MEDIAKIT ‘27

MAGAZINE

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.

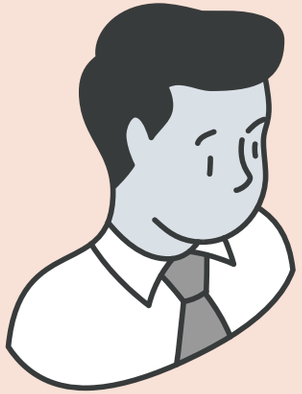
For more than 15 years on the Russian market Y Magazine (ex. Motor Boat & Yachting Russia) has become the most serious and established yachting magazine of the country, now presented not only as hard copies but also as website ymag.media and popular social media platforms. These resources provide proven 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.

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.



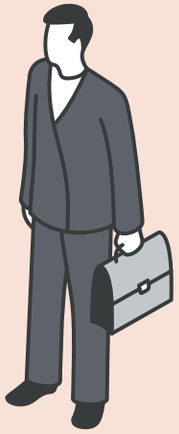
95%
MALE



AGE

34%
25...35 years old

46%
35...65 Years old



entrepreneurs
44%



consider YMagazine editorials while choosing a boat or equipment
72%



vacations per year
3-4



business trips per year
10-12



more than one car in a family
69%

MAGAZINE

Y MAGAZINE CONTENTS

















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.

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. Potentional boat buyers rely on their professionalism in the field of pleasure crafts and «water toys».

TRAVELS AND ADVENTURES

Real stiries ans experience from travel experts and journalists.

EXPERT ADVICE

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

GREEN PAGES

Ecological initiatives, forward thinking solutions, alternative fuel — everything the yachting business worries about nowadays.

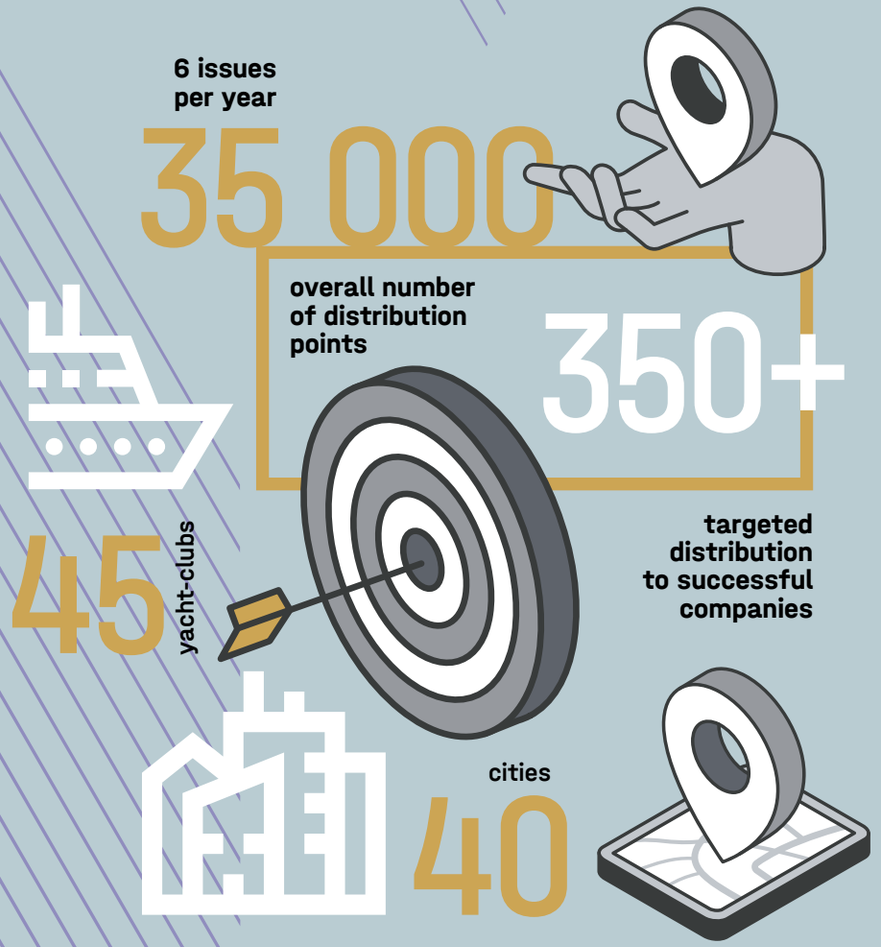
CREW

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.

