

COLIN SQUIRE PUBLISHING

RATE CARD

AND MEDIA
INFORMATION

2022

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SUPERYACHT KNOWLEDGE – magazine

September/October 2022 – Edition 2

Just about every business creates Press Releases/Newsletters, Brochures etc. which are then released electronically through their contacts list, or on social media, to the same client base time and again. This new title has been launched to allow our clients to create memorable marketing material that will then be distributed to, potentially, a whole new marketplace of the world's top UHWI, *and they all own yachts!*

Knowledge... (and information...), we are all constantly in search of both in our pursuit to engage meaningfully with our clients and to embrace fresh ideas. Without these vital tools to hand we can easily fall behind our peers in the finely-tuned world in which we operate!

Our yachting arena is super-charged with every kind of bespoke product or customised service imaginable; but if your prospective clients – Owners, Captains, and Crew, have never seen or heard of what your company has on offer for their benefit, how can you even begin to turn these prospects into valuable new and loyal clients.

Here's how our new title, **'Superyacht Knowledge'**, can help you to address our forever moving industry!

Over the past years I have delivered for my clients, onboard and by-hand, several million quality brochures, flyers, newsletters, items of electronic media and of course my **'Yachting Matters'** magazine, utilising the YachtFile service that I created back in 1994. I have become very good at this!

But – my new marketing concept, **'Superyacht Knowledge'**, will allow your company, wherever in the world, to take advantage of a fresh, eco-friendly 'new-media' platform, a quality publication with the very same personalised, carbon offset distribution to Superyachts, Owners, Captains and Crew – that has proven so successful and beneficial over the past decades.

Where in the past just a simple traditional advert of a page or less was all the space you had to promote your company, this new publication will allow you to do so much more; your products, your services, your history, your future plans, your people, in fact whatever you feel you need say to the eager network of UHWI readers that we will boldly introduce you to.

Only a minority of our readership will have been physically present at the shows and events that you attend, or would have seen or studied your promotions on-line. Let us help you to expand your market place through our special network.

The minimum size of any promotional piece will be a full page in A4 format, but I encourage you to take a double page spread

to help maximise your unique message. Hopefully the attractive page rate will encourage you to take even more space. Indeed, as many pages as you may require, 2, 4, 6, 8, it's up to you and, of course, your budget. Your company could use this opportunity to create an annual, or bi-annual newsletter, or a special brochure to feature within the pages of Superyacht Knowledge; it will then be distributed for you to our broad and active audience. We will print 5500 Copies.

In the manner and method in which we take great pride, our magazine will be distributed professionally, personally, on-time, and delivered directly onboard, to large professionally run yachts. It will also feature on-line at: www.SuperyachtKnowledge.com and be added to our private www.SuperyachtCaptains.com site with its 2000 approved members.

For the past 26 years I have logged every yacht that has received a Colin Squire Publishing publication, and the delivery of this exciting new title will be no different. This tried-and-tested system will allow the targeted distribution of copies throughout the year to new yachts, ensuring no double deliveries.

We stand by our proven and incredible distribution method for this annual publication with our clients also receiving this list of yachts as proof of delivery. We also have 3rd party companies that help with the delivery, and copies of edition 1 have gone far beyond the areas that I alone can reach. I would estimate that at least 3000 professionally run yachts receive a copy onboard. Copies are also mailed to selected companies within the industry.

Our new publication will be divided into sections related to specific onboard departments; the Bridge, Deck, Engine Room, Galley, Interior and the Owner.

You, as a client, would be invited to supply your own artwork to an A4 European format in your style, or, at a sensible cost, we will create any artwork for you utilising our associated art and graphics department. We would be happy to create your artwork for free if you follow the set magazine style/layout. We can handle all of your media needs should you wish.

'Superyacht Knowledge' is new, it is very different, and it was exciting to launch edition 1 during April/May. The reception to this first edition was exceptional and this has encouraged the creation of a 2nd edition for delivery during September/October of 2022.

Copy date for edition 2 – August 18th.

Superyacht Knowledge magazine Planner

2022 You Reap What You Sow!

Double page spread	£2200.00 + £600.00 per extra page
Single page	£1600.00
Page 1/3/5	£3100.00
Page 7/9/11/13/15/	£2200.00
Back cover	£5500.00 (Sold)
Inside front cover	£4000.00 (Sold)
Inside back cover	£3100.00 (Sold)
Front cover strip	£2800.00 (Sold)

Mechanical Data	Trim	Type area
Double page spread	420 x 297 mm*	380 x 277 mm
Single page	297 x 210 mm*	277 x 190 mm

*3mm bleed required on all edges

See Page 5 for media production requirements

SUPERYACHT

KNOWLEDGE

ISSUE 1 – 2022

A Colih Squire Publication

THE BOATSHOW IN A MAG!



OWNERS

BRIDGE

DECK

ENGINE ROOM

GALLEY

INTERIOR

A Special Opportunity

www.SuperyachtCaptains.com

– the worlds best networking resource for professional yacht Captains.

2000 approved Captains as members.

With an unbelievable 2000 Captains now as members of this private forum and with over 30,000 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, to many of its members globally, an essential tool to be used in the operation of their vessel.

You can take advantage of this exceptional resource by having your company banner displayed to its members. The banner will be seen at log-in and also on the inside areas of the site and would get seen around 36,000 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



Colin Squire Publishing Media Planner 2022



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

Notable Dates for 2022

APRIL/MAY

Superyacht Knowledge Edition 1

SEPTEMBER/OCTOBER

Superyacht Knowledge Edition 2

ACCEPTED MEDIA

We can accept advertising material by e-mail or file transfer using 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.