

COLIN SQUIRE PUBLISHING

RYATE CARD

AND MEDIA
INFORMATION

2023

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SUPERYACHT KNOWLEDGE – magazine

APR/MAY 2023 – Edition 3 & SEP/OCT 2023 – Edition 4

Printed using the highest quality FSC approved paper with unlined covers (100% recyclable) and delivered in compostable waterproof (potato starch) bags. All fuel used during the personal 10,000km delivery we offset through Yacht Carbon Offset.

Most businesses create Press Releases, Newsletters, Brochures etc. which are then released electronically through their contacts list, or placed on social media, to the same client base time and again. We can now offer you **'Superyacht Knowledge'** which was launched to supersede our YachtFile packs, to be more eco-friendly, less expensive, have a greater distribution and allow more companies within the Superyacht Industry to create great marketing material that will be distributed to a marketplace of the world's top UHWI. And they all own yachts!

Knowledge... (and information...), we are all constantly in search of both to allow us to engage meaningfully with our clients and to feed them fresh ideas. Without knowledge we can easily fall behind our peers in the finely-tuned world in which we operate! But knowledge needs to be spread.

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

Here's how editions 3 & 4 of **'Superyacht Knowledge'**, can help you to address our forever moving industry!

Over the past 30 years I have delivered for my clients, onboard and by-hand, around five million quality brochures, flyers, newsletters, items of electronic media and of course my 'Yachting Matters' magazine, utilising the YachtFile onboard delivery service that I created back in 1994. I have become very good at this!

'Superyacht Knowledge', will allow your company, wherever in the world, to take advantage of a fresh, eco-friendly 'new-media' platform, a high 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 to many.

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 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, 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 5000 Copies and would expect these to be delivered onboard to around 3000 professionally run yachts.

In the manner and method in which we take great pride, our magazine will be distributed professionally, personally and on-time. It will also feature on-line at:

www.SuperyachtKnowledge.com and be added to our private Captains forum, **www.SuperyachtCaptains.com** with its 2000 approved members.

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

We stand by our proven distribution 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 editions 1 & 2 have gone far beyond the areas that I alone can reach. Copies are also mailed to selected companies within the industry.

'Superyacht Knowledge' is divided into sections related to specific onboard departments; the Bridge, Deck, Engine Room, Galley, Interior and, of course, the Owner.

'Superyacht Knowledge' is different, and it was exciting to launch edition 1 during April/May 2022. The reception to our new concept has been exceptional and with only two editions being published annually it has to be a must for any Superyacht focused company to be a part of, what we call, 'Our Boat Show in a Mag'.

Copy date edition 3 – March 27th.

Copy date edition 4 – August 24th. .

Superyacht Knowledge magazine Planner 2023 You Reap What You Sow!

Double page spread	£2400.00 + £650.00 per extra page
Single page	£1700.00
Page 1/3/5	£3100.00
Page 7/9/11/13/15/	£2200.00
Back cover	£6000.00
Inside front cover	£4000.00
Inside back cover	£3100.00
Front cover strip	£3100.00

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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 2 – 2022

A Colin 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 2023



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

Notable Dates for 2023

APRIL/MAY

Superyacht Knowledge Edition 3

SEPTEMBER/OCTOBER

Superyacht Knowledge Edition 4

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.