



## BOAT International Media acquires Boating Communications

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Cripps has advised leading superyacht multimedia, events and intelligence company BOAT International Media on its acquisition of data, digital and B2B media organisation Boating Communications, publisher of International Boat Industry (IBI) magazine.

The acquisition sees BOAT strengthen its position in the B2B market. Founded in 1968, IBI is the most established and respected magazine serving the volume boat industry. The deal also includes IBI's market intelligence platform, IBI Plus, its digital channels and the company's events.

BOAT will maintain the B2B services IBI provides to the global boating industry and will develop its print and digital offering. IBI Plus, meanwhile, will complement BOAT's existing and market-leading BOAT Pro market intelligence platform, which serves the superyacht industry.

[Helen Garner](#) led the Cripps team advising BOAT, assisted by [Tom Newlyn](#) (corporate) and [Patrick Glencross](#) (employment). Corporate finance and tax advice were provided by Crowe.

Commenting on the legal support provided, Tony Euden, CEO of BOAT, said "Thank you to the Cripps team which managed the sale with efficiency and professionalism. Helen and her team were always available to answer our questions and give clear advice and recommendations. We were well represented in all aspects of this transaction and wouldn't hesitate to recommend the team."