

COLIN SQUIRE PUBLISHING

RYATE CARD

AND MEDIA
INFORMATION

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2020

INFORMATION DIRECT YACHTFILE®

– the boatshow in a bag

Getting your brochures, newsletters, books or electronic media directly into the hands of the decision makers is the biggest hurdle your company faces when marketing to the Superyacht industry.

It is unlikely that Owners, Captains and Crew will find your presence online, leaving you to consider how those thousands of vessels will ever get to know about your business.

Fortunately, being included in a YachtFile delivery pack guarantees that your promotional material will arrive directly onboard the world's best yachts and into the hands of the people that make the major purchasing decisions. To help grow your business there is no better way to influence these decision makers than with YachtFile and its professionally targeted delivery.

Most Captains, Owners and Crew rarely visit Yacht Shows, so receiving the YachtFile Pack, with the information it contains, is considered an exceptional information resource which conveniently arrives onboard. That's why we affectionately call YachtFile, 'The Boatshow In A Bag.'

During 2020 we will deliver 5600 YachtFile packs to approximately 3400 different yachts during four separate periods.

In April our Spring YachtFile reaches 1800 yachts just before the Mediterranean summer season begins. It is perfectly timed to get your message to yacht Captains, Owners and Crew before they begin cruising.

In August we deliver 1800 YachtFiles to yachts throughout the Mediterranean. Timing is crucial as we will be reaching many Owners that are now onboard and the refit season is just around the corner.

The Monaco YachtFile has been a feature of the Show for over 20 years. We deliver over 800 packs to large yachts between Marseilles and Viareggio as well as



all of the suitable yachts at the show and at anchor before the show begins. The remaining 700 packs are distributed from our strategically placed racks throughout the show. Our clients not only reap the rewards of having their marketing material reach visitors to the world's most prestigious Superyacht show, they also benefit from getting their marketing message onboard all of the suitable yachts along the coast.

And finally we have our Top 500 pack which is distributed during December and early January to 500 of the largest yachts in the Caribbean, Mallorca and along the French and Italian coasts.

Many of our industry-leading clients have been trusting YachtFile since the first delivery in 1994 as they understand the importance of getting their information to the decision makers in the industry. YachtFile is unique and the only proven, guaranteed option that will get your marketing material onboard. We even tell you which yachts we delivered to.

As well as packing your marketing material in the pack we also display your logo on the outside. All we require is for your logo to be supplied as a vector file for printing on the surface of the YachtFile poly-pack. Your graphic designer or printer should be able to supply the logo in the correct format – usually in the Adobe Illustrator .ai or .eps file format as it will need reproducing in pantone colours. Please note: jpeg or tiff files cannot be used.

YachtFile – targeted marketing at its best

YachtFile Planner 2020

Your brochure is an asset – maximise its exposure 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 professionally run yachts. Your 1800 inserts would need to be delivered to us by March 23rd 2020.

THE SUMMER CAPTAIN/OWNERS

YACHTFILE PACK: £3100.00†
Back of Pack advert: £3300.00
Special: Single sheet inserts: £2200.00
Delivered during August when OWNERS are onboard
 Have 1800 of your brochures delivered to 1800 professionally run yachts. Your 1800 inserts would need to be delivered to us by July 24th 2020.

THE 2020 MONACO YACHT SHOW

YACHTFILE PACK: £1800.00†
Back of Pack advert: £3300.00*
The only multiple brochure distribution sanctioned by the MYS management
 Have 1500 of your brochures distributed. Our MYS – YachtFile packs are displayed on our 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. 800 vessels (2019)) and at anchor just days before the show begins. Please deliver your 1500 inserts to us by September 7th 2020.

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 12th 2020.

† Inserts over 16 pages may cost more.

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



For more information visit www.YachtFile.com

YACHTING MATTERS

THE YACHT OWNER

EDITIONS 38 (APRIL) & 39 (AUGUST)
Edition 39 is also our Monaco Yacht Show edition



Yachting Matters & The Yacht Owner magazine - one great read with two great titles and your advert appears in both. 8000 copies are printed in April and August and then combined with the best personal onboard distribution to Superyachts. Guaranteed. The magazine is also free to read online giving it a global readership.

