



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.

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**

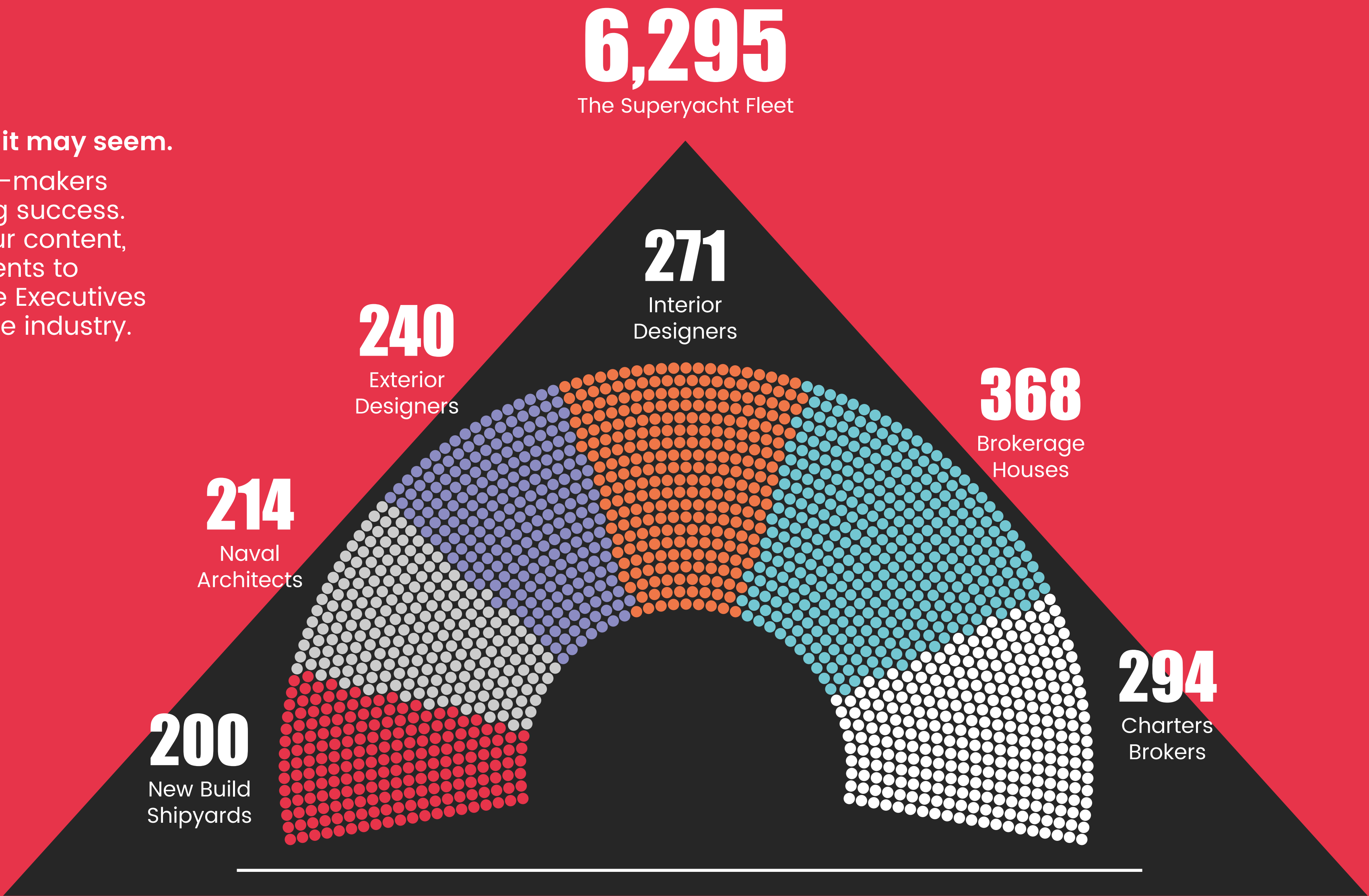
**Superyacht
News.com**

**The
Superyacht
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.

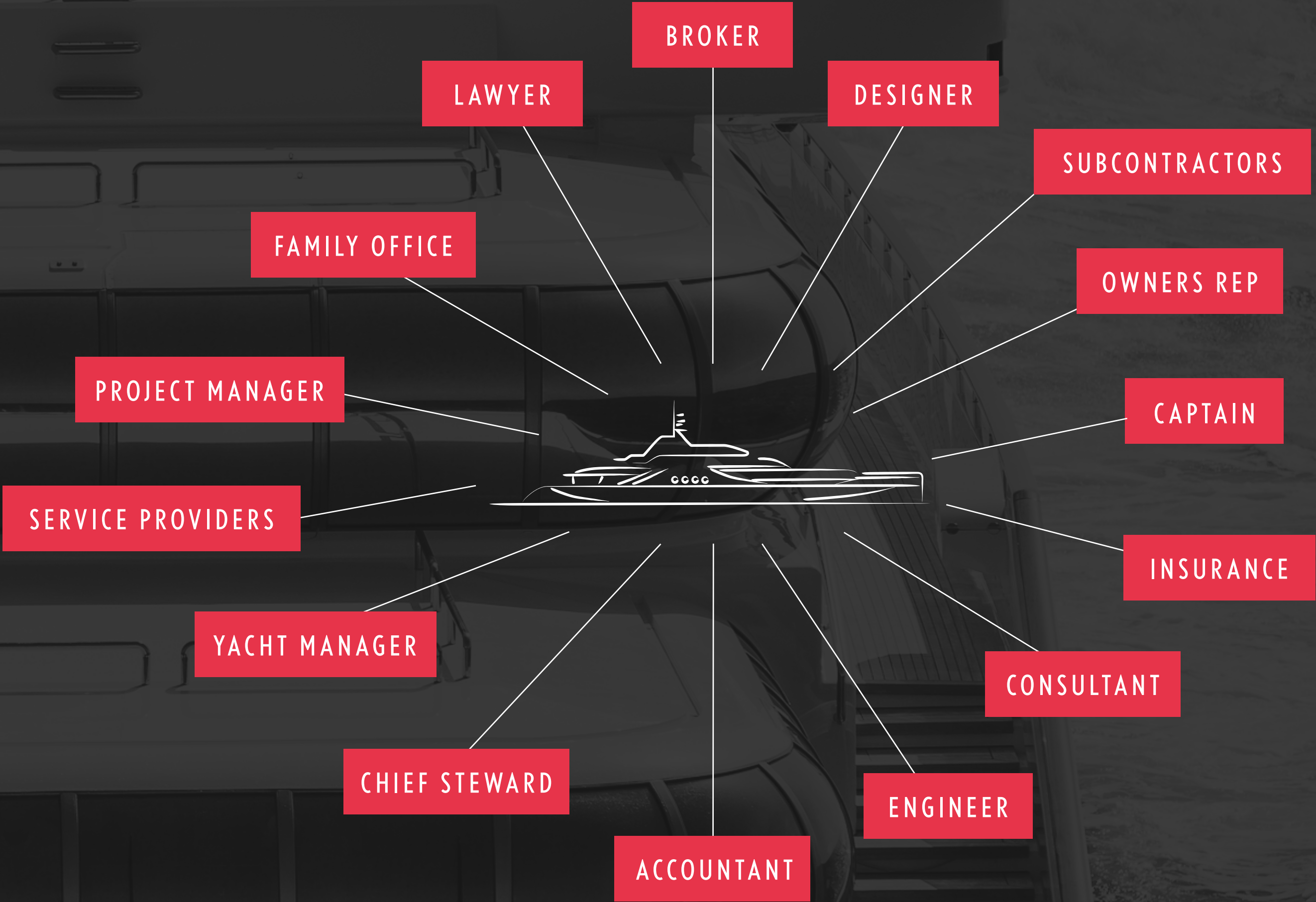
The Superyacht Group prides itself on the quality of decision-makers within our community. Over 30 years of informing the Superyacht industry we have built an unrivalled database of companies and stakeholders. When you advertise with us, you reach the people that make a difference.

