



**The
Superyacht
Group**

Media Pack 2022

NETWORK · CONNECT · ENGAGE · INFORM · ELEVATE

We are committed to providing the market with transparent journalism, trusted analysis and a platform to share ideas that will ultimately drive the industry forward and grow our market.

**The
Superyacht
Report**

**Superyacht
News.com**

Introduction

2022 marks the beginning of a new era in the evolution of The Superyacht Report, as our world-leading market publication begins its transition to a fully digital product.

We remain committed to delivering the industry's only reliable source of original investigative journalism, and robust market analysis. But we are also committed to our responsibility for reducing our footprint, and as such we are actively reducing the amount of content we print, while increasing our digital engagement.

We have invested significantly in the analysis of our digital audience. And the result is that, in 2022, our portfolio will be more targeted and curated to personal information requirements than ever before, comprising:

- Four print editions of **The Superyacht Report**, covering key sectors of the industry, accessible, downloadable and searchable as digital products, to members of The Superyacht Group Community.
- Sector and issue-specific digital-only reports, published in response to shifting market dynamics, and available online.
- Ongoing, real-time news, analysis and market intelligence published daily on **SuperyachtNews.com** – the only source of quality, independent superyacht journalism.



Our Sphere of Influence

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?

5,000+

YACHTS

150+

DESIGN STUDIOS

200+

BROKERS

500+

EXPERT ADVISORS /
INFLUENCERS

120+

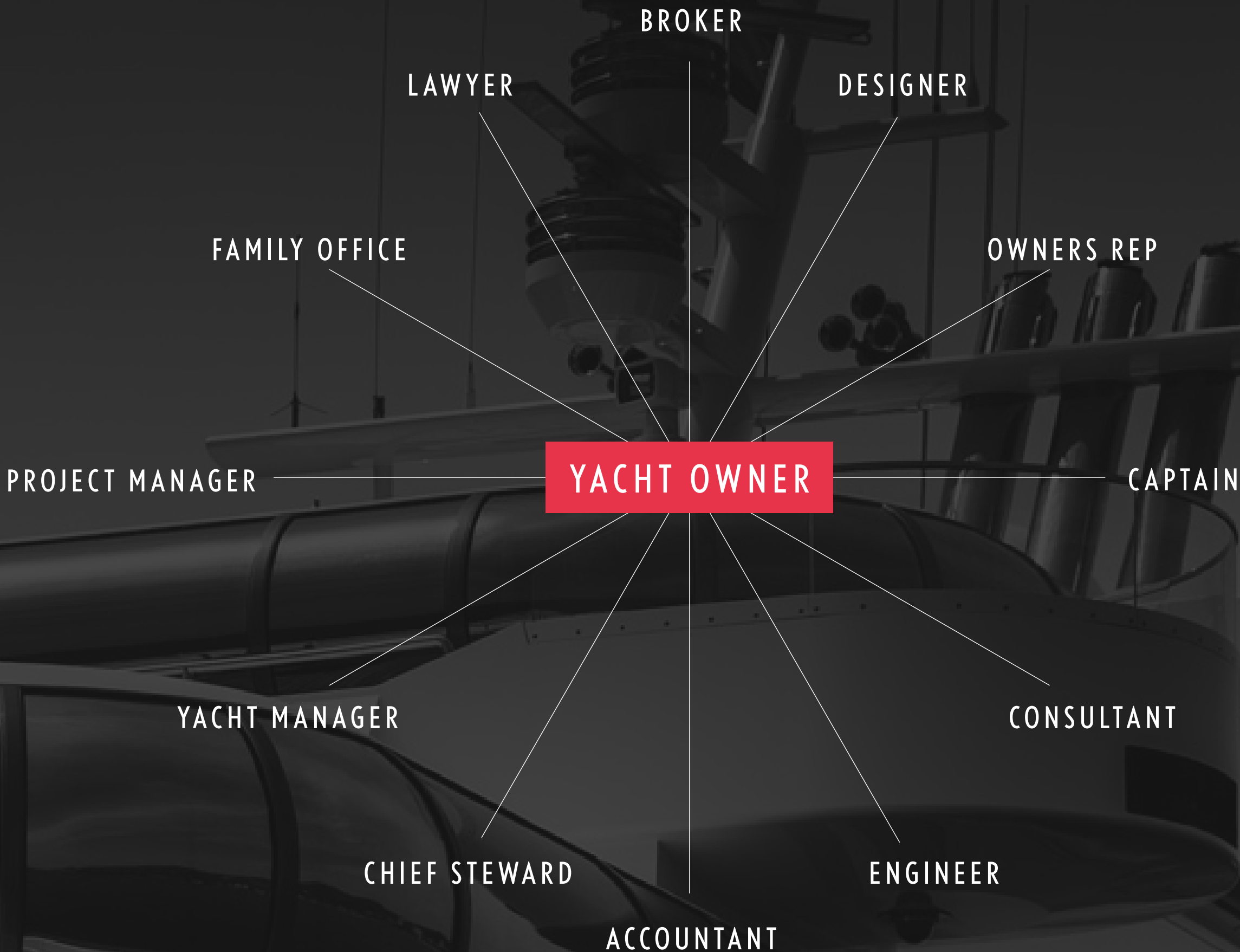
SHIPYARDS

10,000+

SENIOR CREW
& CAPTAINS

2,000+

ACTIVE OWNERS &
FAMILY OFFICES





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. As mentioned, 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, for 2022 and beyond, we will further consolidate our print proposition, and deliver four definitive quarterly print reports focussed 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 six sector specific digital reports, which will include regional reports, intelligence, key features, interviews and video content.



The Superyacht Report

Issue Focus 2022

The Superyacht New Build Report 212

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 bible!

The Superyacht Operations Report 213

A unique combination of operational data and insight, published and distributed as the Mediterranean cruising season begins in earnest. All content is tailored to captains, managers, charter professionals and any stakeholder involved in the optimisation of a superyacht's operation.

The Superyacht Owner Report 214

Our much-lauded guide to ownership best practice and diligent asset management returns. This report has established itself as a must-read for all prudent owners and their advisory teams. It is without compare!

The Superyacht Refit Report 215

The industry's most active sector receives its own comprehensive report. This is unquestionably the only publicly-available source of robust refit market data modelling, accompanied as ever, by expert commentary from the sector's leading C-suite executives and information on best practice.



Why advertise with us?

- You need to know that the media channel you are advertising in is actually being read or properly consumed by the right audience. These are the individuals and organisations that purchase 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 trusted intelligence we deliver.

- You need to believe that 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 10 who have been involved in the industry for over three decades and have an unrivalled level of 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 landscape.

*The **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.


