

A solid red square containing the company name in white serif font.

The Superyacht Group

INFORMED . INTELLIGENT . INTERACTIVE

Introduction from the Chairman



Having recently finalised the The Superyacht Group's strategic plan for the next four years, we are confident in our position as the most valuable partner for any company wishing to build their business through strategic marketing, targeted customer engagement and unique market insight.

Central to our plan is an upgraded data, insight and information network. We've invested in our portfolio to create two high quality print magazines – The Superyacht Report and The Crew Report – and three digital platforms that are unique and unrivalled in their approach: SuperyachtNews.com, SuperyachtIndex.com and SuperyachtIntelligence.com. This streamlined portfolio delivers more for less: less duplication, less confusion and less waste.

The new focus is on our audience: who they are, what influence and decision making power they hold and how they engage with and consume the information we provide.

The future of our business is about how we work with you to add value and deliver improved results through effective and efficient strategic partnerships and dynamic campaigns.

We look forward to working with you for a better and stronger future, together.

A stylized, handwritten signature in black ink, consisting of a series of loops and sharp angles, representing the name Martin H. Redmayne.

Martin H. Redmayne

Our Mission & Objectives

We have a series of core objectives and a mission that will drive our business for the future and deliver the most valuable partnerships with our clients, both new and existing;

Mission

To provide valuable information, intelligence and interactive experiences for the most powerful network of decision makers, influencers and advisors in the superyacht sector and therefore provide the best value opportunities for our partners to communicate and engage with the same network.

Objectives

- To build and manage the most valuable network of advisors, buyers and influencers.
- To provide this network with the best quality information channels and events.
- To ensure that every buyer of superyachts, equipment and services is fully engaged with our portfolio.
- To be recognised as the most respected and renowned team of analysts and journalists in the market.
- To always be focused on delivering the best customer journey for our complete portfolio.
- To make sure our partners and clients meet their objectives and connect with their most relevant target audience.

The Superyacht Market

The Market Place

3,500+ superyachts (yachts over 30m)

Our core audience focus is the active fleet delivered in the past 20 years.

Annual average operating budget: €3,000,000

Each year superyachts spend an operating budget, on a whole host of products and services, ranging from €800,000 to €15,000,000 per annum, depending on size and pedigree.

140+ new build projects delivered per annum

Ranging from 30m LOA to 160m+

120 active new build yards

We engage with all shipyards but focus on the primary yards who are consistently delivering.

180 active refit & repair yards

These range from dedicated yards to commercial yards who offer superyacht services. Projects range from warranty and service contracts to major refits and extensions.

1,500+ superyachts: the ageing fleet

Some of the fleet is older than 30 years and in many cases are not operating, employing, investing or migrating.

The Audience

An intelligent business plan relies on understanding your audience of new and existing clients, communicating with them directly, and in a language that excites and engages them.

Note: The new portfolio is offered as part of a VIP Complimentary Subscription, therefore these numbers are fluctuating on a daily basis as our Buyer Audience grows, but these are the primary targets we are investing in, to deliver the right audience to the right product or service.

A campaign with The Superyacht Group offers you direct access to an audience with unrivalled purchasing power in the superyacht market, including:

3,700+ active Captains	500+ Designers & Naval Architects
2,800+ Chief Engineers	500+ Lawyers and Professional Advisors
2,500+ Chief Officers	500+ Family Offices
1,800+ Superyacht Owners	500+ Corporate Service Providers
8,000+ Senior Crew	500+ Marina Management
1,000+ Shipyard Management & Project Managers	200+ Government offices
800+ Owners Representatives & Advisors	
700+ Potential Owners and Charter Clients	45,100+ Decision makers, buyers, Influencers and advisors
600+ Brokers and Consultants	
500+ Superyacht Managers	
20,000+ other Crew	

Our promise to you

Our future strategy is based on a clearly defined and open partnership with our clients.

We want to know everything there is to know about your business, so we can support you with the best advice and strategic ideas that fit your needs. We will not just sell you something because it's in our portfolio. Some clients never want or need to advertise or market themselves conventionally, but we understand that you may need some unique insight or research that will help you understand where you are heading or what may need to change.

- We want to make your investment in our portfolio work effectively.
- We want your money to work harder for you and deliver extra added value.
- We want to help grow your business and make sure you reach new customers.
- We want you to understand that we are here to guide, advise and help.
- We promise not to sell something you don't need.
- We want to build a trusted partnership for the future.
- We want to meet you to get to know how your business operates.
- We want you to meet our whole team and not just a sales rep.

Portfolio

Having reviewed our portfolio over the past few months and observed how the media landscape needs to evolve, we have made the strategic decision to merge our print and digital portfolio into a much more focused, expert and effective portfolio that will deliver the best quality to our market, in terms of information, intelligence and interaction.

