



Press Release: 08/05/2013

For immediate release

NEW Yachting Pages 2013-2014 superyacht directories now available

The brand new Yachting Pages 2013 – 2014 superyacht directories are now available to collect or order worldwide. Over 30,000 editions will be hand-delivered or shipped to superyachts, ports, marinas and related business globally during the first week of publication alone.

Steve Crowe, MD of Yachting Pages superyacht media, said, “The new directories will be distributed to 102 countries this year, giving our advertisers even more geographic exposure than our record-breaking 2012 edition.

“Featuring a 19% increase in advertisers since last year and over 13,000 verified superyacht and marine business, our three regional directories will go out to 760 more destinations than ever before.

“During the first week of the books’ publication in May 2013, we aim to distribute over 27,500 individual directories and almost 2,000 special-edition box sets, each containing three directories.

“Holding all three versions of the directories (Yachting Pages Mediterranean; Yachting Pages USA and Caribbean; and Yachting Pages Australasia, Pacific and Far East), this year’s box sets are a striking silver, to celebrate our 10th anniversary.”

Anna Clothier, Distribution Executive at Yachting Pages, said, “At least 59% of the total number of directories will be hand-delivered this year.

“As we hand-distribute our directories on the French and Italian rivieras we can also deliver the marketing materials of superyacht-relevant brands through our new product, Yachting Pages Delivers. See www.yachtingpagesdelivers.com for further information.”

Yachting Pages’ MD, Steve Crowe, is personally distributing Yachting Pages’ directories throughout Mandelieu la Napoule, Le Cannet, Cannes la Bocca, Cannes, Le Cannet, Vallauris, Golfe Juan, Juan les Pins, Antibes and Biot.

Steve said, “We’ve gone from strength to strength over the last ten years due to our personalised service, attention to detail, and unparalleled network of contacts and local knowledge.

“I enjoy getting involved in the initial deliveries as it allows me to speak to captains, crew and owners on my way round, getting feedback first-hand and gauging the atmosphere of the market.

“It keeps my industry knowledge current and helps me to stay on top of market developments; bringing this experience and strategic knowledge home then helps shape our products over the

coming year.

In 2013, Yachting Pages is celebrating its 10th year of successful trading. In 2004, 25,000 editions of this world-leading superyacht and marine directory were printed and distributed – in 2013 this has risen to 61,700.

Hand-delivery destinations

This May, members of Yachting Pages' core team will personally be visiting destinations to hand-distribute the new 2013 -2014 directories in France (Marseille, La Ciotat, La Seyne sur Mer, Saint Mandrier sur Mer, Toulon, La Garde, La Crau, Cogolin, St. Tropez, St. Raphael, Port Grimaud, Frejus, Nice, Villefranche sur Mer, St. Jean Cap Ferrat, Beaulieu sur Mer, Monaco and Menton) and Italy (San Remo, Imperia, Savona, Varazze, Genoa, Rapallo, Lavagna, La Spezia, Viareggio and Livorno).

The hand delivery schedule is now being polished off for destinations including the USA, Mallorca, and the Caribbean islands of Antigua and St. Maarten.

Innovative superyacht products

New superyacht media products from this award-winning, UK-based company include Yachting Pages Delivers (the Riviera's premium hand-delivery service to superyachts) and Yachting Pages Refit – the only guide to gather and compare the facilities of 300 refit and repair-capable shipyards globally.

For further information about Yachting Pages, visit www.yachtingpages.com.

For further information about Yachting Pages, visit www.yachtingpagesdelivers.com.

For further information about Yachting Pages, visit www.yachtingpagesrefit.com.





Notes to Editors

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Yachting Pages

Yachting Pages is the world's leading superyacht directory. It is produced annually for captains, crew and customers in the superyacht industry in three editions which cover the Mediterranean; the USA and Caribbean; and Australasia. 61,700 directories will be distributed in 2013, many by hand, to superyacht captains, crew and related business in over 90 countries. To find a local stockist or request a free copy, visit <http://www.yachting-pages.com/getacopy/>. Download e-book versions of Yachting Pages here <http://www.yachting-pages.com/content/digital-books.html>.

www.YachtingPages.com

YachtingPages.com is the world's largest superyacht-related search engine. With over 12,000 verified listings you can search, find and refine everything you need in the superyacht industry from provisioning in Cannes to a refit in Florida. It features port and marina information, reviews, news and the e-book versions of its print directories.

Yachting Pages Delivers

Yachting Pages Delivers is a specialised distribution service that hand-delivers company promotional material, including brochures, magazines and leaflets directly to prime superyacht captains, crews and businesses from Marseille (France) to Livorno (Italy). It is designed for anyone who wants to connect with key players in the Riviera's superyacht industry. To book a scheduled or tailored delivery, contact: simon.brooks@yachtingpages.com or call +33 610 58 18 39.

Superyacht Owners' Guide (SYOG)

SYOG is Yachting Pages' premium product. A sleek, hard-backed book. 10,000 copies are produced annually, packed with expert features, advice and content for superyacht owners, captains and key decision makers. In 2013, editorial is spearheaded by former superyacht captain and industry authority Michael Howorth, with photography by Frances Howorth. The architecture of the book flows through the five themes of imagine, plan, build, equip, enjoy and the product will be launched at the Monaco Yacht Show in September.