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

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

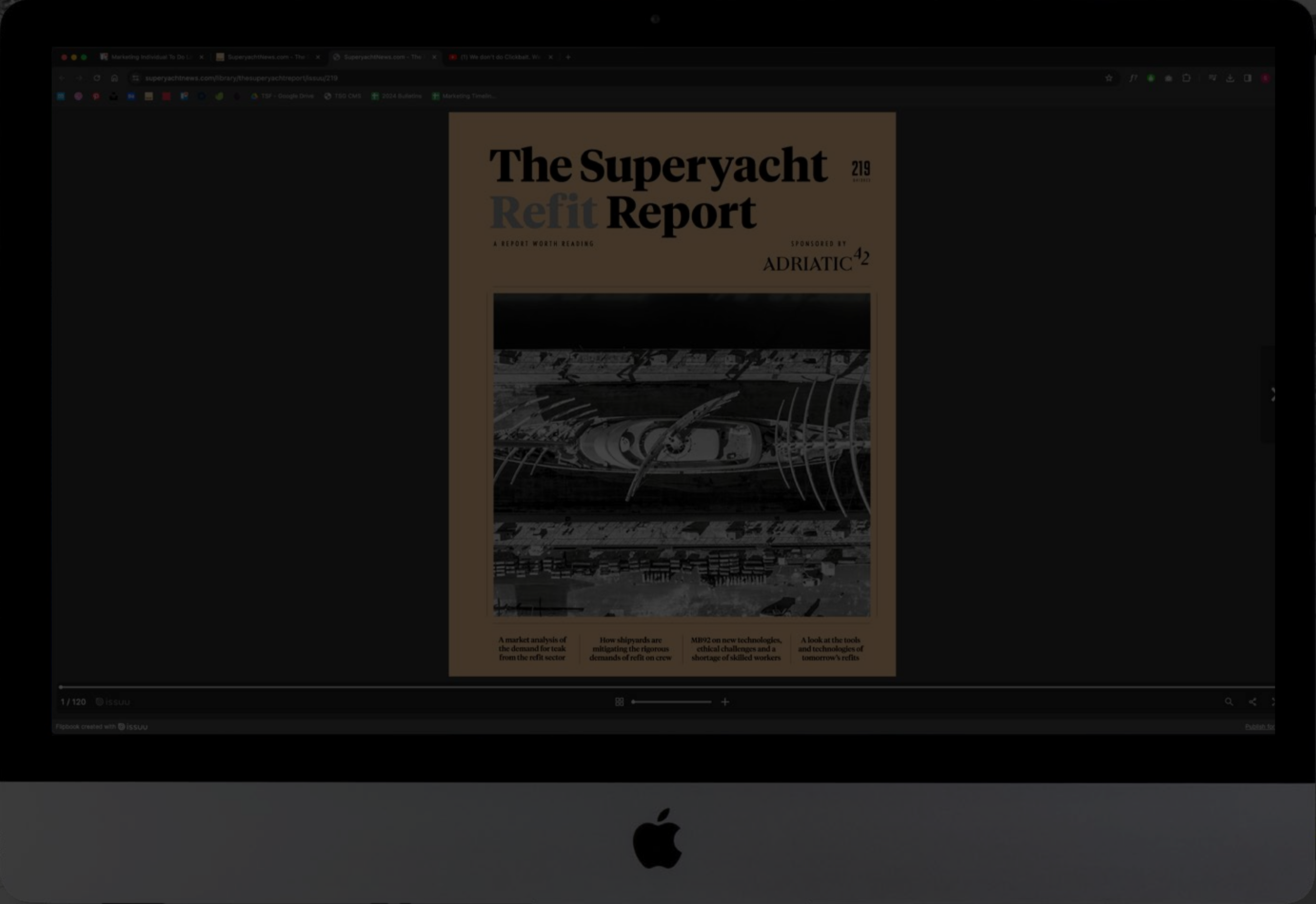
6X
THE AVERAGE NUMBER OF INDIVIDUALS
THAT READ EACH PRINTED COPY OF
THE SUPERYACHT REPORT

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 Captains 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 Captains 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. This report focuses on captains, crew and operations. This is the perfect opportunity to position your brand in front of captains and senior crew within our network.

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
CAPTAINS 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 - Captains	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



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.

