



YACHTINGPAGESTM

MEDIA GROUP

**SUPERYACHT
MEDIA PRODUCTS**

2014-15

Print. Online. Digital. Delivers.

Call us on +44 (0)11 73 16 05 60

We at Dornbracht feel like a really cared-for client of Yachting Pages. Everything is just made so easy for us. My marketing colleagues know that everyone at Yachting Pages is a real fan of our products, too, so thanks for creating such fantastic ways for us to promote our products worldwide.

Nina Heierhoff
Dornbracht
www.dornbracht.com

WHICH PRODUCTS ARE RIGHT FOR YOU?

Yachting Pages: 3-6

the industry's number one superyacht directory

- Used by captains, senior crew, marine professionals and shipyards daily
- Found on the majority of superyachts worldwide
- 13,000+ annually verified listings and 600+ port and marina maps

www.yachtingpages.com: 7-10

the highest-ranking superyacht search engine

- Join the world's largest marine database with over 12,300 verified listings
- Enjoy 7,300+ monthly searches and 63,000+ monthly page views
- Captains and customers will see your brand when searching your sector

Yachting Pages Refit: 11-14

the world's most comprehensive shipyard guide

- Used by owners representatives, captains, engineers and project managers making seven-figure refit decisions
- Features over 300 refit and repair shipyards globally
- Compare shipyard facilities and browse relevant companies

Yachting Pages Delivers: 15-20

the premier hand-delivery service to superyachts

- Used by those serious about raising their brand awareness in the French and Italian Rivas
- The hand-delivery service that gets your materials on board and direct to the decision makers and associated marine businesses
- Scheduled or bespoke deliveries of leaflets, magazines and promo items to superyachts

Advertisers: who trusts us with their products' reputation?..... 21

Distribution: how our award-winning methods can help build your business..... 23

Our Stockists..... 24

Contact us today 25

Call us on +44 (0)11 73 16 05 60

YACHTING PAGES PRINT DIRECTORIES

What is Yachting Pages?

- It's the world's leading superyacht directory with 13,000+ verified listings
- Three regional editions are produced annually:
 - **Yachting Pages Mediterranean, Europe, Africa & Middle East**
 - **Yachting Pages USA, The Americas and Caribbean**
 - **Yachting Pages Australasia, Asia Pacific and Far East**
- They feature 700+ advertisers and 380+ port and marina maps
- 61,000 plus free copies are distributed globally each year, many directly to yachts
- Yachting Pages is known as the Captain's Bible of yachting

Who uses Yachting Pages?

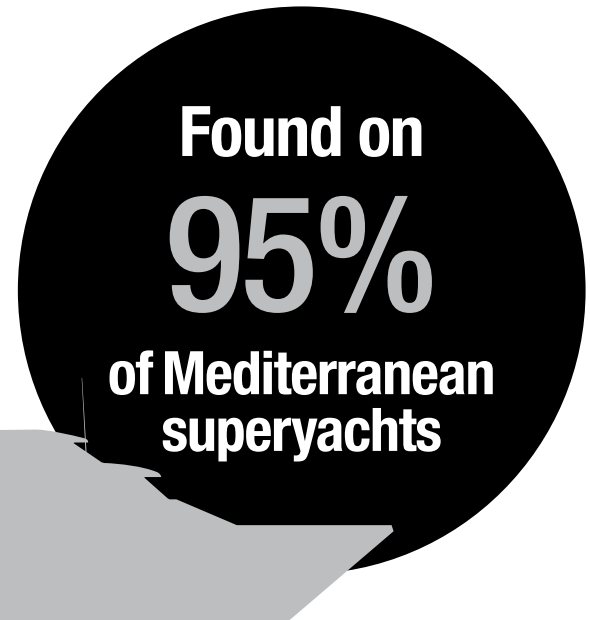
- Captains, crews, project managers, management companies and buyers use this ultimate industry tool to choose suppliers and services
- We're found aboard superyachts and marine businesses throughout the world
- Decision-makers seeking marine supplies, products and services

Who advertises in Yachting Pages?