The Superyacht Report

The Evolution

The new Superyacht Report comprises an intelligent amalgamation of our print media channels, where we deliver one excellent print magazine with clearly defined sections that allow readers to consume information more efficiently and our marketing partners to engage our audience more effectively. The sections now comprise, Business, Technology, Fleet, Ownership, Design, Operations & Buyer and will therefore allow advertising to be served in the most relevant and smart way.



The Mission

With a team of 15 full-time journalists and market analysts, all linked with a vast network of contacts and experts throughout the industry, we deliver a magazine that provides expert opinion, trusted insight and the most topical and intelligent information that can be used for any decision making process. Our print media channel, The Superyacht Report is driven by the mantra “A Magazine Worth Reading”.

Issue number	Month	Deadline
176	March/April	20/02/17
177	May	17/03/17
178	June	12/04/17
179	July	16/05/17
180	August/September	15/06/17
181 (MYS)	October	02/08/17
182 (FLIBS)	November	01/09/17
183	December	19/10/17

THE AUDIENCE

Our strategy has evolved to ensure that every buyer or advisor with a significant level of influence will be eligible to receive The Superyacht Report with our compliments. Owners, Charter Clients, Potential Owners, Captains, Managers, Builders, Brokers, Repairers, Advisors, Lawyers, Designers, Senior Crew and Owners Representatives will all be able to receive the magazine free of charge. This will guarantee one of the most valuable and powerful audiences in the market, with absolutely no wastage.

The Rates

As a guide, a single Full Page Full Colour is £3,450 per insertion; however, if you would like to discuss a strategic campaign across our portfolio in order to reach the best target audience, please contact your Account Manager so they can work with you on the best value partnership and the right level of investment.

The Crew Report

The Evolution

Our research told us that today's superyacht crew favour educational and career-focused content. With its team of 15 full-time journalists and market analysts, The 'new' Crew Report will build upon its position as the market's only magazine for crew, providing informative and advisory content to crew at all stages of their career. Alongside the Crew section of SuperyachtNews.com, the magazine will now comprise six dedicated sections – Captains, Deck, Engine Room, Interior, Galley and Career.



The Audience

The 'new' Crew Report is maintaining its strong relationship with captains via its dedicated Captains' section, as well as broadening its reach by creating sections dedicated to all on-board departments - Deck, Engine Room, Interior and Galley - as well as its own Career section.

A significant investment into our global distribution for 2017, including a renewed focus on the USA, means the magazine will be more visible to superyacht crew all over the world.

Issue number	Month	Deadline
81	April/May (Relaunch issue)	29/03/17
82	August/September (MYS)	12/07/17
83	October/ November (FLIBS, Antigua)	22/08/17

(2018 will have an additional issue in February/March)

ONLINE

Superyacht crew from all departments can find The Crew Report's online content at SuperyachtNews.com/Crew, split into sections for respective on-board departments. Each section will directly pull the latest department-specific jobs and training courses from SuperyachtJobs.com.