BILLBOARD

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Q



REG publishes revised Yacht Code

Revised on 1 January, this revision from The Boat Building Group represents the first major update since 2009.


PUBLISHED



UKSA launches engineering crew training course

Training course introduced to help address skills gap...


OPERATIONS



Tankoa expansion

Greece-based shipyard expands its facilities into Croatia...


BUILDING



Sanlorenzo and Nautor Swan sign MOU

Sanlorenzo and Nautor Swan have officially signed a Memorandum of Understanding (MOU) to explore a joint strategy...


BUYER'S



Refitting for the inevitable future

Fredrik's Port Pinesholm de Bore and Gade Leif discuss the pathways to the decarbonisation of the sailing superyacht fleet...


TECHNOLOGY



"We've got to invest in our crew"

The Crew Welfare workshop at The Superyacht Forum looked at mental health, wellbeing and harassment, sexual assault, targeted training and confidential helplines...

OPERATIONS



In conversation with Gianpaolo Lapenna

Dario Schiano speaks with Palmbea Yachter general manager about the evolution of the shipyard, its new builds and its entrepreneurial capacity...

BUYER'S

LEADERBOARD

SUPERYACHTINDEX PRESS RELEASES

Navigating Troubled Waters: The Superyacht Market's Legal Sea of Complexity

The superyacht market, an industry characterised by leading-edge design and luxury, continues to expand its horizons with a growing fleet.

Yacht Intelligence Expands in the USA

We are delighted to announce the official launch of Yacht Intelligence US.

Gym Marine enters its 10th year of business

In October 2023, Gym Marine celebrated a momentous milestone as it entered its 10th year of trading.

FLEET NEWS

SuperyachtNews

Part of The Superyacht Group

Building on the luxury yacht liner trend

T. Mariani and Arman Group have embarked on a joint venture into luxury yachts known with Cruise Line's first the Arman at Sea Hotel.

FURTHER

Valentina Zannier founds new design studio

Superyachtnews was proud to welcome the internationally acclaimed designer following the unveiling of her new studio.

NEXT

Raven delivered

The eye-catching Babco Yacht is the first yacht in the company category to use hydrofoils mounted on adjustable side arms.

NEXT

Amels delivers Khalidiah

The Dutch shipyard has delivered the third series and launched a new Riva yacht in the same week.

FURTHER

DMPU

LEADERBOARD

VIDEOS

Antigua fire extinguished

Falmouth Harbour ablaze after Tropical Storm Philippe

European 3D and VR

Vravar: Beyond Glass 2030

Crew Training: vasco VR Simulator

Europlan yacht showcase

HOME
BUSINESS
TECHNOLOGY
YACHTS
OPERATIONS
OWNERS
PRESS RELEASES
INTELLIGENCE
INDUSTRY
EVENTS
SHOP

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ADVERTISE
PRIVACY POLICY
FAQ'S
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SUPERYACHT AGENCY
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SUPERYACHTNEWS.COM NEWSLETTER

The SYN.com Newsletter has 15,000+ registered users, who have actively opted-in to receive this weekly bulletin highlighting the top stories from across the industry. This bulletin is the ideal solution for reaching a digital and engaged audience.

Normal

Banner 1	Banner 2	Banner 3	Banner 4	Takeover
£795	£620	£620	£440	£1,650

Show Season

Banner 1	Banner 2	Banner 3	Banner 4	Takeover
£875	£680	£680	£485	£1,820

File formats: GIF, PNG or JPEG
File size: Please do not exceed 300kb

THURSDAY 19/10/23

The Superyacht

News

SuperyachtNewsletter

BUSINESS / CONOR FEASEY

Will Russian Yachts be sold for Ukraine?

We speak to SYW's Daniel Marlow to understand the legitimacy, possibility and ramifications of government plans to see seized Russian assets...



BANNER 1

OWNER / SUPERYACHTNEWS

Mining magnate's 56m yacht runs aground

Crista Palmer's New Besset is currently grounded off the coast of Singapore's Sentosa Island...



