

MEDIA/PUBLISHING

ShowBoats International takes a stronger stance on luxury as a whole

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ShowBoats International U.S. Edition

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Super yacht publication ShowBoats International is undergoing a major rebranding that will bring an added focus to the luxury lifestyle of consumers who are often drawn to the yachting world.

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BOAT International Media's publication will be revamped as ShowBoats International U.S. Edition, unveiling April 4 with the next issue. The publication will be focusing on expanding its coverage to all things luxury including watches, fashion, cars, aviation, real estate and more.

"The brand capital of the BOAT masthead is something we've seen enormous success with in Europe and the rest of the world, and we'd like to replicate that success in the U.S. market," said Stewart Campbell, editor of BOAT International Media, London.

"ShowBoats is a distinguished title with a long history, but to take the magazine to the next phase of its growth, it was important that it was better recognized as a genuine luxury product, which we've achieved with this rebrand and redesign."

Rebranding and restrategizing

As part of its next issue, the boating publication is rebranding to appeal to a wide range of consumers interested in luxury.

Yachting and super yachts are inherently interconnected with the luxury lifestyle, which has prompted ShowBoats International to make this move.

The new format will be a size more in congruent with magazine sizing within the U.S. The publication will also focus more on fashion photography, styling, infographics and a new modern look.

BOAT International Media estimates that 23 percent of all U.S. billionaires read the publication. Readers that own boats larger than 30 meters are believed to make up 80 percent of the publication's readership.

The first edition of the rebranding will include advertising from prestigious luxury brands such as Italian apparel

and accessories brand Loro Piana, high-end furniture manufacturers Promemoria and Pollaro, wine producer Antinori and art dealer Adrian Sassoon.

Twelve thousand copies of the publication will be available at boat shows on display.

Yachts and brands

The first issue will feature content with Miami socialite Kristin Ducote and America's Cup champion Jimmy Spithill. Other content from fashion expert Lucy Sykes will focus on high-end East Coast fashion.

Super yacht brokerage Burgess Yachts also jumped to incorporate initiatives with America's Cup and extended the aquatic theme of one of the most iconic boat racing competitions to accommodations and events tailor-made for affluent guests.

Burgess is offering a series of packages to provide attendees with an unparalleled experience while staying in Bermuda for the month-long America's Cup May 26 to June 27. Packages include stays on super yachts, as well as entry to various events for the competition ([see more](#)).

Luxury concierge service provider Quintessentially Lifestyle is also leveraging the yacht industry and setting sail on its own floating members' club, the Quintessentially One super yacht.

When complete in 2019, the Quintessentially One will be the world's largest super yacht ever built. Unlike traditional cruising, where guests disembark to explore a location, Quintessentially One will dock at the world's most elite locations and people will become more interested in coming aboard ([see more](#)).

"No other magazine speaks to the boat-loving UHNWI community like BOAT International U.S. Edition a quarter of all U.S. billionaires read the title," Mr. Campbell said. "We can access the biggest and best super yachts and bring the readers stories that other magazines just can't reach.

"And it really is a community: our regular events, be they regattas, dinners or even beach parties, attract an incredible crowd and we're thrilled to be able to better serve them with the refreshed magazine."

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