

# SUPERYACHT

B U S I N E S S

Industry insight for decision makers



# 2012

## MEDIA INFORMATION

PUBLISHED BY



WWW.SUPERYACHTBUSINESS.NET

**Superyacht Business** is requested and read by industry individuals who have a major influence in superyacht buying decisions

## NEXT ISSUES 2011

Issue	Bonus distribution	Ad copy date	Publication date
November	Fort Lauderdale / METS Shows	5 October	14 October
December	Düsseldorf, Miami Boat Show & Seatec	7 December	16 December

## SCHEDULE 2012

Issue	Bonus distribution	Ad copy date	Publication date
February	Dubai Boat Show	6 February	14 February
April	Antibes Show & Superyacht Cup	23 March	30 March
June	At key marinas in the Mediterranean	8 June	15 June
September	Cannes, Monaco & Genoa Boat Shows	22 August	31 August
November	Fort Lauderdale / METS Shows	5 October	12 October
December	Düsseldorf, Miami Boat Show & Seatec	7 December	14 December

## ADVERTISING RATES

Display	Bleed size Height x Width	Number of insertions: 1	Number of insertions: 3	Number of insertions: 6
Double Page Spread	303mm x 426mm	€7725	€6950	€6565
Full Page	303mm x 216mm	€3960	€3550	€3320
Display	Type area Height x Width	Number of insertions: 1	Number of insertions: 3	Number of insertions: 6
1/2 Page Horizontal	135mm x 190mm	€2470	€2225	€2100
1/2 Page Vertical	276mm x 92mm	€2470	€2225	€2100
1/4 Page Horizontal	64mm x 190mm	€1510	€1355	€1280
1/4 Page Vertical	135mm x 92mm	€1510	€1355	€1280
Special Positions	Bleed size Height x Width	Number of insertions: 1	Number of insertions: 3	Number of insertions: 6
Inside Front Cover	303mm x 216mm	€5405	€5135	€4865
Inside Back Cover	303mm x 216mm	€4945	€4695	€4450
Outside Back Cover	303mm x 216mm	£€6755	€6415	€6075

## Editorial Contents

Comment	Special Reports
World Focus News	Personality Interviews
News in Depth	The Specialists
Infrastructure	Yard Insights
Refit & Repair	Sail Column
Design & Innovation	New Products
Legal Column	Industry Leader Comments
Country New Build Round-Ups	Superyacht Technology



## SUPERYACHT BUSINESS DIRECTORY

Appear in 6 issues of the magazine (annual coverage) + a link from a Superyacht Directory button on the Superyacht Business weekly e-mail newsletter for 12 months.

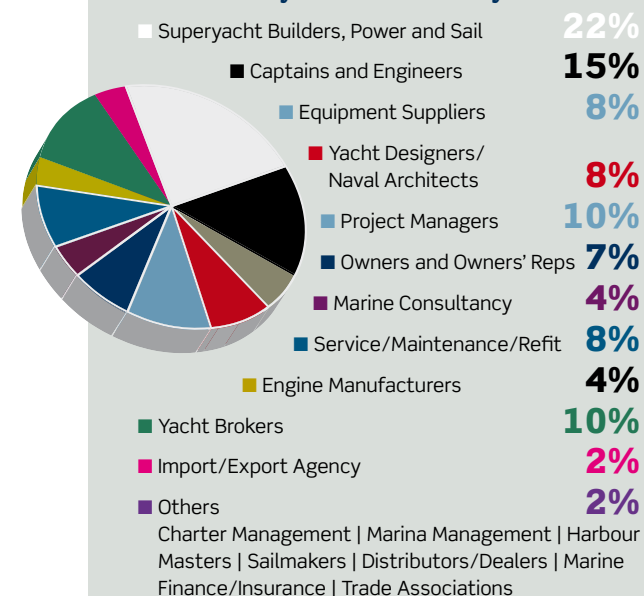
All this for just €800

To book your Superyacht Business Directory advertisement please call or e-mail Tom Meadowcroft