SuperyachtJobs.com

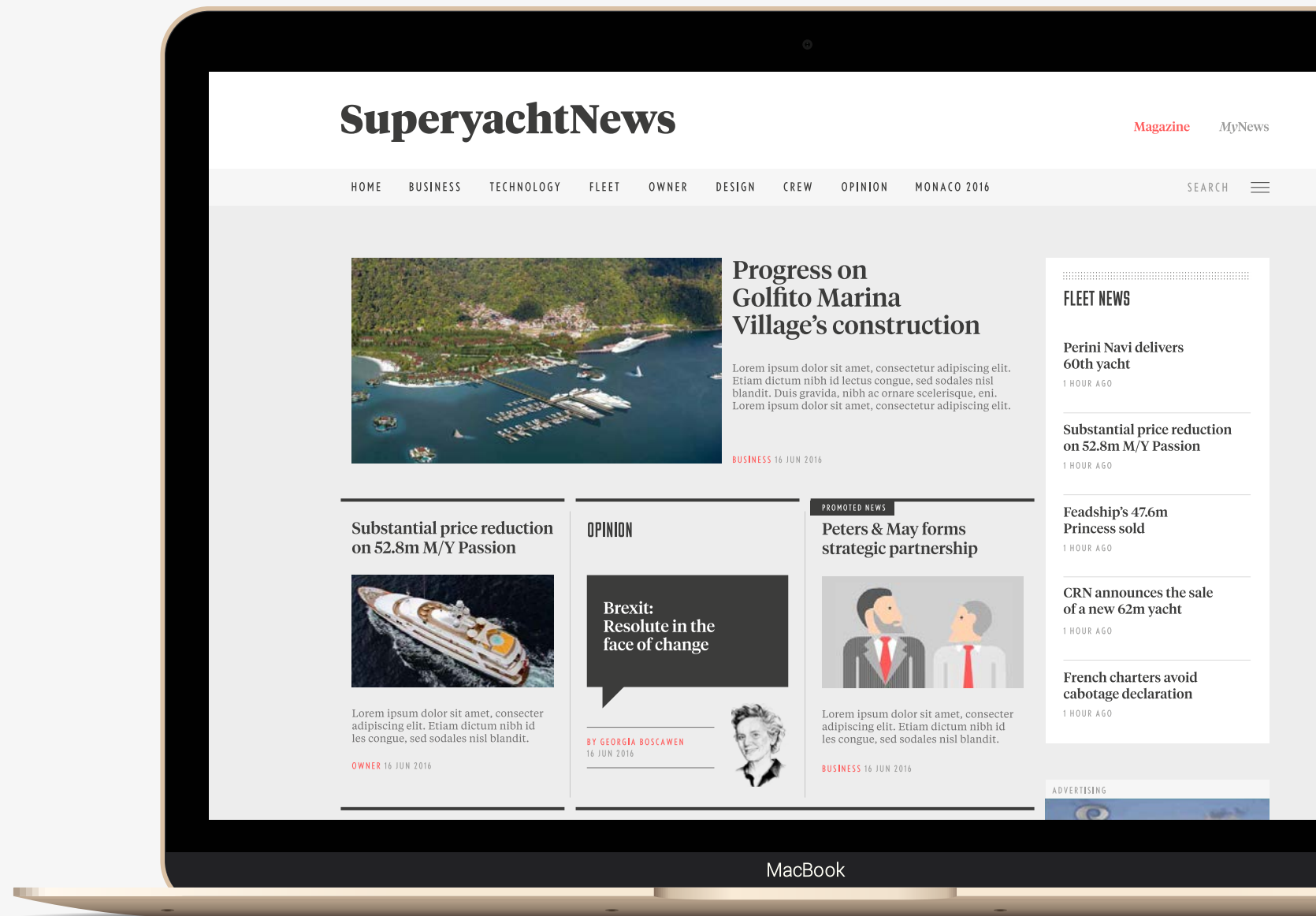
Offering the latest jobs and training courses to its 20,000+ unique visitors, SuperyachtJobs.com is the leading website for recruiting superyacht crew. SuperyachtJobs.com will be relaunched in the second half of 2017.

Packages comprising a 12-month print and online campaign start from £1,200. SuperyachtJobs.com packages start from £100 pcm.

Superyacht News

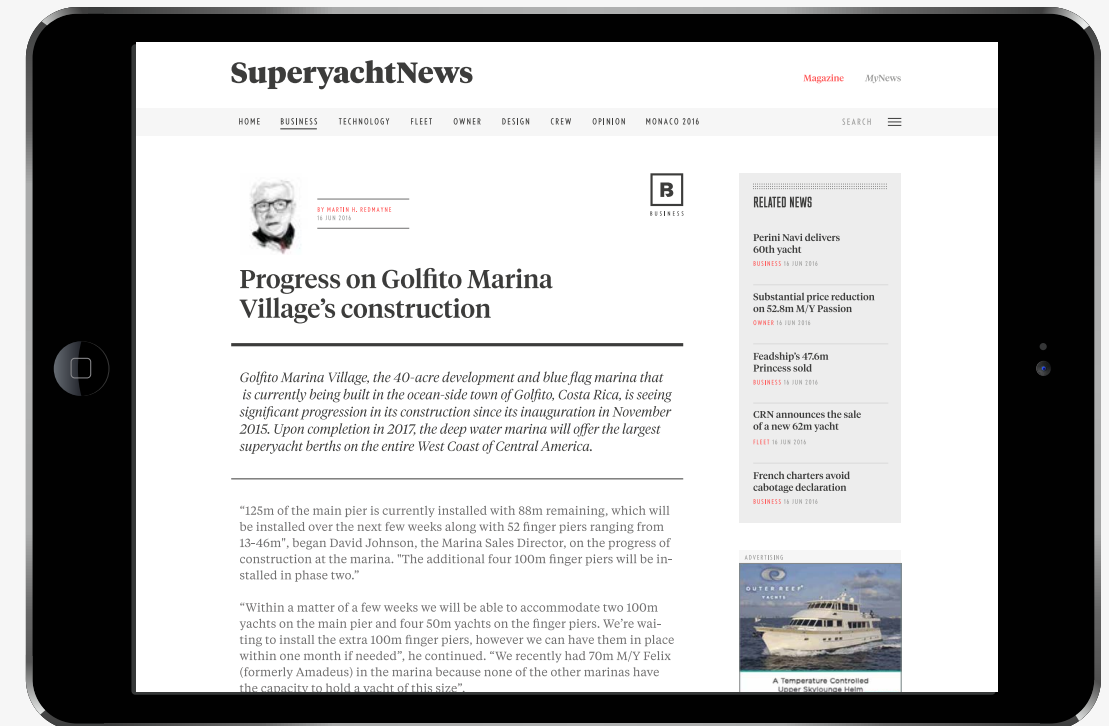
The Evolution

The evolved website now will amalgamate the content from the group's existing websites into one exceptional central online portal, serving news and content to all sectors of the market. This offers users a unique website experience where they can explore content from all sides of the market and tailor the news they read to their own personal preferences. In turn, the new website can now serve banners to clearly defined sectors of the market with a new level of sophistication.



