

Colin Squire Publishing

Rate Card and Media Information

2017



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PHOTOGRAPHY: COLIN SQUIRE

Targeted marketing at its best

Your link to Captains, Owners, Industry and Crew



Targeted brochure delivery to the world's finest yachts

For more information visit www.Yachtfile.com

I am sure you produce Brochures, Newsletters, Books or Electronic media as a part of your marketing mix and I am sure YachtFile, conceived way back in 1994 to get this media onboard the world's finest yachts, has to be of interest to you. Many Owners, Captains & Crew never, or rarely make it to a yacht show, many will never see your online presence, being in a YachtFile guarantees that your promotional media arrives into the hands of the people that matter, to help make your business grow there is no better way to reach them with your message than with YachtFile and its professionally targeted delivery.

Our YachtFile database is live, current, it's there on the dock, in a shipyard or at anchor, yes we even take tenders and deliver to yachts at anchor, the crew love to see us, they love to receive a YachtFile pack, as do many Owners.

During 2017 we will deliver 5600 YachtFile packs to approximately 3400 different yachts. In April our Spring delivery to 1800 yachts (100 of these packs will be distributed from racks at the London Yacht, Jet & Prestige Car Show) just before the Mediterranean summer season begins, is perfectly timed to get a message to yachts before they begin cruising.

In August we again deliver 1800 packs to yachts, perfectly timed, as many Owners are onboard their yachts and the refit season is just around the corner.

We then have our Monaco - YachtFile pack, the 1500 packs have been a feature of the Monaco Yacht Show for 20 years now and we deliver, as at the 2016 event, over 700 packs to yachts between Marseilles and Genoa, including all yachts at the show and at anchor, mostly before the show begins. The remaining packs are distributed from our unique racks at the show itself. Our clients did not just reap the rewards from getting their information distributed in a YachtFile at the world's most prestigious Superyacht show, to its visitors and Superyachts, they also benefitted from getting their message to all of the yachts along the coast, a massive bonus.

We then have our Top 500 pack that we distribute during December and early January to 500 of the largest yachts we can find in the Caribbean, Mallorca and the Cote d'Azur.

YachtFile is the only proven, guaranteed, onboard marketing option available to you today. Many of our impressive list of clients have been trusting in YachtFile since it was first delivered, they understand the importance of getting information to the decision makers in the Superyacht industry.

We require your logo to be supplied as an original Vector file (usually Adobe Illustrator .ai or .eps file formats) as it will need splitting into pantone colour areas. Jpegs or tif files cannot be used.

YachtFile – targeted marketing at its best



YachtFile Planner 2017

Your brochure is an asset – maximise it with YachtFile

The Spring Captain/Owners YachtFile Pack: £3100.00[†]
Back of Pack advert: £3300.00
Special: Single sheet inserts: £2200.00
Delivered during April – BEFORE the summer season begins
Have 1800 of your brochures delivered to 1800 large yachts. Approximately 90% of the YachtFile Packs will be delivered by hand throughout the Mediterranean. 5% will be mailed to vessels outside the Mediterranean area. 5% (100) of these packs will be distributed from racks at the London Yacht, Jet & Prestige Car Show (lyjapcs.com). Your 1800 inserts would need to be delivered to us by March 24th 2017.

The Summer Captain/Owners YachtFile Pack: £3100.00[†]
Back of Pack advert: £3300.00
Special: Single sheet inserts: £2200.00
Delivered during August – when the OWNERS are onboard
Have 1800 of your brochures delivered to 1800 large yachts. Approximately 95% of the YachtFile Packs will be delivered by hand throughout the Mediterranean. Approx. 5% will be mailed to vessels outside the Mediterranean area. Your 1800 inserts would need to be delivered to us by July 24th 2017.

The 2017 Monaco Yacht Show - YachtFile Pack: £1800.00[†]
Back of Pack advert: £3300.00*

**This advert is also used as the back of the Top 500 pack*

The only multiple brochure distribution sanctioned by the MYS management

Have 1500 of your brochures distributed. Our MYS - YachtFile packs are displayed on racks throughout the Monaco Yacht Show for selection by its visitors and given to all suitable yachts attending. We will also deliver a Pack to almost 100% of the yachts over 80 ft resident along the Côte d'Azur & Italy (approx. 700 vessels) and at anchor just a few days before the show begins. Please deliver your 1500 inserts to us by September 7th 2017.

The Winter TOP 500 YachtFile Pack: £1000.00[†]
Have 500 of your brochures delivered to 500 of the largest yachts around. Packs will be hand delivered in the Caribbean and Mediterranean. Please deliver your 500 inserts to us by November 10th 2017.