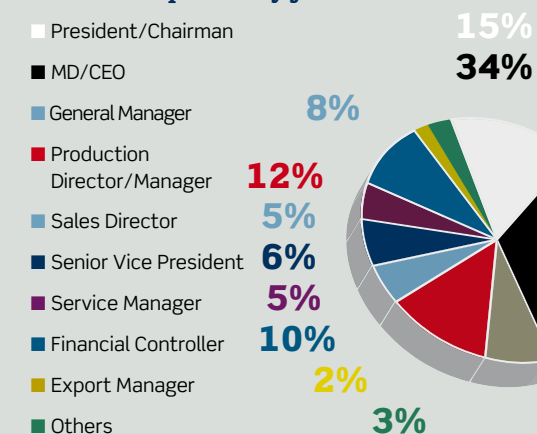
Tel: + 44 (0) 20 3148 2001

Email: sybdirectory@ipcmedia.com

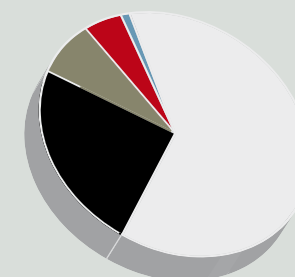
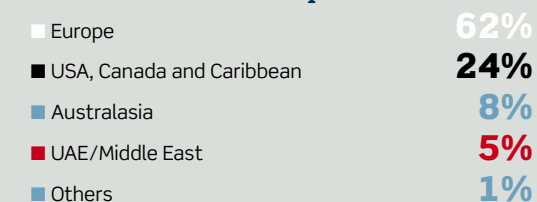
## Circulation profile by business activity:



## Company circulation profile by job title:



## Geographic circulation profile:



# Circulation Information

- ▶ *Superyacht Business* magazine has forged itself an impressive market niche in the worldwide superyacht industry .
- ▶ Requested Controlled Circulation – **8 800 copies**
- ▶ Readership – **26 400 per issue\*** (based on average readership per copy of three) Publisher's estimate.
- ▶ When issues are distributed at superyacht shows like Antibes, YARE, Cannes, Monaco, Ft Lauderdale, METS, Dusseldorf, Miami and Dubai, the circulation increases to **10 000 to 12 000 copies**.
- ▶ 100% of *Superyacht Business* readers are involved in the superyacht sector.
- ▶ *Superyacht Business* is an official media partner at the Antibes, Cannes and Monaco Yacht shows.

# Editorial Awards

- ▶ PPA finalist - Business Magazine of the Year 2010
- ▶ IPC finalist - Magazine of the Year 2011
- ▶ BSME finalist - New Business Editor of the Year 2010



# Industry Seminar

## ▶ Industry Seminar

*SB's* inaugural *State of the Industry Review* brought together 100 invited guests to a special briefing at IPC's HQ in London and included presentations from Blohm + Voss and Lloyds Register.



# What the industry says

**“Superyacht Business magazine** is full of very well researched and up to date industry information. The editorial balance works well and we are very happy with the impact of our advertising campaign.”

Mike Kelsey | Palmer Johnson



**“During the build** of the 86m Oceanco Project Y704 we received the *Superyacht Business* magazine to the yard. I think *SB* is a great magazine and I look forward to receiving it regularly”

Captain Carl Carlsson | M/Y Vibrant Curiosity

**“Superyacht Business always** maintains the perfect blend of information on products and news, and then, most importantly, the ‘human element’, the people who build, own, and crew yachts, and in this way, reading *Superyacht Business* makes one feel part of a unique close knit family.”

Nigel Savage | OceanLED



**“Besides the great** editorial and easy-to-work-with staff, *SB* gives us the means to reach one of our very important market segments.”

Lucio Kroll | Business Director  
Cummins Onan Marine Generator



**“Superyacht Business – the perfect promotional platform”**

# Print Specifications

## MECHANICAL DETAILS

**Printed sheet litho:** BS 4666 inks throughout.

**Screen:** 4 colours to 150lpi (60 lpcm)

**Bleed advertisements:** No essential matter should appear within 13mm of any trimmed edge. Allow 4mm around trim size for any bleed images. Advertisements are to be supplied as digital files to guarantee a better reproduction.

**All advertisements must be supplied to the correct size that is to appear in the magazine.**

A hard copy of your advertisement should also be faxed or posted so we can ensure your design is run out as you intended.