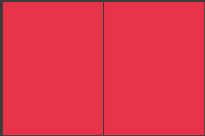








The Superyacht Report Advertising

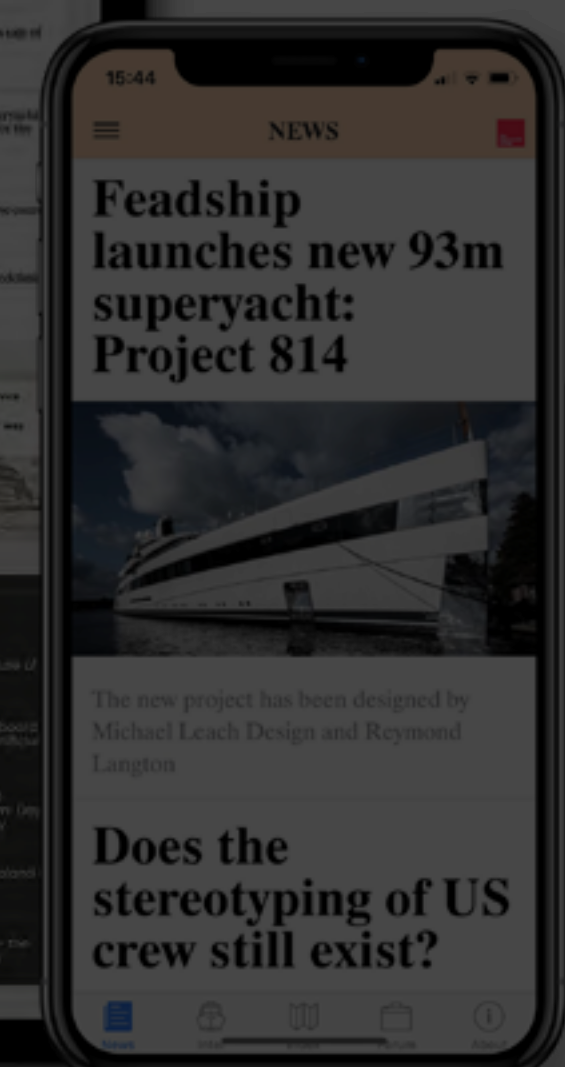