The Mission

The internet is flooded with information and data that is chaotic, random and in many cases inaccurate. We have invested in the new SuperyachtNews.com in order to become the most intelligent, informed and interactive website in the market, where only high quality journalism and opinion is available, so that the best quality audience is engaged and consumes the insight on a daily or weekly basis, in a way that is designed to ensure that each user can enjoy their own personal experience and therefore find the information they want more efficiently.



THE AUDIENCE

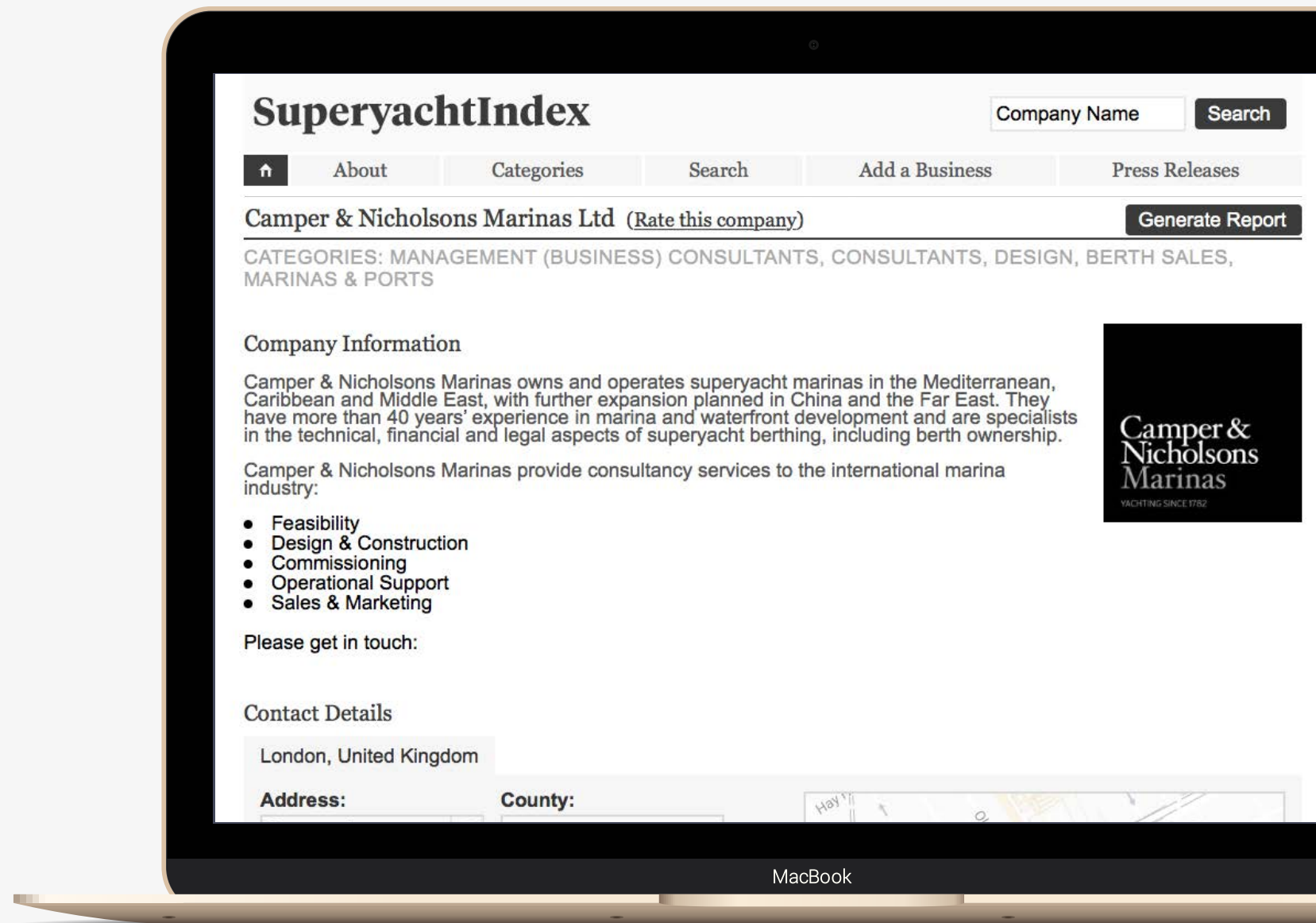
It is no longer about how many people visit a news website but more about who and why they visit a news website. This is the driving force behind the audience engagement and development of the new SuperyachtNews.com, where we are confident that by generating the best journalism and candid opinion, we will attract the most valuable audience who are looking for quality and not quantity.

