

COLIN SQUIRE PUBLISHING

RATE CARD

AND MEDIA
INFORMATION

2022

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SUPERYACHT KNOWLEDGE – magazine

January/February 2022 – Edition 1

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 'new-media' platform, a quality publication with the very same personalised 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 online. Let us help you to expand your market place through our special network.

The minimum size of any promotional piece will be a half page A4 format, but I encourage you to take a double page spread to help maximise your unique message. Hopefully our 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 newsletter, or a special brochure; it will then be distributed for you to our broad and active audience. We will print 6000 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. Also on-line at: www.SuperyachtKnowledge.com.

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 delivery of copies throughout the year to new yachts that I seek out during my other routine YachtFile deliveries. We stand by our proven and incredible distribution method for this annual publication and our clients are sent the list of yachts receiving it.

Our new publication will be divided into sections, specific onboard departments; the Bridge, Deck, Engine Room, Galley, Interior, Owner and of course the all important Captain and Crew.

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

'Superyacht Knowledge' is new. It is very different and it is exciting to launch something fresh into our industry with this 1st edition, due for personal delivery early in the new-year.

Superyacht Knowledge magazine Planner 2022 You Reap What You Sow!

Double page spread	£2200.00 + £600.00 per extra page
Page 1/3/5	£3100.00
Page 7/9/11/13/15/	£2200.00
Back cover	£5500.00
Inside front cover	£4000.00
Inside back cover	£3100.00
Single page	£1600.00
Half page	£1000.00
Front cover strip	£2800.00

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
Half page horizontal	143 x 210 mm*	131 x 190 mm
Half page vertical	297 x 100 mm*	277 x 85 mm

*3mm bleed required on all edges

See Page 10 for media production requirements

SUPERYACHT

KNOWLEDGE

ISSUE 1 – 2022

A Colin Squire Publication



For:

CAPTAINS

OWNERS

CREW

BRIDGE

DECK

ENGINE ROOM

GALLEY

INTERIOR

Photograph – Colin Squire

A Special Opportunity

www.SuperyachtCaptains.com

– the worlds best networking resource for professional yacht Captains.

1850+ approved Captains as members.

With an unbelievable 1850+ Captains now as members of this private forum and with over 20,000 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.

Members visit the site from 3500 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 to its members. 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



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.

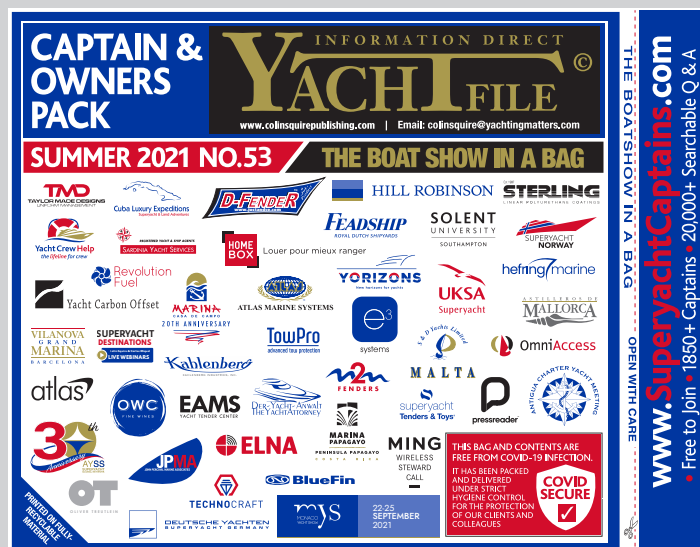
It is unlikely that Owners, Captains and Crew will find your presence online, leaving you to consider how those thousands of vessels will ever get to know about your business.

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 2022 we will deliver 1500 YachtFile packs during April/May and 1500 YachtFile Packs during August/September.

Our Spring YachtFile reaches 1500 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/September we again deliver 1500 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.

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 have delivered to.

As well as having 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 2022

Your brochure is an asset – maximise it with YachtFile

THE SPRING CAPTAIN/OWNERS

YACHTFILE PACK INSERTS:	£3100.00†
Back of Pack advert:	£3300.00
Special: Single sheet inserts:	£2200.00

Delivered during April/May before the summer season begins.

Your 1500 inserts would need to be delivered to us by April 8th 2022.