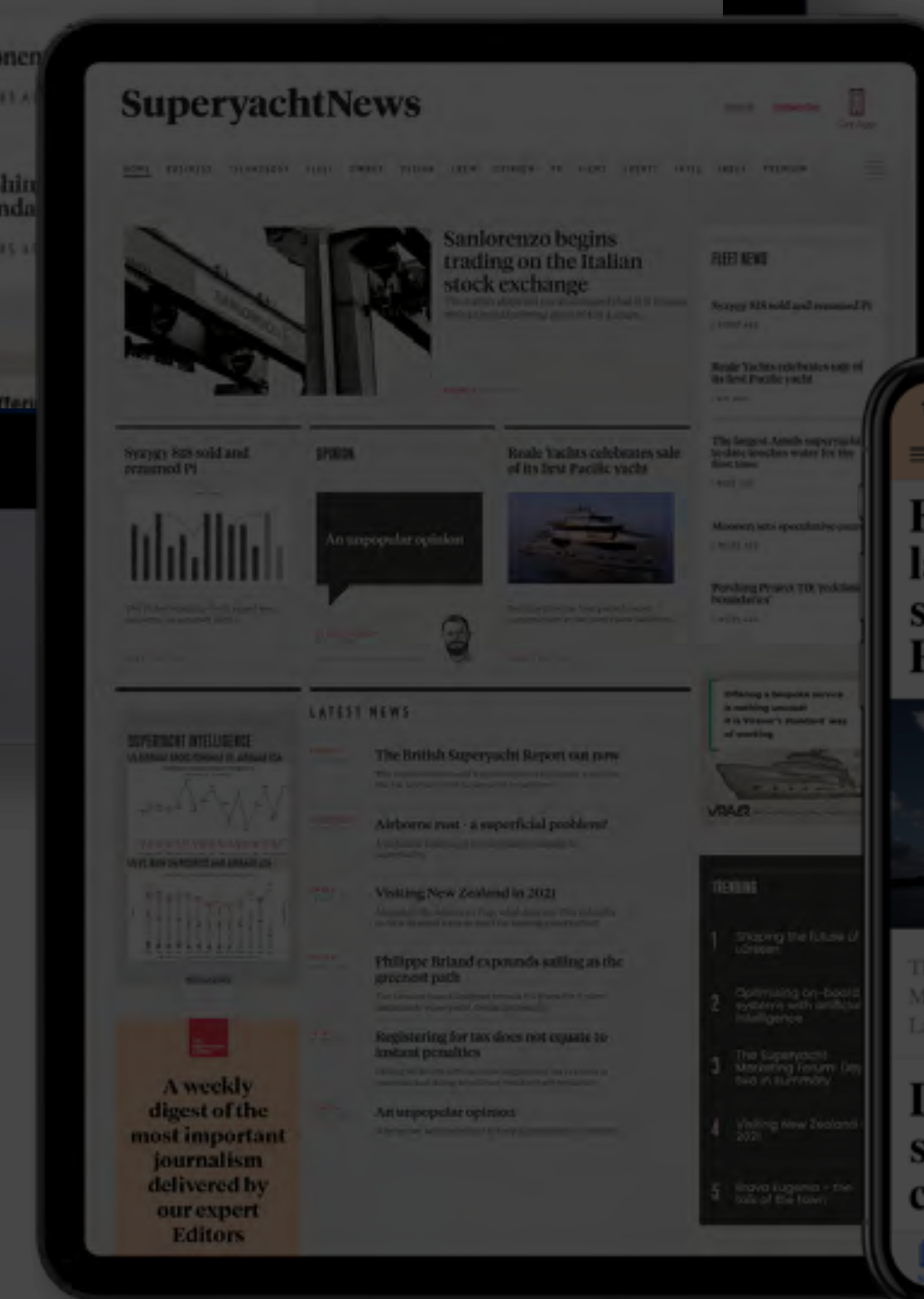
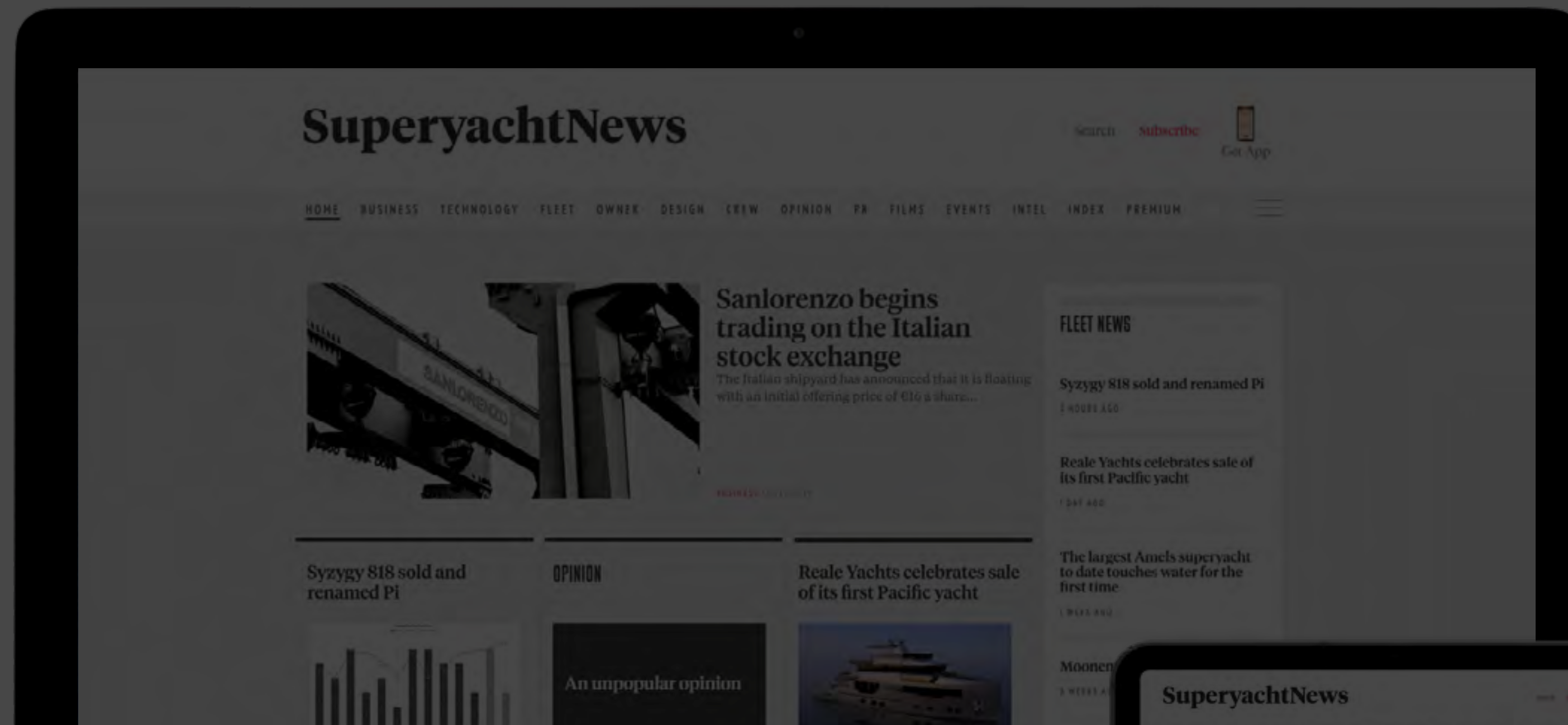
Schedule