The Rates

As a guide, the rate for one month campaign ranges from £1,200 per month for premium spaces (delivering 30,000 impressions at a rate of £40 CPM) - £360 for a more targeted approach spaces (delivering 12,000 impressions at a rate of £30 CPM). However, due to the interactive and custom nature of our Ad Server, we can create fully customised campaigns to engage your target audience, based on sections, budgets, buyer segments and subjects within SuperyachtNews.com. To discuss our unique campaign opportunities please contact your account manager.

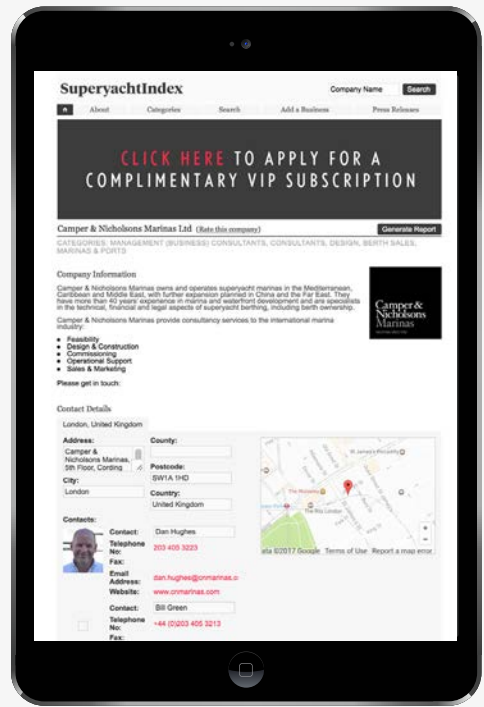
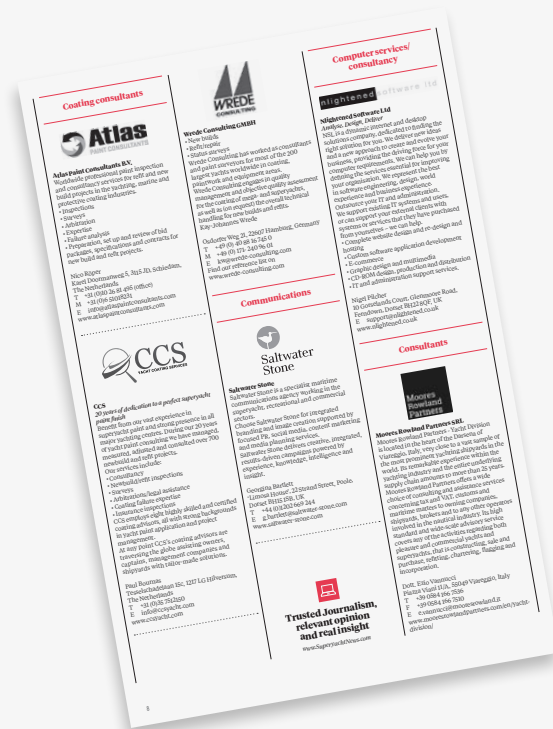
Superyacht Index

A comprehensive business directory, in print and online, of over 5,000 companies actively operating in the superyacht industry today.



The Mission

To be the most reliable digital source of company and product information on suppliers, shipyards and service companies in the superyacht sector. A digital directory that will allow any buyer to find a key suppliers or service providers wherever they are in the world. It is the essential buyers guide for anyone who needs to source new suppliers, subcontractors, service companies or have access to instant information on new products.



THE AUDIENCE

All buyers of products and services in the Superyacht sector have full and unlimited access to SuperyachtIndex.com. Your Index profile will also be listed in the aft section of The Superyacht Report delivering this dynamic print audience (see data).

The Superyacht Report: 16,000 copies per issue.

SuperyachtNews.com: 46,000 unique monthly visitors.

SuperyachtIndex.com: 7,000 unique monthly visitors.