† Inserts over 16 pages may cost more.

YachtFile – helping you think out of the box!

YACHTING MATTERS & THE YACHT OWNER

Editions 32 (April) & 33 (August)

Both titles include the PYA & the Superyacht Refit & Repair supplements, Card File & Industry File AND online at www.YachtingMatters.com

Edition 33 is also our **Monaco Yacht Show edition**

Yachting Matters & The Yacht Owner - the one great Superyacht magazine with two great titles, your advert appears in both. 9000 copies are printed of each edition with the best personal onboard distribution to Superyachts guaranteed.

The magazine has a free online version allowing the magazine to reach out to a worldwide readership.

Yachting Matters is a complimentary, high quality magazine, distributed personally to address an industry that we intimately understand and strongly believe to be unique, geographically and financially. We know that both our titles are fully enjoyed by Captains, Owners and Crew alike.

Yachting Matters allows our clients to be proactive with their marketing in a superb publication packed full of up to date news and interesting editorial.

When we hand deliver copies onboard large yachts we give them at least one copy of each magazine, the Yacht Owner copy is sealed in poly-wrap. (Can you think of a better way to get a copy to a yacht Owner?) The largest yachts are given extra copies. We believe the best place for our magazine is onboard yachts and delivery to these exclusive vessels is one of our specialities, something we have excelled at now for over 20 years.

- Distribution is key. Marketing your company in Yachting Matters ensures your message is seen by many thousands of Yachting professionals, Crew and Owners.
- Only two high quality editions published annually ensures unique content in a publication that is a joy to read.
- Boxes of magazines are left with specific agents and also left at major Superyacht Marinas for selection.
- Magazines are distributed from our unique racks set around the Monaco Yacht Show and from racks at the London Yacht, Jet & Prestige Car Show.
- Only two editions per year keeps the magazine content fresh and gives each title a great shelf life. If you are going to spend money on promotion and Superyachts are your market, I can think of no better magazine to partner with.
- Great Quality, Superb Content, Perfect Distribution and Free Online – It doesn't get much better than that.



Copy Deadlines:

Edition 32 – February 28th 2017 (delivered April)

Edition 33 – June 30th 2017 (delivered August/September)



Magazine Planner 2017

Distribution is priceless

COLOUR	Sterling	Mechanical Data	Trim	Type area
Double page spread	£3800.00	Double page spread	420 x 297 mm*	380 x 277 mm
Page 1/3/5/7/9/11	£2900.00	Single page	297 x 210 mm*	277 x 190 mm
Back cover	£4100.00	Half page horizontal	143 x 210 mm*	131 x 190 mm
Inside front cover	£3300.00	Half page vertical	297 x 100 mm*	277 x 85 mm
Inside back cover	£2900.00	Quarter page horizontal	N/A	55 x 190 mm
Single page	£2600.00	Quarter page vertical	N/A	136 x 93 mm
Half page	£1400.00			
Quarter page	£850.00			
Front cover strip	£2800.00			

