

COLIN SQUIRE PUBLISHING

# RATE CARD

AND MEDIA  
INFORMATION

2024

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# SUPERYACHT KNOWLEDGE – magazine

APR/MAY 2024 – Edition 5 & SEP/OCT 2024 – Edition 6

The 'Superyacht Knowledge' magazine is a Superyacht marketers dream. After publication the magazine is personally delivered to over 2500+ professionally run yachts, varying from 25m – 150m in length. Our network, created throughout 45 years of travel, we will share with you in 'Superyacht Knowledge.'

The publication is created using the highest quality FSC approved paper with unlaminated covers making it 100% recyclable. It is then delivered in compostable waterproof (potato starch) bags. The carbon footprint created during the personal 10.000km delivery, including hotel use, is offset through Yacht Carbon Offset making it a very eco-friendly way to promote your products and services.

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. Now you have '**Superyacht Knowledge**' which is a very inexpensive route to a great many UHMI, captains and crew, and they all work on, or own, yachts!

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, how can you even begin to make an impact through this mist and begin to turn these prospects into valuable and loyal clients. Even if they do know of you, a gentle reminder in '**Superyacht Knowledge**' is no bad thing.

Here's how! Editions 5 & 6 of '**Superyacht Knowledge**' can help you to address our forever moving industry! We have been delivering our publications to yachts throughout the Mediterranean and beyond since 1994 and have become very good at it!

'**Superyacht Knowledge**', will allow your company, wherever you are based 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, their Owners, Captains and Crew, that has proven so successful and beneficial in previous decades to so many.

In the past just a simple traditional advert of a page or less was all the space you had to promote your company in a magazine, or a few words online, '**Superyacht Knowledge**' allows 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 our eager network of UHMI readers that we will boldly introduce you to. You are the magazine.

We can help you to expand your market place through our special network of Owners, Captains and Crew. The minimum size of any promotional piece in the magazine is a full page in A4 format, but I encourage you to take a double page spread to help maximise your unique message, and who knows, 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 and have distributed 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 print 5000 Copies and would expect these to be delivered onboard to around 3000+ professionally run yachts, with larger vessels being given at least two copies.

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](http://www.SuperyachtKnowledge.com) and be added to our private Captains forum, [www.SuperyachtCaptains.com](http://www.SuperyachtCaptains.com) with its 2000+ approved members.

For the past 30 years I have logged every yacht that has personally received a publication from myself as I travel, and the delivery of this exciting new title will be no different. This tried and tested method will allow the targeted distribution of copies while ensuring no double deliveries. We stand by our proven distribution for this annual publication and our clients also receive this list of yachts as proof of delivery. We also have 3rd party companies that help with the delivery, and copies of previous editions 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. The reception to this new concept over the past two years 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.

Copy date edition 5 – March 20th  
Copy date edition 6 – August 24th.

## Superyacht Knowledge magazine Planner

### 2024 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

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

THE BOATSHOW IN A MAG!

ISSUE 4 – 2023

A Colin Squire Publication



OWNERS

BRIDGE

DECK

ENGINE ROOM

GALLEY

INTERIOR

# A Special Opportunity

## [www.SuperyachtCaptains.com](http://www.SuperyachtCaptains.com)

– the worlds best networking resource for professional yacht Captains.

2000+ approved Captains as members.

### **Discover below how your company can be a part of this amazing resource!**

There are now well over 2000 professional and approved Captains that have applied to become members of this private forum. It contains over 35,000 searchable posts, posts that have allowed [www.SuperyachtCaptains.com](http://www.SuperyachtCaptains.com) to become an incredible encyclopaedia of professional yachting. It contains information of all types, built up over many years, much of which cannot be found elsewhere, keeping Captains informed and often enabling them to resolve problems quickly and efficiently. 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: £2500.00

**An amazing opportunity to showcase your brand**

# Colin Squire Publishing

## Media Planner 2024



### Booking & further information:

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

### Notable Dates for 2024

#### APRIL/MAY

Superyacht Knowledge Edition 5

#### SEPTEMBER/OCTOBER

Superyacht Knowledge Edition 6

### ACCEPTED MEDIA

We can accept advertising material by e-mail or file transfer using [www.wetransfer.com](http://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.