Yachting Matters is a complimentary, high quality magazine, primarily distributed personally onboard 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 title, 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 25 years.

- Distribution is key, there is no point in having a message that nobody sees. Having a marketing presence in Yachting Matters ensures your marketing 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.
- As well as our onboard delivery, 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.
- 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, we 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 38 - March 5th 2020 (delivered April)
Edition 39 - July 6th 2020 (delivered August/September)

Both titles include the Superyacht Refit & Repair supplements, CardFile & IndustryFile.
Also online at www.YachtingMatters.com



Magazine Planner 2020

Distribution is priceless

COLOUR	Sterling	Mechanical Data	Trim	Type area
Double page spread	£4100.00	Double page spread	420 x 297 mm*	380 x 277 mm
Page 1/3/5	£3100.00	Single page	297 x 210 mm*	277 x 190 mm
Page 7/9/11/13/15/	£2800.00	Half page horizontal	143 x 210 mm*	131 x 190 mm
Back cover	£4500.00	Half page vertical	297 x 100 mm*	277 x 85 mm
Inside front cover	£3500.00	Quarter page horizontal	N/A	55 x 190 mm
Inside back cover	£3100.00	Quarter page vertical	N/A	136 x 93 mm
Single page	£2600.00	*3mm bleed required on all edges		
Half page	£1400.00			
Quarter page	£850.00			
Front cover strip	£2800.00			

See Page 12 for media production requirements

CardFile

Would you like something different?

Yachting Matters/The Yacht Owner Spring & Summer Editions 38 & 39 – £800.00 per business card

Have you ever printed 8000 business cards and then distributed them to 8000 potential clients. Probably not, but that is what our CardFile does for you. On one side of the card you can have your representatives contact details and on the other an advert or message of your choice.

We print them and then deliver your pop out message, printed on heavy card in sets of eight and tipped (glued) into the spine of the magazine, to yacht Owners, Captains, Crew and Industry Professionals.

We created the Card Concept way back in the 1990s and it has been a client favourite ever since.

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

Copy Deadlines:

Edition 38 – March 5th 2020 (delivered April 2020)

Edition 39 (our Monaco Show Edition) – July 6th 2020 (delivered August/September 2020)

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



Superyacht Refit – only £2600.00 per page

**Do you operate 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 magazine has been designed around a format that, for Captains, Owners and Management, is easy to understand. With 8,000 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 in Yachting Matters/The Yacht Owner is only £2600.00 – exceptional value when you consider the magazine's readership and distribution.

IndustryFile

Incredible value at only £250.00 per edition (min. two editions)

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 a promotional space 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 and seen by the many thousands of professional yachtsmen & women 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 8000 hard copies of the magazine distributed and the magazine online at www.YachtingMatters.com the distribution of the IndustryFile listings to our dedicated readership is second to none.

To be featured in editions 38 & 39 of Yachting Matters simply contact us with your details.

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



www.SuperyachtCaptains.com

– the worlds best resource for professional yacht Captains to network.

