The Superyacht Group

Media Pack 2021

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

As many of you know, The Superyacht Group is a truly independent and flexible business that adapts intelligently to the market. Once again, we are constantly evolving our flagship product to meet market demands and needs. For 2021 and beyond, we will deliver 6 comprehensive editions of The Superyacht Report, starting with issue 206, The Superyacht New Build Report, and we will continue to provide the market with the most valuable, authoritative and intelligent journalism and content of all the yachting print media. But, most importantly, we will deliver the report at a frequency that fits the movement of the market and the advertising budgets of our industry. These 6 special reports will evolve into a triple content focus, where each issue will still have a core theme, but in addition we will introduce a specific regional report and a unique technology report that complements either the theme or the region. The introduction of our new digital publisher ISSUU, has further strengthen our proposition, allowing readers to enjoy The Superyacht Report in high-definition, rich format online, and offering advertisers another layer of visibility, with the option for interactive advertisements and direct click-throughs to their websites or products.
The Superyacht Report

The Superyacht New Build Report (206)
The industry’s definitive analysis of the new-build market. A comprehensive overview of global fleet activity, market performance and the industry’s trajectory. Incorporating The Superyacht Forecast, utilising insight from the industry’s most respected stakeholders and statistical modelling to project the market’s growth over the next decade.

The Pacific Superyacht Report (207)
An in-depth analysis of the burgeoning service and maintenance sector in all of the key Pacific territories. Incorporating a detailed Asia regional report and a special report on the evolution of the explorer yacht market.

The Superyacht Captains Report (208)
A curation of the most pertinent operational topics ahead of the Mediterranean cruising season, bringing together insight and opinion from both shoreside and the bridge. Incorporating The Superyacht Tenders Report - the latest technology and developments within the tender and support vessel markets, as well as the toys that will shape the summer season’s charter market.

The Superyacht Owners Report (209)
The definitive guide to diligent superyacht ownership and best practice when it comes to management of this luxury asset, utilising expertise from the industry’s most respected network of advisors. A special report on the production yacht sector - the route to entry in our market, and a key sector and foundational pillar of the boat show season. Also featuring The Italian Regional Report - an in-depth market overview of the superyacht industry’s largest and most diverse territory.
The Superyacht Report

The Superyacht Refit Report (210)
An unprecedentedly detailed analysis of the refit market, presenting the most profound publicly available level of data on this sector. And including a summary of the current and developing global service and maintenance infrastructure to present a comprehensive overview of the industry’s projected supply/demand dynamic. Featuring a special report on the coatings sector, including data on volume and pricing.

The American Superyacht Report (211)
At the end of what will be a momentous year in America’s history, this will be a comprehensive evaluation of the path the industry’s primary client pool is taking. We will analyse the development of the UHNWI demographic and how their profile is influencing superyacht ownership and usage. We will engage key stakeholders in the profound conundrum: how to rebuild the American new-build market? A regional report on Caribbean infrastructure and superyacht migratory patterns in the area.
Why advertise with us?

This is perhaps one of the most important questions that we at The Superyacht Group need to answer in a very clear and succinct way. Everyone has very different reasons to advertise, and every company or client has a different understanding of the value or effectiveness of advertising. Some advertising works, some advertising doesn’t and some advertising can be more effective if you spend a bit more time thinking about the why.

You need to know that the media channel you are advertising in is actually being read or properly consumed by the right audience who are likely to need your product or service.

Our audience comprises the most powerful decision makers in the industry; they are loyal and avid readers of The Superyacht Report and SuperyachtNews.com, due to the high-quality content and journalism and trusted intelligence we deliver.

You need to believe that the journalists and editors are able to create intelligent and relevant content that the audience respects and trusts. A report worth reading, is our mantra. If your target audience is reading the content, they spend longer engaging with the media channel.

Our editorial and intelligence team comprises a dedicated, full-time team of 14 who have been involved in the industry for over three decades and have an unrivalled knowledge and network of industry leaders and experts.

You need to create a campaign or marketing message that fits the media channel and is likely to grab the attention of the audience and not just form part of the media blandscape.

Our Superyacht Agency team, our content team and our marketing experts are able to help any client generate ideas, campaigns and marketing messages that will talk to our audience and generate a reaction that is valuable and tangible. Please see a selection of advertisements our Agency team have delivered for our clients.
Why advertise with us?

- You need to know that The Superyacht Group truly believes that “Less is More” – no one needs to advertise all the time and try to reach all of the market, but investing in targeting and speaking directly to your potential buyer is part of our media proposition. Whether you have a global campaign or a really targeted campaign, we will work with you to make your marketing budget go further and deliver even more value across the most relevant channel.