MAGAZINE 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, Ulan-Ude, Ufa, Chelyabinsk, Yaroslavl etc.





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.

Y MAGAZINE

2027 INDUSTRY EXHIBITIONS

23-31 JANUARY
boot Düsseldorf
DÜSSELDORF, GERMANY

20-27 FEBRUARY
Bosphorus Boat Show
ISTANBUL, TURKEY

12-16 MAY
Samara Boat Show
SAMARA, RUSSIA

3-6 JUNE
Moscow Yacht Show
MOSCOW, RUSSIA Y MAGAZINE

2-4 JULY
Kazan Yachting Festival
KAZAN, TATARSTAN, RUSSIA

1-5 SEPTEMBER
Amsterdam Boat Show (HISWA te Water)
AMSTERDAM, NETHERLANDS

7-12 SEPTEMBER
Cannes Yachting Festival
CANNES, FRANCE

22-25 SEPTEMBER
Monaco Yacht Show
MONTE-CARLO, MONACO

24-26 SEPTEMBER
St. Petersburg Int. Boat Show
ST. PETERSBURG, RUSSIA Y MAGAZINE

30 SEPTEMBER — 5 OCTOBER
Genoa International Boat Show
GENOVA, ITALY

3-17 OCTOBER
Bodrum Boat Show
BUDRUM, TURKEY

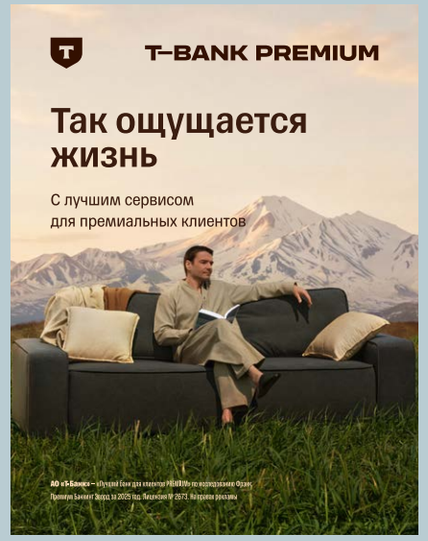
28 OCTOBER — 1 NOVEMBER
Fort Lauderdale International Boat Show
FORT LAUDERDALE, USA

