's changing oceans climate.

Yachts International Magazine is the acknowledged media leader in the luxury yachting sector with an influential print and digital readership in the U.S. and around the world.

This is an opportune moment for your company to engage in valuable networking and public relations as well as create corporate good will with the world's top opinion shapers.



Global "A" list Event Sponsorship

Cannes–Monaco–Fort Lauderdale–St.Barths–Los Angeles

Invitations for these five "A" list events will be mailed to:

- SeaKeepers members, including Admirals club and Founding members
- Elite members of the global yachting sector including Yachts International magazine's exclusive Pavilion club members
- Celebrities and high profile individuals in business and entertainment.

SeaKeeper event participants have included: James Cameron, Paul Allen, Jean-Michel Cousteau, Mikhail Gorbachev, Denise Rich, Ted Danson and HSH Prince Albert II of Monaco.

Execution of these exclusive events will be coordinated by Triple S Events, a leader in yacht event production based on their EXCELLENCE IN SERVICE method along with the support of National Marine Suppliers, the worldwide leader in every facet of yacht operations.

YACHTS
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STRATEGIC ALLIANCE

Through parent company, **Active Interest Media**, we have created a strategic alliance with sister company **Show Management**, the worldwide leader in boat show production.

Through this alliance, **The Pavilion**, our exclusive members only club at the boat shows enjoyed by megayacht and jet owners, yacht captains as well as top industry professionals, affords us the competitive edge over other publications when it comes to targeted exposure at the boat shows.



In addition, Yachts International has the unique opportunity to acquire **highly qualified new readers** through our access to boat show marketing and databases, our **strategic advantage** for reader growth and development that is unparalleled by any other yachting title.



ACTIVE INTEREST MEDIA

THE PAVILION: HIGH NET WORTH LOYALTY



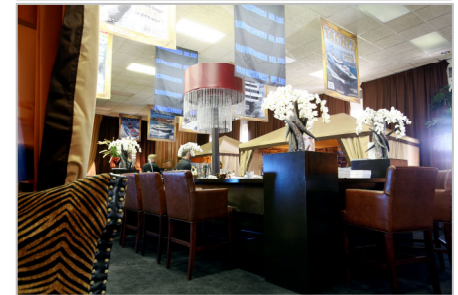
- Private hospitality club for yacht owners, jet owners and high net worth VIP's, centrally located at the Fort Lauderdale International Boat Show

- Members receive complimentary lunch and cocktail bar in a 5,000 sq. ft. designer space under air

- Luxury goods display with sponsorships available for high end automotive, jewelry, resorts, real estate, banking/finance

- Miami Yacht and Brokerage show and Palm Beach International Boat Show has smaller, exclusive Pavilions

- 2011 Debut, Monaco Yacht Show Pavilion



GROWING QUALIFIED READERSHIP

100,000 Physical Addresses
51,331 Email Addresses



Yachts International joins forces with **Show Management** data collection to acquire new subscriptions to **active** and **highly qualified** yachting enthusiasts:

This exclusive **strategic alliance** gives us the competitive advantage to grow the most qualified, targeted readership that no other yachting title can offer.



When you travel. When you are far from a newsstand.
When you need an escape at the office.
When you want more than you thought a magazine could offer....



online **YACHTS**
INTERNATIONAL

Read Yachts International online!

For complimentary access to the online edition,
please visit our website:

www.yachtsmagazine.com

Experience enhanced features such as videos, photo slideshows
and web links to the best of the yachting industry.

DIGITAL MARKETING

YACHTSMAGAZINE.COM

- 36,000 annual visits
- Shared site with Showmanagement.com offers us more visits from qualified yachting enthusiasts

YACHTS DIGITAL EDITION

- E-marketed each issue to database of 50,000 plus yachting enthusiasts
- Interactive, online edition to engage readers 24/7
- Great value added digital exposure for all print advertisers
- Opening slideshow and featured advertiser marketing opportunities



ACTIVE INTEREST MEDIA