

Targeting Shipyards · Captains · Project Managers · Owners · Designers · Yacht Managers · Senior Industry · Marinas · Lawyers



The Superyacht REPORT

TRUTH • OPINION • KNOWLEDGE • IDEAS AND EXPERT INDUSTRY ANALYSIS

The definitive superyacht industry magazine.
Delivering truth, opinion, ideas and expert industry analysis.

The Superyacht Report is not sold in shops, it is sent directly to the yachts and desks of known industry professionals, offering our advertisers the purest audience and best value possible.

The Superyacht Report is an indispensable business magazine which gets to the heart of the issues affecting the superyacht market today. Advertise within *The Superyacht Report* and reach a pure target audience with huge spending power.

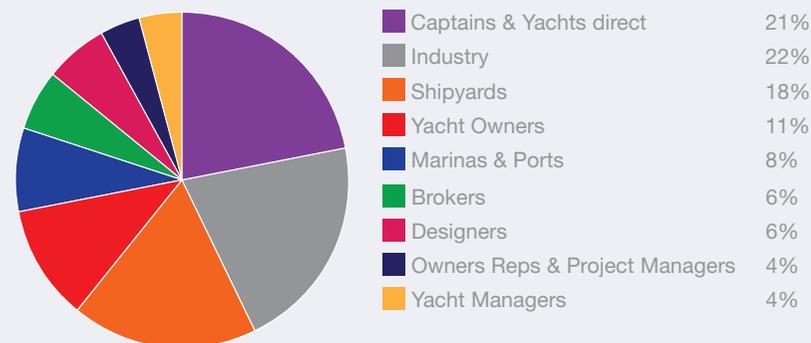
In print

Distribution

- Published **nine times a year**
- Print run: **16,000**
- **Worldwide** distribution
- Promotional copies: **up to 3,000 per show**
- Digital readership: **Approximately 10%** of SuperyachtNews.com's **33,500 unique visitors** per month download *The Superyacht Report* online

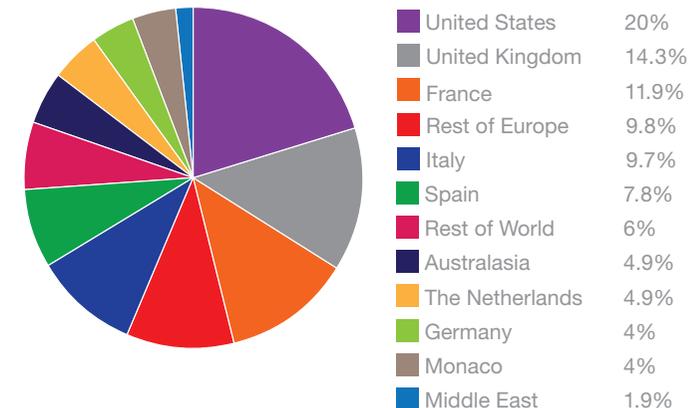
Buying Audience

Shown as a % of **16,000 print run**



Geographical Breakdown

Shown as a % of **16,000 print run**



In print

“The only publication I put in front of the boss.
And the only publications I put value in and
appreciate.” Anthony Hodgson, M/Y *Endless Summer*

Distribution Schedule

Issue	Editorial Focus	Advertising Deadline	Publication Date	Boat Shows/Events
The Annual Report 2014 (Jan/Feb)	The Annual Report The Superyacht Intelligence Global Order Book, Statistics & Analysis	19/12/2014	30/01/2015	
March/April 160	The Refit and Coatings Issue Refit, Materials, Coatings & Finishes	30/01/2015	27/02/2015	Antibes Yacht Show, MYBA Charter Show
May 161	The Captains' and Managers' Issue Bridge, Communication, Operation & Security	10/03/2015	07/04/2015	
June 162	The Owners' & Guests' Issue Chartering, Marinas, Agents & Interiors	13/04/2015	11/05/2015	SuperyachtDESIGN Week
July 163	The Shipyard Issue New Build Shipyards, Project Management & Subcontractors	15/05/2015	12/06/2015	
August/September 164	The Technology Issue Engine Room, Power & Propulsion, AV, Lighting, Tenders & Toys	19/06/2015	17/07/2015	
October 165	The Sale and Purchase Issue Brokerage, Charter, Marketing, Boatshows & Emerging Markets	03/08/2015	31/08/2015	Monaco Yacht Show
November 166	The Business Issue Law, Tax, Finance, Flagging, Regulation & Insurance	18/09/2015	16/10/2015	Fort Lauderdale International Boat Show, Global Superyacht Forum, METS & Pinmar Golf
December 167	The Production Builders Issue The State of the Production & Semi Production Build Market, Statistics & Analysis	30/10/2015	Fri 27/11/2015	Antigua Charter Show

“Lürssen is delighted to be associated with premium yachting magazine *The Superyacht Report*, which has grown into an opinion leading magazine” Sylke auf dem Graben, Lürssen

In print

Rates



- **Double page spread** @ £5,650
- **Full page** @ £3,200
- **½ page** @ £1,700
- **¼ page** @ £975

Prices are based on your advert appearing as run of paper. For specific positional guarantee contact your account manager.



Bespoke Options

Bespoke marketing solutions, including **direct mail targeting, advertising fold-outs and cover wraps**, are available on request.

TheSuperyachtReport.com is the complementary website to *The Superyacht Report* magazine. Users can catch up on select content and read all the extras not printed in the magazine anytime, anywhere.

Online

TheSuperyachtReport.com
3,000+ unique monthly visitors

Rates
(Advertising package)
@ £300 per month

- **1 x horizontal banner** rotating at random across **all pages** of TheSuperyachtReport.com
- **1 x skyscraper banner** rotating at random across **all pages** of TheSuperyachtReport.com





“*The Superyacht Report* is an important part in the Amels marketing chain. We have a very long and positive relationship.”
Victor Caminada, Amels

For more information



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For all Superyacht Group media kits:

www.thesuperyachtgroupmediakit.com/mycampaign

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