

NEW LONDON MEDIA

**SOUTHAMPTON
INTERNATIONAL
BOAT SHOW**
19-28 SEPTEMBER 2025

Southampton International Boat Show

19th - 28th September 2025

Premium Outdoor Screen Network

For ten days each year, Southampton International Boat Show plays host to a global audience with unprecedented purchasing power and intent. Now in it's 56th year, it is the epicentre of an £18 Billion UK industry.



Awareness. Influence. Action.

What differentiates the Southampton International Boat Show Screen Network is it's direct access to an audience of Professionals, Enthusiasts and High Net Worth Individuals.

Seamlessly integrated into the 10 days of the event, the Screen Network plays a central role in the Entertainment, Content and Information across the whole experience, capturing the attention of one of the most sought after audiences in the world.



Audience: 120,000 visitors

Who value Quality and Premium goods and services

High Disposable income

78% A/B visitor demographic / High Net Worth Individuals

Average visitor spend at show of £3,864 per head

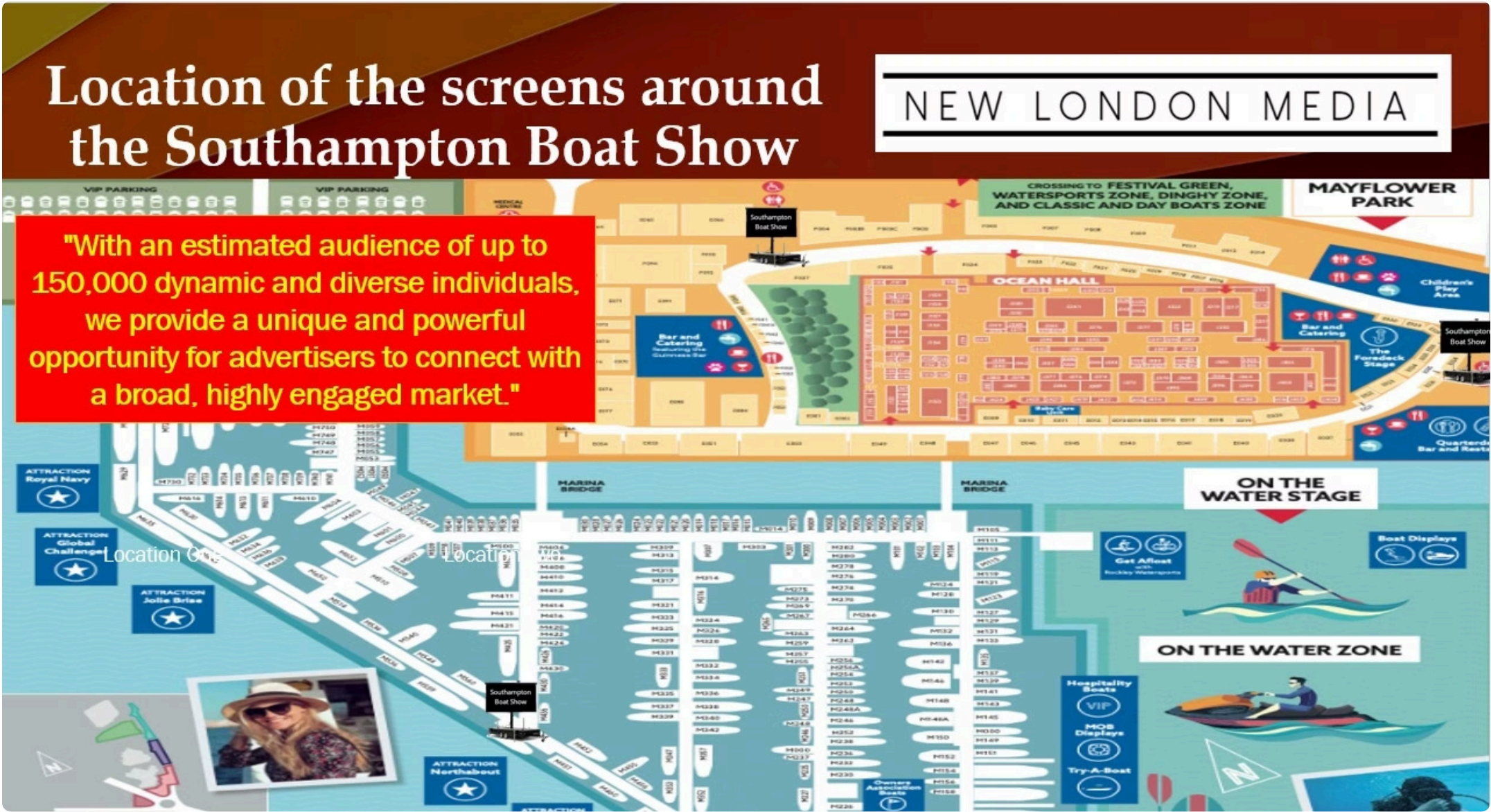
Average visitor spend post-show of £22,846



Screens

Locations

- 1. Shipyard - Next to Main Music stage
- 2. Saddlespan (Cockpit)
- 3. Main entrance



Technology:

Full Colour / Full Motion

Sound: Main Stage only

Size: Approx 15 sqm each

Operating hours

10:00am - 18:00pm (Each Day)

Southampton International Boat Show

Screen Advertising - Limited

800 × 15 Second Spots - Spread evenly across all screens

During the 10 days of the event

Cost £9,950 plus vat

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About New London Media

New London Media understand the link between the feel good factor and purchasing power.

We believe every brand benefits from a meaningful involvement with global events that make people happy, educate and inform.

By bringing brands and events together we help to accelerate call to action and raise brand awareness.

We provide Out of Home LED Screen Networks to a growing number of Events around the world providing audiences with access to brands that fit their lifestyle and aspirations

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