THE SUMMER CAPTAIN/OWNERS

YACHTFILE PACK INSERTS:	£3100.00†
Back of Pack advert:	£3300.00
Special: Single sheet inserts:	£2200.00

Delivered during August/September when OWNERS are onboard.

Your 1500 inserts would need to be delivered to us by August 16th 2022.

† Inserts over 16 pages may cost more.

YACHTING MATTERS

THE YACHT OWNER

Edition 39



Yachting Matters & The Yacht Owner magazine - one great read with two great titles and your advert appears in both. 6000 copies will be printed in 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 27 years.

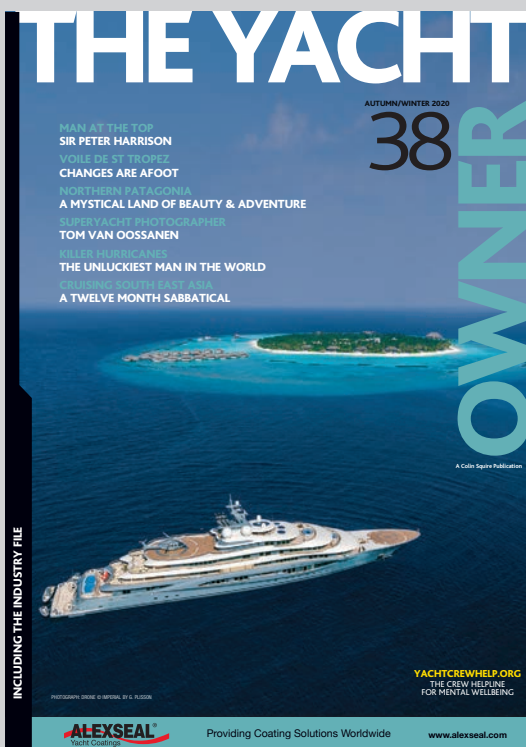
- Distribution is key, there is no point in having a message that potential clients never see. Having a marketing presence in Yachting Matters ensures your marketing message is seen by many thousands of Yachting professionals, Captains, Crew and Owners.
- Only one high quality edition will be published during 2022 ensuring 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.
- Only one edition during 2022 (due to COVID 19) 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 39 – July 28th (delivered August/September)

Both titles include the Superyacht Refit & Repair supplements, CardFile & IndustryFile.

Also online at www.YachtingMatters.com





Yachting Matters – The Yacht Owner magazine Planner **2022**

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	£5500.00	Half page vertical	297 x 100 mm*	277 x 85 mm
Inside front cover	£4000.00	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			
Half page	£1400.00			
Quarter page	£850.00			
Front cover strip	£2800.00			

***3mm bleed required on all edges**

See Page 10 for media production requirements

CardFile - Included in Yachting Matters/ The Yacht Owner

Would you like something different?

Summer Edition 39 –

£800.00 per business card

Have you ever printed 6000 business cards and then distributed them to 6000 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

Copy Deadlines:

Edition 39 – July 21st 2022
(delivered August/September)

Mechanical Data

Business card size

Trim

55 x 85 mm

Bleed

61 x 91 mm

Please supply artwork to specification as documented on page 10



PRIVATE
YACHT
NO
BOARDING

IndustryFile - Included in Yachting Matters/ The Yacht Owner

Incredible value at only £350.00 per edition

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 £350.00 per edition, 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 IndustryFile listings artwork free of charge.

The IndustryFile section of Yachting Matters offers incredible value. With 6000 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.



IndustryFile – Great value from Colin Squire Publishing

Colin Squire Publishing Media Planner 2022

Booking & further information:

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E-mail: colinsquire@yachtingmatters.com
Web: www.colinsquirepublishing.com
Office address: Colin Squire Publishing, 14A Upper Olland Street, Bungay, Suffolk NR35 1BG, UK
All prices quoted throughout this planner are subject to VAT, if applicable.

Notable Dates for 2022

JANUARY

Superyacht Knowledge Edition 1

APRIL/MAY

The Captain/Owners Spring YachtFile Pack No. 54
– 1500 inserts

AUGUST/SEPTEMBER

The Captain/Owners Summer YachtFile Pack No.55
– 1500 inserts

Yachting Matters Magazine Edition 39

Card File – have 6000 of your business cards printed and distributed within Edition 39 of Yachting Matters magazine

DECEMBER/JANUARY 2022/23

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.