- Relevant marine companies from crew specialists to shipyards
- Anyone wishing to get found by decision makers
- Our advertisers have increased by 19% making 2013 our best year yet

What makes Yachting Pages – and your advert in it – unique?

- It's hand-delivered to superyachts and related shore-based businesses
- We take your brand to 14+ boat shows including Cannes and Monaco
- Our innovative distribution boasts the Queen's Award for International Trade
- With a 10 year history, it's the first choice for superyacht professionals
- Digital versions are freely available to download from Yachtingpages.com



19% increase in
advertisers since 2012

Delivered at **14+**
international boat shows

60,000+ free
copies delivered annually

Delivered to
100+ countries

YACHTING PAGES (PRINT DIRECTORY) ADVERTISING RATE CARD 2014-15

Premium Positions

Position	Med	USA	Asia
Cover Sponsorship	£13,995	£9,995	£5,995
Spine Sponsorship	£13,495	£7,995	N/A
IFC DPS	£8,860	£6,650	£4,500
IFC	£5,600	£4,200	£2,645
First RHP	£4,500	£2,945	£1,725
First DPS	£6,645	£4,345	£2,795
IBC	£5,040	£3,570	£2,375
OBC	£12,650	£7,995	£4,795
TAB Insert (per side)	£7,590	£3,995	£1,995
Bookmark	£8,865	£6,640	£4,605
Heading Opener Avertorial DPS	£3,995	£2,225	£1,595
Port Map & Marina Page *	£2,995	£1,950	£1,495
Page Facing Welcome	£4,500	£2,945	£1,725
Directory Intro Page	£3,200	£1,950	£1,495

* Map advertising and additional listings can only be purchased with a display advertisement.

Note: We accept a maximum of five listings free of charge with an advertisement.

Note: The next Yachting Pages print directories will be delivered from May 2014.

The deadline for inclusion in the next directories is therefore: end January 2014.

Standard Rate Card

Position	Med	USA	Asia
DPS	£4,430	£2,895	£2,250
RHP	£3,200	£1,950	£1,485
Full Page	£2,530	£1,595	£1,250
1/2 Page	£1,770	£995	£750
1/4 Page	£1,450	£745	£575
1/6th Page	£1,010	£645	£445
1/8th Page	£845	£550	£375
1/16th Page	£695	£475	£325
Map Sponsorship Banner	£400	£310	£215
Port Map Legend Listing	£125	£95	£70
Premium Map Legend Listing	£200	£155	£105
Port Map Logo	£150	£115	£80
Additional Listing	£30	£20	£15
Enhanced Bold Listing	£395	£265	£195
A-Z Advertiser Bold Listing	£65	£50	£35

Search. Refine. Find.

Call us on +44 (0)11 73 16 05 60

www.yachtingpages.com

What is Yachtingpages.com?

- Yachtingpages.com is the world's largest superyacht search engine
- It has 12,300+ listings and details of 620+ ports and marinas
- Superyacht professionals visit us first to find whatever they need, wherever they are
- It is an interactive database where you can find contact details, company products and services, read news, reviews and promotions

From 2012 – 2013, Yachtingpages.com has generated:

- 64% increase in returning visitors
- 54% increase in new visitors to the site
- Showcases increase company views by an average 1200%*+

Who uses Yachtingpages.com?

- Traffic to Yachtingpages.com has increased by a staggering 64% in the last year
- Decision-making captains, crews and marine professionals visit us to find what they need
- Digital experts optimise Yachtingpages.com and all of its content

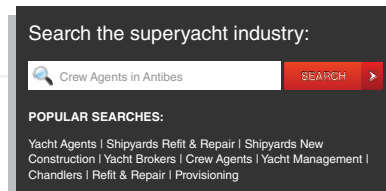
Who advertises on Yachtingpages.com?

