



# SYOG<sup>TM</sup>

SUPERYACHT OWNERS' GUIDE

Media Kit 2014-2015

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# What is the Superyacht Owners' Guide?

- The Superyacht Owners' Guide (SYOG) is a luxury hardback book.
- SYOG has the highest production standards.
- SYOG targets owners and future owners.
- SYOG brims with information, advice and contacts.
- SYOG is more relevant than ever.
- SYOG guides the new build and refit process.
- SYOG provides 'best practice' advice.
- SYOG helps owners deliver their superyacht dream.
- SYOG identifies and delivers directly to your customers: the superyacht owners of tomorrow.



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# A pioneering editorial team

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## Expert editorial

- An expert team spearheaded by Michael and Frances Howorth who worked for many years as crew aboard super yachts.
- Editorial focuses on planning, management, legalities, charter and the operation of large luxury motor and sailing yachts.
- Frances and Michael Howorth are an award winning maritime writing and photography team who specialise in coverage of the construction, management, charter, ownership and operation of both sail and motor yachts.

- Their work is featured in most of the better maritime publications around the world.
- They are frequent contributors to quality trade and consumer magazines and newspapers including: The Times, The Financial Times, Telegraph, and Lloyd's List.
- Kerry O'Neill is an award-winning essayist, blogger and writer. She has co-authored ten luxury travel books (including Caribbean Chic and The World's Best Hotels) and writes on subjects including travel, fine wine, luxury brands and life afloat. A former French Riviera resident, she returns to the superyacht world for SYOG in 2014 to combine her passions for writing and boating once more.

## Owner insight

- SYOG understands the landscape, and the issues relevant to owners.
- SYOG combines weighty editorial and industry insight with owner wisdom.
- SYOG is a unique way to reach clients, in a book owners and key decision makers turn to time and again.



# Why advertise in SYOG?

- SYOG is distributed free through a defined global network.
- 14,000 complimentary copies are distributed to:
  - Superyacht owners and UHNWIs (ultra-high net worth individuals)
  - Brokers
  - Charter companies and charter guests
  - Shipyards
  - Project managers and owner representatives
  - Captains
  - Management companies
- SYOG is hand-distributed at the world's most important boat shows.
- SYOG provides owners, their representatives, captains and project managers with the latest industry ideas and knowledge.
- Readers turn to the SYOG reference directory to find companies to provide solutions.
- The SYOG team works with you to produce finely-crafted advertorial text to promote your business. This will appear in the most relevant section to deliver your brand direct to the reader.
- The strength of your brand combined with SYOG's presents a powerful mix of credibility and endorsement.

To feature in SYOG, call on +44(0)11 73 16 05 60



# Award-winning distribution

## 14,000 complimentary copies

- SYOG 2014-15 launches with 14,000 copies.
- SYOG is placed directly into the right hands using the methods pioneered by sister publication Yachting Pages.
- SYOG is given to owners and UHNWIs, shipyards, naval architects and yacht designers, project managers, interior designers, management companies, lawyers, charter companies and charter guests – the owners of tomorrow.

## Direct delivery, event exposure

- SYOG is delivered directly to superyacht captains, the trusted partners for many owners' new superyacht projects.
- SYOG is positioned in exclusive locations, elevating your brand status.
- SYOG helps the right people find you.
- SYOG is visible at the world's top shows including Antibes, Dubai, Cannes, Monaco, Genoa, Fort Lauderdale, Miami, Antigua, and MYBA.

## Award-winning distribution channels

- SYOG's publishers have been awarded the Queen's Award for Enterprise in International Trade, demonstrating the expertise that guarantees SYOG's distribution effectiveness.
- SYOG has the depth and breadth of reach to ensure it is received, used and referred to by tomorrow's superyacht owners and decision makers – today.







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## Rate Card

Inside front cover	£9,950	Page Facing Masthead	£3,500	Banner	£2,000
Double page spread (DPS)		Inside back cover	£7,995	Full colour page	£3,160
Page facing 'Welcome'	£3,950	Outside back cover	£10,000	Full colour page within editorial	£3,495
First DPS	£6,245	sponsorship		Double page spread	£4,995
Second DPS	£5,995			Four page advertorial	£5,550
Page facing contents	£3,950				
Page facing directory	£3,950				

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