

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

CIRCULATION BREAKDOWN

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

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

ONLINE ADVERTISING RATES

Size	2 weeks	4 weeks	Pixel dimension	Max file size	File type
Leaderboard*	€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>					
Skyscraper	€745	€990	120 x 400 pixel	20kb	Jpg or Gif (no flash)
Banner position 1	€695	€925	468 x 60 pixel	15k	Jpg or Gif (no flash)
Banner - other positions	€545	€725	468 x 60 pixel	15kb	Jpg or Gif (no flash)
Large button*	€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>					
Recruitment or Special Announcement ad	€525 for 2 weeks (4 weeks N/A)		Logo + 100 words of text		