The Rates

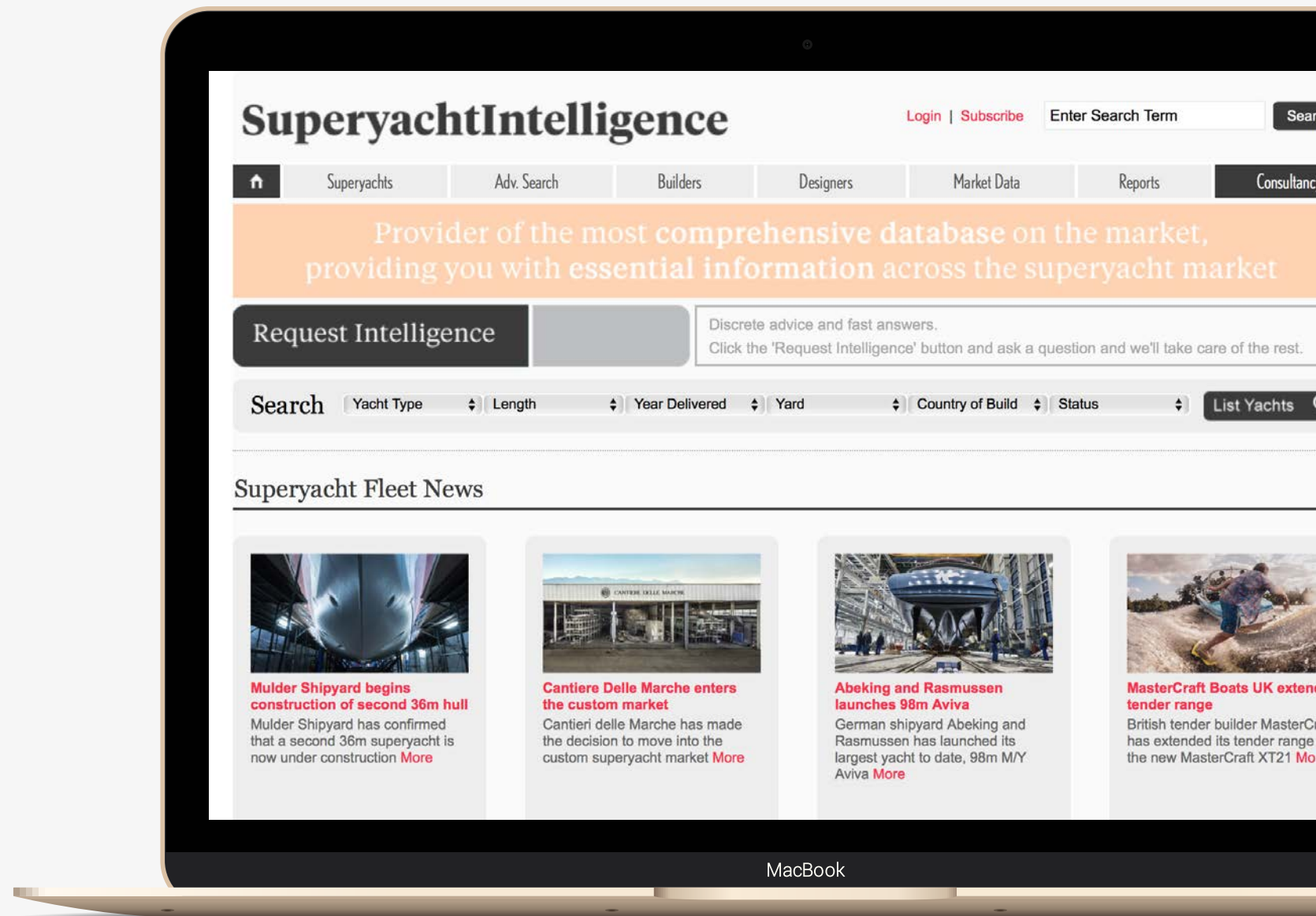
The Full Index listing online and in print is £3,000 per annum, including full access to our online PR tool. The online only Index listing is £1,200 per annum, including full access to our online PR tool.

ONLINE PR TOOL

This function allows companies to publish their news, press releases & PR directly onto SuperyachtNews.com & superyachtIndex.com, offering you a direct line of communications with the industry.