Issue number and focus	212 - New Build	213 - Operations	214 - Owner	215 - Refit
Booking deadline	24 January 2022	19 April 2022	18 July 2022	26 September 2022
Artwork deadline	2 February 2022	27 April 2022	27 July 2022	5 October 2022
Publication	21 February 2022	16 May 2022	15 August 2022	24 October 2022

Costs

 OUTSIDE BACK COVER	£7,465
 DOUBLE-PAGE SPREAD	£5,950
 INSIDE FRONT COVER	£5,595
 INSIDE BACK COVER	£4,670

 FULL PAGE – PREMIUM	£4,105
 FULL PAGE	£3,750
 HALF PAGE	£2,245
 QUARTER PAGE	£1,300



SuperyachtNews.com

Why advertise on SuperyachtNews.com

**4 minutes
10 seconds**

AVERAGE TIME SPENT
PER VISIT IN 2021

60,000

AVERAGE SITE VISITORS PER
CALENDAR MONTH IN 2021

780k

PAGE VIEWS IN
SEPTEMBER 2021

71

AVERAGE AMOUNT OF
STORIES PER MONTH

28,000

THE SUPERYACHT GROUP
LINKEDIN FOLLOWERS

28,400+

@THESUPERYACHTGROUP
INSTAGRAM FOLLOWERS

7,800+

@SUPERYACHTNEWS
FACEBOOK FOLLOWERS

14,900+

@SUPERYACHTNEWS
TWITTER FOLLOWERS

Over the past year we have made a significant investment into our digital offering and by seamlessly incorporating The Superyacht Report and SuperyachtIntel into a unified central platform, we have implemented a series of changes that have completely revolutionised the user and community experience on SuperyachtNews.com. As a result of this unified central platform, the user statistics reflect a reduced, yet increasingly engaged, relevant and active audience 'The Superyacht Group Community'

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 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 dataset 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.*

