



The
Superyacht
Group

MEDIA PACK

INFORM · EDUCATE · CONNECT · COLLABORATE

We are committed to the future growth of the industry. We are the trusted platform for real insights, intelligence and opinions delivered to the superyacht market.

OUR KEY PILLARS

The Superyacht Report is the definitive ‘Report Worth Reading’, a single flagship magazine that provides unrivalled market insight and intelligence to our industry’s key stakeholders. Spanning every sector of the superyacht sphere, SuperyachtNews.com is the industry’s only source of independent, thoroughly researched journalism.

Our flagship event, The Superyacht Forum, has proved to be the largest and most respected meeting of industry decision-makers. Drawing on the unparalleled depth of knowledge and experience within The Superyacht Group, The Superyacht Agency’s team of brilliant creatives, marketing consultants and analysts deliver the most effective insights, campaigns and strategies for our clients.

**The
Superyacht
Report**

**Superyacht
News.com**

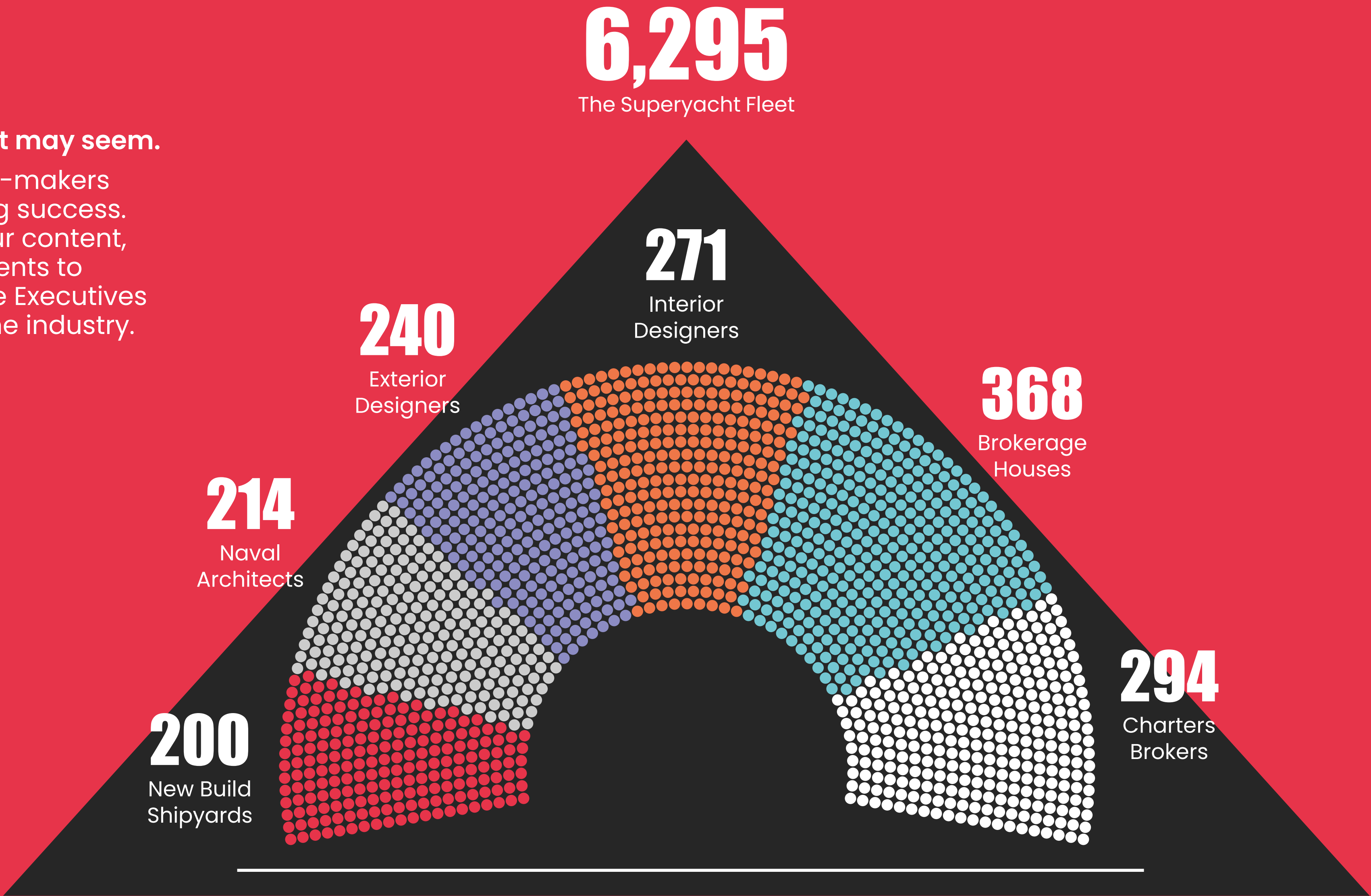
**The
Superyacht
Forum**

**The
Superyacht
Agency**

THE MARKET

The Superyacht market is not as big as it may seem.