NOVEMBER
Qatar Boat Show
DOHA, QATAR

16-18 NOVEMBER
METS Trade
AMSTERDAM, NETHERLANDS

24-28 NOVEMBER
Dubai International Boat Show
DUBAI, UAE

OUR ADVERTISERS



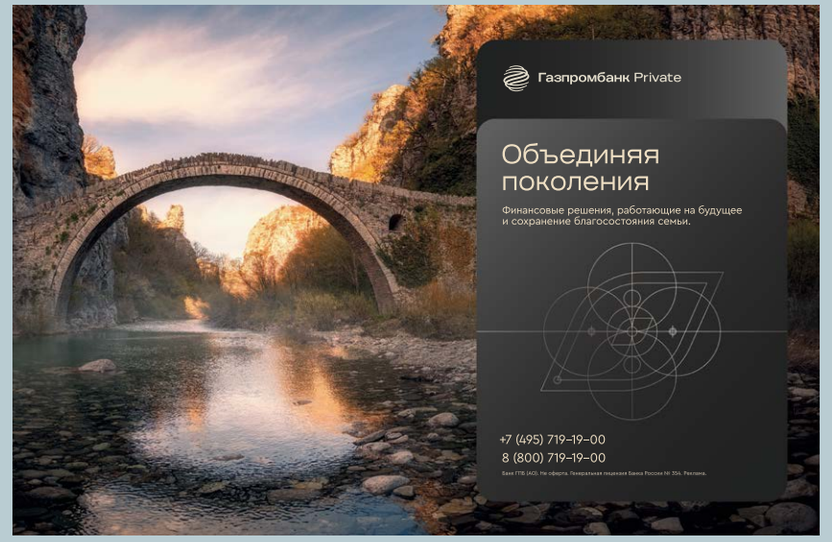


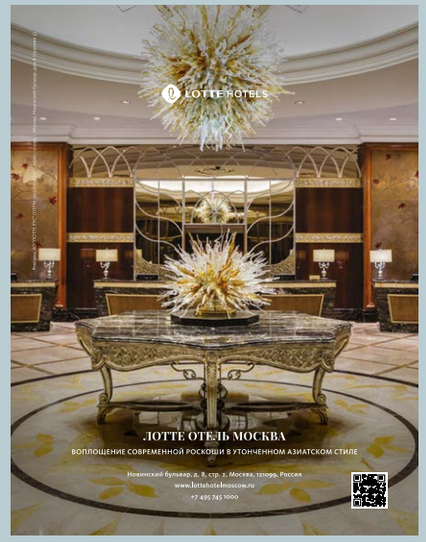












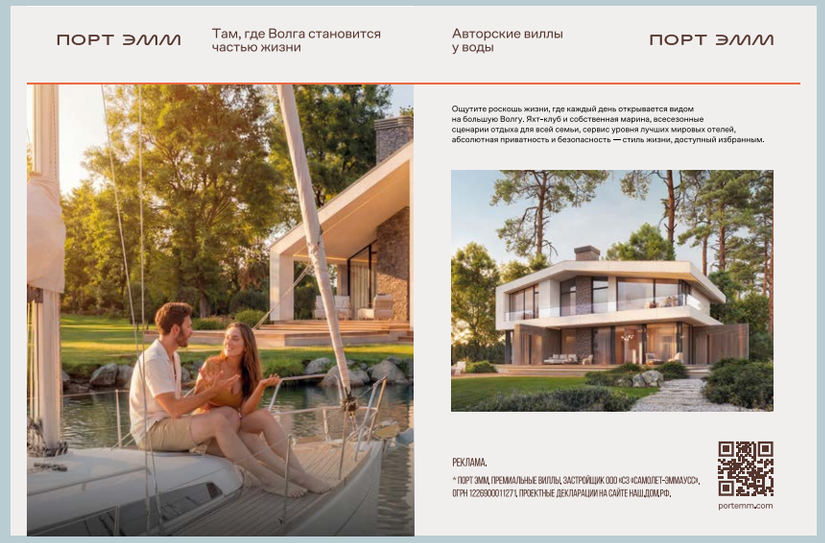
OUR ADVERTISERS

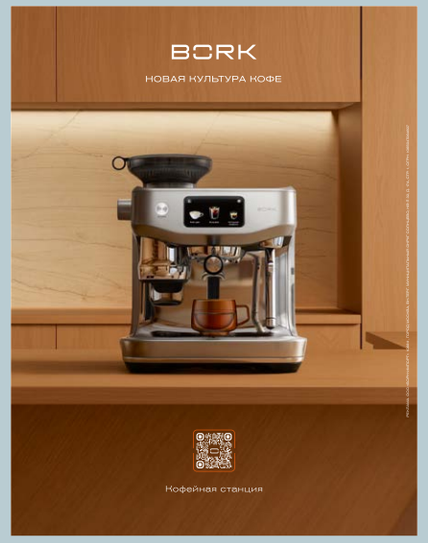


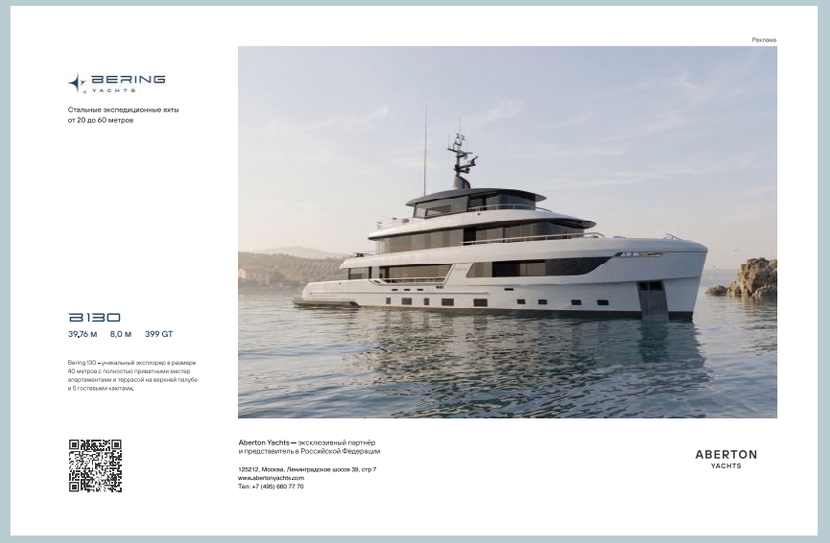














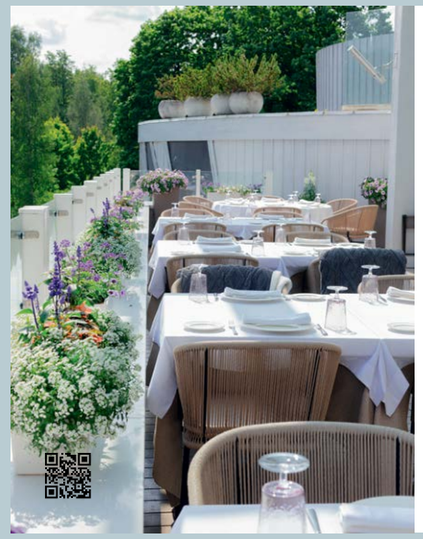
OUR ADVERTISERS



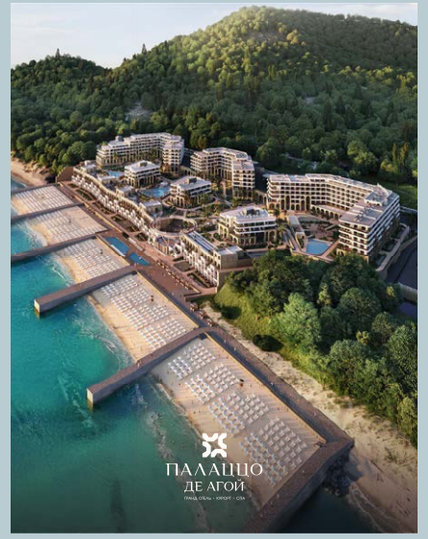


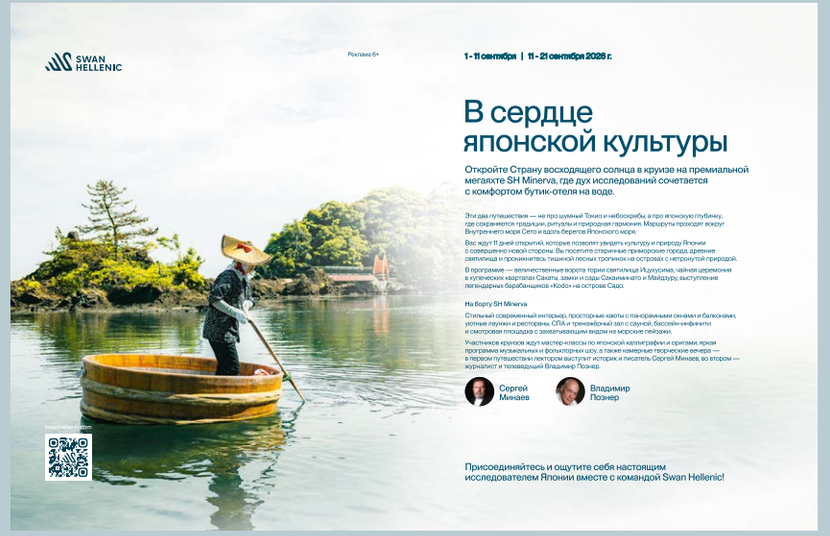














OUR ADVERTISERS

РЕКЛАМА | АО «КОМПАНИЯ ИНТЕРРУСБА» ИНН 7703294312 ОГРН 1037739276578 | 16+



АРАРАТ ПАРК ХАЯТТ МОСКВА®

РЕСТОРАН-БАР КОНСЕРВАТОРИЯ
С ВИДОМ НА СЕРДЦЕ МОСКВЫ

+7 495 783 1234 | ул. Неглинная, д. 4, 10 этаж



ИСКУССТВО ПРОПОРЦИЙ:

КАК HONGQI H9 ПРИМЕРЯЕТ БРИТАНСКУЮ КЛАССИКУ

СОВРЕМЕННЫЕ ТЕХНОЛОГИИ И ДИНАМИЧНЫЙ ЭКСТЕРЬЕР

За выразительной внешностью HONGQI H9 стоит выверенная техническая база, соответствующая статусу премиального седана. Современные системы помощи водителю, цифровая архитектура салона и высокий уровень шумоизоляции делают H9 автомобилем, ориентированным на повседневный комфорт. Модель оснащается бензиновым турбированным двигателем объемом 2 литра мощностью 245 л.с., работающим в паре с 7-ступенчатой роботизированной трансмиссией. Такая конфигурация обеспечивает умеренную динамику: разгон до 100 км/ч занимает порядка 7,8 секунды, а максимальная скорость достигает 230 км/ч. Габариты экспериментального класс автомобиля: длина превышает пять метров, колесная база — около 3000 мм, что напрямую влияет на простор второго ряда и уровень комфорта.

