

Colin Squire Publishing

Rate Card and Media Information

2015

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Where Actions Speak Louder Than Words

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www.SuperyachtWeb.com?

INFORMATION DIRECT YACHTFILE®

Delivering Brochures, Newsletters and Books and electronic media to the best Superyacht database available – including yachts at anchor!

For more information visit www.Yachtfile.com

Getting your latest brochures, CDs or newsletters into the hands of yacht Captains, Owners and Crew 'the decision makers' has never been easy. Each Superyacht is, in effect, a floating business with a large budget but unlike say hotels they are constantly on the move and forever changing ownership, crew and address.

YachtFile is designed to help you to be proactive when it comes to finding new clients, or for when you need to simply remind your clients that you still exist. We specialise in delivering promotional material to literally thousands of these vessels annually, wherever we can find them. We also use our exclusive mailing list of Captains to mail out a small proportion of YachtFiles to vessels that we do not feel we will find during our hand delivery.

YachtFile is the only proven, guaranteed, onboard marketing option available to you today. A YachtFile pack is also very distinctive and recognisable, being crafted from heavy duty polythene and overprinted with the logos of the companies featured.

Many of our impressive list of clients have been trusting in YachtFile since 1994, they understand the importance of getting information to the decision makers in the Superyacht industry. YachtFile offers great value, we will not waste your budget attempting to influence people that will never need, or be able to afford your services. YachtFile expertise has helped link the Superyacht Industry to professional Captains and Owners around the world for 20 years and is very simple for you to be a part of. Often referred to as 'The Boat Show In A Bag' YachtFile has become an important source of information needed for the operation of today's luxury yachts. The information contained in these Packs helps keep those on-board, in every department, up to date with the products and services that they need expert knowledge of.

- Book into a delivery and then simply ship to us the required number of brochures.
- We will print your logo on the distinctive YachtFile pack at no extra cost.
- Booking into more than one delivery? We will hold your extra brochures in store for future distribution.
- Printing extra brochures during a print run for a YachtFile delivery is not that expensive. You can even have your



brochures printed at our high quality printers in the UK, the same company that prints the Yachting Matters magazine. (They are good.) This could help you save on print costs, shipment and time. Contact Fuller Davies on +44 (0)1473 252121 or go to www.fullerdavies.com.

- Our clients get sent a list of the yachts that have received a YachtFile pack.
- We can advise you on how to target your brochures to Chefs, Stewards, Engineers etc.
- We carbon offset the delivery trips through Yacht Carbon Offset.
- Our official Monaco Yacht Show YachtFile Pack is special. We are the only company sanctioned by the organisers of MYS to distribute brochures from racks situated strategically around the show area. We deliver approximately 700 of our 1500 Monaco Show YachtFile packs to professionally run yachts from Marseilles to Genoa before the Show begins offering our clients a great opportunity to get an invite to Captains and Crew to visit their stand.
- You do not have to be exhibiting at the MYS to join this special Pack.
- Sign for multiple deliveries and receive our special discounts.
- YachtFile allows you to be proactive and make the most of your promotional material.

PRODUCTION NOTES:

YachtFile is printed in four pantone inks on white plastic. These colours are determined by the back of pack advertiser so it may not be possible to print your logo in your unique company colours. It is advisable to avoid graduated colours wherever possible due to the coarseness of the printed screen ruling used on plastic.

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 2015

The Spring Captain/Owners YachtFile Pack: £3100.00[†]
Back of Pack advert: £3200.00
Special: Single sheet inserts £2200.00

Delivered during April – before the 2015 season begins

Have 2000 of your brochures delivered to 2000 large yachts. Approximately 85% of the YachtFile Packs will be delivered by hand throughout the Mediterranean. 15% will be mailed to vessels outside the Mediterranean area. Your 2000 inserts would need to be delivered to us by March 24th 2015.

The Summer Captain/Owners YachtFile Pack: £3100.00[†]
Back of Pack advert: £3200.00
Special: Single sheet inserts £2200.00

Delivered during August – when the owners are on-board

Have 2000 of your brochures delivered to 2000 large yachts. Approximately 85% of the YachtFile Packs will be delivered by hand throughout the Mediterranean. 15% will be mailed to vessels outside the Mediterranean area. Your 2000 inserts would need to be delivered to us by July 24th 2015.

The 2015 Monaco Yacht Show YachtFile Pack: £1800.00[†]
Back of Pack advert: £3100.00*

**This is also used as the back of the USA/Caribbean Pack*

The only multiple brochure distribution sanctioned by the MYS management

Have 1500 brochures distributed. Our packs are displayed on racks throughout the Monaco Yacht Show for selection by its visitors and given to all yachts attending. We will also deliver a Pack to almost 100% of the yachts over 80 ft resident along the Côte d'Azur a few days before the show begins. Please deliver your 1500 inserts to us by August 26th 2015.

The Winter TOP 500 YachtFile Pack: £850.00[†]

Have 500 of your brochures delivered to 500 of the largest yachts around. Packs will be hand delivered in the Caribbean and Mediterranean and mailed to professional Captains of large yachts registered on our database. Please deliver your 500 inserts to us by November 11th 2015.