**PDF files must be saved in version 1.3:**

Total Area Coverage (TAC) not higher than 300%

(due to IsoWebCoated profile)

▶ No transparencies or dropped shadows

▶ No layers in files

▶ No bitmap font and not more than one master font

▶ No jpeg2000 or jbig2 compressed image in pdf

▶ 1 bit images resolution should be higher than 550dpi

▶ Other images resolution should be higher than 150dpi (ideally, higher than 250)

▶ Colours should be CMYK (no RGB or customs)

Please refer the **complete pass4press** brochure visiting [www.pass4press.com](http://www.pass4press.com)

Other accepted Apple Macintosh formats:

InDesign CS 3.0.1 | QuarkXPress 4.1 | Photoshop

4.0 | Illustrator 9.0.1 | Freehand 9

**Supplying data:** CD ROM or you can send files up to 10MB by email. For transaction above 10MB and up to 2GB you will need to use our **“sendfiles” system**. You will be required to email our production department to enable them to have an account set up for you.

**If you require any more information please**

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## WEEKLY EMAIL NEWSLETTER

Every Wednesday

We can now offer the superyacht industry two perfect market intelligence and promotional platforms: *Superyacht Business* magazine and *Superyacht Business* weekly e-mail newsletter

### How does Advertising on the newsletter work?

- Superyacht industry professionals digest news through the internet in the office and/or remotely.
- Your clients will be reading our news and your advert can appear right in the middle of these key industry stories.

### Advertisements in the Superyacht Business newsletter:

- Offer a proactive, time-sensitive and flexible form of promotion.
- Are Hyper-linked to your website increasing business traffic to it.
- Create great brand awareness as the message becomes familiar and is seen at regular intervals, every Wednesday.
- Complement print ads and offer great value for money promotion.
- Will help publicise a new product launch, the opening of a new marina or refit facility, new services or your presence at superyacht shows and events.
- Help you recruit top staff using the special recruitment ad position.



[www.superyachtbusiness.net](http://www.superyachtbusiness.net)

## CIRCULATION BREAKDOWN

Requested by 5 800 superyacht industry decision makers worldwide (as of 5th September 2011, source CheetahMail)

Circulation profile by business activity:	
<b>21%</b> Superyacht Boatbuilders <i>Power and Sail</i>	<b>4.5%</b> Marine Consultancy
<b>15%</b> Captains Engineers	<b>5.5%</b> Service/Maintenance/Refit
<b>5%</b> Equipment Suppliers	<b>3%</b> Manufacturer Engines
<b>8%</b> Yacht Designers Naval Architects	<b>6%</b> Yacht Brokers
<b>10%</b> Project Managers	<b>6.5%</b> Owners Owners Reps
<b>15.5%</b> Charter Management   Marina Management Harbour Masters   Sailmakers   Distributors/ Dealers   Marine Finance   Insurance Trade Associations	
Geographical circulation profile	
<b>65%</b> Europe	<b>8%</b> Australasia
<b>22%</b> USA, Canada, & Caribbean	
<b>4%</b> UAE/Middle East	<b>1%</b> others

## ONLINE ADVERTISING RATES

Size	2 weeks	4 weeks	Pixel dimension	Max file size	File type
<b>Leaderboard*</b>	€1485	€1980	600 x 90 pixels	25kb	Jpg or Gif (no flash)
<i>*Book four consecutive weeks and get four weeks free leaderboard advert on www.superyachtbusiness.net</i>					
<b>Skyscraper</b>	€745	€990	120 x 400 pixel	20kb	Jpg or Gif (no flash)
<b>Banner position 1</b>	€695	€925	468 x 60 pixel	15k	Jpg or Gif (no flash)
<b>Banner - other positions</b>	€545	€725	468 x 60 pixel	15kb	Jpg or Gif (no flash)
<b>Large button*</b>	€295	€395	120 x 120 pixel	10kb	Jpg or Gif (no flash)
<i>*Book four consecutive weeks and get four weeks free buttons on www.superyachtbusiness.net</i>					
<b>Recruitment or Special Announcement ad</b>	€525 for 2 weeks (4 weeks N/A)		Logo + 100 words of text		

# Contacts

## ► EDITORIAL

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## ► SUBSCRIPTIONS

To receive a free subscription to *Superyacht Business* magazine or to register for our free weekly e-mail newsletter simply go to: [www.superyachtbusiness.net](http://www.superyachtbusiness.net)

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