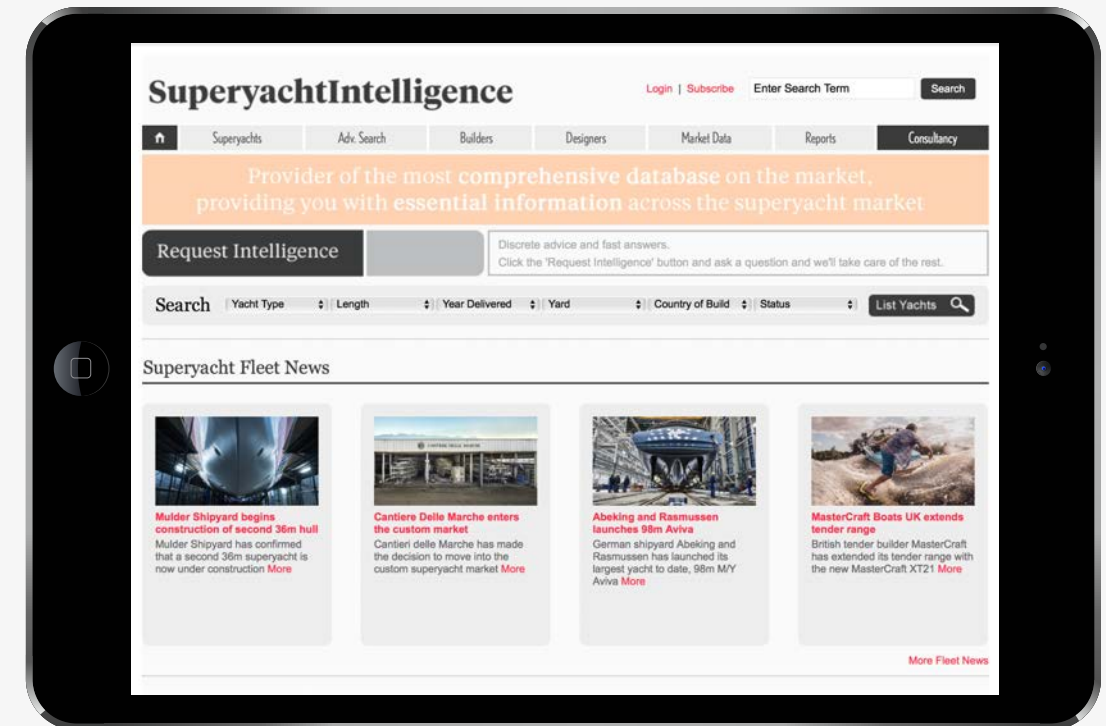
Superyacht Intelligence

The most accurate and reliable source of data in the Superyacht market. Superyacht Intelligence serves the industry with a central website portal delivering statistics on all yachts in build, and within the global fleet. The Superyacht Intelligence agency also publishes three Annual Reports, as well as offering a unique service helping companies with bespoke market intelligence, research, analysis and industry insight.



The Mission

To be recognised as the most trusted and respected provider of business critical information and intelligence for all sectors of the superyacht market.



THE AUDIENCE

Governments, Shipyards, Captains, Lawyers, Insurance Companies, Marina Owners, Banks, Investors, Superyacht Owners and a wide range of Suppliers and Contractors all subscribe to our Superyacht Intelligence services.

The Rates

As a guide, a single Full Page Full Colour in one of The Superyacht Annual Reports is £3,450 pya insertion; however, if you would like to discuss a strategic campaign across our portfolio in order to reach the best target audience, please contact your Account Manager so they can work with you on the best value partnership and the right level of investment.

THE INTELLIGENCE

Our superyacht information is researched, gathered and analysed by a team of full-time analysts and researchers who are focused on delivering the most valuable information available. It is not limited to just yacht data, but includes marina intelligence, refit activity, migration data, annual spend, customer behaviour and market attitudes and trends.

The Superyacht Annual Reports

For the past decade we have delivered the most accurate and valuable new build market report that provides detailed intelligence on shipyards and their current delivery activity and order book. For 2017 and beyond this portfolio will expand to include The 'new' Superyacht Annual Reports focused on the refit, tender and toys and marinas sectors

2017 Schedule

The Superyacht Annual Report: New Build – February

The Superyacht Annual Report: Refit – July

The Superyacht Annual Report: Tenders & Toys – September

The Superyacht Annual Report: Marinas – November



THE CONSULTANCY

In the past 3 years we have been asked to conduct over 40 specific intelligence research projects for Governments, Shipyards, Marinas, Suppliers and more recently Owners on a variety of consultancy projects, ranging from brand perception, to market forecasting and due diligence through to migration and consumer spending habits. This service is available to any company or individual who needs to know more about the market and how they can re-position their company or understand the market and gain a competitive advantage.

The Subscription Packages

An annual subscription to SuperyachtIntelligence.com is £250 per annum including single copies of The Superyacht Annual Reports published in the same 12-month period, as well as online access to occasional Special Intelligence Reports .

Superyacht Events



For over 20 years, The Superyacht Group's events division has successfully organised, hosted and delivered some of the most powerful and respected conferences, meetings, networking opportunities in the industry.



From small gatherings of CEOs or Tax Advisors, to Brain Storms and Customer Think Tanks that shape the industry, all the way through to the industry's largest and most important event, the Global Superyacht Forum, taking place every November in Amsterdam. It is the mission and objective of the Superyacht Events division, to deliver most valuable and topical meetings of buyers, influencers and advisors in order to shape and improve the way our industry evolves and grows. For more information on any of our events please visit www.superyachtevents.com.

Portfolio Summary

The Superyacht Report

8 issues annually
Print run 16,000 per issue

SuperyachtIndex.com

14,000 unique monthly visitors

Superyacht Events

Over 2,500 delegates hosted in 2016

SuperyachtIntelligence.com

4,000 unique monthly visitors
Over 6,000 yachts listed
461 concepts
5,200 in the global fleet
348 in the global order book

The Superyacht Annual Reports

New build . Refit . Tenders & Toys .
Marinas

Total Social Media audience

Facebook, Twitter, LinkedIn, Instagram.
Total: 90,000+

SuperyachtNews.com

46,000+ unique monthly visitors

SuperyachtNews.com Weekly bulletin

24,000 subscribers

The Crew Report & Superyacht Jobs.com

4 issues annually
Print run 8,000 per issue
36,000+ unique monthly visitors to
SuperyachtNews.com/Crew
20,000+ unique monthly visitors to
SuperyachtJobs.com

About us

Who are we?

