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## **New Yachting Pages spotlight shines on superyacht sectors**

The world of superyacht supplies and services is so vast that Yachting Pages has introduced a streamlined new way to give every sector the spotlight it deserves: not with five minutes of fame but a whole month of increased market exposure.

Julia Budniak, Yachting Pages' marketing manager, said, "As the world's leading superyacht directory, we work to build superyacht-related brands in over 240 categories. These range from anchors and antifouling specialists to crew agencies, shipyards, hydraulics, mooring services and yacht agencies.

"We simply can't shout about everyone at once so from this February, our new 'Focus on...' approach begins. We're giving each valued client the opportunity to send us information, so we can devote a month to singing their praises.

"We'll generate added exposure for the featured businesses of the month, while hopefully opening the eyes of a few new superyacht companies to the benefits of building their businesses with Yachting Pages."

Yachting Pages' marketing executive, Kerry O'Neill, elaborates. She said, "February's focus is on all things exterior. Though diverse, products within this sector share many characteristics including the need to be robust, weather-proof, durable and made with the highest quality materials.

"Businesses we'll be showcasing this month through our website, news, social media and digital marketing channels therefore include anchors, canopies, decking, masts, paint specialists and sail makers. Oh, and bells and whistles, too!"

Kerry continued, "In March the focus turns to interiors. We'll be writing features, blogging and publishing interviews about businesses including bathroom specialists Dornbracht, bespoke bed line suppliers like Heirloom, superyacht cleaning specialists including American System Nettoyage, and furniture experts Sundeck."

Each group is scheduled in for the maximum relevance and impact on the industry that month. Crew services will be publicised in April as Mediterranean boats crew up for the cruising season, marinas and moorings will feature in high summer and shipyards like Feadship will come to the fore over winter.

To find out which superyacht sectors we're covering when, or to get your company involved, please visit: [www.yachting-pages.com/content/build-your-business-with-yachting-pages.html](http://www.yachting-pages.com/content/build-your-business-with-yachting-pages.html).

For further information about Yachting Pages, visit [www.yachting-pages.com](http://www.yachting-pages.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. 60,000 directories are distributed annually, often 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](mailto:simon.brooks@yachtingpages.com) or call +33 610 58 18 39.

### **Superyacht Owners' Guide (SYOG)**

The Superyacht Owners' Guide (SYOG) is Yachting Pages' premium product. A sleek, hard-backed book, it's produced annually and is packed with authoritative features, advice and content for superyacht owners, captains, and key decision makers, with editorial input from the industry's most respected figures.