

YACHTING PAGES™



SEARCH THE SUPERYACHT INDUSTRY

MEDIA KIT

2012 - 2013



THE QUEEN'S AWARDS
FOR ENTERPRISE:
INTERNATIONAL TRADE
2009

YACHTING PAGES MEDIA KIT

Search the Superyacht Industry

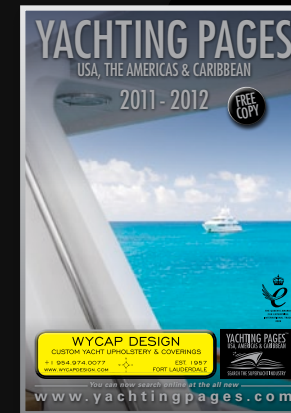
Yachting Pages is the first choice for superyacht professionals to find the contact details for all the services and products they need, anywhere in the world.

With over 250 different headings, searchable by country and town, purchasers can easily find whatever they need in one place.

The people who use Yachting Pages are responsible for large purchasing budgets.

Yachting Pages' usage is divided into 4 clear consumer groups:

- Captains and senior crew use it:
 - to find their regular supplier easily
 - to find new suppliers
 - to find an alternative supplier
 - to request competitive quotes
 - to deal with an emergency
 - for infrequent purchases
 - to find suppliers in an unfamiliar area
- Shipyard project managers use it to source new suppliers
- Management companies use it to find suppliers for their fleet
- Marine businesses globally use Yachting Pages to find distributors and dealers



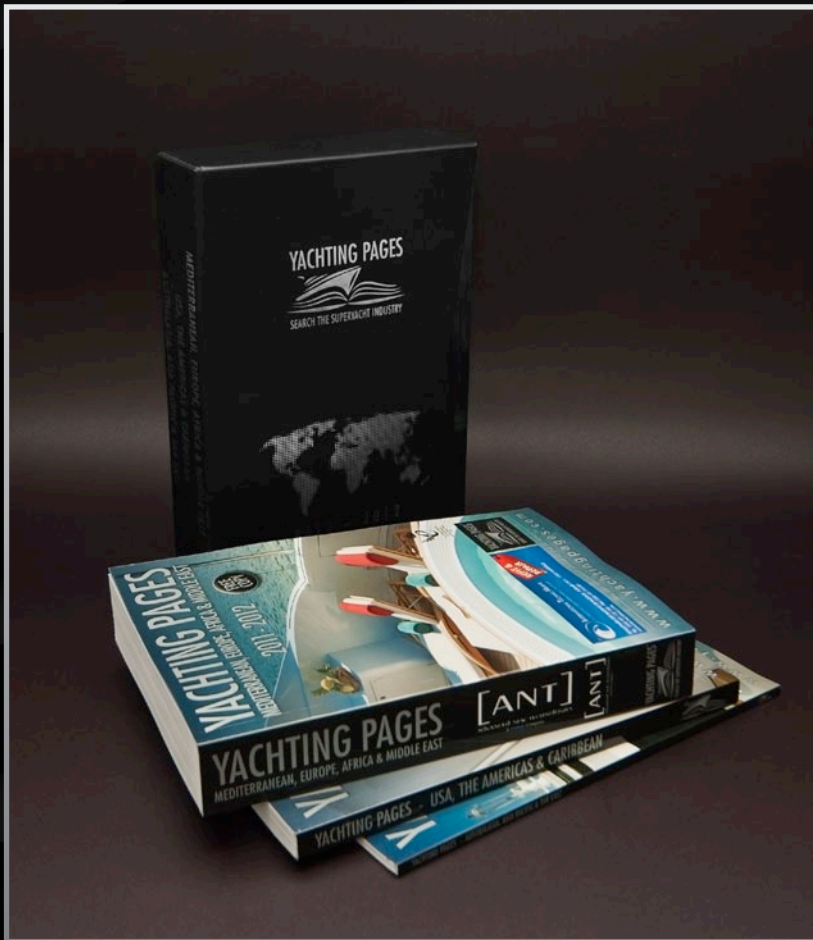
If you want to reach a targeted readership that actively responds to your advertising, Yachting Pages should be the number one choice on your media schedule.



