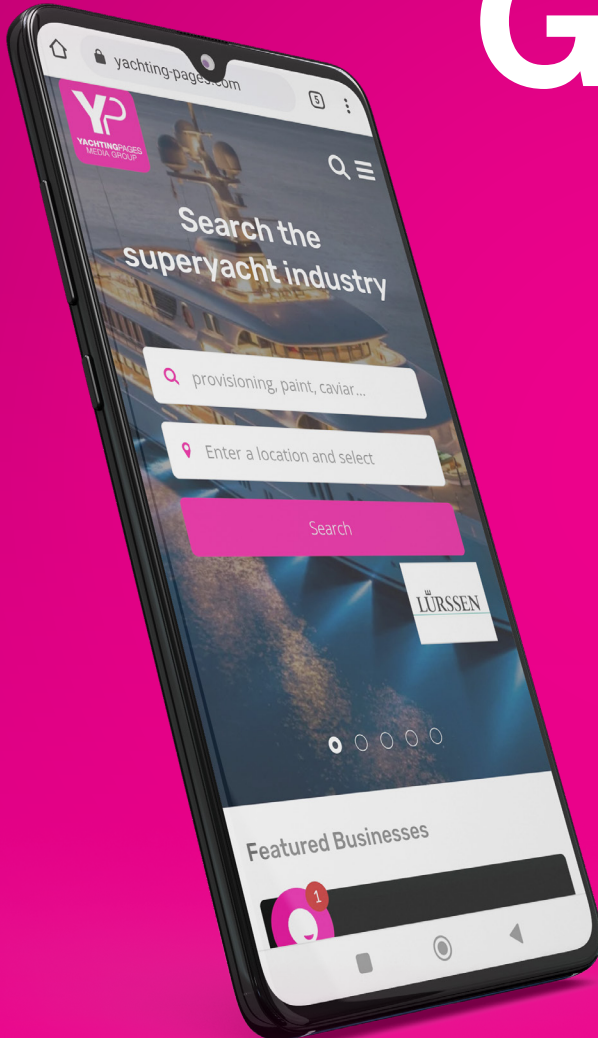




YP.COM MEDIA KIT  
2023/24

[WWW.YACHTINGPAGES.COM](http://WWW.YACHTINGPAGES.COM)

# LOOKING TO **CAPTURE** MORE BUSINESS OR **GROW** YOUR BRAND?



If you are looking to build a relationship with a team that can guide you towards your marketing and business goals, give us a call, check out our website, or visit our stand at any of the major boat shows. We can help connect you with buyers and suppliers within the superyacht industry.

**CONTACT US TODAY**

[info@yachtingpages.com](mailto:info@yachtingpages.com)



**GB** +44 (0)11 73 16 05 60  
**FR** +33 (0)4 89 73 32 82  
**ITA** +39 06 62 29 17 16  
**ESP** +34 871 97 00 01  
**USA** +1 954 636 3462

## ABOUT YPMG

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**YACHTINGPAGES** is an award-winning, trusted, world-leading brand providing products and services within the defined niche of the global superyacht market. We've been perfecting our product portfolio to help you grow your business for 20 years.

With a network of more than 26,000 ports, businesses, and events, **YACHTINGPAGES** is the largest superyacht resource hub for yacht crew in the world. Our established product portfolio meets the needs of both captains and crew in finding suppliers and services, and marine businesses in reaching their target market worldwide, delivering measured results.

Our clients return to advertise with us year after year, which is testament to the commercial success our work has achieved.

## AUDIENCE REACH

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**YACHTINGPAGES.COM** has an impressive annual reach with more than 2 million page views from (often identifiable) captains, crew, and industry professionals, and searches made by many of the leading businesses, shipyards, and superyacht decision-makers. We also have an equally extensive and active social media following across the big four channels.