СИЛУЭТ В СТИЛЕ БРИТАНСКОЙ КЛАССИКИ

У HONGQI H9 есть особенность, которая сразу задает характер автомобиля. Речь об увеличенном расстоянии между передней осью и задними стеклом — параметре, известном в автодизайне как «dash-to-axle». Удлиненный капот и смещенный назад салон создают ту самую динамичную пропорцию, которая традиционно ассоциируется с представительскими автомобилями с задним приводом. Даже в статике H9 выглядит так, будто находится в движении. Такие пропорции автомобили считаются и отсылают к лучшим образцам европейской и британской школы — строгим и в то же время выразительным. Не случайно за обликом HONGQI H9 отвечает Джанлс Тейлор — дизайнер, ранее работавший с Rolls-Royce и Jaguar. Его подход читается в деталях — балансе линий и сдержанности форм. «Когда водитель это прочитывает, сразу чувствуется рука мастера, который создавал автомобили для британской аристократии. Но HONGQI H9 — это не цитирование, а новое прочтение: восточная сдержанность сочетается с академичностью британского лекала», — отмечает руководитель отдела продаж ПАНАВТО Александр Бунеев.





ОПЫТ ПРЕМИАЛЬНОГО СЕРВИСА

Знакомство с автомобилем не заканчивается на первом впечатлении — ключевую роль играет и уровень сопровождения. HONGQI H9 представлен в сети премиальных автосалонов ПАНАВТО — компании с более чем 30-летним опытом работы в высоком сегменте. Многолетнее партнерство с ведущими мировыми премиальными производителями позволило ПАНАВТО сформировать высокий стандарт клиентского сервиса — от консультации и подбора автомобиля до послегарантийного обслуживания. Сегодня компания развивает мультибрендовый портфель, сохраняя эту экспертизу и адаптируя ее под новые премиальные бренды. В дилерских центрах допустимо официальные поставки HONGQI и полноценное послепродажное сопровождение, включая гарантийный сервис. Записаться на тест-драйв в ПАНАВТО, можно важную оценить динамичный характер HONGQI H9 и получить подробную консультацию от менеджеров салона.



ОТКРОЙТЕ НОВЫЙ УРОВЕНЬ КОМФОРТА ЛИЧНО

HONGQI | ПАНАВТО

Официальный дилер HONGQI ПАНАВТО
Москва, Мичуринский пр-т, вл. 5,
МКАД 50-й км, Торговая ул., 4. Т. +7 (495) 790-77-77

На правах рекламы

МАСТЕРСКАЯ АГАФОНОВЫХ

С 1994 Г.



Ювелирные украшения дорогие подарки

Ложки для икры из серебра, бивня мамонта и перламутра из домашней коллекции подарков

agsfonovs.ru

MR PRIVATE



Коллекция MR Private — тщательно отобранные лоты, собранные в архитектурную галерею, где каждый объект обладает уникальным характером и эстетической ценностью. Почувствуйте себя коллекционером подлинных произведений архитектуры.

MR PRIVATE

ГАЛЕРЕЯ КОЛЛЕКЦИОННОЙ НЕДВИЖИМОСТИ

Резиденции

Клубные дома

Частные усадьбы

NICOLE | LUCE | CLOS 17 | FORUM
КЛИМАШКИНА 7/11 | УСАДЬБА ДЕМИДОВА

+7 (495) 065-57-20

Реклама О«, Застройщик ООО «СЗ «Балдаев«, ООО «СЗ «ОПТИЛИА», ООО «СЗ ДЭНВЕСТ», ООО «СЗ «Очаг-Девелопмент», ООО «СЗ «ФСП», ООО "СЗ "ЮТИ", Проектная декларация на сайте наш.дом.рф, "Очаг", "Очаг-Юг", "Очаг-Тау", "Очаг-Тауэр",









OUR ADVERTISERS

Y MAGAZINE



















ADVERTISING CHARGE AND DEADLINES

MAGAZINE



ISSUE DATES

№	Issue	Release Date	Ads deadline
1 (27)	January-February	**11.01.2027**	**21.12.2026**
2 (28)	March-April	**01.03.2027**	**15.02.2027**
3 (29)	May-June	**03.05.2027**	**19.04.2027**
4 (30)	July-August	**05.07.2027**	**21.06.2027**
5 (31)	September-October	**06.09.2027**	**21.08.2027**
6 (32)	November-December	**08.11.2027**	**25.10.2027**

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.

