



Press Release: 08/02/2013

For immediate release

The Boat Show, the books and the superyacht captain's wife...

The 28th Palm Beach Boat Show takes place from March 21 – 24 2013 and is Yachting Pages' opportunity to hand-deliver thousands of its world-leading directories to superyachts, captains, crews and businesses at the heart of Florida's leisure marine industry.

Palm Beach – a top ten US show – features over £220m worth of boats, yachts and accessories from the world's leading marine manufacturers. Alongside tenders and toys to browse and buy there will be fishing boats, bow riders, personal watercraft and gleaming superyachts over 150'.

Kathleen, Yachting Pages' tireless distributor in Florida, said, "It's great to attend the shows to personally ensure that Yachting Pages' directories end up in exactly the right hands.

"I'm married to a superyacht captain so know how valuable these books are to captains, crews and owners, especially when entering new waters for the first time. I get great feedback from captains and know that Yachting Pages' listings and detailed Port Maps are referred to regularly."

Kathleen's hand deliveries will have their base at the U.S. Superyacht Association's (USSA) pavilion at the Palm Beach Show, where a Yachting Pages banner will fly.

Yachting Pages' global hand distribution network has won the Queen's Award for Innovation in International Trade. It's a tried and trusted way to get Yachting Pages' advertisers under the noses of decision makers in the superyacht and leisure marine industry.

To exhibit at or co-sponsor the USSA Pavilion, visit <http://tinyurl.com/palmbeach2013>.

Find information about Yachting Pages at www.yachting-pages.com.

Find information about Palm Beach Show at <http://www.showmanagement.com/palm-beach-boat-show/event/>.



Notes to Editors

For further press information, please contact Michelle Williams on +44(0)1173 160560 or michelle.williams@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. 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 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.