The importance of reaching the decision-makers in this industry is paramount to achieving success. We recognise this and is why we tailor our content, information, insights, intelligence and events to deliver value specifically to CEOs, C-Suite Executives and Senior Management teams within the industry.



THE AUDIENCE

Our Sphere of Influence

It's not about how many, but who.

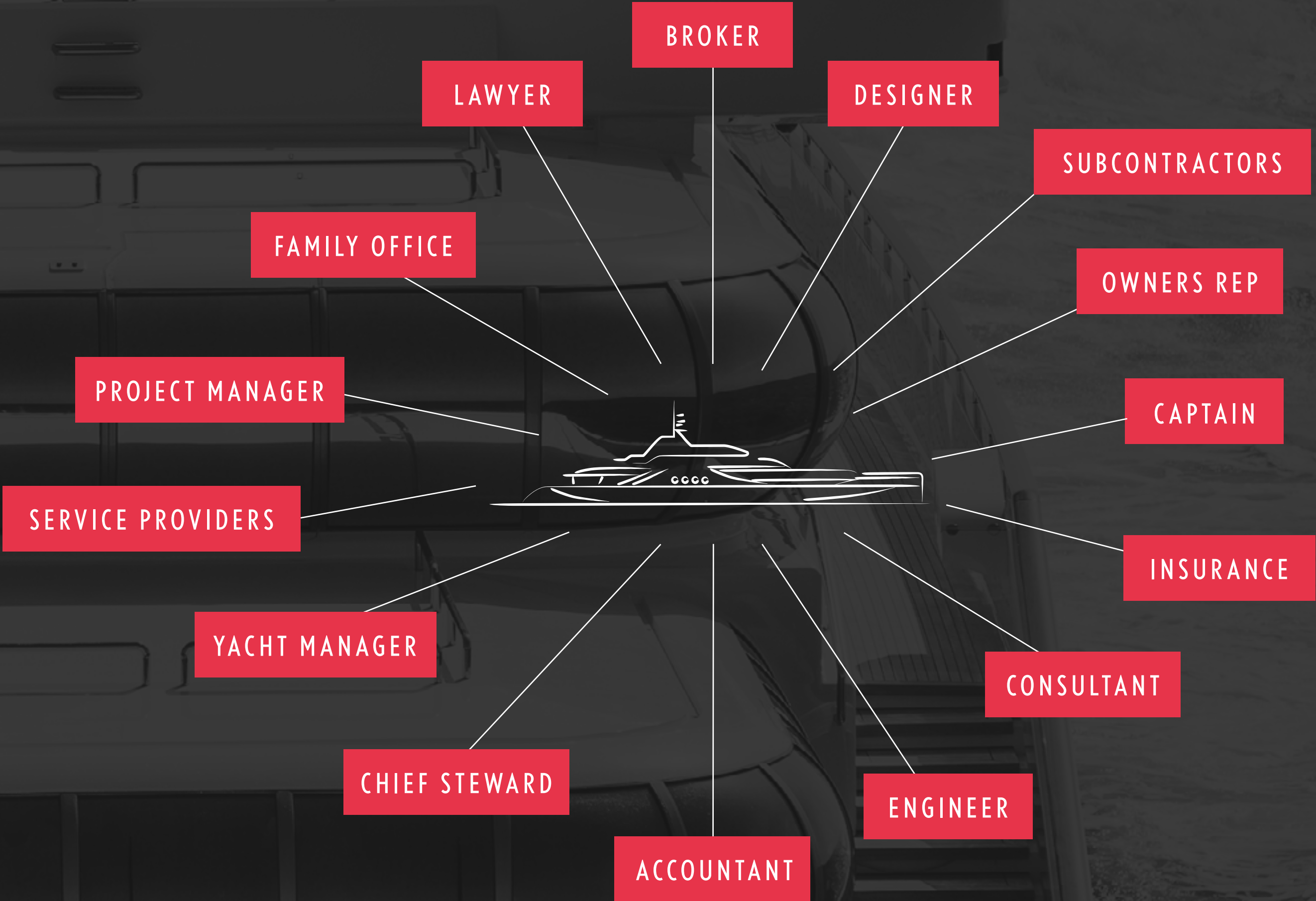
The Superyacht Group prides itself on the quality of decision-makers within our community. Over 30 years of informing the Superyacht industry we have built an unrivalled database of companies and stakeholders. When you advertise with us, you reach the people that make a difference.

