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 2020 and beyond, we will further consolidate our print proposition but add some new strategic elements that will improve and develop its value for the reader. In 2020, we will deliver just 6 comprehensive editions of The Superyacht Report, starting with Issue 200, a truly landmark edition, 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.
Essentially, we still believe that “less is more” but having watched how the audience consumes information and how clients are being far more strategic, we are 100% focused on our 2020 mantra of “Smarter Together”. So, for example, we will deliver our Superyacht Shipyard Report in March, including a regional report on Germany and a technology focus on the future of power and propulsion. These three editorial elements will complement each other and deliver an even more powerful environment for our advertisers to deliver an effective campaign, thus being smarter and together. Most importantly, the special reports and additional sections will also feature heavily in our premium on-line section of our web platform – SuperyachtNews.com (see SuperyachtNews.com for more insights).
OVERVIEW

Over the past 27 years we have delivered over 200 expert reports on the various important sectors of the industry, written and developed by a full-time team of expert journalists and analysts, supported by a network of opinion leaders and visionaries who trust our media and are happy to regularly contribute and share their wisdom. This makes The Superyacht Report the most respected, trusted and valued source of decision-maker information and insight across the market. We focus exclusively on delivering honest opinions, candid commentary and real journalism, which in turn delivers a brilliant environment for smart and intelligent marketing and advertising campaigns. Our core objective when working with our advertisers is to ensure that any campaign works effectively and fits the content or theme of the Report, so you get maximum return.

Our content plan remains the same within the core Report, but we now have the added advantage of only 6 issues across the year, so you can develop better campaigns and make your budget work harder, but also we have the new regional and technology reports that will provide a unique environment for bespoke campaigns.

- Business – insights and opinions on all aspects of law, financial, taxation, business and insurance
- Fleet – intelligence, analysis and insights on all aspects of the market, including new build, refit, migration and sales and purchases
- Technology – technical commentary and expert essays on the latest and most relevant innovations and new technology
- Operations – serious commentary and expert opinions on all elements of operating superyachts from the captain’s and senior crew’s perspective
- Owner – trusted advice for owners and potential owners, focused on case studies, interviews and expert opinions
- Design – intelligent commentary and journalism focused on all aspects of design and architecture
# Editorial Focus

<table>
<thead>
<tr>
<th>Issue number and focus</th>
<th>200</th>
<th>201</th>
<th>202</th>
<th>203</th>
<th>204</th>
<th>205</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>200th Edition</td>
<td>Shipyards</td>
<td>Captains</td>
<td>Tenders</td>
<td>Business</td>
<td>Innovation</td>
</tr>
<tr>
<td>Regional report</td>
<td>France &amp; Monaco</td>
<td>Germany</td>
<td>Spain</td>
<td>Italy</td>
<td>America</td>
<td>Holland</td>
</tr>
<tr>
<td>Special feature</td>
<td>Next Gen &amp; Sustainability</td>
<td>Power &amp; Propulsion</td>
<td>Communications</td>
<td>Design</td>
<td>Ownership</td>
<td>Safety &amp; Security</td>
</tr>
</tbody>
</table>
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 on-line 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+  150+
Yachts    Design Studios

120+  10,000+
Shipyards    Senior Crew & Captains

200+  500+
Brokers    Expert Advisers/Influencers

2,000+
Active Owners & Family Offices
AUDIENCE REACH

45% UK & EUROPE

38% THE AMERICAS & CARIBBEAN

2% ROW

6% ASIA & CHINA

4% GULF & UAE

3% PACIFIC, NEW ZEALAND & AUSTRALIA

2% RUSSIA & CIS
WHY ADVERTISE WITH US?

This has to be 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. Not just glanced at or scanned because of the visual content or the use of the word ‘exclusive’.

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

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

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.
WHY ADVERTISE WITH US?

- 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 blandscap.

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.

- 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 is reading something, they are also seeing marketing messages that are relevant to him/her.
WHY ADVERTISE WITH US?

- 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.

- 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 big 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.

We provide a print magazine and a powerful news and intelligence website that is exclusively focused on superyachts.

GLOBAL SUPERYACHT MARINA ACCESS
10 COUNTRIES
17 MARINAS
3,000 BERTHS
## Display Advertising

<table>
<thead>
<tr>
<th>Issue number and focus</th>
<th>200 200th Edition</th>
<th>201 Shipyards</th>
<th>202 Captains</th>
<th>203 Tenders</th>
<th>204 Business</th>
<th>205 Innovation</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>Ad Type</th>
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<tbody>
<tr>
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<td>Double-Page Spread</td>
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<tr>
<td>Inside Front Cover</td>
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<tr>
<td>Inside Back Cover</td>
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<tr>
<td>Full Page - Premium</td>
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<tr>
<td>Full Page</td>
<td>£3,555</td>
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<tr>
<td>Half Page</td>
<td>£2,135</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>£1,235</td>
</tr>
</tbody>
</table>
OPPORTUNITIES

Our team will work with you to ensure you reach your audience effectively, and can create integrated campaigns that also use 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 sponsor (your logo on the cover and a premium ad space inside the report)
- Branded bookmark
- Branded packaging

**Integrated campaigns**

We can provide solutions for integrated campaigns that go beyond the report:

- Highly targeted advertising on SuperyachtNews.com
- Promote your message to The Superyacht Group's thousands of social media followers
Trusted by decision makers

Spanning every sector of our industry, our news portal is the industry’s only source of independent, thoroughly research journalism.