**2.6M<sup>+</sup>**  
ANNUAL  
VIEWS

**614K<sup>+</sup>**  
ANNUAL  
USERS

**f**  
**9.3K<sup>+</sup>**  
FOLLOWERS

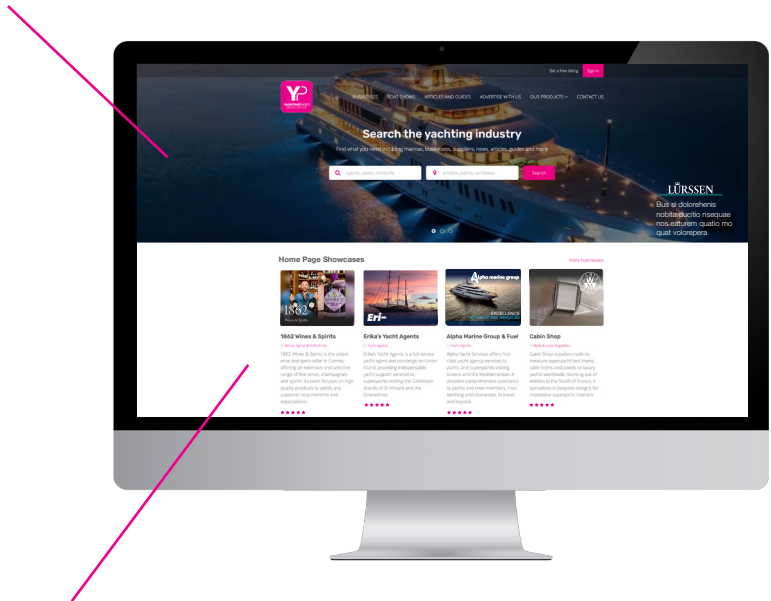
**t**  
**14.1K<sup>+</sup>**  
FOLLOWERS

**ig**  
**8K<sup>+</sup>**  
FOLLOWERS

**in**  
**8.2K<sup>+</sup>**  
FOLLOWERS

# HOMEPAGE OPTIONS

**Grab attention via our landing page.** Be seen by more than 500,000 visitors a year by investing in a **Hero Carousel**. Just 5 exclusive **Hero Carousel** spots are available per year, offering an unrivalled opportunity to showcase your company via an image, company logo, and a short caption which links to your website.



Alternatively, our new **Home Page Showcases** allow your existing **Showcase** to be spotlighted on our landing page. It represents a fantastic opportunity to drive awareness and promote your company to our highly engaged and active audience. There are only 12 positions available (on rotation)—and your business could be one of them.

As well as these exciting new opportunities, we continue to offer our industry-leading stable of superyacht advertising services. For inspiration, live examples of our **Super Showcases**, **Showcases**, **Mini Showcases**, **Featured Listings**, **Takeover Ads**, and **Banner Ads** can be viewed on our website, and our sales team can talk you through the analytics and performance metrics we can track to quantify your ROI.

Give us a call today to discuss driving real results for your business.

**CONTACT US TODAY** +44 (0)117 316 0560

# BUSINESS PROFILE OPTIONS



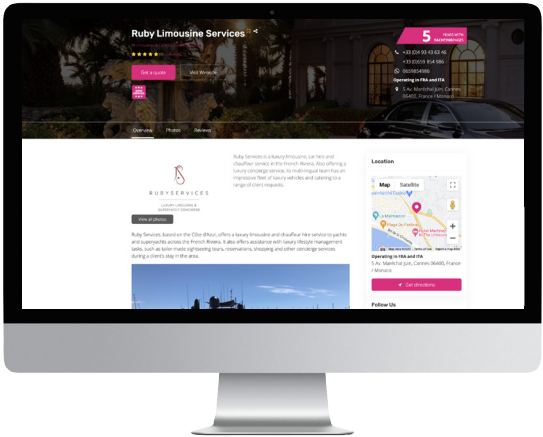
**SUPER  
SHOWCASE**

**FULL  
SHOWCASE**

**MINI  
SHOWCASE**

**FEATURED  
LISTING**

**FREE  
LISTING**



**SUPER SHOWCASE EXAMPLE**

CLICK [HERE](#)  
TO SEE A SUPER  
SHOWCASE ONLINE

# BUSINESSPROFILE INCLUSIONS

Features Included	FREE LISTING	FEATURED LISTING	MINI SHOWCASE	SHOWCASE	SUPER SHOWCASE
Search Results Ranking	LAST	FOURTH	THIRD	SECOND	FIRST
Business Logo			✓	✓	✓
Summary description <i>(up to 250 characters)</i>		✓	✓	✓	✓
Detailed description			✓ TRUE <i>(1,000 character limit)</i>	✓ TRUE <i>(450 word limit)</i>	✓ TRUE <i>(1,000+ word limit)</i>
Cover image			✓	✓	✓
Main contact details	✓	✓	✓	✓	✓
Main Phone Number ▲	✓	✓	✓	✓	✓
Additional Phone Number ▲			✓	✓	✓
Reviews (often visible on Google)	✓	✓	✓	✓	✓
Opening Hours	✓	✓	✓	✓	✓
Map		✓	✓	✓	✓
Keywords		✓	✓	✓	✓
In-Text Branding					✓
In-Text Images					✓
Image Gallery ▲				✓	✓
Video Gallery (YouTube, Vimeo)				✓	✓
Brochures/Documents ▲				✓	✓
Social Media Feeds (Facebook, Twitter) ▲				✓	✓
Website Backlink ▲		✓	✓	✓	✓
Email Contact Form ▲	✓	✓	✓	✓	✓
WhatsApp Messaging ▲				✓	✓
Publishing Of Relevant News Stories		✓	✓	✓	✓
Article Participation		✓	✓	✓	✓
Article Association				✓	✓
Support		★	★★	★★★★	★★★★★