78%
OF OUR AUDIENCE THAT IS
C-SUITE - SENIOR MANAGEMENT
LEVEL DECISION MAKERS

6X
THE AVERAGE NUMBER OF INDIVIDUALS
THAT READ EACH PRINTED COPY OF
THE SUPERYACHT REPORT

74%
OF SENIOR MANAGEMENT
FROM SHIPYARDS ACTIVE IN
THE LAST 5 YEARS ARE IN
OUR AUDIENCE

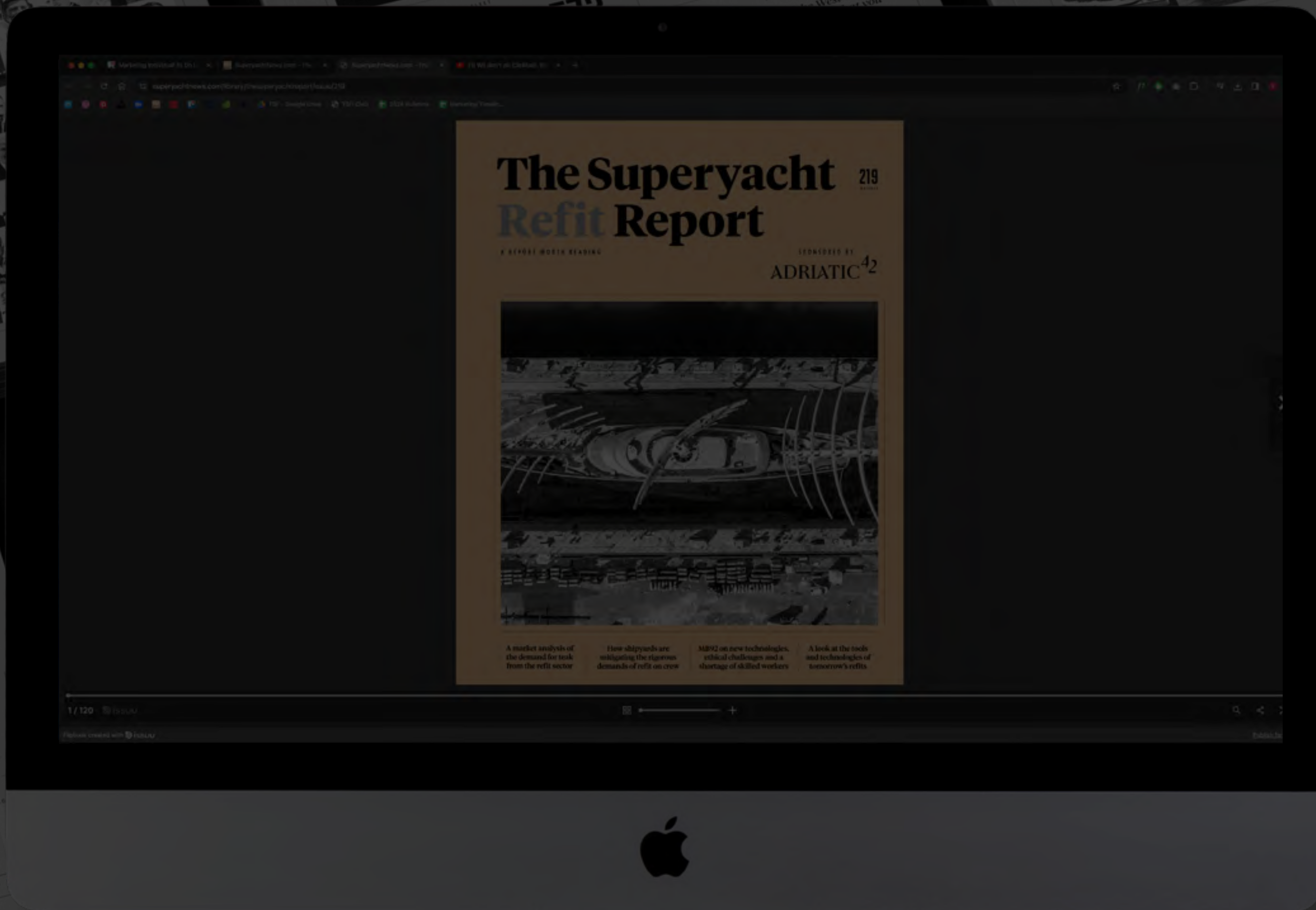
6400+
NUMBER OF CAPTAINS AND SENIOR
CREW IN OUR AUDIENCE



Our Network is made up of senior management and c-suite level decision makers from the most influential companies in the superyacht industry.