BROCKERAGE SECTION

(only for a yacht companies)
2/1 pages (spread) — € 3000
1/1 page — € 2000
Positioning charge 10%
Advertorial charge 20%

FORMAL NOTICE OF REQUIREMENTS FOR ADVERTISERS PLACING PROMOTIONAL MATERIALS IN PRINT MEDIA

Dear Partners! In connection with the entry into force of new legislative norms, including amendments to the Federal Law «On Advertising» (No. 38-FZ) and Federal Law No. 168-FZ dated June 24, 2025 (effective as of March 1, 2026), the editorial board hereby notifies you of the updated mandatory requirements for advertising layouts and texts submitted for publication. To prevent violations of Russian legislation and the imposition of penalties by regulatory authorities (FAS, Rospotrebnadzor), we kindly ask you to bring all advertising materials into strict compliance with the following rules:

1. Mandatory «Advertisement» («Реклама») Label
According to Art. 16 of the Federal Law «On Advertising» any promotional material placed in a non-specialized print publication must be accompanied by the mark «advertisement» («Реклама») or «published as an advertisement» («На правах рекламы»).
The use of other phrasing (e.g., «information», «partner material», «informational partnership») is not permitted and is regarded by regulatory authorities as hidden advertising.

2. Indication of Advertiser Attributes
To ensure transparency and comply with the requirements for distance selling (Art. 8 of the Federal Law «On Advertising»), the layout must contain accurate information about the advertiser.
Mandatory details: Name of the legal entity or the full name of the individual entrepreneur, INN (Taxpayer Identification Number), and OGRN/OGRNIPI (Primary State Registration Number). The information must be legible, contrasting, and must not mislead the consumer.

3. Use of Foreign Words
(New regulation as of March 1, 2026)
In accordance with the requirements of Federal Law No. 168-FZ, the rules for using foreign languages in public spaces and advertising have been drastically tightened.
Mandatory translation: Any foreign word or expression used in an advertising layout must be accompanied by a Russian translation.
Graphical equivalence: The translation must be executed in a font of the exact same size, color, and style as the original foreign word and placed directly next to it. The use of small, unreadable footnotes («asterisks») for translation is no longer allowed.
Exceptions: This requirement does not apply to brand names and trademarks officially registered in the Russian Federation (when using foreign logos, the editorial board reserves the right to request a certificate of trademark registration).

PUBLICATION STANDARDS

Y MAGAZINE

DIMENSIONS

All layout sizes are provided for the trimmed format (with a 3 mm bleed allowance around the perimeter of the layout):

Cover Gatefold
(219 + 219) = 438 × 300 mm
Inner Block Gatefold
(227 + 217) = 444 × 300 mm
Double-Page Spread (2/1)
460 × 300 mm
Single Page (1/1)
230 × 300 mm

LAYOUT CONTENT

Text elements and other essential elements (logos, address blocks, etc.) must be positioned no closer than 5 mm to the trim edges and no closer than 15 mm to the spine (gutter).

COLOR SPECIFICATIONS

All colors used in the layout must be in the CMYK color model. All spot colors (or Pantone colors) must be converted to CMYK or removed. The Total Ink Limit (TIL) or sum of inks must not exceed 300%. Small black text and QR codes on a white background must be created using pure black (C0 M0 Y0 K100). All raster elements (images) in the layout must have a resolution of at least 300 dpi (dots per inch).

FILE FORMATS

VECTOR GRAPHICS

Adobe PDF v.1.4 (PDF/X-1a:2001 Standard)
Adobe Illustrator (.ai) v.10 / CC
Encapsulated PostScript (.eps)
In all layouts, all fonts must be converted to outlines (curves), the CMYK color model must be used, and illustrations must be embedded in the file.