[†] Inserts over 16 pages may cost more.

YachtFile – think outside of the box!



YACHTING MATTERS & THE YACHT OWNER

Editions 28 (April) & 29 (August)

Both with the PYA Supplement
AND online at www.YachtingMatters.com

Edition 29 is also our
Monaco Yacht Show edition

Yachting Matters & The Yacht Owner, one great magazine, two great titles, 10,000 copies printed with perfect distribution guaranteed, complimented by a free online version that has allowed the magazine to reach out to a worldwide readership. We print and distribute the 10,000 hard copies of each edition to address an industry that we strongly believe is unique, geographically and financially, we also know that our complimentary magazines 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.

Yachting Matters & The Yacht Owner are the same magazine but with differing covers. We will print 2,100 copies of editions 28 & 29 with The Yacht Owner cover and 7,900 copies of each edition with the Yachting Matters cover. (10,000 total of each edition). When we hand deliver copies onboard large yachts we give them at least one copy of each magazine, the Owners 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.

Having the very successful Professional Yachting Association (PYA) Supplement included in each edition has also proved a great bonus for both our readers and clients. With the PYA Supplement featuring the latest updates on the rules, regulations and training that dominate yachting at the moment, it has become an integral part of the magazine, it is a must read for all. PYA members (Captains) also help in the distribution of the magazine to distant places that we would not normally hand deliver to. The magazine is also delivered very effectively, onboard yachts,



utilising trusted supply companies that work directly with Superyachts worldwide and in build, they include copies in their shipments. Also of course we partner many shows, including the Monaco Yacht Show, this again allows us to deliver magazines into the hands of professionals, the decision makers, a readership our clients also appreciate.

The Monaco Yacht Show is very special to us and in September we will again be taking 2500 (approx.) copies of the magazines to the Monaco Yacht Show for distribution from our racks situated around the event. Editions 28 & 29 will also be distributed at other important Superyacht shows & events.

Keeping our carbon footprint low is also important to us. The paper we use for the magazine is of exceptionally high quality and from renewable resources. We also offset the carbon emitted during the 6500+ mile delivery trips around the Mediterranean in April and August. Magazines, especially when they are targeted and complimentary, are a great way to promote your company to potential clients.

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 28 – February 27th 2015 (delivered from April 2015)

Edition 29 – June 30th 2015 (delivered from August 2015)



Magazine Planner 2015

Distribution is priceless

COLOUR	Sterling	Mechanical Data	Trim	Type area
Double page spread	£3600.00	Double page spread	420 x 297 mm*	380 x 277 mm
Page 1/3/5/7/9/11	£2800.00	Single page	297 x 210 mm*	277 x 190 mm
Back cover	£3900.00	Half page horizontal	143 x 210 mm*	131 x 190 mm
Inside front cover	£3200.00	Half page vertical	297 x 100 mm*	277 x 85 mm
Inside back cover	£2800.00	Quarter page horizontal	N/A	55 x 190 mm
Single page	£2400.00	Quarter page vertical	N/A	136 x 93 mm
Half page	£1300.00	*3mm bleed required on all edges		
Quarter page	£850.00			
Front cover strip	£2800.00			

See Page 12 for media production requirements

CardFile – the pop out business card

Spring & Summer Editions 28 & 29
£800.00 per business card

Imagine having 10,000 full colour business cards, one side containing a small advert, delivered to our exclusive readership for only £800.00. That's only 8p per card.

The business cards pop out, they are printed on 300 gsm gloss paper, in sets of eight and then tipped (glued) into the spine of the magazine. If somebody is interested in what they see they can keep the card and contact you later. Another plus is that being heavier the card sections of the magazine tend to open naturally on the card pages when the magazine is opened.

We created this card concept way back in the 90's and used it in our Superyacht calendars that were then being produced and then incorporated it into our magazine in 2005.

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



Copy Deadlines:

Edition 28 – February 27th 2015 (published in April 2015)

Edition 29 – June 30th 2015 (published in August 2015) 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

CardFile

To feature your business card, contact colinsquire@yachtingmatters.com.



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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Superyacht Refit

Are you a yacht refit and repair yard that wants to stand out from the crowd? If the answer to that question is YES then this specialist section within the Yachting Matters magazine is perfect for you. With over 10,000 copies delivered to your target market, and also free online to a worldwide audience, it has to make sense to feature your company within a supplement dedicated to the best that yacht refit has to offer.

There is nothing else in any magazine quite like it and if you have already read the delivery profile for Yachting Matters magazine you know that there is no other media outlet that will place your yard in front of quite so many Captains, Owners and Management companies. We also own www.YachtRefit.com and www.SuperyachtRefit.com which offers you an exclusive online presence as well.

The refit section of Yachting Matters has a set format. This allows readers to quickly evaluate whether your yard could be suitable for their yacht to have work undertaken. We set the page up for you as well, saving on design work charges. That is not to say we wouldn't like it supplied as finalised copy, that would make our busy lives here a lot easier, but it must adhere to the format within the Superyacht Refit section of Yachting Matters.