BOOKS & BOX SETS

Global Coverage in 91 Countries

YACHTING PAGES WORLD EDITION



ANGUILLA	DENMARK	MALDIVES	ST KITTS & NEVIS
ANTIGUA	DOMINICAN	MALTA	ST LUCIA
ARGENTINA	REPUBLIC	MARTINIQUE	ST MAARTEN
ARUBA	ECUADOR	MEXICO	ST MARTIN
AUSTRALIA	EGYPT	MONACO	ST THOMAS
AUSTRIA	FIJI ISLANDS	MONTENEGRO	ST VINCENT
BAHAMAS	FINLAND	NETHERLANDS	SWEDEN
BALI	FRANCE	NEW CALEDONIA	SWITZERLAND
BARBADOS	GERMANY	NEW ZEALAND	TAHITI
BELGIUM	GIBRALTAR	NORWAY	TAIWAN
BELIZE	GREECE	OMAN	THAILAND
BERMUDA	GRENADA	PANAMA	TORTOLA
BONAIRE	GUADELOUPE	PHILIPPINES	TRINIDAD
BOSNIA	INDIA	POLAND	TUNISIA
BRAZIL	INDONESIA	PORTUGAL	TURKEY
CANADA	IRELAND	PUERTO RICO	TURKS & CAICOS
CAYMAN ISLANDS	ISRAEL	RUSSIA	U.K.
CHILE	ITALY	SEYCHELLES	U.S.A.
CHINA	JAMAICA	SINGAPORE	UKRAINE
COSTA RICA	JAPAN	SLOVENIA	U.A.E.
CROATIA	LATVIA	SOUTH AFRICA	VIRGIN GORDA
CUBA	LIECHTENSTEIN	SPAIN	
CURACAO	MALAYSIA	ST BARTS	
CYPRUS		ST CROIX	

DISTRIBUTION

Yachting Pages is published in three books, one for each of the following regions:

- Mediterranean, Europe, Africa & Middle East
- USA, The Americas & Caribbean
- Australasia, Asia Pacific & Far East

Each edition is tailored to its world area, offering regional listings and marina maps.

Superyachts that regularly charter in different world zones will be issued with our luxury boxset.

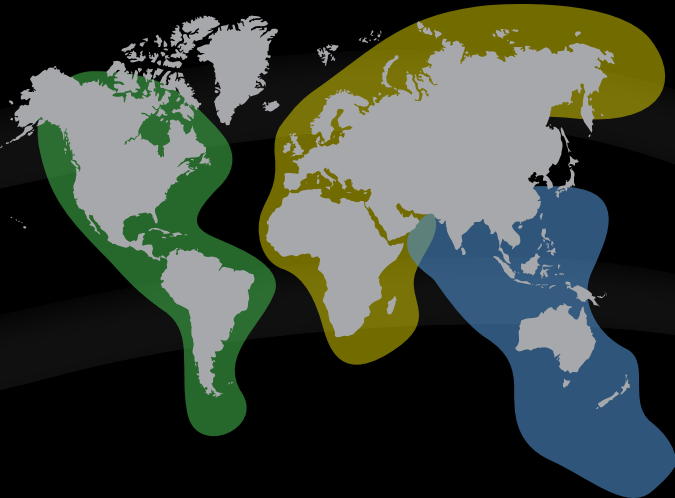
72,000 copies of the 2011-2012 edition have been distributed.

To become an official Yachting Pages distributor, please contact distribution@yachtingpages.com

MED, EUROPE,
AFRICA & MIDDLE EAST
34,060 copies

USA, THE AMERICAS
& CARIBBEAN
24,710 copies

AUSTRALASIA, ASIA
PACIFIC & FAR EAST
13,660 copies



Managing Director Steve Crowe is greeted by Queen Elizabeth II after winning the Queen's Award for Enterprise in International Trade 2009



Bespoke Yachting Pages book stands make copies available to visiting superyachts at Port Vauban, Antibes



Hand delivery by our uniformed staff direct to the superyacht. Here Managing Director Steve Crowe personally delivers Yachting Pages

Yachting Pages is delivered personally by our uniformed staff directly to superyachts. You will find Yachting Pages on board virtually every superyacht in the world.

Marinas also hold stock of Yachting Pages for visiting yachts to pick up when they dock. You will find Yachting Pages in hundreds of superyacht marinas worldwide, with many on display in our bespoke bookstands.

Many marine businesses also stock and hand out Yachting Pages to their customers.

Yachting Pages is also exhibited at all the world's major yacht shows.

From shipyards to management companies, refit yards to yacht agents, the superyacht world uses Yachting Pages as its first choice for finding what it needs, when and where it is needed.



Our stand at Cannes Boat Show 2010. Yachting Pages exhibits at all the major boat shows including Monaco, Ft. Lauderdale, Genoa and Abu Dhabi



The Yachting Pages Team arrives at Porto di Imperia, Italy, to deliver copies of "the Captain's Bible"



The Yachting Pages Black and White Lounge at the IYCA has become a key event at the start of the Mediterranean season

CREW & CAPTAINS SURVEY

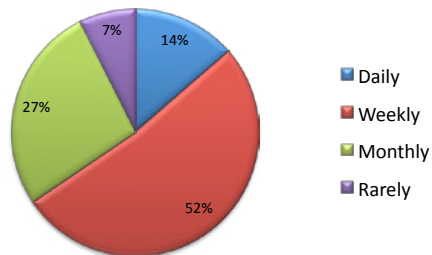
What our captains have to say...

As part of an ongoing survey, Yachting Pages interviewed superyacht captains and crew from over 300 superyachts in marinas as diverse as Antibes, Genoa, Cannes, Monaco, Palma, St Maarten, Fort Lauderdale and Antigua.

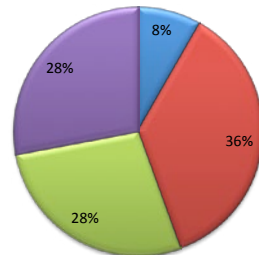
Here are the most relevant results from this survey.