▲ Trackable

# BUSINESSPROFILE INCLUSIONS

## SEO (Optimisation on Google, Bing etc)

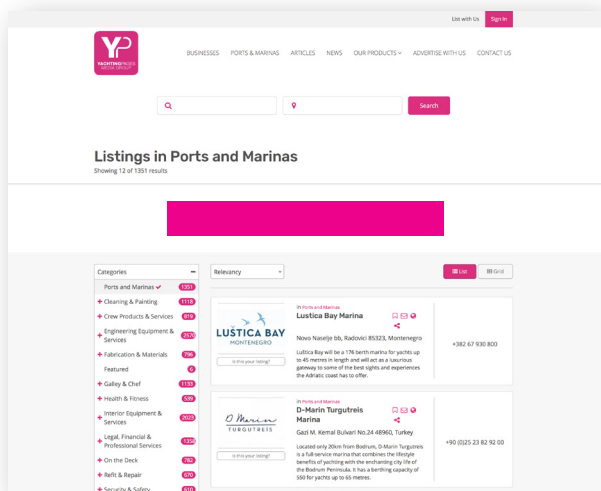
	FREE LISTING	FEATURED LISTING	MINI SHOWCASE	SHOWCASE	SUPER SHOWCASE
Bespoke Google optimised summary and description text			✓	✓	✓
Key SEO business information including page title & meta description		✓	✓	✓	✓
Category level keywords		✓	✓	✓	✓
Bespoke business keywords		✓	✓	✓	✓
Custom alt tags and image descriptions				✓	✓
Enhanced Schema for improved Google search results				✓	✓
SEO Support		★	★★★	★★★★	★★★★★

## Additional Marketing

Regular addition of keyword rich content articles		✓	✓	✓	✓
Category promotion on social media		✓	✓	✓	✓
Category promotion on Facebook Yacht Crew Groups		✓	✓	✓	✓
Category promotion using PPC Google ads		✓	✓	✓	✓
Category promotion using Email marketing		✓	✓	✓	✓
Facebook & Instagram advertising to promote Categories		✓	✓	✓	✓
Monthly Newsletter to Captain & Crew Database driving web traffic		✓	✓	✓	✓
Ongoing Organic SEO, page optimisation and keyword management		✓	✓	✓	✓
PR - ongoing YP PR & backlinks driving traffic		✓	✓	✓	✓
Cross promotion throughout our printed directories & YPD delivery service		✓	✓	✓	✓

\*than previous package

# ADVERTISINGBANNER OPTIONS



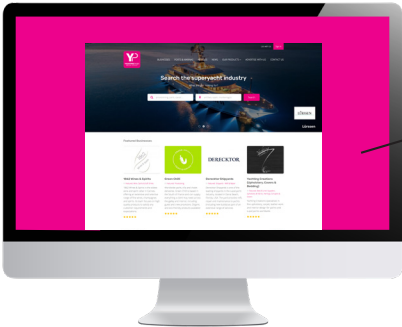
- **CATEGORY BANNER**  
728 X 90
- **CONTENT BANNER**  
728 X 90
- **GLOBAL BANNER**  
728 X 90
- **NEWS BANNER**  
728 X 90
- **NEWSLETTER BANNER**  
728 X 90