RASTER GRAPHICS

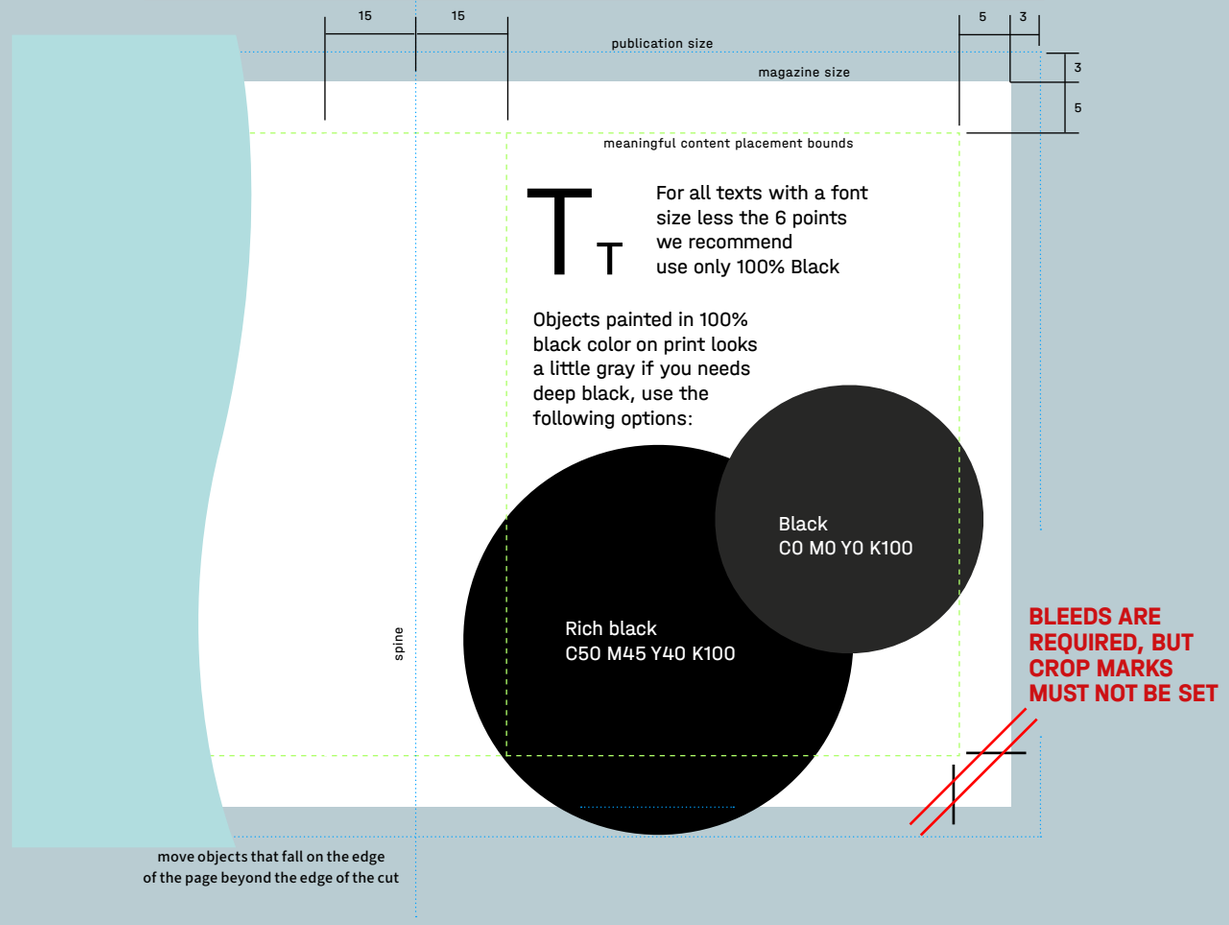
TIFF: CMYK, 330 dpi (1:1 scale).
No compression, layers, alpha channels, or transparencies.
JPEG: CMYK, 330 dpi (1:1 scale), maximum quality.
It is highly recommended to attach a JPEG RGB preview of the layout.
Color Separation Parameters
ECI ISO Coated v.2 (300%).

BLEEDS ARE REQUIRED, BUT CROP MARKS MUST NOT BE SET.

LAYOUT FILE NAMING

Name your publication layouts by including your company or brand name in the file name, and specify the file version if revisions have been made. Example:
BrandName_ymagXX_236×306_v.1_print.pdf

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.



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info@ymag.media

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MEDIAKIT ‘27

Y MAGAZINE