



## Press Release

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For immediate release

### **Revamped Superyacht Owners' Guide (SYOG) heralds 'exciting new era'**

Superyachts controlled by iPads, an investigation into the rise of Asia's growing yacht markets and an exclusive interview with Sir Richard Branson are all topics featured in the new 2012-13 Superyacht Owners' Guide (SYOG), being launched in September. The hardback book for existing and aspiring owners has been "radically redesigned to reflect an exciting new era for superyachts," according to its editor.

Produced by the team behind Yachting Pages, SYOG was first published in 2007 and is now firmly established as a trusted and influential read among superyacht owners, ultra high-net worth individuals and industry professionals. While the most obvious transformation is the book's new white cover, its editorial content has also been redesigned.

Tyrone Jones, editor of SYOG, oversaw the book's changes: "This year's SYOG boasts an even more elegant and luxury design than ever before," he said. "For the first time we have produced all the content in-house. Readers should find this year's book more engrossing and engaging than ever, with a diverse range of editorial content."

Tyrone believes that new industry developments make this the perfect time to relaunch SYOG. "High-end industry professionals tell me that we are living in a 'golden age' for superyachts and with YPI recently declaring that the number of new-build megayachts is rising, zero emissions yachts are on the rise and the astounding advancements in entertainment and technologies aboard superyachts, you have to conclude that they are right.

"You only have to look at this year's SYOG contents page to see that these are exciting times for superyacht owners," he added. "In this year's book we talk to industry experts about futuristic 'hand gesture controlled' technologies that are emerging aboard superyachts, alongside a number of other insightful interviews."

The new SYOG's content has also been diversified, said Tyrone: "As well as focussing on superyacht products and trends, we have expanded SYOG to look more widely at the superyacht lifestyle. We have features on Sir Richard Branson's private Necker Island retreat, and an exclusive interview with him on his exciting Virgin Galactic space tourism project.

"We wanted Richard Branson to feature in this year's SYOG because he is always looking ahead, like reopening his Necker Island home to tourists so soon after a fire destroyed it in 2011. Richard's forward-thinking reflects the ethos of this year's SYOG: that owners' wants and desires are constantly changing."

The improvements to this year's SYOG are also thanks to readers' input. "Feedback from owners and senior crew we met during our regular visits to boat shows in Monaco, Cannes and elsewhere proved vital in helping us make this year's book," said Tyrone.

After its September launch, the new 2012-13 SYOG will be distributed globally, mostly by hand, to sunny top superyacht locations like the French Riviera, Palm Beach in Florida and Dubai. More than 1,000 copies will be taken to the Monaco Yacht Show alone, where the team at Yachting Pages will be exhibiting their multimedia products and services.

For further information about SYOG, visit <http://www.yachting-pages.com/content/syog.html>. The website is also being revamped and will follow shortly, [www.syog.com](http://www.syog.com).

# SYOG<sup>TM</sup>

## SUPERYACHT OWNERS' GUIDE

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Notes for Editors:

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

The Superyacht Owners' Guide (SYOG) gives superyacht owners, aspiring owners and enthusiasts access to the latest opinion, intelligence and insight in the superyacht industry. Since SYOG was published in 2007, the book has grown into the most indispensable guide for ultra-high-net-worth individuals (UHNWIs) and industry professionals.

The elegantly designed book is displayed proudly, read and reread, aboard the world's finest luxury superyachts.

### **Yachting Pages**

Yachting Pages was founded by owner and managing director Steve Crowe in 2004. The inaugural edition was just 384 pages and covered the south of France, the Italian Riviera and the Balearics. 25,000 copies were printed and hand delivered to superyachts and superyacht businesses around the Mediterranean.

Within six years, such had been the success of the directory that Yachting Pages was, and still is, published in three different volumes covering all corners of the world. The first and only comprehensive supplier and services directory for the superyacht industry has since been expanded to 1,000 compact and user-friendly pages, with a print run of nearly 60,000, delivered to over 90 countries worldwide.

## **Yachting Pages Online**

[www.yachtingpages.com](http://www.yachtingpages.com) is the ultimate online resource for captains, crew and superyacht industry professionals. The comprehensive search engine helps users to quickly find exactly what they're looking for.

You can refine searches by country, category, product, brand and service to find contact details, reviews, boat shows and ports and marinas worldwide. The website also has a wealth of interactive information for the industry, providing daily news, industry events, port maps and much more.