- 12,300+ superyacht and marine businesses get found daily on Yachtingpages.com
- Ports and marinas, boat shows and events advertise on Yachtingpages.com
- Featured firms include anything from designers, shipyards and fuel companies to electronic experts, florists and medical suppliers

How can you build your business with Yachtingpages.com?

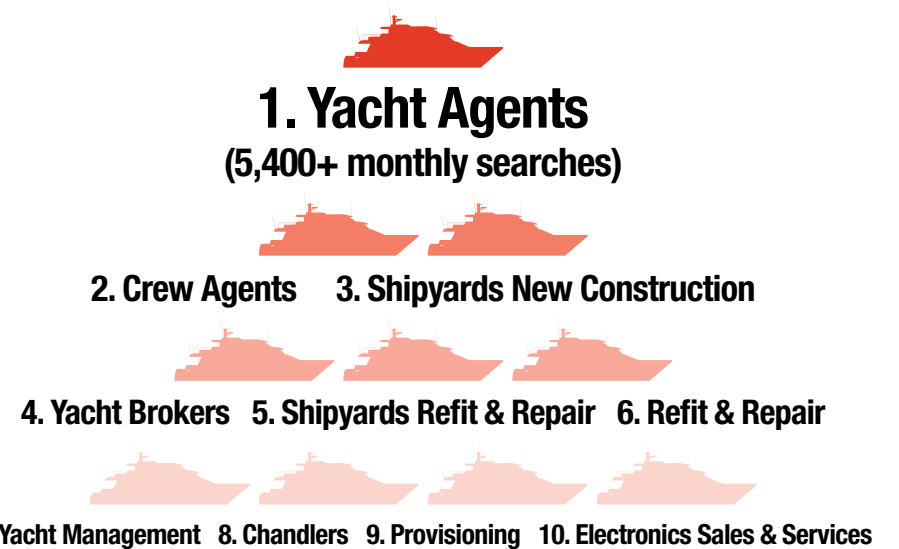
- Increase your brand profile with showcases and banner adverts
- Get 1700+% more profile views and 1340% more click-throughs* with a showcase
- Our keyword and SEO experts optimise your profile for maximum visibility online
- Get your clients to review your services on Yachtingpages.com and receive additional exposure
- We invest in SEO and marketing to ensure your advertising receives maximum exposure

(*compared to free listings - see example overleaf)



YACHTINGPAGES.COM'S TOP TEN

Our most searched headings in early 2013 were:



Enjoy **1340+** more click-throughs than free listings
SEO expertise at your service

64%
increase in
returning visitors

12,300+
marine and superyacht
businesses listed

54%
increase in new
visitors to the site

SHOWCASE VS FREE LISTINGS

Uniform Company (Showcase Listing)

948 Profile views

101 Website click-throughs

24 Phone reveals



Uniform Company (Free Listing)

51 Profile views

7 Website click-throughs

2 Phone reveals



Get **1759%** more profile views, **1343%** more web click-throughs and **1100%** more phone reveals by booking a showcase – see rate card overleaf

YACHTINGPAGES.COM ADVERTISING RATE CARD 2014-15

Banner & Showcase	£3,000
Showcase	£1,500
Showcase + 1 Additional Category	£1,995
Showcase + 2 Additional Categories	£2,550
Additional Location	£134
Mini Showcase	£925
Mini Showcase + 1 Additional Category	£1,330
Marina Showcase	£1,550
Global Banner	£3,950
Category Sponsor Banner	£1,950
NEW News Sponsor Banner & Button Advert for 6 Months	£1,550
NEW News Sponsor Banner & Button Advert for 12 Months	£3,000
Ports Sponsor Banner	£1,950
NEW Showcase and Print Map Port & Marina Page (Package with Mediterranean or USA Print Books)	£3,450
NEW Showcase and Print Map Port & Marina Page (Package with Asia Print Book)	£2,950

YACHTING PAGES REFIT GUIDE

What is Yachting Pages Refit?