THE SUPERYACHT REPORT



THE SUPERYACHT REPORT

The Superyacht Group is a truly independent and flexible business that adapts intelligently to the market and the environment. Therefore, we are constantly evolving our flagship product to meet market demands and investing in our digital platforms to ensure our audience can access a central source of business-critical advice, valuable insights and intelligent information wherever they are. With this in mind, we will deliver four definitive quarterly reports focused on; The Superyacht New Build Report, The Superyacht Operations Report, The Superyacht Owner Report and The Superyacht Refit Report. In addition to the quarterly reports we will create a series of sector-specific digital reports, which will include regional reports, intelligence, key features, interviews and video content.

**IT'S A REPORT FOR
A REASON. DRIVING
STRATEGY FOR
30 YEARS.**

THE SUPERYACHT REPORT

The Superyacht New Build Report 220

The industry’s definitive analysis of the new-build market returns. This will be our most in-depth assessment of the global new-build dynamic and presentation of proprietary forecasting of its future. This report remains the industry’s new build bible, as well as a platform for the technological developments that will be the foundation of a sustainable future of superyacht industry growth.

The Superyacht Operations Report 221

In line with our transition to a more dynamic, digital delivery, The Superyacht Report will be less focused on a specific issue focus. Operational issues will remain important as superyachts prepare for their seasons, and issue 221 will draw on the last 12 months of operational-specific editorial content and analysis.

The Superyacht Owner Report 222

The show season edition will remain a centrepiece of the year. Released and widely distributed in September, this edition is a must-read for owners and advisors. It gives our editorial team the time to direct the most pertinent analysis, feature writing and interviews the perfect platform to reach the industry’s key decision makers.

The Superyacht Refit Report 223

The end of the year is the busiest time for the most active sector in the market – refit. The edition links the most active shipyards with the suppliers that underpin the refit sector. Looking ahead to winter cruising in the Caribbean, Pacific and beyond, this last edition for the year will lay the platform for the next year, and generation of cruising and infrastructure worldwide.

2024

THE SUPERYACHT NEW
BUILD REPORT

THE SUPERYACHT
OPERATIONS REPORT

THE SUPERYACHT
OWNER REPORT

THE SUPERYACHT
REFIT REPORT

JAN

FEB

MAR

APR

MAY

JUN

JUL

AUG

SEP

OCT

NOV

DEC



THE SUPERYACHT REPORT ADVERTISING

Schedule

Issue number and focus	220 - New Build	221 - Operations	222 - Owner	223 - Refit
Booking deadline	26 February	13 May	29 July	11 November
Artwork deadline	11 March	27 May	12 August	25 November
Publication	25 March	10 June	2 September	9 December

Costs

<div><div></div><div></div></div> OUTSIDE BACK COVER	£7,840
<div><div></div><div></div></div> DOUBLE-PAGE SPREAD	£6,250
<div><div></div><div></div></div> INSIDE FRONT COVER	£5,875
<div><div></div><div></div></div> INSIDE BACK COVER	£4,905

<div><div></div><div></div></div> FULL PAGE – PREMIUM	£4,310
<div><div></div><div></div></div> FULL PAGE	£3,940
<div><div></div><div></div></div> HALF PAGE	£2,360
<div><div></div><div></div></div> QUARTER PAGE	£1,365



TIS been a real MADSUMMER – the sky was a bright QUANTUM BLUE and every day began like an ELYSIAN dream with the AURORA of the warm RISING SUN. In the evening, thanks to the light of a CRESCENT moon, I'd look at the PLATINUM mountains, where a FLYING FOX would escape from the bat caves into unknowable OASIS of the deep night. Even the very smallest things were magical, such as a tiny SEA STAR, in a vast CORAL OCEAN. Then one day, it all started with a BLIND DATE. I met her in ONTARIO, she was RADIANT. I hoped that one day she'd BE MINE and that together our possibilities would be nothing less than LIMITLESS in this wonderful BELLA VITA. It was KISMET, fate, and I'd found my ACE.

Anything can happen onboard a LÜRSSEN.

LÜRSSEN
The difference.





ADRIATIC⁴²

We're your new home for refit

- A world-class full-service superyacht refit and servicing facility
- General maintenance
- All types of paint, filler, and teak work
- A 180-meter-long floating dock
- 720t Travel lift
- Major refits and conversion operations
- Exceptional location in the safe harbor of Boka Bay
- Excellent yachting infrastructure surrounding
- Superyacht marina Porto Montenegro is 3 NM away
- An active program for captains and crew
- Three major international airports close by





T. +382 (0) 31 340 691 | E. contact@adriatic42.com
A. Bijela 85343, Montenegro | W. adriatic42.com

Some Refit, We Lusben



*Lusben**

CHALLENGE CONVENTION.