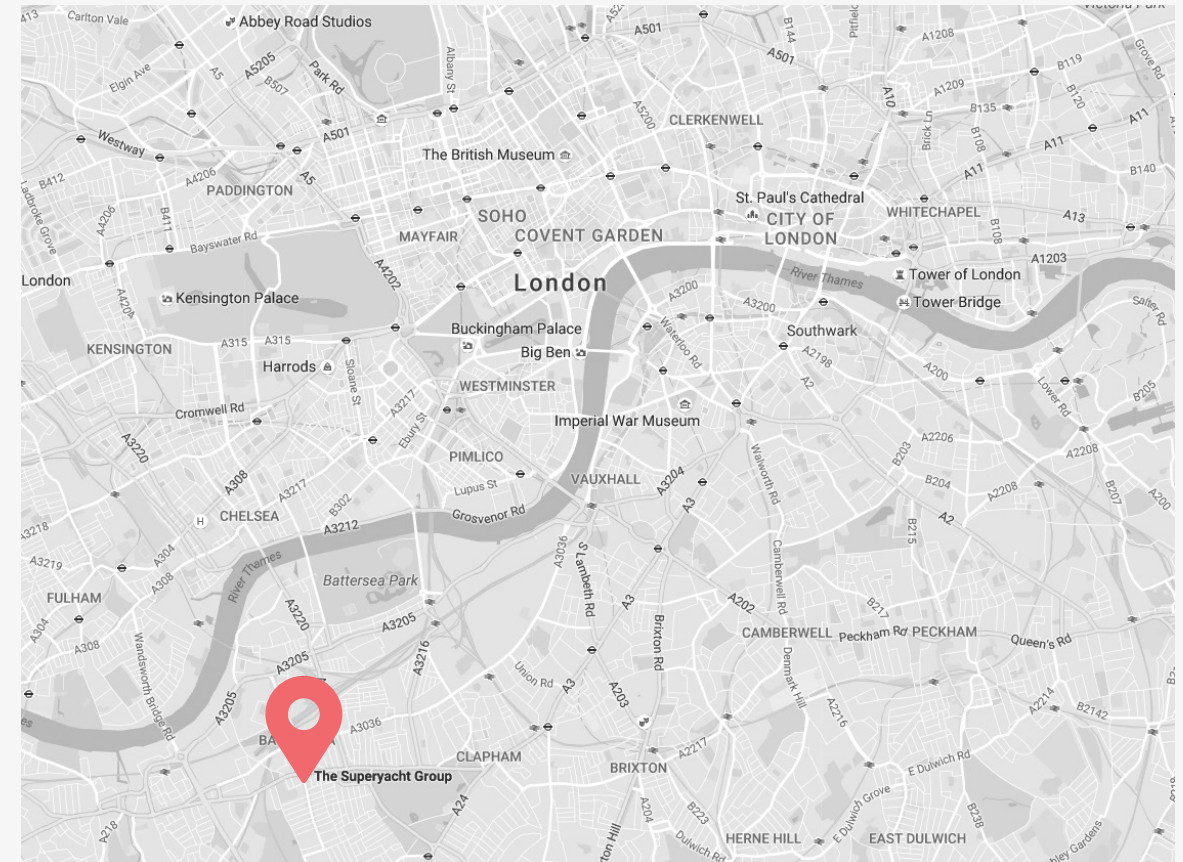
The Superyacht Group is one of the few privately owned, fully independent media businesses in the sector.

However, we have decided that we do not want to be labelled a media or magazine company but more a market insight and information provider. Our business is built around the core values of excellent customer service, high quality journalism and intelligence and a rare passion to deliver the best products and services we can, for our audience and partners.

Our newly refined and refreshed portfolio is there to ensure that all buyers and their advisors interact with our information, insight, opinions and intelligence on a daily basis, as they know it can be relied on and be trusted as the best in class. Over the past 25 years we have evolved, grown, changed course and added new initiatives to our portfolio, in order to serve the market and stand out from the crowd of other media companies. We love Superyachts and our diverse team of journalists, editors, account managers, analysts, marketers, support staff and researchers all strive for excellence in everything we do.



Where are we?



The Superyacht Group's headquarters are based in London in the cool, relaxed and fun part of this powerful city, known as Northcote Road.

A dynamic social hub of bars, restaurants, culinary artisans, sandwiched between two vast green parks and connected to the world through fantastic transport links to the airports and rail networks of London that allow any of our team to jump on a plane within a hour from their desk.

However, our team is constantly travelling the globe to meet partners, attend and host events or to visit shipyards and major yachting hubs, from Seattle to Singapore and New Zealand to New York and everywhere in between. We have journalists in key locations in Italy and Palma Mallorca, with plans to have a more permanent operation in Asia and the USA for our future strategic plans. Next time you're in London please stop by and we will entertain you at anyone of the coffee or wine bars that are within a few seconds of our front door.

Contact us

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