- Yachting Pages Refit is a world-first guide that will launch in September 2013
- This user-friendly reference gathers 300 refit shipyards into one book
- 'Yard Cards' detail each yard's specialities, capabilities and value-added extras
- The guide's classified section brims with refit-relevant businesses

Who uses Yachting Pages Refit?

- Superyacht captains, project managers, shipyards, engineers, surveyors and marine consultants will receive their indispensable copy
- Owner's representatives, captains and management companies looking to make multi-million pound refit, repair or conversion decisions

Who advertises in Yachting Pages Refit?

- 300 refit-capable shipyards globally
- Businesses directly relevant to the refit industry advertise in the classified section, from surveyors to restoration and refinishing firms and glass and paint specialists

Yachting Pages Refit will answer questions such as:

- Where can I get the full job list done?
- What refit services does each yard provide?
- What crew facilities are available?
- Can I bring my own subcontractors in?
- Who can accommodate my sized yacht?
- What classifications does the yard hold?



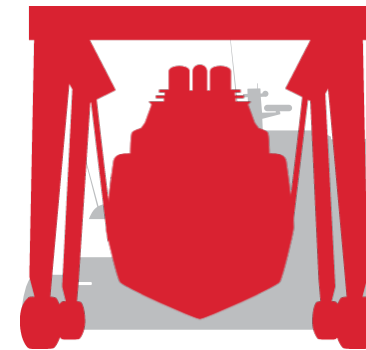
The world's first comprehensive refit guide

Distributed at **14+** international boat shows

Hand-delivered worldwide to superyachts



300 shipyards inside



Refit. Rebuild. Conversion.

Call us on +44 (0)11 73 16 05 60

YACHTING PAGES REFIT RATE CARD 2014-15

Premium Positions

Front Cover	£9,950
Inside Front Cover DPS	£6,950
Page Opposite Welcome	£2,995
Page Opposite Contents	£2,995
First Right Hand Page (+ Free Full Page Yard Card)	£3,995
Bookmark/ Loose Insert (+ Free Full Page Yard Card)	£4,000
Tab Bound In (+ Free Full Page Yard Card)	£6,000
Inside Back Cover	£3,100
Outside Back Cover	£4,995

Refit Yards and Repair

1/4 page Grey Yard Card	Free
1/4 page Red Yard Card	£275
Full page Yard Card	£900
DPS 1 x Yard Card, 1 x Advert	£1,805
DPS 1 x Advertorial, 1 x Advert (+ Free 1 x 1/4 Page Red Yard Card / 1 per country)	£2,700

Classified

Box Listing (Company Name, address, email, web and tel. only)	£150
1/8 page	£350
1/4 page H or V	£625
1/2 page H or V	£1,100
Full page	£1,900
DPS	£3,800

Refit. Rebuild. Conversion.

YACHTING PAGES DELIVERS

What is Yachting Pages Delivers?

- Yachting Pages Delivers is a hand-delivery service to superyachts in the Mediterranean
- Use our connections to get your marketing messages directly to superyacht owners
- Take advantage of our award-winning distribution networks to build your business

Who receives Yachting Pages Delivers materials?

- Superyacht owners, captains and crews receive your branded materials directly
- High-profile ports, marinas, capitaineries and relevant local businesses are also visited
- This service gets your materials into hard-to-access superyacht hubs and ports

Who uses Yachting Pages Delivers to reach exclusive audiences?

- Any business – from local shore-based firms to global brands seeking expansion into the superyacht sphere – use this tailor-made service
- Customers include luxury car dealerships, exclusive real estate agencies, wine dealers, local restaurants and superyacht entertainment agencies

When and where does Yachting Pages Delivers operate?