*3mm bleed required on all edges

See Page 12 for media production requirements

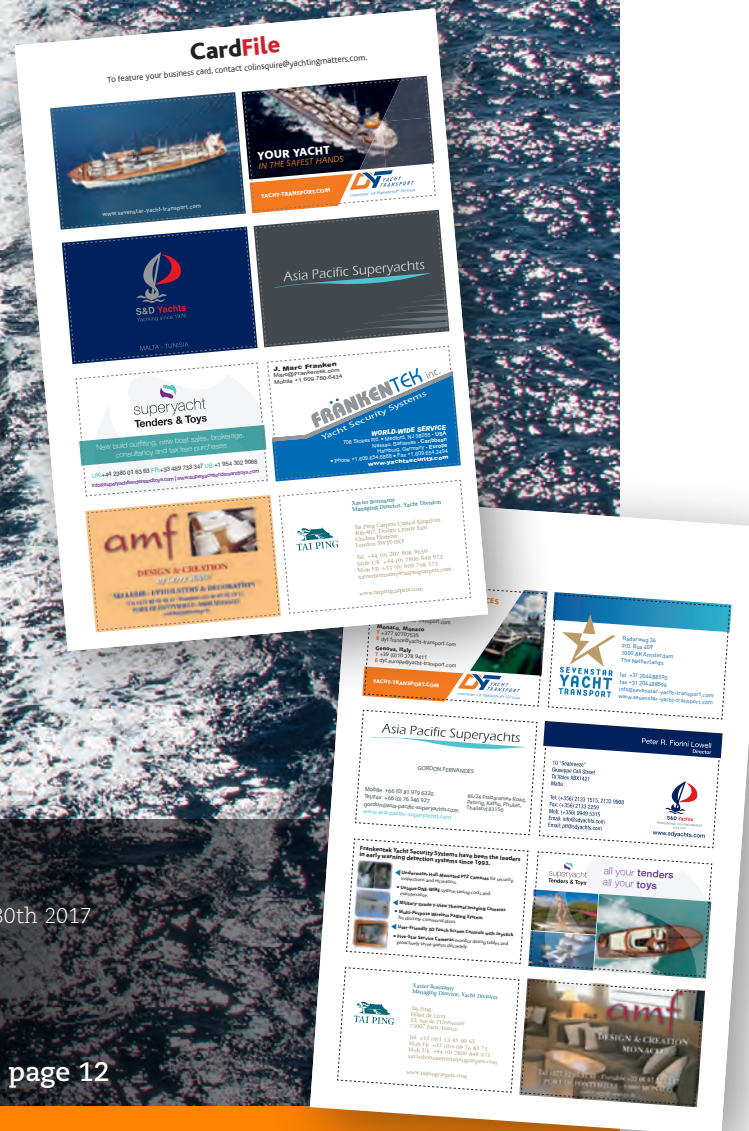
CardFile

Would you like something different?

Yachting Matters/The Yacht Owner Spring & Summer Editions 32 & 33 – £800.00 per business card

You can have 9000 full colour business cards, one side containing your or your salesteam contact details, the other a promotional message. These are then delivered to our exclusive readership of Superyacht Owners, Captains & Crew, plus industry professionals worldwide. **Only £800.00 per edition.**

Your pop out business card would be printed on quality gloss card, alongside others in a set of eight. It would then be tipped (glued) into the spine of our Yachting Matters magazine. We created this unique card concept way back in the 90s. It has always been a client favourite.



Copy Deadlines:

Edition 32 – February 28th 2017 (delivered April 2017) Edition 33 – June 30th 2017 (delivered August/September 2017) our Monaco Show Edition.

Mechanical Data Trim Bleed
Business card size 55 x 85 mm 61 x 91 mm

Please supply artwork to specification as documented on page 12

To feature your business card, contact: colinsquire@yachtingmatters.com or karen@yachtfile.com

CardFile

YACHTING SINGAPORE
AGENT AND SHORE SUPPORT FOR SUPERYACHTS

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www.yachtingsingapore.com

Stefan Enders
Director Comercial / Commercial Manager
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Alexandra Zerou
CEO

neptunea

armare ropes

www.armarerores.com
100% MADE IN ITALY

KELVIN HUGHES

ChartCo

Kelvin Hughes Super Yacht offers a Personalised service for the selection And Updating of Charts and Publications. We offer accessibility through our Antibes Office, combined with a knowledgeable Response from an experienced Team.

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Superyachtdoc

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Superyacht Refit

Do you have a Superyacht Refit & Repair facility. Do you want to stand out from the crowd?

If so we have created a section within Yachting Matters/The Yacht Owner that is a perfect tool for you.

This specialist section within the Yachting Matters/The Yacht Owner magazine has been designed around a format that, for Captains, Owners and Management, is easy to understand. With over 10,000 copies of each edition delivered to, what has to be, your target market and also free online to a worldwide audience, it has to make sense to feature your company within this supplement dedicated to the best that Superyacht refit has to offer.

There is nothing else in any yachting magazine quite like our Superyacht Refit section and if you have already read the Yachting Matters magazine delivery profile you know

that there is no other media outlet that will place your facility in front of quite so many Captains, Owners and Management companies.

You can also join www.SuperyachtRefit.com which offers you an exclusive online presence as well.

The pages within the Superyacht Refit section of Yachting Matters/The Yacht Owner have a set format. This allows readers to quickly evaluate whether your yard could be suitable for their yacht to have work undertaken.

We will set the page up for you as well, saving you the cost of expensive design work. That is not to say we wouldn't like it supplied as final copy, that would make our busy lives here a lot easier, but it must adhere to the set format.

The cost of this page is the same as a full page of advertising within Yachting Matters/The Yacht Owner – £2400.00, exceptional value when you consider the magazine's readership and distribution.



IndustryFile – incredible value

IndustryFile is set within the pages of Yachting Matters/The Yacht Owner magazine to give quality Superyacht orientated companies the opportunity to reach out to our exceptional readership consisting of many thousands of Superyacht Industry professionals onboard yachts and in offices worldwide.