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



INDUSTRY FILE

We have left our directory behind, after surveying many Captains and Industry Executives we discovered that very few ever accessed a directory. We have launched IndustryFile within the pages of our Yachting Matters magazine. Each listing within these pages is in effect a small advert for the featured company that sits in an uncluttered, well designed section at the back of the publication.

These 1/8th page adverts are charged at only £250.00 per edition, a minimal fee to have your company promoted to the many thousands of professional yachtsmen and owners that receive Yachting Matters magazine

around the world. We will even make your advert for you, free of charge. The IndustryFile section of Yachting Matters offers incredible value. With over 10,000 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 28 & 29 of Yachting Matters simply contact us with your details.

£500.00 annual membership

Industry File – Great value from Colin Squire Publishing

Superyacht Web

& Introducing www.SuperyachtConnect.com

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

Wwww.SuperyachtWeb.com is a unique concept and to my knowledge the only website(s) set up to use multiple prime domain names to link an industry together. These are not landing pages, they are individual websites, each one targeting a specific area within the luxury yacht industry that 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.

Visit www.SuperyachtWeb.com and scroll to the foot of the page and you will see the 108 websites, click on whichever ones are of interest to you and note the domain names in the URL address bar!

www.SuperyachtWeb.com utilises the internet, alongside our traditional publications, to find visitors worldwide through the use of search engines and prime domains. Our search theory is working perfectly with many sites already coming up on the front page or top on search engine listings, these positions will improve further, where possible, as the sites age and populate.

We are convinced that in the future there will be one central point of online contact for professional yachting, we operate in a small elite industry dispersed worldwide and perfectly suited to the web. We sincerely believe that www.SuperyachtWeb.com will prove to be the place to visit when looking for the best that the Superyacht industry has to offer.

Once one of the generic domain named sites is found the visitor then finds the many other sites linked to it. We have, in effect, created an online yacht exhibition with 108 gateways, not just one. You find one, you find them all.

At the beginning of 2013 we launched our first private networking site for Captains, www.SuperyachtCaptains.com. By October 2014 we had well over 800 members, all qualified professional Captains and with more joining daily we are inspired and have since launched sites for Crew, Engineers & Chefs. Also we have a private site for industry professionals, www.SuperyachtConnect.com.



Every accomplishment starts with the decision to try

A member can:

- Have links to their websites and e-mail.
- Put their latest brochures online.
- Post online videos.
- Post unlimited press releases online.
- Publish an editorial online.
- Have the option of two levels of listing, Premium £1250.00 annually & Standard £250.00 annually.
- Have a display in a choice of two colours.
- If they are a part of an Association listed on **www.SuperyachtWeb.com** be linked back to the Association and Association members can be displayed as one group.
- SEO their own listing.
- Have access to their listing at all times.
- Enjoy the benefits of **www.SuperyachtCaptains.com** and our other private networking sites for Engineers, Crew, Chefs. All of these sites are linked to **www.SuperyachtWeb.com**
- **www.SuperyachtConnect.com** The private site for industry professionals.
- **www.SuperyachtWeb.com** is linked to Facebook and Twitter

The sites have other features and much more will be added as **www.SuperyachtWeb.com** evolves. We see **www.SuperyachtWeb.com** as an online exhibition, not a directory, when did you last use a directory? We are developing a space where a visitor will find only the best companies in the professional yachting sector to service their needs, a place where a visitor will be able to research and contact each company easily and efficiently and now with links to our private networking sites, its unique.

I will of course keep you informed of the progress of Superyacht Web, I would welcome you to join us online, it is not expensive. Securing the domains I have has taken many years and a great deal of investment but I do believe **www.SuperyachtWeb.com** could well play a big part in your future and also the future of the professional yachting industry.





Colin Squire Publishing Media Planner 2015

For booking and further information:

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E-mail: colinsquire@yachtingmatters.com
karen@yachtfile.com
norma@yachtingmatters.com
Web: www.colinsquirepublishing.com

Delivery addresses

Courier: Colin Squire Publishing, 14A Upper Olland Street,
Bungay, Suffolk NR35 1BG, UK

PLEASE NOTE: COURIERS WILL NOT DELIVER TO A P.O. BOX

Mail: Colin Squire Publishing, PO Box 7,
Bungay, Suffolk NR35 2QD, UK

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

Notable Dates for 2015

APRIL

The Captain/Owners Spring YachtFile Pack No. 42 – 2000 inserts

Yachting Matters Magazine Edition 28

Card File – have 10,000 of your business cards printed and
distributed within Edition 28 of Yachting Matters Magazine

AUGUST

The Captain/Owners Summer YachtFile Pack No. 43 – 2000 inserts

Yachting Matters Magazine Edition 29

– our **Monaco Yacht Show edition**

Card File – have 10,000 of your business cards printed and
distributed within Edition 29 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 before the show begins)

– **make the most of 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 or similar.

Your artwork can be supplied in any 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.**