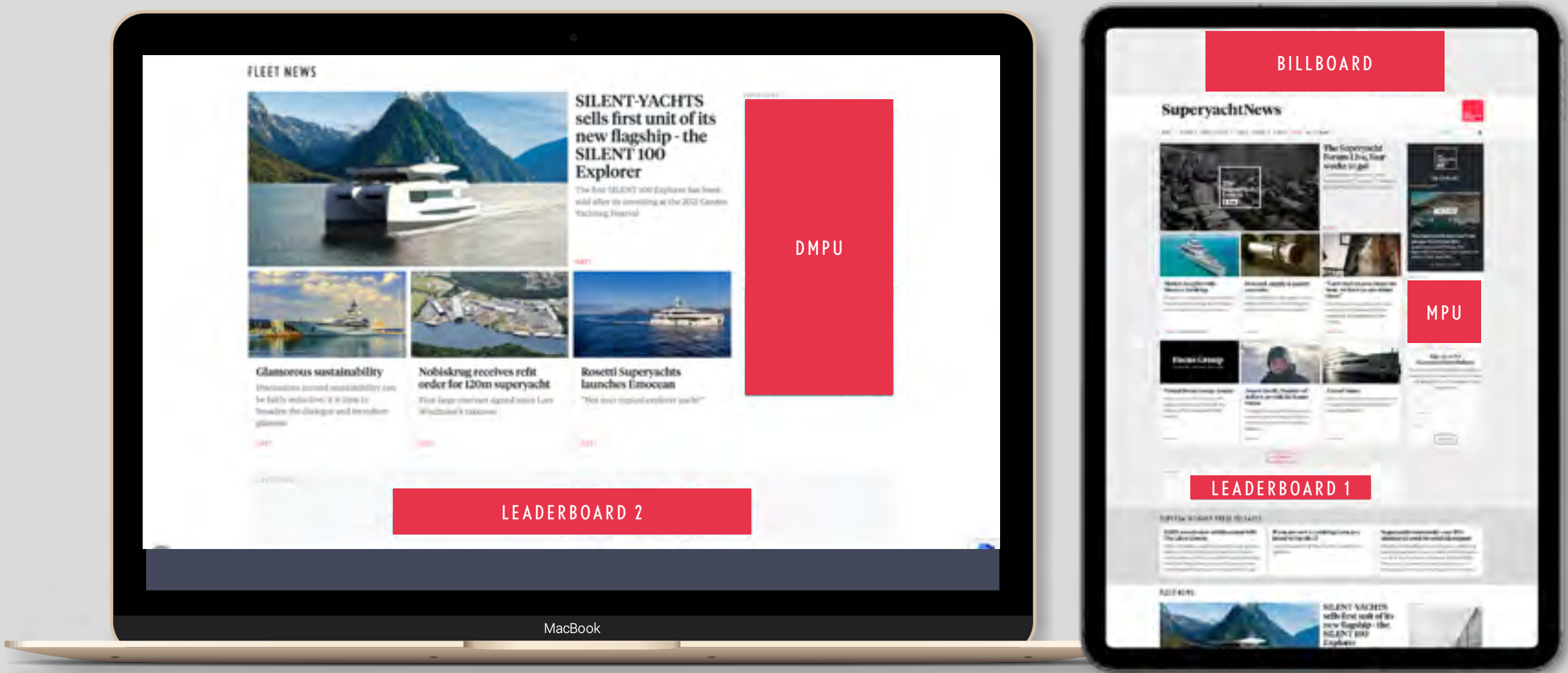
SuperyachtNews.com Advertising

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

Packages (X impressions PCM)	Section Specific	Whole Site
Premium Package	£699 (10k impressions PCM)	£1,390 (20k impressions PCM)
Standard Package	£420 (8k impressions PCM)	£840 (16k impressions PCM)

Bespoke (Cost per 1000 impressions)	Section Specific	Home Page
Billboard	£100	£122
MPU	£61	£89
DMPU	£100	£122
Leaderboard 1	£61	£89
Leaderboard 2	£51	£78
Mobile Leaderboard	£51	£78
Mobile MPU	£61	£89

File formats: Animated GIF, static JPEG or html5*