## LÜRSSEN GLOBALBANNEREXAMPLE





# TAKEOVER OPTIONS

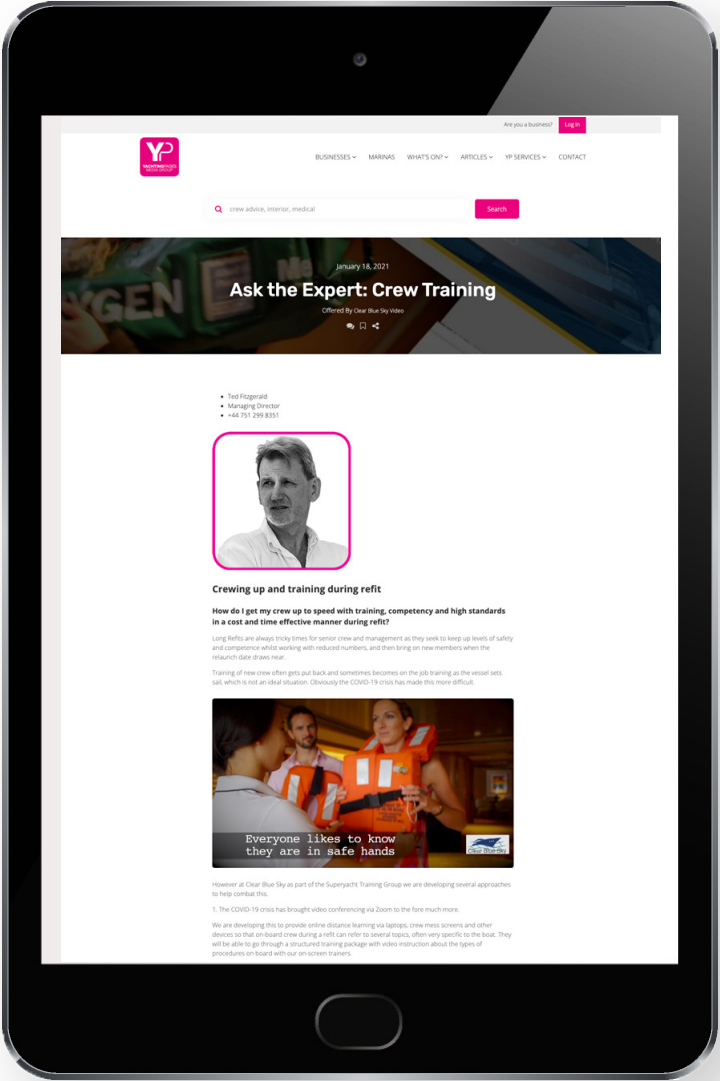


TAKEOVER AD  
2500px x 1420px



TAKEOVER AD  
EXAMPLE

# ASK THE EXPERT OPTIONS



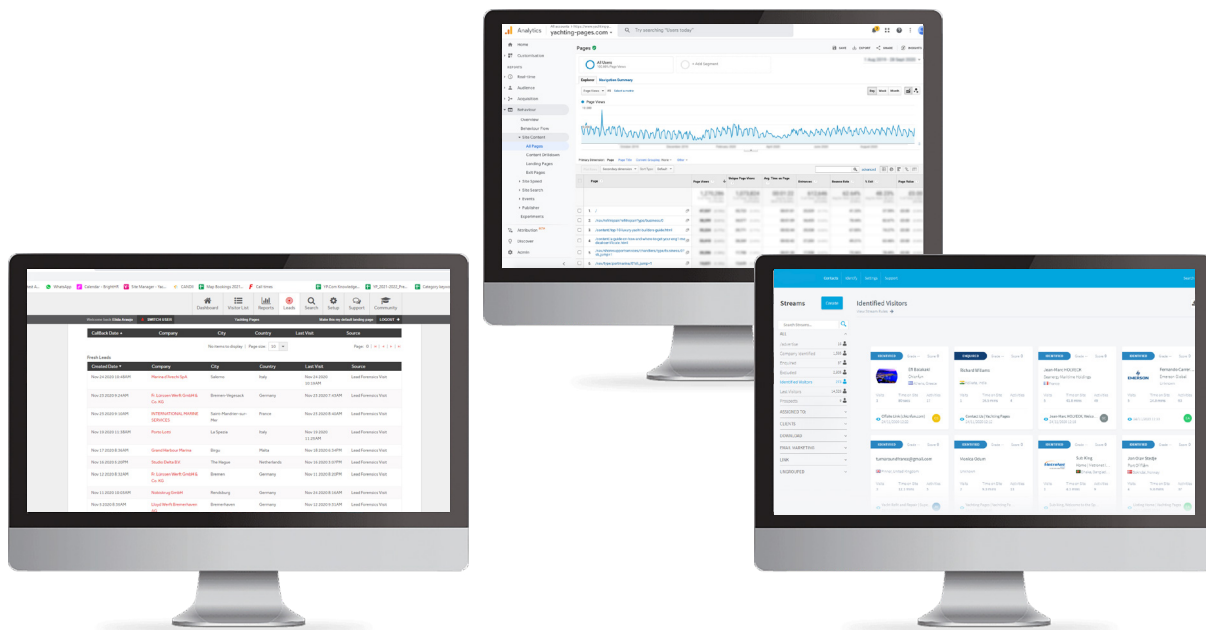
ASK THE EXPERT  
SPONSORED PAGE



CLICK **HERE**  
TO SEE AN  
EXPERT PAGE

# USER INTELLIGENCE TRACKING

Utilising specialist paid-for tracking tools, we can identify a number of users who are visiting our website—including when they land on your advert. The detailed information the tools provide allow us to track a user's place of work, how often they visit the website, and their activity once they arrive. This data allows us to enlighten you on the industry professionals who view your advert on **YACHTING PAGES**.



The tracking doesn't just show us the businesses viewing your advert; it can also tell us the individual in question and their job role.



Some of the shipyards that use **YACHTINGPAGES**

**SUPERYACHT INDUSTRY MARKETING**

PPC (GOOGLE ADVERTISING)

**SEO** EMAIL **PR**  
CAMPAIGNS

**ON-BOARD BRAND DELIVERY**

SOCIAL MEDIA  
MANAGEMENT

**DIRECTORIES**

**BRAND IDENTITY AND DESIGN**



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