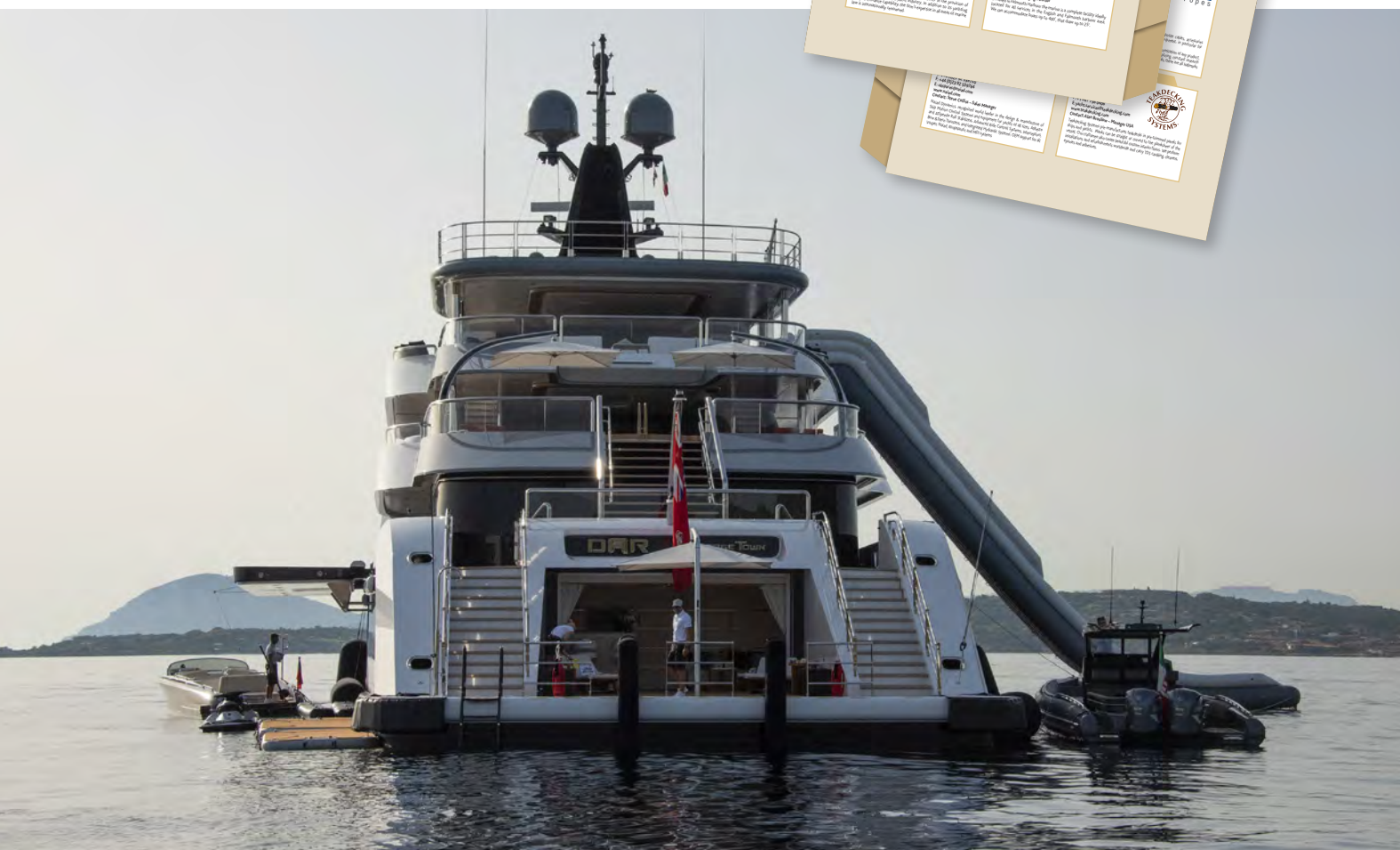
With an unbelievable 1700+ Captains now as members of this private forum and with over 15,000 searchable posts SYC has grown to become an encyclopaedia of professional yachting containing information of all types, much of which cannot be found elsewhere. It has become, too many of its members globally, an essential tool to be used in the operation of their vessel.

Members visit the site from 3000 to well over 4000 times per month depending on the time of year and you can if you wish take advantage of this exceptional resource by

having your company banner displayed. The banner will be seen at log-in and also on the inside areas of the site and would get seen between 36,000 and 48,000 times per six months by our very exclusive membership.

We only allow a minimal number of banners and we run these in six month windows, each client being given the opportunity to renew before the space is offered again.

The cost of a six month placement: £2000.00



IndustryFile – Great value from Colin Squire Publishing



Superyacht Web

an online SUPERYACHT SHOW like no other
It's unique & it's all in one place!