BANNER 2

OPERATIONS / CONOR FEASEY

DRIFT and Shadowcat launch hydrogen fleet

We sat down with Ron McEldown and Jennifer Smith to explore their ambitious quest to build a cost-effective mobile hydrogen supply network...



BANNER 3

PIKETT / CONOR FEASEY

eVTOL designed for superyachts

Skycruze Design has announced its latest project Aéro - an eVTOL, concept vehicle to join the superyacht tender fleet...



BANNER 4

OPERATIONS / CONOR FEASEY

Suez Canal transits exempt from fees

Some yachts transiting in the Suez Canal will be temporarily exempt from fees following the opening of a newly developed marina in Israel...



BUSINESS / DAVID SCHWAB

Ferretti Group continues training for nautical professions

New training programme aligns with the opening of the Group's Business Academy...



OPERATIONS / SUPERYACHTNEWS

Cambridge University to build zero-emission catamaran

The University of Cambridge and Poppleton Yacht Club's joint venture ahead of the Monaco Energy Boat Challenge next year...





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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.



A consultancy report
by Superyacht Intelligence

FEADSHIP

A Brand Perception
Market Intelligence Project

June 2023

Confidential

SUPERYACHT OPEX METHODOLOGY

As part of this study, the 2023 OPEX survey targeted superyachts visiting Region X and the Mediterranean coast of Europe. The survey was conducted between April and May 2023, with a sample size of 100 yachts, with 50% representing the Mediterranean coast and 50% representing the Mediterranean coast. The survey was conducted by the Superyacht Agency, which is a leading authority in the industry.

The results from this survey will be used to provide a detailed analysis of the superyacht market in Region X and the Mediterranean coast of Europe. This analysis will be used to provide a detailed analysis of the superyacht market in Region X and the Mediterranean coast of Europe. This analysis will be used to provide a detailed analysis of the superyacht market in Region X and the Mediterranean coast of Europe.

OPEX survey demographics

Superyachts represented in OPEX survey

REGION X SUPERYACHT OPEX ANALYSIS

Superyacht OPEX survey results for Region X and the Mediterranean coast of Europe. The survey was conducted by the Superyacht Agency, which is a leading authority in the industry.

Private superyacht arrivals and departures in Region X

THE FUTURE OF OWNERSHIP

superyacht fleet history and forecasted growth

Level of individual net worth model

Billions population forecast

UNWFI population forecast

Top 10 countries for UNWFI growth in 2023-22

Other superyacht delivery fleet

Top 10-15th superyacht fleet growth

Top 15th-20th superyacht fleet growth

THE 25M+ SUPERYACHT FLEET IS GROWING AT A STEADY RATE, MEANING REFIT ACTIVITY IN THE SEGMENT WILL FOLLOW SUIT

The growth of the superyacht fleet is a key indicator of the health of the industry. The 25M+ fleet is growing at a steady rate, which is a positive sign for the industry. This growth is driven by a number of factors, including the increasing number of yachts being built and the increasing number of yachts being refitted. The 25M+ fleet is growing at a steady rate, which is a positive sign for the industry.

There is a growing trend in the superyacht industry towards larger yachts. This is driven by a number of factors, including the increasing number of yachts being built and the increasing number of yachts being refitted. The 25M+ fleet is growing at a steady rate, which is a positive sign for the industry.

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[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