We like to challenge the ordinary and explore the unknown. We create energetic campaigns driven by market insight and intelligence that ultimately form the basis of your brand and marketing strategies. If you're tired of the ordinary, get in touch now to see how we can **reinvigorate your brand** ahead of the boat show season.



CHALLENGE THE ORDINARY
thesuperyachtagency.com

SUPERYACHTNEWS.COM



WHY ADVERTISE ON SUPERYACHTNEWS.COM

We offer a range of targeting to ensure your online campaign is viewed by the right audience at the right time of year. To find out how we can help you, contact your account manager.

Geographical Targeting

We offer geographical targeting via users' IP address origin. This can be as broad or specific as you require, for example:

- Countries
- Regions
- Cities

Section Targeting

We can target to specific sections of the website, depending on your target audience:

- Business
- Technology
- Fleet
- Operations
- Owner
- Events

339K

TOTAL USERS
ACROSS 2023

39K

AVERAGE MONTHLY
WEBSITE SESSIONS

67.2%

WEBSITE TRAFFIC FROM
THE 5 MOST INFLUENTIAL
MARKETS - ITALY, SPAIN, UK,
US, NETHERLANDS.

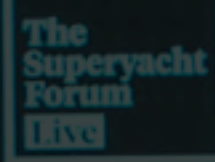
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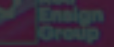
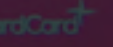
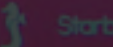
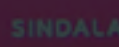
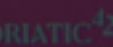
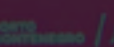
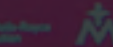
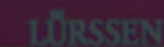
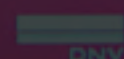
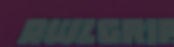
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16TH NOVEMBER | 14:30-16:00

THE IMPACT OF NEOM, THE RED SEA AND THE GULF ON THE FUTURE YACHT MARKET

BILLY CARELLAS YEARS, NEOM
PAOLO CASANI, CAMPER & NICHOLSON
GUNTHER ALVARADO, AL SEER MARINE
TOMMASO NASTASI, DELOITTE
JEFF HOULGRAVE, MARINA PROJECTS



SUPERYACHT EVENTS

EVENTS CALENDAR

YARE & THE
SUPERYACHT
CAPTAINS FORUM

March 2024



THE BALEARIC
SUPERYACHT
FORUM

April 2024



THE SUPERYACHT
MARKETING
FORUM

June 2024



THE SUPERYACHT
FORUM AND
METSTRADE

November 2024





THE SUPERYACHT AGENCY

INTELLIGENCE CONSULTANCY

Fleet, Migration and Refit Analysis

Our in-house team of analysts will provide you with a refined data set presenting exactly what you are looking for. No request is too bespoke; we can deliver market insight into any sector of the industry just the way you want; whether it be raw data or fully packaged analysis, we will deliver.