- You'll reach superyachts from Marseille (France) to Livorno (Italy) – please see map on page 16 and 17
- Boat show deliveries (pre and during) are in demand and reach all yachts and exhibitors present
- Some scheduled drops tie in with the hand delivery of Yachting Pages directories
- Bespoke deliveries can be arranged to suit your exact requirements
- Deliveries can take place throughout the year – details and rate card overleaf

ADDITIONAL BRANDING OPPORTUNITIES

Yachting Tips Delivered Back Sponsor Sheet:

- £1200 per edition
- 4 colour A4 insert placed in the back of the bag
- Yachting Tips is a branded opportunity to offer information and advice on interesting topics within the superyacht industry (approx. 500 words)

Front Sponsor Sheet:

- £1200 per edition
- 4 colour logo or Sponsorship message printed on up to 1000 A4 inserts which will be placed in the front of the bag

Bag Sponsorship:

- £1500 per edition
- Black and white logo and your Sponsorship message printed on up to 1000 bags



By Hand. By Mail. By Sea.

Call us on +44 (0)11 73 16 05 60

SUPERYACHT-RICH REGIONS WE HAND DELIVER TO BELOW



Destinations

We will deliver your marketing communications to the following locations and companies, in attractively branded bags;

- Yachts
- New Build Shipyards
- Refit Shipyards
- Management Companies
- Charter
- Broker
- Yacht Agents
- Chandlers and Marinas
- Crew Agents
- Crew Training

France

- 15 key superyacht marinas in France
- 9 key business categories in France

Italy

- 13 key superyacht marinas in Italy
- 9 key business categories in Italy

Additional Branding Opportunities



Call us on +44 (0)11 73 16 05 60



YACHTING PAGES DELIVERS RATE CARD 2014-15

Yachting Pages Delivers: Scheduled Deliveries

- This great-value distribution service is carried out as we visit the Mediterranean coasts of France and Italy delivering Yachting Pages' directories to superyachts and topping up relevant shore-based businesses

Yachting Pages Delivers: Bespoke Deliveries

- Yachting Pages Delivers also offers bespoke deliveries. These can go to highly targeted boat types, particular boat shows (such as Monaco or Cannes – even to boats at anchor) and specific marinas and regions, or may be to deliver unusual marketing or promotional items

Yachting Pages Delivers	Boat Only	Cost
Quantity – 500 items		£1,250
Quantity – 750 items		£1,695
Quantity – 1000 items		£2,000
Antibes Yacht Show	300 Qty	£1,500
Festival de la Plaisance de Cannes	500 Qty	£1,750
Monaco Yacht Show	500 Qty	£2,000

SCHEDULED DELIVERIES 2013-14

Boat Show	Book by	For delivery w/c
July 2013	17/06/2013	22/07/2013
September 2013	26/07/2013	02/09/2013
Cannes Yacht Show 2013 (10-15 Sept 2013)	26/07/2013	10/09/2013
Monaco Yacht Show 2013 (25-28 Sept 2013)	19/08/2013	25/09/2013
November 2013	21/10/2013	25/11/2013
March 2014	10/02/2014	17/03/2014
Antibes Yacht Show (TBC Apr 2014)	03/03/2014	TBC
May 2014	21/03/2014	28/04/2014
June 2014	16/05/2014	23/06/2014
July 2014	16/06/2014	21/07/2014

Note: Antibes Boat Show 2014 dates are subject to change as we are still awaiting confirmation of the actual show dates

Note: If Antibes Boat Show 2014 takes place in w/c 28/4/14, the distribution start and finish dates for the May 2014 issue may change