File size: Please do not exceed 200kb
*For html supplied artwork we recommend using Google Web Designer
*Bespoke packages also available – please ask your account manager



SuperyachtNews.com Bulletin

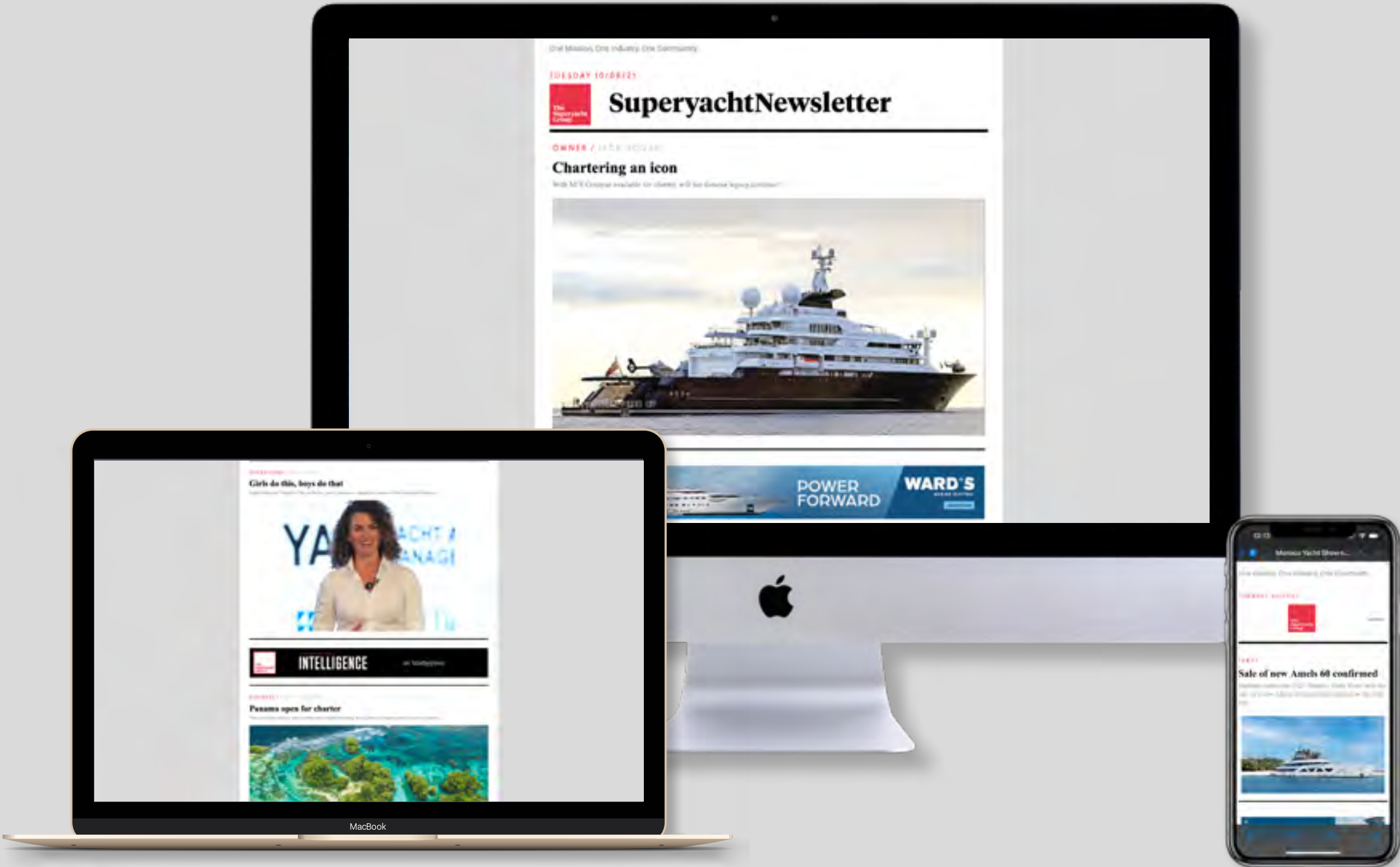
Each week the SuperyachtNews.com bulletin is sent to 18,000+ industry professionals who have actively requested to receive this newsletter following GDPR. The SuperyachtNews.com bulletin is the ideal solution to reaching a digital and already-engaged audience based on a specific timeframe.