Brand Perception

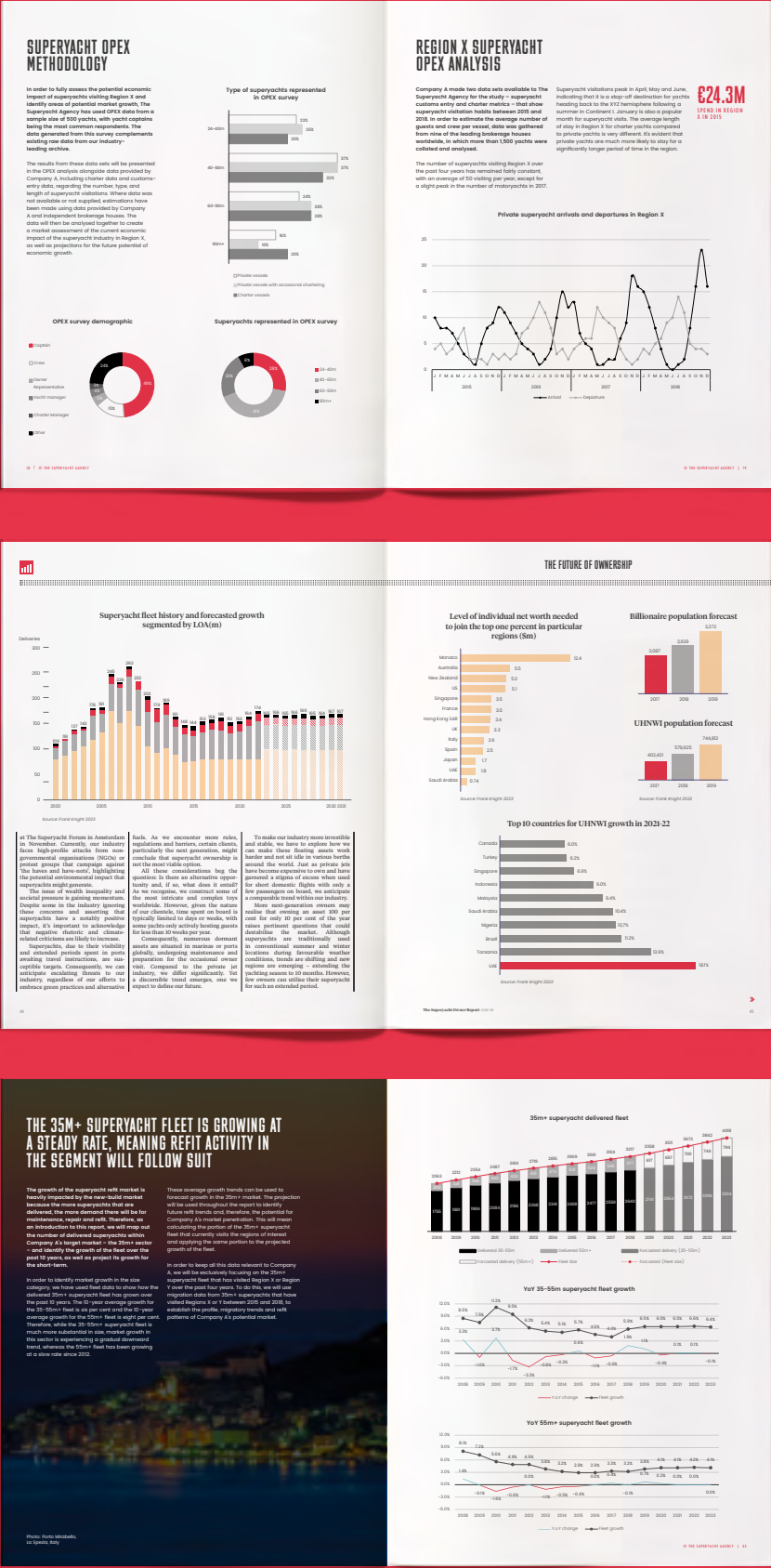
To ensure you have the tools to reinforce your business strategy or make you stand out in a crowded superyacht landscape, we utilise bespoke surveys, qualitative interviews and focus groups to define the market's perception of your company against primary competitors or clarify the true state of the market in general.

Economic Impact Assessment

The Superyacht Agency can provide both public and private entities with a detailed report of the economic impact that the entirety of a sector or industry has on a selected geographical area or industrial sector.

Investment Strategy

We reduce risks to a minimum for businesses or individuals looking to invest in our industry. We can define the value and the potential of a market, a brand or a service to ensure that you make data-driven business decisions that identify growth opportunities and drive profit objectives.



[Click here to view examples of our work](#)

STRATEGY AND CREATIVE

Marketing Strategy

We believe that to deliver the right message to the market you need an intelligent and innovative communication strategy. We are able to deliver every element of this strategy, starting with the research that explores what your current approach is missing, followed by the evaluation of what is required to rectify it. Finally, we compile a set of optimised, multi-platform communication solutions to drive your business objectives.