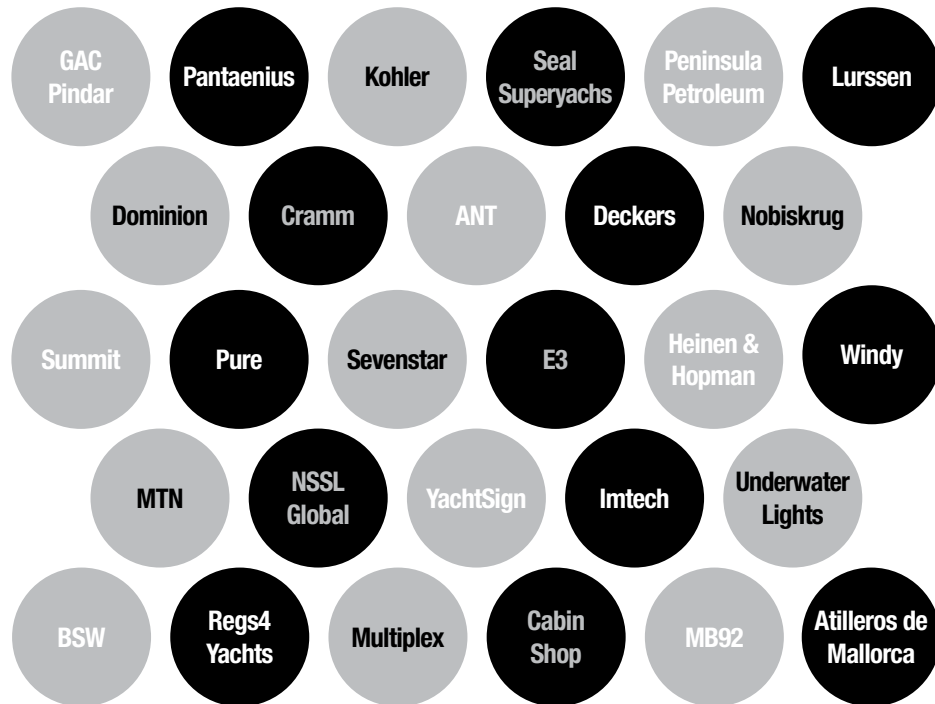
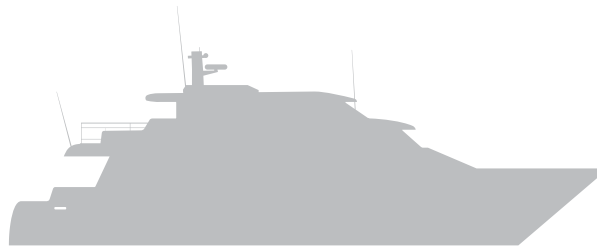
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ADVERTISERS

With 19% new advertisers this year, the power of Yachting Pages superyacht resources is clear – and growing. Our exclusive database of industry businesses and contacts is crucial to our status as the world’s number 1 superyacht directory. Free listings and premium advertisements are just two ways in which businesses, ports and events can benefit from Yachting Pages’ unrivalled global reputation.

- A multi-lingual team, well-versed in collaborative working
- Account managers committed to getting to the heart of what you want to achieve
- Multiple, mixed-platform marketing campaigns in print, online and direct deliveries
- Build your business with us, as these world-leading brands have chosen to:



Call us on +44 (0)11 73 16 05 60

Dear Yachting Pages,
We have received three boxes of the new Yachting Pages and are already distributing them onto large yachts here in Bali.
The two 45m+ yachts berthed at Big Boat Quay, Benoa were given copies yesterday and the Captains expressed their gratitude.
Indo Yacht Support will continue to pass out your excellent publication to all our clients and other visitors.

We are proud supporters of Yachting Pages.

Regards,
Cilian

Captain Cilian Budarlaigh
 MCA Master 3,000 Unlimited
 Dr of Intl Trade & Business

DISTRIBUTION



Used by captains, senior crew and industry professionals, Yachting Pages provides businesses around the globe with opportunities to reach the superyacht community.

Yachting Pages builds its foundation on the worldwide recognition of our established, fast and efficient hand delivery networks, these networks guarantee to connect businesses with their customers, directly.

