

**Press Release:** 18 – 21 April, Antibes Yacht Show, France

**Topic:** Yachting Pages' hand-delivery service on the Med: Yachting Pages Delivers

## The Med's new hand-delivery service from Yachting Pages attracts Ferrari and Maserati

Luxury brands including a Ferrari and Maserati dealership (Modena Motors in Cannes) are choosing the **Yachting Pages Delivers** service to get their marketing materials hand-delivered to superyachts in France and Italy.

**Yachting Pages Delivers** is the Mediterranean coast's premium hand-delivery service. It's the latest product from innovative superyacht media group Yachting Pages, renowned for its award-winning marine directories, delivery methods and its online superyacht search engine, [www.yachtingpages.com](http://www.yachtingpages.com).

Simon Brooks (pictured right) is **Yachting Pages Delivers'** manager, based near Antibes. Simon said, "Since the first delivery run in late 2012, I've been inundated with calls from savvy business owners keen to reach superyachts and their crew and owners.



"Interspersed with our scheduled deliveries – to top up local stockists with Yachting Pages directories – we run special deliveries before and during the prestigious international boat shows, to reach more superyachts as they are drawn to our ports and marinas in readiness for the shows.

"I personally hand deliver a branded package of relevant merchandise from a select few companies, to superyachts in exclusive marinas along the coast – and even to superyachts at anchor. This might include complimentary tickets, brochures, offers or leaflets. We've also delivered lighters and promotional materials for a band popular at parties on superyacht – 'the Drama Queens'."



Existing or pending **Yachting Pages Delivers** customers include world-class realtors Burger and Sotheby's, Camellini Cycles, Marinevac, Engel & Voelkers Real Estate, uniform embroiderers Tiarelli, and wine company Caves d'Esclan. Luxury real estate agency John Taylor has expressed serious interest.

Discussions are also underway with Porsche France and other luxury lifestyle brands keen to get seen by this industry's ultra-high net-worth individuals.

Yachting Pages' marketing executive Kerry O'Neill explained, "Our March delivery stimulated pre-Antibes Boat Show interest for the companies concerned. Simon delivered 750 packs to over 500 superyachts, 75 businesses and to marinas and ports.

“Capitaineries happy to receive materials from **Yachting Pages Delivers** included those in Menton, Monaco, Nice Vieux Port, Antibes (Port Vauban and IYCA), Golfe Juan (Camille Rayon and Vieux Port), Cannes (Pierre Canto and Vieux Port), St Tropez and Marseille. This means that thousands of people will ultimately see, browse or use these materials.”

During the Antibes Yacht Show, **Yachting Pages Delivers** will be distributing a promotional wine bottle non-drip gadget to superyachts, from well established wine merchant La Cave de Beaulieu.

Simon confirmed that, “Feedback from yacht crew is always excellent. I’m a familiar face on the Riviera’s yachting scene so the boats know me and trust that I will only ever give them relevant materials. That’s why we work exclusively with suitably high-calibre companies that I know will be of genuine interest to the decision-making crew, captains and owners on the Med.”

**Yachting Pages Delivers** has a schedule of standard deliveries lined up for 2013, to coincide with the delivery circuit of its superyacht directories, Yachting Pages – due out this May. Simon can also work with companies to create custom deliveries, at specific times or with unusual marketing materials.



Yachting Pages has previously won the Queen’s Award for Innovation in International Trade for its unique, personalised hand-distribution methods – its MD Steve Crowe is pictured left, receiving the award from HRH The Queen. This award-winning expertise now extends to this bespoke delivery service.

Over 61,700 Yachting Pages marine directories will be distributed to over 100 countries globally in 2013, often by hand, to ensure that the superyacht products, supplies and services inside get seen by the right people, in the right places, year round.

For **Yachting Pages Delivers** details, media kit and rates, visit [www.yachtingpagesdelivers.com](http://www.yachtingpagesdelivers.com).

To book a **Yachting Pages Delivers** drop, contact [sales@yachtingpages.com](mailto:sales@yachtingpages.com).

For further information about Yachting Pages, visit [www.yachtingpages.com](http://www.yachtingpages.com).

---

#### Notes to Editors

For press information, contact Kerry O’Neill on +44(0)1173 160560. During the A or from 18-21 April, use French mobile +33 6 19 08 28 62 (French mobile). Email [Kerry.oneill@yachtingpages.com](mailto:Kerry.oneill@yachtingpages.com).

#### 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>.