Brand Strategy

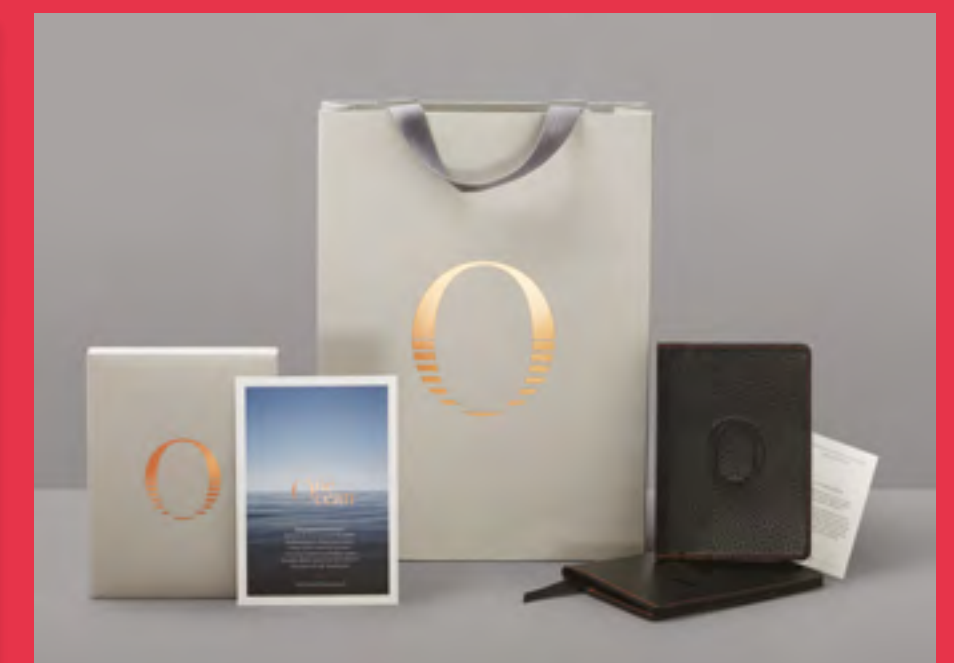
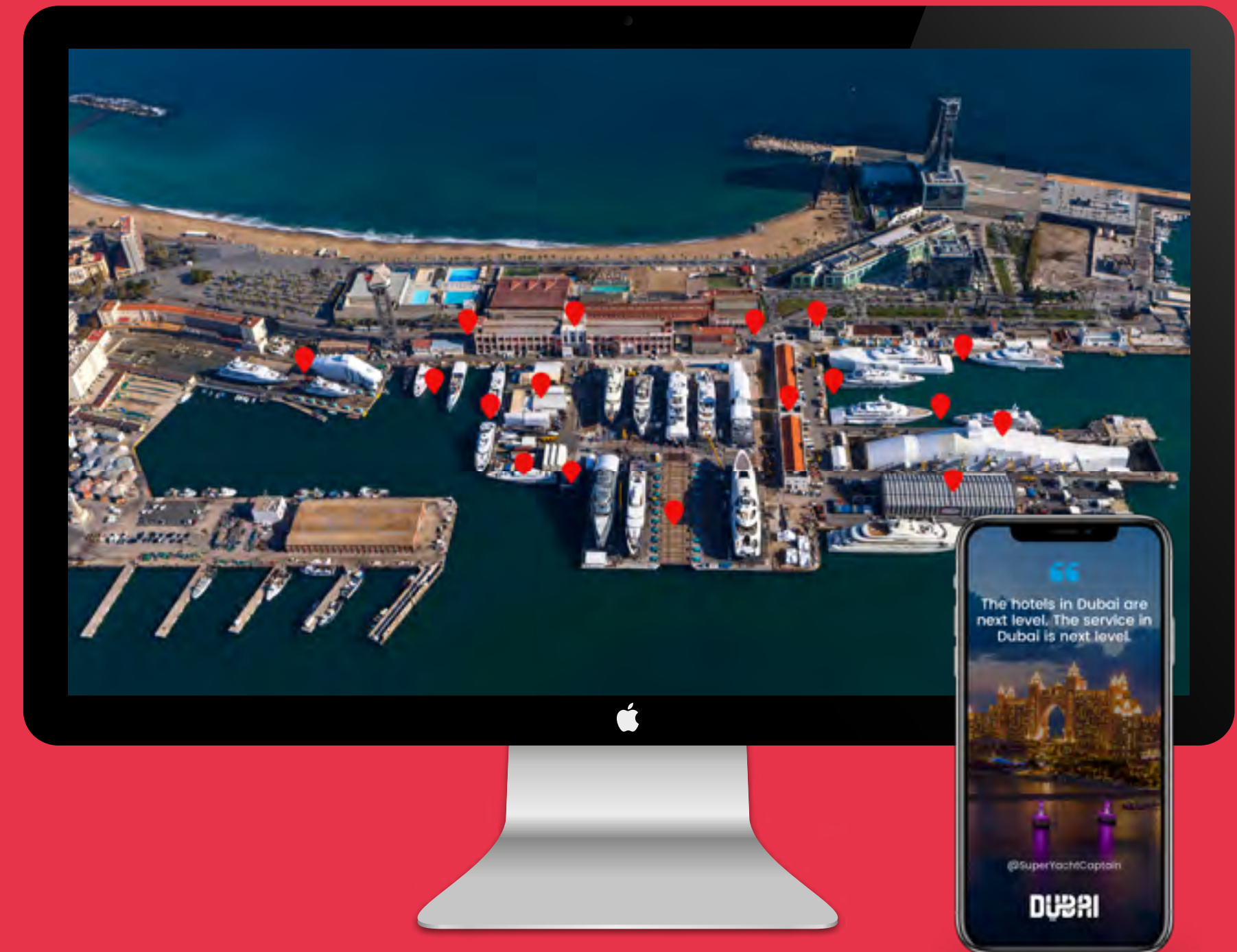
Your brand is your reputation. We value the message before the medium to establish core values, key ethos and distill a brand's essence. From this, we develop brand values, purpose statements, key messaging frameworks and strategic objectives forming the basis for all future strategic and campaign activities.