Having won the Queen's Award for Enterprise for International Trade 2009, Yachting Pages is committed to the principle of achieving high quality, trusted products, excellent customer service and outstanding results.

As a recognised expert in this field with excellent regional contacts and a hand-delivery pedigree stretching back ten years, we work efficiently to present your adverts, marketing materials and brand messages to superyachts and marine hubs in over 100 countries.

59% of total directories delivered by hand in 2013

61,000+ copies of Yachting Pages delivered in 2013

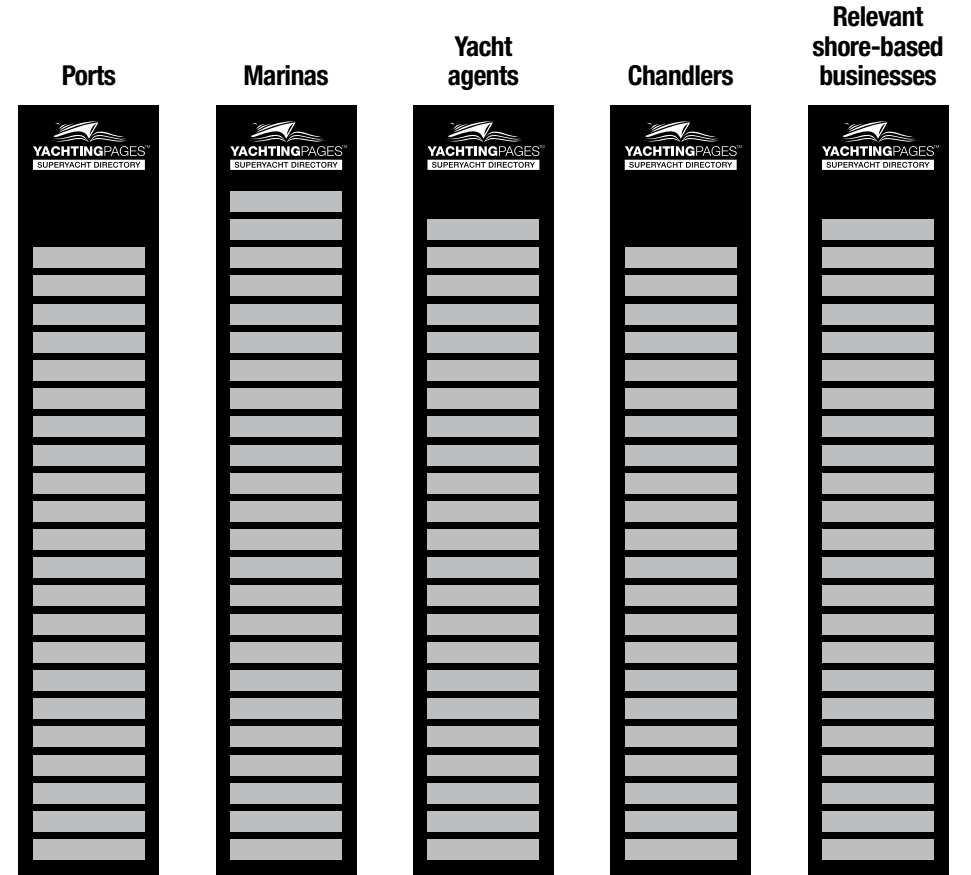
100+ delivery countries

760+ new delivery destinations for 2013

Distributed to exhibitors and boats at 14+ international boat shows

OUR STOCKISTS

In addition to hand-deliveries direct to superyacht captains and crew on board, we also deliver to replenish book and directory stocks at:



The World's leading marinas proudly display Yachting Pages, including those in Mallorca, Barcelona, Antibes, Cannes, Nice, Monaco, St Tropez, San Remo, Genoa, Venice, Viareggio, Fort Lauderdale, Miami, Athens and Istanbul.



CONTACT

For further information about any of our products, visit www.yachtingpages.com or contact us via email or using the international numbers below:

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