Our team of globally respected editors and analysts engage with the key decision-makers in every sector to ensure that our readers get 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 8 minutes and 12 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 6.4% for 2019 once again show 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.com

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, bringing together the expertise of our in-house analysts and editors, which combined, represent the largest full-time team of superyacht experts in the world.
STATISTICS

Bounce rate

This is based on the percentage of visitors who navigate away from the site after viewing one page; the lower the bounce rate, the higher your audience engagement.

6.4%

OUR 2019 BOUNCE RATE SO FAR IS 6.4%

Time spent on site

Our audience is now more engaged with SuperyachtNews; the average time spent on the website has grown to over eight minutes.

8 mins 12 secs

THE AVERAGE TIME SPENT ON SUPERYACHTNEWS IN 2019 THIS IS A 17.9% INCREASE ON 2018
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
- Operations
- 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 new-build-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
# SUPERYACHT NEWS

## EDITORIAL AND CONTENT PLAN

<table>
<thead>
<tr>
<th>2020</th>
<th>Jan</th>
<th>Feb</th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
<th>July</th>
<th>Aug</th>
<th>Sept</th>
<th>Oct</th>
<th>Nov</th>
<th>Dec</th>
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</thead>
<tbody>
<tr>
<td><strong>Superyacht Season</strong></td>
<td>Winterisation and Refit Season &amp; Logistics and Ocean Crossings</td>
<td>Summer Preparation &amp; Recruitment and Planning</td>
<td>Primary Cruising</td>
<td>Primary Boat Show Season, Refit and Winter Planning / Caribbean Season</td>
<td></td>
<td></td>
<td></td>
<td></td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Regional Online Report</strong></td>
<td>France &amp; Monaco Focus</td>
<td>German Industry Focus</td>
<td>Spain &amp; the Balearics Focus</td>
<td>Italy Focus</td>
<td>American Focus</td>
<td>Dutch Focus</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td><strong>Special Online Content</strong></td>
<td>Next Gen Technology &amp; Sustainability</td>
<td>Power &amp; Propulsion</td>
<td>AV / IT &amp; Communications</td>
<td>Naval Architecture &amp; Design</td>
<td>Money, Brokerage, Tax, Financials &amp; Ownership</td>
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</tbody>
</table>
For the first time anywhere in the superyacht industry, subscribers to our Premium section can access our whole history of print content in one bespoke, next-generation, searchable and curatable place.

For 27 years, The Superyacht Group’s portfolio of reports has been the industry’s most trusted source of information, and now in a major first for the market, subscribers will have access to the whole library online.

Users will be able to search for articles, based on key words, names or yachts, and build their own personal archive of content which serves your needs and your agenda.


The result is the next generation of superyacht content, delivering The Superyacht Group’s inimitable quality and insight to your screen, so that you can build your own library, and access the information that’s relevant to you anytime, anywhere.
THE NEWSLETTER

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>
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</tbody>
</table>

Show season prices

<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>
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><strong>Premium Package</strong></td>
<td>£660 (10k impressions PCM)</td>
<td>£1,320 (20k impressions PCM)</td>
</tr>
<tr>
<td><strong>Standard Package</strong></td>
<td>£400 (8k impressions PCM)</td>
<td>£800 (16k impressions PCM)</td>
</tr>
<tr>
<td><strong>Bespoke</strong> (cost per 1,000 impressions)</td>
<td><strong>Home Page</strong></td>
<td><strong>Sections</strong></td>
</tr>
<tr>
<td>Billboard</td>
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<td>£95</td>
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<tr>
<td>MPU</td>
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<td>£58</td>
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<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 1</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
CONTENT MARKETING

Your content in The Superyacht Report
With an unrivalled team of 12 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 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
**TESTIMONIALS**

An essential reference for anyone engaged in the yachting market

TIM GOSLING, GOSLING LTD

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.

MARCUS REYNOLDS, JOTUN

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

IYC

The best information in the superyacht industry

MARINE TECHNOLOGY

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

JOSH RICHARDSON, SUPERYACHT TENDERS & TOYS

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.”

DAVID SIMMS, 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.

ENGEL DE BOER