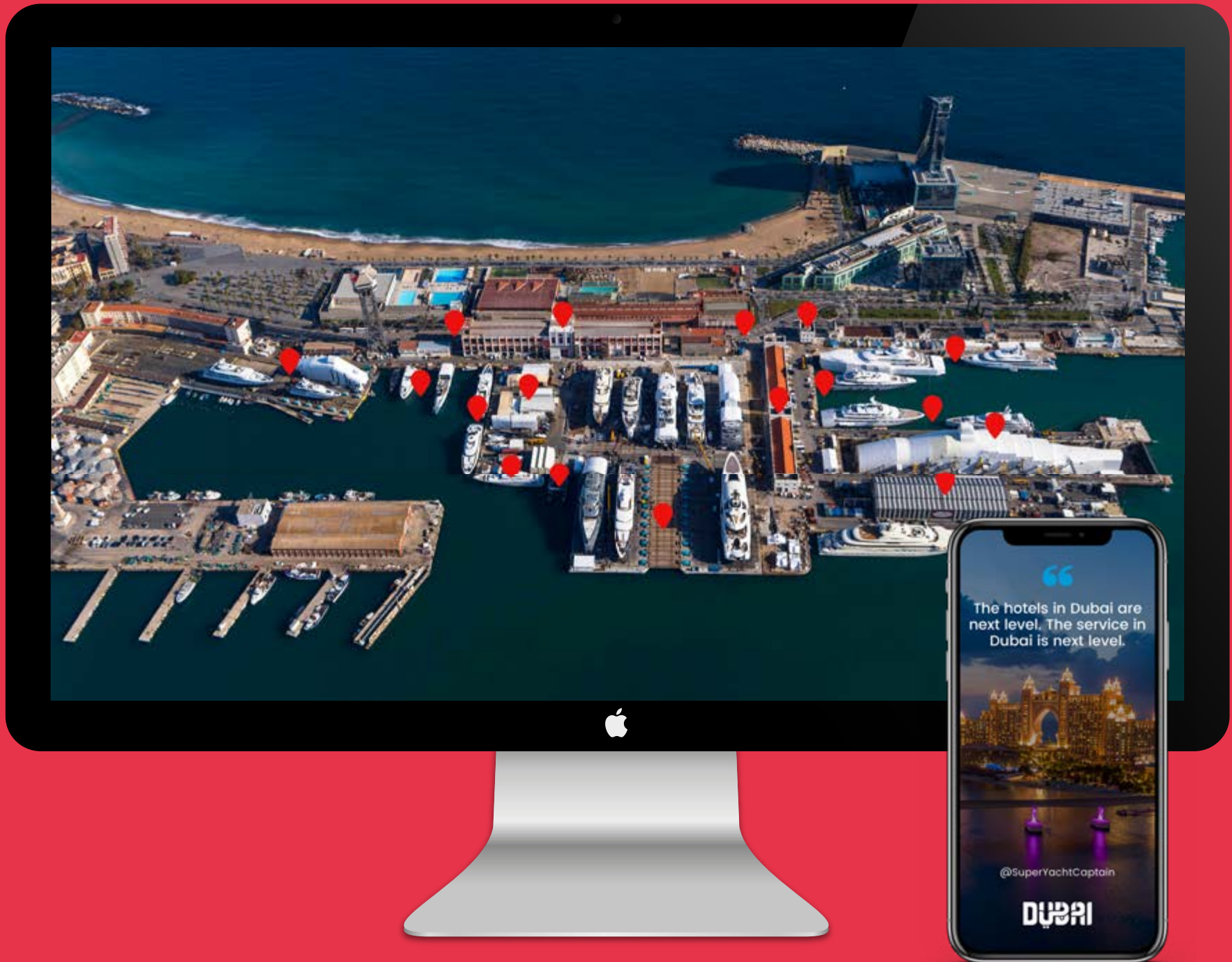
Your brand is your reputation. We value the message before the medium to establish core values, key ethos and distill a brand's essence. From this, we develop brand values, purpose statements, key messaging frameworks and strategic objectives forming the basis for all future strategic and campaign activities.