Building Campaigns

Your brand is only as strong as people's perception of it and their awareness of what you do or offer. Our team has consistently been at the forefront of developing campaigns and messaging that are clever, different, or push boundaries, and which deliver maximum impact across print, digital and social channels, as well as at live events.

Brand Development and Creation

With a team of designers, creatives and strategists who boast a broad range of experience both within the superyacht industry and from the wider luxury sector, we develop visual identities and all associated assets that immediately make your company stand out in a crowded brandscape.



[Click here to view examples of our work](#)

PREVIOUS CLIENTS

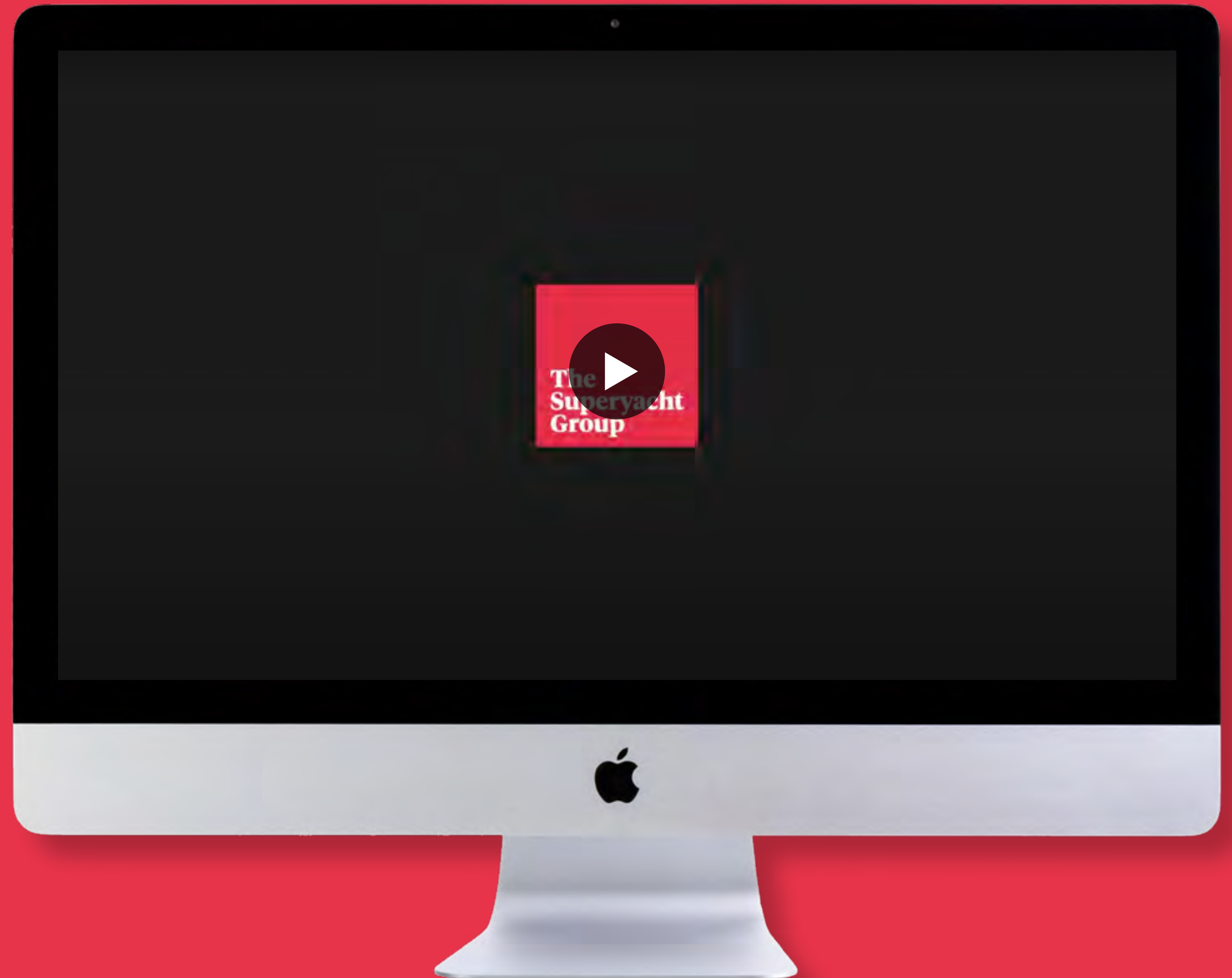


OUR SHOWREEL

**We don't do Random.
We do Strategy.**

Introducing our brand-new showreel, highlighting the 4 unique pillars of The Superyacht Group and our streamlined vision for the future.

Intelligence | Strategy | Creative | Connections



CONTACT

Contact your account manager to discuss 2024.

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E: MARTIN@THESUPERYACHTGROUP.COM

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