Normal

Banner 1	Banner 2	Banner 3	Banner 4	Takeover
£756	£588	£588	£420	£1,575

Show Season

Banner 1	Banner 2	Banner 3	Banner 4	Takeover
£832	£647	£647	£462	£1,733



Social and Video

Video, Film & Branded Content

A key development within our Group portfolio and strategy for 2022 and beyond is our continued investment into live media and video. Throughout 2021, we embarked on The Superyacht Forum Live Tour, which saw our team and in-house film crew travel to key superyacht hubs across Europe to engage in important conversations and to showcase the superyacht market in a way that hasn't been done before. This dedication to evolve our editorial and agency proposition has allowed us to work with several of our clients in creating bespoke films, documentaries and product showcases with the ultimate goal of increasing brand awareness, ROI, and adding another dimension to their digital marketing campaigns. If you are interested in creating a bespoke video, please contact your account manager for more information.

Bespoke film/Sponsored Video - From £5,000+ Dependent on scope

Social Media

The Superyacht Group has a combined social media following of over 100k across Instagram, LinkedIn, Facebook and Twitter. By strategically utilising our platforms and audience of key stakeholders and decision makers you can simultaneously increase your reach and brand awareness. Undertaking a social media campaign with The Superyacht Group allows for maximum engagement, ease of targeting and segmentation, and measurable activity, ideally leading to increased ROI. For more information on how we can assist with your social media output, please contact your Account Manager.

Social Media Post - From £275 per post

Social Media Campaign & Design - Dependent on scope - talk to your account manager



Content Marketing

Online sponsored content (Content written by our in-house journalist) = £2,360

Online partner content (Content supplied by you) = £1,575

Print sponsored content = £3,625

Print partner content = £3,150

Your content in The Superyacht Report

With an unrivalled team of 10 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.com, 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 utilise 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.



**The
Superyacht
Group**

CELEBRATING 30 YEARS TOGETHER

**Superyacht
News.com**

BUSINESS-CRITICAL INFORMATION

**The
Superyacht
Agency**

INTELLIGENCE. STRATEGY. CREATIVE.

**The
Superyacht
Report**

MARKET-LEADING JOURNALISM



**The
Superyacht
Forum
Live**

INTERACTIVE EXPERIENCES

Contact

Contact your account manager to discuss 2022.

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