- You need to advertise in The Superyacht Report or on SuperyachtNews.com because we know how to reach your target audience, who spend more time reading our expert content than our competitor media channels, and we will never waste your marketing budget. We provide a print magazine and a powerful news and intelligence website that is exclusively focused on superyachts.

- You need to know that your advert or campaign is in an environment that suits your product, service or message – appearing alongside a travel feature when you’re marketing gear boxes is likely to confuse the audience. We will always make sure that a campaign fits within the right content, so when an engineer, for example, is reading something, they are also seeing marketing messages that are relevant to him/her.
Once you have agreed and decided that The Superyacht Group portfolio meets your marketing objectives, our team works closely to determine who your target customer is and to create the most effective way of communicating directly or creatively with that key element of our print and online audience. Our investment in our intelligence, content and journalism delivers a highly valuable, engaged and influential audience, who consistently read The Superyacht Report and SuperyachtNews.com throughout the calendar. We know how focused and niche our industry is and therefore we are confident that the people that matter to you are engaged with our media channels. It’s not about how many, but who? We will not waste your time or budget and we will help you invest in targeting the right people at the right time, following our partnership mantra of “Smarter Together”.

5,000+ Yachts
150+ Design Studios
200+ Brokers
500+ Expert Advisors / Influencers

120+ Shipyards
10,000+ Senior Crew & Captains
2,000+ Active Owners & Family Offices
Our Reach

- **45%** UK & EUROPE
- **38%** THE AMERICAS & CARRIBEAN
- **6%** ASIA & CHINA
- **4%** GULF & UAE
- **3%** PACIFIC, NEW ZEALAND & AUSTRALIA
- **2%** RUSSIA & CIS
Opportunities

Our team will work with you to ensure you reach your audience effectively, creating integrated campaigns that also utilise our digital and social channels.

Premium Positions
A number of premium positions have been created within The Superyacht Report:
- Inside front cover DPS
- Back cover
- Inside back cover
- Alongside opening pages of key content

Section Sponsorship
Gain prominence for your brand by sponsoring a specific section:
- Business
- Fleet
- Technology
- Crew
- Owner
- Design

Bespoke Opportunities
Our creative team is available to explore alternative solutions, such as:
- Front cover sponsorship (your logo on the cover and a premium ad space inside the report)
- Branded Bookmark
- Branded Packaging
- Branded Inserts

Integrated Campaigns
Gain prominence for your brand by sponsoring a specific section:
- Business
- Fleet
- Technology
- Crew
- Owner
- Design
Display Advertising

Schedule

<table>
<thead>
<tr>
<th>Issue number and focus</th>
<th>206 - New Build</th>
<th>207 - Pacific</th>
<th>208 - Captains</th>
<th>209 - Owners</th>
<th>210 - Refit</th>
<th>211 - USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Artwork deadline</td>
<td>5 February 2021</td>
<td>29 March 2021</td>
<td>3 June 2021</td>
<td>25 June 2021</td>
<td>30 September 2021</td>
<td>24 November 2021</td>
</tr>
</tbody>
</table>

Costs

- **Outside Back** Cover: £7,110
- **Double Page Spread**: £5,665
- **Inside Front Cover**: £5,330
- **Inside Back Cover**: £4,445
- **Full Page - Premium**: £3,910
- **Full Page**: £3,555
- **Half Page**: £2,135
- **Quarter Page**: £1,235
Content Marketing

Your content in The Superyacht Report
With an unrivalled team of 14 full-time editors, journalists, researchers and analysts, under the auspices of Editorial Director William Mathieson, we will work with you in The Superyacht Report and support you with an intelligent and exciting content marketing campaign. For more information, or to see our Content Marketing presentation, please ask your account manager.

Your content, written by us
After an initial discussion with your account manager where your requirements are outlined, the Editorial Director will appoint the Editor best suited to support you, based on their expertise and knowledge of the market. The Editor will work with you to achieve the desired result, in The Superyacht Report and/or on SuperyachtNews, treating this content with the same care and quality control as any piece of in-house content.

Your content, written by you
We understand some businesses prefer to write their own content or have their own in-house marketing teams. In these cases, we’re happy to offer page space – in print and online – for content written by you.

Rates start from £2,250
Editorial Support

Our expert team of editors have a broad spectrum of industry knowledge and are well positioned to provide support for your company, whichever sector you operate in.

If you have a company announcement, or an insight into a key industry topic, our editors are always on hand to ensure that it is communicated in the most honest, clear and accurate way possible. If this sounds like something that would benefit your strategy, contact your account manager and they will connect you with the most relevant editor.