Each listing provides an advert for the featured company that sits in its own uncluttered and well designed section within the magazine.

These 1/8th page adverts are charged at only £500.00 for two editions, a minimal fee to have your company information displayed seen by the many thousands of

professional yachtsmen and Industry Professionals that enjoy reading through the magazine. We create Industry File listings free of charge.

The IndustryFile section of Yachting Matters offers incredible value. With 9000 hard copies of the magazine distributed, and the magazine now online at www.YachtingMatters.com the distribution of the IndustryFile listings to our dedicated readership is second to none.

To be featured in editions 32 & 33 of Yachting Matters simply contact us with your details.

**£500.00 annual membership
(Two editions)**



IndustryFile – Great value from Colin Squire Publishing



Superyacht Web

an online SUPERYACHT SHOW like no other

www.SuperyachtWeb.com is a unique concept and to my knowledge the only website(s) set up to use multiple prime domain names (60) to link an industry together. Each one is an individual site that targets a specific area within the luxury yacht industry, these sites combine to create an online yacht exhibition. If you believe that the internet is the way to go, then join us online, there will be at least one site suitable for you. (We have another 48 hidden sites just waiting to go.)

www.SuperyachtWeb.com utilises the internet, alongside our traditional publications, to find visitors worldwide through the use of search engines and prime domains.

www.SuperyachtWeb.com We have, in effect, created an online yacht exhibition with 60 gateways, not just one. You find one, you find them all.

It's not expensive, a standard listing costs only £250.00 per year. A premium listing £1250.00.

www.superyachtweb.com is an online SUPERYACHT SHOW like no other

AGENTS:	superyachtagents.com
AIR HORNS:	superyachthorns.com
AIRLINE TICKETS:	crewairlinetickets.com
ANTIFOULING:	superyachtantifouling.com
ASSOCIATIONS:	superyachtassociations.com
AWNINGS:	superyachtawnings.com
BEAUTY:	superyachtbeauty.com
BERTHS:	superyacht-berths.com
BROKERAGE:	superyachtbrokers.com
BUILDERS:	superyachtbuilders.com
CARPETS:	superyachtcarpets.com
CHANDLERS:	superyachtchandlers.com
CHARTERS:	superyachtcharters.com
COMMUNICATIONS:	marinecommunications.com
CREW AGENTS:	superyachtcrewagents.com
DECKS:	superyachtdecks.com
DESIGNERS:	superyachtdesigner.com
ELECTRONICS:	superyachtelectronics.com
ENTERTAINMENT:	superyachtentertainmentsystems.com
FENDERS:	yachtfenders.com
FUEL:	superyachtfuel.com
FURNITURE:	superyachtfurniture.com
GALLEY:	superyachtgalley.com
GANGWAYS:	superyachtgangways.com
GLASS:	superyacht-glass.com
HEALTH:	superyachtthealth.com
INSURANCE:	superyachtinsurance.com
INTERIORS:	superyacht-interiors.com
LIGHTS:	superyachtlights.com
MANAGEMENT:	yachtmanagement.com

MARINAS:	superyachtmarinas.com
MASTS:	superyachtmasts.com
MEDIA:	yachtmedia.com
NAVAL ARCHITECTS:	navalarchitects.com
PAINT SURVEYORS:	paintsurveyors.com
PAINTERS:	superyachtpainters.com
PAINT:	superyachtpaint.com
PHOTOGRAPHERS:	superyachtphotographer.com
PROPELLERS:	superyachtpropellers.com
PROVISIONS:	superyachtprovisions.com
REFIT:	superyachtrefit.com
REGISTRATION:	superyachtregistration.com
RIGGING:	yachtrigging.com
ROPE:	superyachtrope.com
SAFETY:	superyachtsafetyequipment.com
SAILS:	superyachtsails.com
SECURITY:	superyachtsecuritycompanies.com
SPARES:	yachtspares.com
STABILISERS:	superyachtstabilisers.com
SURVEYORS:	superyachtsurveyors.com
TENDERS:	superyachttender.com
TENTING:	superyachttenting.com
TOYS:	superyacht-toys.com
TRAINING:	superyachttraining.com
TRANSPORT:	superyachttransportation.com
UNIFORMS:	superyachtuniforms.com
VIDEO:	superyacht-video.com
WEBSITES:	superyachtwebsites.com
WINES:	superyachtwines.com
YACHTS FOR SALE:	superyachtsforsale.com

It's unique & it's all in one place!

References from some of our many satisfied clients

Diego Colón, General Manager/ Astilleros de Mallorca S.A.
"Few media professionals have done so much for this industry in the last 20 years. With great effort and perseverance Colin has also done a great job for each of his clients individually. Other larger companies couldn't even dream of getting so far. Colin congratulations! We are very grateful."

