

The Superyacht Group

Index Media Pack 2021

We deliver the most valuable information, intelligence & interactive experiences for the most powerful network of decision makers in the superyacht market.

Superyacht Index

The perfect platform for the superyacht supply chain

The ultimate interactive digital platform, embedded within SuperyachtNews, that allows buyers to find the suppliers they need, when they need them, wherever they need them.

SuperyachtIndex provides any buyer searching for a supplier, sub-contractor, service company, or any other business in the superyacht market, the opportunity to find a comprehensive dossier on the best companies in the sector, with over 5,500 companies and growing. Whether they are looking for a lighting company in Lithuania or a bilge supplier in Belgium, we are able to provide an interactive directory of any superyacht company, no matter how big or small.

Companies can also upload their latest news, product launches and videos directly to SuperyachtNews.com. For an annual fixed fee, this is the most intelligent marketing investment any company can make, even the smallest companies in the sector.

The screenshot shows the top navigation bar with links: HOME, BUSINESS, TECHNOLOGY, FLEET, OWNER, DESIGN, CREW, OPINION, PR, FILMS, EVENTS, INTEL, INDEX, LIBRARY. Below this is a secondary navigation bar with 'ABOUT', 'CATEGORIES', 'SEARCH', 'ADD A BUSINESS', and 'YOUR ACCOUNT'. A search bar is on the right with 'Company search' and a 'GO' button. The main search area has dropdown menus for 'Category' (Any), 'Subcategory' (Any), 'Country' (Any), and 'Town' (Any), along with a 'Keyword' field. A 'Companies found: 0' indicator and a 'LIST COMPANIES' button are present. Below the search area, there are featured company listings: 'ADVANCED MECHANICAL ENTERPRISES / AMESOLUTIONS.COM' and 'AFFINITY (ISLE OF MAN) LIMITED'. A 'LATEST NEWS' section features an article titled 'Arrests in relation to exploited workforce in La Spezia' with a 'BUSINESS LEVEL' tag and a 'A buyer's guide to the 70-90m' link.

The screenshot displays a 'PRESS RELEASES' section with a list of articles. Each entry includes a title, date, and a 'More Details' link. The articles listed are: 'Answers to your questions: Covid-19 Resources' (THU, 23 APR 2020), 'MENTAL HEALTH TIPS FOR CREW DURING COVID-19' (WED, 19 APR 2020), 'Containment Measure: Covid-19 Best Practices' (SUN, 01 APR 2020), 'MENTAL HEALTH SUPPORT SERVICES' (MON, 30 MAR 2020), 'COVID-19: BEST PRACTICES FOR VESSELS ON-DEMAND WEBINAR AVAILABLE' (SAT, 07 MAR 2020), 'MEDAIRE MEDICAL EXPERTISE DRIVES ADVANCEMENT OF SUPERYACHT MEDICAL KIT SYSTEMS' (SUN, 22 SEP 2019), 'Emotional Support for Yacht Crew' (SUN, 18 SEP 2018), and 'Behind the Scenes of a Medical Evacuation' (SUN, 26 AUG 2018). Below the list is a 'MEDAIRE IN THE NEWS' section featuring a photo of a man in a white shirt.

The screenshot shows two columns: 'VIDEOS' and 'PICTURES'. The 'VIDEOS' column features a video player with the title 'EMOTIONAL WELLNESS DURING COVID-19 PANDEMIC TIPS FOR MEMBERS' and the MedAire logo. Below it is a smaller video thumbnail titled 'MENTAL HEALTH TIPS FOR CREW DURING COVID-19 MENTAL HEALTH'. The 'PICTURES' column shows a photo of two men on a yacht deck, with a caption 'Medical training'.

The screenshot shows the 'BENETTI' company profile. It includes a star rating, a 'LEAVE A REVIEW' button, and a 'GET IN TOUCH' button. The company's categories are listed as 'INTERIOR DESIGNERS, NAVAL ARCHITECTS, EXTERIOR DESIGNERS, DESIGN, SHIPYARDS - NEW BUILD'. A detailed description states: 'Established in 1873, Benetti is Italy's oldest shipyard specialized in luxury yachts and an icon of timeless style and construction excellence. Each yacht is unique, created according to the desires of the Owner, with the quality, expertise and reliability of a shipyard that has built about 400 vessels which "sail the seven seas" today in absolute safety. Benetti designs, builds and markets composite, steel and aluminium yachts from 29 to 45 meters in length, and steel and aluminium yachts from 45 to over 100 meters in length. In production facilities covering a total of 240,000 square meters, the best marine technology is put to work to build a product offering designed to satisfy all market needs. Benetti is part of Azimut | Benetti Group, the world's largest privately owned yacht builder and a guarantee of continuity and financial stability. Founder and majority shareholder Paolo Vitelli has been firmly at the helm for the last 50 years.' The company's logo is displayed, along with its location: 'VIAREGGIO (LU), ITALY'. Contact information includes the address 'Via Michele Coppino 104', the zip code '55049', and the website 'WWW.BENETTYACHTS.IT'. A map shows the location in Viareggio, Italy.

Index Package

SuperyachtIndex offers an online directory listing, that provides real-time information on your company or portfolio of services, with the additional benefit of knowing that thousands of buyers can find you in one of their most trusted media portfolios.

- ✓ 12-month online directory listing within the SuperyachtIndex platform, embedded within SuperyachtNews.com
- ✓ 12 months' access to our unique SuperyachtNews.com online PR Tool
- ✓ 12 months' access to upload your videos to our SuperyachtFilms platform, embedded within SuperyachtNews.com
- ✓ Live link to your Index Page at the end of any news story related to your company
- ✓ Tweet to promote every piece of PR uploaded via our PR tool, via @SuperyachtNews for duration of 12-month package
- ✓ One-click email or call from any buyer using the SuperyachtNews App
- ✓ Confidence that for an affordable fixed annual fee, you are marketing your company to all of the active readers and users of the market-leading media channels of The Superyacht Report and SuperyachtNews.com

Annual SuperyachtIndex Rate: **£1,200**. Just **£100** per month for a targeted and interactive marketing listing in a powerful buyers' directory, that any company can afford.

Contact us

Contact us to discuss a strategic campaign in The Superyacht Report or on SuperyachtNews.com

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