Camper & Nicholsons International, one of the world's leading brokerage houses, asked The Superyacht Agency to create and develop a marketing campaign to highlight several facets of their business, including their project management and yacht management divisions. We created a series of coordinated digital banners, print ads, and a promotional supplement that was bound in to the print edition of The Superyacht Report, ensuring not only clear messaging backed up by striking design but also maximising the campaign's reach through The Superyacht Group's market-leading print and digital products.
SuperyachtNews

**Trusted by decision-makers**
Spanning every sector of our industry, our news portal is the industry’s only source of independent, thoroughly researched journalism.

Our team of globally respected editors and analysts engage with the key decision-makers in every sector to ensure that our readers obtain the most reliable and accurate business-critical market analysis.

Our readers represent the nucleus of the superyacht industry, and use SuperyachtNews to inform their strategies and business decisions. This is reflected by the amount of time they spend on the site. At an average of 7 minutes and 48 seconds, this far exceeds not only the industry average but that of the global news media, and underlines the engagement our readership has with our content.

Our excellent bounce rate averages at 10% for 2020, once again showing that our audience is highly engaged with us as 93.6% of visitors are navigating further into the website after viewing the original page they landed on.
Why advertise on SuperyachtNews

As a result of our focus on quality not quantity, we have delivered exclusive and valuable stories that inform the market and shape the industry. Everything about SuperyachtNews.com is focused on engaging the right people with the right news and leaving out the peripheral PR and misinformation that clickbait sites rely on to source readers. This guarantees that any digital marketing campaign is served intelligently and with maximum impact, and goes alongside the most credible source of superyacht journalism anywhere, and the primary source of information for esteemed publications such as Bloomberg, The New York Times, the Financial Times and The Economist.

SuperyachtNews is also the only public source of real-time data, incorporating the industry’s most comprehensive and searchable database of yachts. Visitors can undertake their own multifaceted and in-depth searches or they can read the regular market analysis reports that are published online. These bring together the expertise of our in-house analysts and editors, which combined, represent the largest full-time team of superyacht experts in the world.
## Why advertise on SuperyachtNews

<table>
<thead>
<tr>
<th>Statistic</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average time spent on SYN/visit in 2020</td>
<td>7 minutes 48 seconds</td>
</tr>
<tr>
<td>Average site visitors per calendar month in 2020</td>
<td>70,000</td>
</tr>
<tr>
<td>Page views in August 2020</td>
<td>1.2m</td>
</tr>
<tr>
<td>Average bounce rate for SYN in 2020</td>
<td>10%</td>
</tr>
<tr>
<td>Average amount of stories on SYN per month</td>
<td>71</td>
</tr>
<tr>
<td>LinkedIn followers</td>
<td>38,000</td>
</tr>
<tr>
<td>Instagram followers</td>
<td>28,700+</td>
</tr>
<tr>
<td>@thesuperyachtgroup</td>
<td>70,000</td>
</tr>
<tr>
<td>@superyachtnews</td>
<td>12,800+</td>
</tr>
<tr>
<td>@superyachtevents</td>
<td>10,600</td>
</tr>
</tbody>
</table>
Why advertise on SuperyachtNews

REACH YOUR TARGET AUDIENCE WITH A CLICK-THROUGH RATE ABOVE THE INDUSTRY AVERAGE
Opportunities

We can offer a range of targeting to help get your online campaign seen by the right people at the right time of year. Talk to your account manager to find out how we can help you!

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

- Business
- Fleet
- Technology
- Crew
- Owner
- Design

Keyword Targeting
Your advert can appear based upon keyword meta data set in the background by our journalists, for example:

- Your advert could show only alongside refit- or newbuild-tagged articles
- Your advert could appear alongside articles about yourself or your competitors

Bespoke Campaigns
We can provide solutions for integrated campaigns that go beyond the website:

- Highly targeted advertising on Superyachtnews.com
- Promote your message to The Superyacht Group’s thousands of social media followers

*Bespoke opportunities available but these are on a much more creative basis - we have got some links to examples of different work, including interactive ads.*
Digital Rates

Show season rate increase applies. For information about show season dates, please speak to your account manager.