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

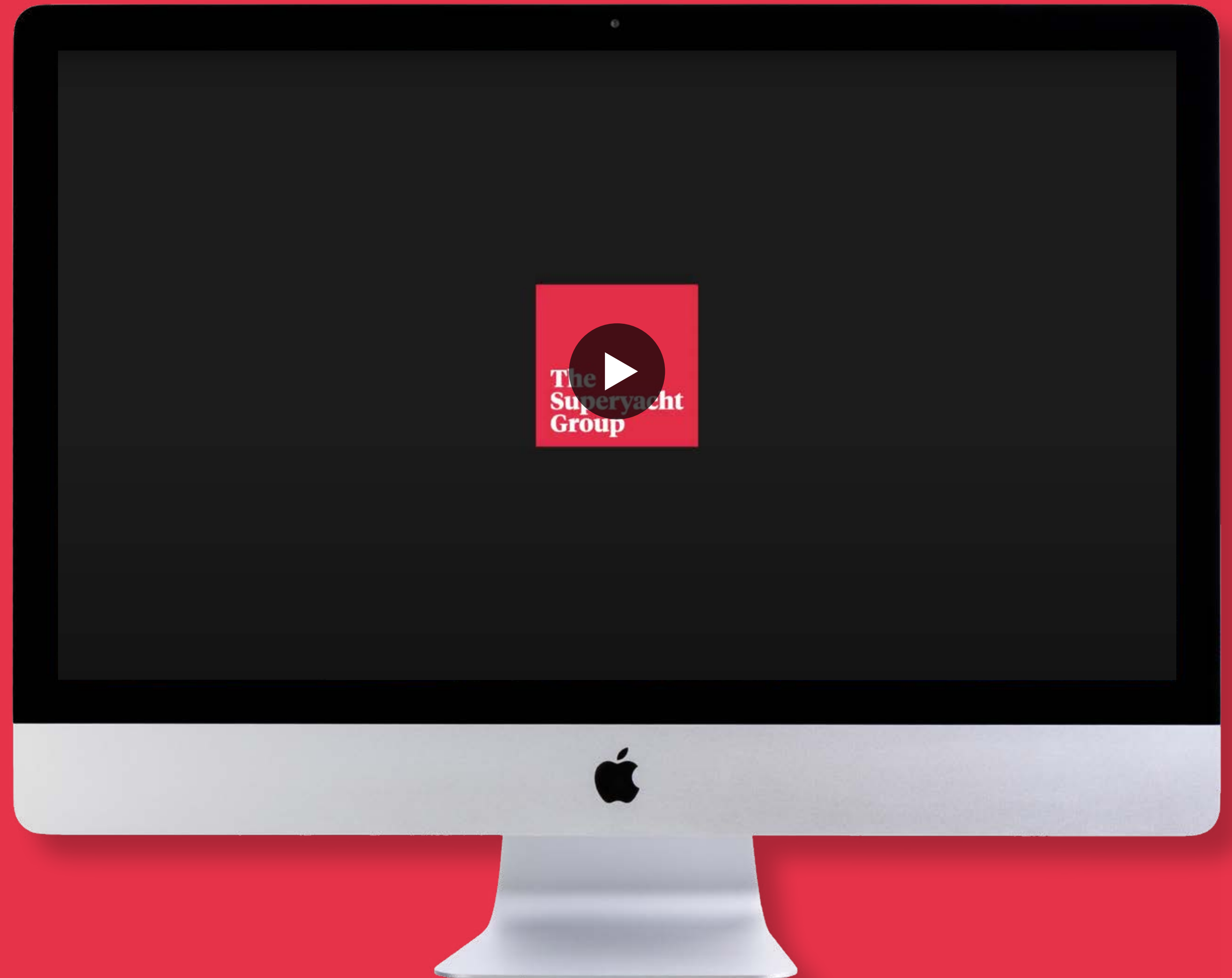
 <p>AL SEER MARINE</p>	 <p>AMICO & CO</p>	 <p>AWLGRIP</p>	 <p>Camper & Nicholson's International</p> <p>YACHTING SINCE 1782</p>	 <p>CLYDE & CO</p> <p>the superyacht law firm</p>
 <p>DAMEN /yachting</p>	 <p>DNV</p>	 <p>DUBAI</p>	 <p>EDMISTON</p>	 <p>FEADSHIP</p> <p>ROYAL DUTCH SHIPYARDS</p>
 <p>FERRETTIYACHTS</p>	 <p>FRASER</p>	 <p>GYG PLC</p>	 <p>IGY MARINAS</p>	 <p>JOTUN</p>
 <p>LÜRSSEN</p>	 <p>Lusben</p>	 <p>MB92 GROUP</p>	 <p>MONACO MARINE</p> <p>yachtcarenetwork</p>	 <p>PENDENNIS</p>
 <p>PORTO MIRABELLO</p> <p>LA SPEZIA</p>	 <p>PORTO MONTENEGRO</p>	 <p>Red Ensign Group</p>	 <p>ROYAL HUISMAN</p>	 <p>WATER REVOLUTION FOUNDATION</p>

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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