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

AGENTS:
AIR HORNS:
AIRLINE TICKETS:
ANTIFOULING:
ASSOCIATIONS:
AWNINGS:
BEAUTY:
BERTHS:
BROKERAGE:
BUILDERS:
CARPETS:
CHANDLERS:
CHARTERS:
COMMUNICATIONS:
CREW AGENTS:
DECKS:
DESIGNERS:
ELECTRONICS:
ENTERTAINMENT:
FENDERS:
FUEL:
FURNITURE:
GALLEY:
GANGWAYS:
GLASS:
HEALTH:
INSURANCE:
INTERIORS:
LIGHTS:
MANAGEMENT:
MARINAS:
MASTS:
MEDIA:
NAVAL ARCHITECTS:
PAINT SURVEYORS:
PAINTERS:
PAINT:
PHOTOGRAPHERS:
PROPELLERS:
PROVISIONS:
REFIT:
REGISTRATION:
RIGGING:
ROPE:
SAFETY:
SAILS:
SECURITY:
SPARES:
STABILISERS:
SURVEYORS:
TENDERS:
TENTING:
TOYS:
TRAINING:
TRANSPORT:
UNIFORMS:
VIDEO:
WEBSITES:
WINES:
YACHTS FOR SALE:

superyachtagents.com
superyachthorns.com
crewairlinetickets.com
superyachtantifouling.com
superyachtassociations.com
superyachtawnings.com
superyachtbeauty.com
superyacht-berths.com
superyachtbrokers.com
superyachtbuilders.com
superyachtcarpets.com
superyachtchandlers.com
superyachtcharters.com
marinecommunications.com
superyachtcrewagents.com
superyachtdecks.com
superyachtdesigner.com
superyachtelectronics.com
superyachtentertainmentsystems.com
yachtfenders.com
superyachtfuel.com
superyachtfurniture.com
superyachtgalley.com
superyachtgangways.com
superyacht-glass.com
superyachtthealth.com
superyachtinsurance.com
superyacht-interiors.com
superyachtlights.com
yachtmanagement.com
superyachtmarinas.com
superyachtmasts.com
yachtmedia.com
navalarchitects.com
paintsurveyors.com
superyachtpainters.com
superyachtpaint.com
superyachtphotographer.com
superyachtpropellers.com
superyachtprovisions.com
superyachtrefit.com
superyachtregistration.com
yachtrigging.com
superyachtrope.com
superyachtsafetyequipment.com
superyachtsails.com
superyachtsecuritycompanies.com
yachtspares.com
superyachtstabilisers.com
superyachtsurveyors.com
superyachtstender.com
superyachttenting.com
superyacht-toys.com
superyachttraining.com
superyachttransportation.com
superyachtuniforms.com
superyacht-video.com
superyachtwebsites.com
superyachtwines.com
superyachtsforsale.com



References from some of our many satisfied clients

Diego Colón, Director General / 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 need to be in contact with the right target audience!"

Paschalis Patsiokas, CEO / 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 2020



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

Notable Dates for 2020

APRIL

The Captain/Owners Spring YachtFile Pack No. 52 – 1800 inserts
Yachting Matters Magazine Edition 38

Card File – have 8000 of your business cards printed and distributed within Edition 38 of Yachting Matters Magazine

AUGUST

The Captain/Owners Summer YachtFile Pack No.53 – 1800 inserts
Yachting Matters Magazine Edition 39
– our Monaco Yacht Show edition

Card File – have 8000 of your business cards printed and distributed within Edition 39 of Yachting Matters Magazine

SEPTEMBER

The Monaco Yacht Show YachtFile Pack – 1500 inserts. Approx. 800 of the Monaco Show packs will be delivered to yachts over 80 ft between Marseilles and Viareggio (and on the water) before the show begins.

YachtFile helps you get the most from Monaco

DECEMBER

The Captain/Owners 'Top 500' YachtFile Pack – 500 inserts.
500 brochures delivered to the best 500 yachts around.

ACCEPTED MEDIA

We can accept advertising material by 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 (this is the preferred format – please ensure ALL colours are converted to 4 colour process)

Adobe Illustrator (.ai or .eps file format 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.