<table>
<thead>
<tr>
<th>Packages (X impressions PCM)</th>
<th>Section Specific</th>
<th>Run of Site</th>
</tr>
</thead>
<tbody>
<tr>
<td>Premium Package</td>
<td>£660 (10k impressions PCM)</td>
<td>£1,320 (20k impressions PCM)</td>
</tr>
<tr>
<td>Standard Package</td>
<td>£400 (8k impressions PCM)</td>
<td>£800 (16k impressions PCM)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Bespoke (Cost per 1000 impressions)</th>
<th>Home Page</th>
<th>Sections</th>
</tr>
</thead>
<tbody>
<tr>
<td>Billboard</td>
<td>£116</td>
<td>£95</td>
</tr>
<tr>
<td>MPU</td>
<td>£84</td>
<td>£58</td>
</tr>
<tr>
<td>DMPU</td>
<td>£116</td>
<td>£95</td>
</tr>
<tr>
<td>Leaderboard 1</td>
<td>£84</td>
<td>£58</td>
</tr>
<tr>
<td>Leaderboard 2</td>
<td>£74</td>
<td>£48</td>
</tr>
<tr>
<td>Mobile Leaderboard</td>
<td>£74</td>
<td>£48</td>
</tr>
<tr>
<td>Mobile MPU</td>
<td>£84</td>
<td>£58</td>
</tr>
</tbody>
</table>

File formats: Animated GIF, static JPEG or html5

File size: Please do not exceed 200kb

*For html supplied artwork we recommend using Google WebDesigner
*Bespoke packages also available – please ask your account manager
### SuperyachtNews Bulletin

Each week the SuperyachtNews bulletin is sent to 7,000+ industry professionals who have actively requested to receive this newsletter following GDPR. The SuperyachtNews bulletin is the ideal solution to reaching a digital and already-engaged audience based on a specific timeframe.

#### Normal

<table>
<thead>
<tr>
<th>Banner 1</th>
<th>Banner 2</th>
<th>Banner 3</th>
<th>Banner 4</th>
<th>Takeover</th>
</tr>
</thead>
<tbody>
<tr>
<td>£720</td>
<td>£560</td>
<td>£560</td>
<td>£400</td>
<td>£1,500</td>
</tr>
</tbody>
</table>

#### Show Season

<table>
<thead>
<tr>
<th>Banner 1</th>
<th>Banner 2</th>
<th>Banner 3</th>
<th>Banner 4</th>
<th>Takeover</th>
</tr>
</thead>
<tbody>
<tr>
<td>£792</td>
<td>£616</td>
<td>£616</td>
<td>£440</td>
<td>£1,650</td>
</tr>
</tbody>
</table>
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.
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.
The Superyacht Forum Live promises to be the major gathering of industry leaders, investors, innovators and entrepreneurs. In the lead-up to the 2021 live events and beyond, we have created a digital strategy consisting of podcasts, interviews, live-streaming and virtual conversations.

In conjunction with The Superyacht Report and SuperyachtNews.com, we will deliver incredibly powerful brand visibility. Our podcasts, interviews, live-streaming and virtual conversations will all be hosted on SuperyachtNews.com, driving increased traffic to the website. This, alongside the digital version of The Superyacht Report, available on SuperyachtNews.com, guarantees that your advertising is served to a wider audience, including the most important decision makers in our industry.

To find out more about The Superyacht Forum Live, or partnership opportunities, please contact your account manager.
What our clients and readers say

An essential reference for anyone engaged in the yachting market

Gosling Ltd

Our most senior brokers find it the best publication in the industry

IYC

We like working with The Superyacht Report for its specialist market knowledge and intelligence, a finger on the pulse of all the aspects of the superyacht industry. A great resource of information and customer insight.

Jotun

Since SYTT inception we have dedicated the majority of our marketing budget to The Superyacht Report and we have not looked back with year on year company growth

Superyacht Tenders & Toys

The Superyacht Group has demonstrated itself not only to be highly professional, but also a safe travel buddy! We are strong on our own, but together unbeatable!

Porto Mirabello

The best information in the superyacht industry

Marine Technology

Genuine market leaders in this niche industry – well informed and always credible... the only superyacht media company that we trust and routinely conduct business with.”

Helidecks

TSG not only provide us with up to date news on the state of the industry and the exciting challenges it faces, it has also provided Lloyd’s Register with valuable market intelligence assisting us with our aim to help businesses evolve by connecting them with tomorrow's thinking, today.

Lloyd’s Register

We have a long-term relationship with The Superyacht Group and believe they have an amazing track record. They have in-house knowledge, and are experienced and well-recognised within the business. Besides their Intelligence division, we also experienced the added value of their editorial, events and online experts. You can get the total package; they do what they say and deliver on their promises.

DYT Yacht Transport
Contact us

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

T: +44 (0)20 7924 4004
E: SALES@THESUPERYACHTGROUP.COM
Contact your account manager

Contact your account manager to discuss a strategic campaign in The Superyacht Report or on SuperyachtNews.com

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ACCOUNT MANAGER
T: +44 (0)20 7924 4004
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Contact your account manager

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