Claus-Ehlert Meyer, Managing Director / Deutsche Yachten – Superyacht Germany
"Colin's Yachting Matters and the Yachtfile packs are unique products and perfect tools for those who want to place information in the superyacht industry. His knowledge about the market and the many personal contacts he has are worth every single cent you pay for his services."

Rosemary Pavlatou, Director / A1 Yacht Trade Consortium S.A.
"We have advertised with Yachting Matters for many years with great results because the delivery of the magazine is targeted in a way that no other publication has managed and we know each time precisely where our advertisement went and by whom it was seen. Yachting Matters goes to our client base in a uniquely focused way which others struggle to replicate."

Victor Caminada, Marketing Manager / AMELS B.V.
"We have been working with Colin over the past 10 years and I must say that his determination, originality and knowledge of the industry are exceptional! Thank you Colin!"

Johan Pizzardini, Communications & Media Manager / Monaco Yacht Show S.A.M.
"The MYS has been partnering with Yachting Matters for well over a decade. The top quality of Colin Squire's network in the yachting industry and the hand-delivered distribution of his publication is decisive for the MYS when we to need to be in contact with the right target audience!"

Craig Dallison, Marketing Specialist – SMU Specialty Coatings / AKZONOBEL
"We have worked with Colin, Yachting Matters magazine and his YachtFile packs for over 10 years now to promote our Awlgrip range. The advantage of working with Yachting Matters is that we know where the magazines are delivered so that the ROI (Return On Investment) is much more concrete compared to other publications. Colin's knowledge of the market and personal touch combined with the premium quality of the magazine, is a perfect fit for Awlgrip and reflects our own brand values"

Paschalis Patsiokas, CFO & Executive Vice President / BWA Yachting
"BWA Yachting (Blue Water Alliance) was formed in 2003 and we have used the YachtFile pack and Yachting Matters magazine consistently over this period to access the Captains and Owners of Superyachts which are essentially the clients of our company. We have always had good, honest and knowledgeable service and have found Colin and Karen a pleasure to work with. We would without doubt be happy to recommend them to any company looking for a media outlet that targets the Superyacht industry so well."

Francesco Luise, Managing Partner / J. Luise & Sons Ltd
"I'd say my heartfelt thanks for the hard work Colin has done over the past years for our group of companies in Italy, The Luise Group. I believe we were among the companies joining at the very beginnings of the YachtFile pack way back in 1994 and we still use it every year! Both YachtFile and Yachting Matters have given us invaluable support over the years, including a very pivotal moment when we decided to re-launch our image to the yachting market. We have without doubt over the years gained extremely positive exposure from both Yachting Matters and YachtFile."





Colin Squire Publishing Media Planner 2017

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All prices quoted throughout this planner are subject to VAT, if applicable, within Europe.

Notable Dates for 2017

APRIL

The Captain/Owners Spring YachtFile Pack No. 46 – 1800 inserts

Yachting Matters Magazine Edition 32

Card File – have 9000 of your business cards printed and distributed within Edition 32 of Yachting Matters Magazine

AUGUST

The Captain/Owners Summer YachtFile Pack No. 47 – 1800 inserts

Yachting Matters Magazine Edition 33

– our **Monaco Yacht Show edition**

Card File – have 9000 of your business cards printed and distributed within Edition 33 of Yachting Matters Magazine

SEPTEMBER

The Monaco Yacht Show YachtFile Pack – 1500 inserts. Approx.

700 of the Monaco Show packs will be delivered to yachts over 80 ft between Marseilles and Genoa (and on the water) before the show begins.

YachtFile – helping you get the most from Monaco

DECEMBER

The Captain/Owners 'Top 500' YachtFile Pack – 500 inserts

ACCEPTED MEDIA

We can accept advertising material via CD, e-mail or file transfer using www.yousendit.com, www.wetransfer.com, DropBox or similar.

Artwork must be supplied in one of the following formats:

Press-ready Acrobat PDF (preferred format – please ensure ALL colours are converted to 4 colour process)

Adobe Illustrator (.ai or .eps with all fonts converted to outlines)

Adobe Photoshop (jpeg/tif/psd at full size and at 300dpi)

PLEASE NOTE THAT WE REQUIRE ALL PDFS TO BE SUPPLIED AS CMYK ONLY. PLEASE ENSURE THAT YOU HAVE NOT LEFT ANY SPOT COLOURS IN YOUR DOCUMENTS SUPPLIED.