HOW OFTEN DO YOU USE YACHTING PAGES IN A SEASON?

93% of captains and crew interviewed responded that they use Yachting Pages regularly.



Even out of season, 72% of respondents reported that they still use Yachting Pages regularly.



Other notable findings include:

- All yachts that we interviewed had at least one copy of Yachting Pages on board. Many of the larger boats have six or more copies on board
- Most copies on board yachts have 2-3 crew members using the same Yachting Pages
- Most superyachts received their copy hand delivered directly from the Yachting Pages team. Others picked copies up from marinas, boat shows and yachting businesses

"Yachting Pages is fantastic. There is very useful information for yacht marinas, some information is almost impossible to find somewhere else... All the crew use it, it's the most wanted book on board. Our hotel, engine and deck departments have their own copies."

CAPTAIN KAI KETONEN - SS DELPHINE

"It's brilliant, very easy to use, improving every year."

CAPTAIN JAMIE PAINTER

"I use Yachting Pages regularly; I think it's a great book. We use it especially when we're going into a new town or marina and need to find things quickly for the boat."

CAPTAIN GREG BLAZNIC - M/Y SPADA

"After 4 years based on a yacht in Antibes I was lost when I joined a boat in the States, thankfully there was a copy of Yachting Pages handy and I quickly found all the contractors and suppliers that I needed."

STEVE JONES - CHIEF ENGINEER

See what captains say - visit the Yachting Pages YouTube page at <http://www.youtube.com/YachtingPages1>



CALL MONITORING

Over the past three years, Yachting Pages has implemented an intelligent call monitoring system that allows us to measure just how effective advertisements in Yachting Pages are.

The system provides us with accurate information about who exactly is calling Yachting Pages advertisers, at what time/day and from where in the world. Here are just some of the findings:

(More written and video testimonials available on request)

Yacht Chandlers
Mediterranean

307 calls in 14 months
22 calls per month




Results-driven Media

YACHTING PAGES
Mediterranean & USA
Calls monitored over a 14 month period using Yachting Pages virtual numbers

Yacht Agents & Wine Suppliers
Mediterranean

308 calls in 14 months
22 calls per month



Results-driven Media

YACHTING PAGES
Mediterranean & USA
Calls monitored over a 14 month period using Yachting Pages virtual numbers

Yacht Agents & Provisioning
Mediterranean

274 calls in 14 months
20 calls per month



Results-driven Media

YACHTING PAGES
Mediterranean & USA
Calls monitored over a 14 month period using Yachting Pages virtual numbers

Medical Kits
Mediterranean & USA

39 calls in 14 months
3 calls per month




Results-driven Media

YACHTING PAGES
Mediterranean & USA
Calls monitored over a 14 month period using Yachting Pages virtual numbers

Uniforms
Mediterranean

242 calls in 14 months
17 calls per month



Results-driven Media

YACHTING PAGES
Mediterranean & USA
Calls monitored over a 14 month period using Yachting Pages virtual numbers

Florists
Mediterranean

168 calls in 14 months
12 calls per month



Results-driven Media

YACHTING PAGES
Mediterranean & USA
Calls monitored over a 14 month period using Yachting Pages virtual numbers

Engineering, Engines, Electrical Engineering, Exhausts
Mediterranean

776 calls in 25 months
31 calls per month




Results-driven Media

YACHTING PAGES
Mediterranean & USA
Calls monitored over a 25 month period using Yachting Pages virtual numbers

Rigging
Mediterranean

74 calls in 14 months
5 calls per month

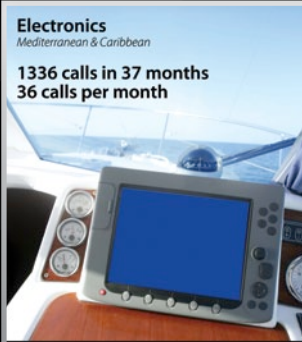


Results-driven Media

YACHTING PAGES
Mediterranean & USA
Calls monitored over a 14 month period using Yachting Pages virtual numbers

Electronics
Mediterranean & Caribbean

1336 calls in 37 months
36 calls per month



Results-driven Media

YACHTING PAGES
Mediterranean & Caribbean
Calls monitored over a 37 month period using Yachting Pages virtual numbers

TESTIMONIALS

Yachting Pages is the most comprehensive directory in the superyacht industry and is distributed all over the world and used by virtually everyone in the industry. All of which means that Yachting Pages is the most effective advertising medium available to companies.

Clients who use Yachting Pages include:



What our advertisers have to say...

"We have used Yachting Pages as part of our worldwide marketing strategy for the past 4 years and consider it to be a valuable publication that hits our target market. The hand distribution directly to Superyachts, captains and project managers makes Yachting Pages one of the industry's essential choices for Lürssen."

SYLKE AUF DEM GRABEN - LURSSEN

"It is clear from the results we have received with the registered call number that both the advertising and the number of registered calls has had approximately a 15% input into Leviathan Marine's annual turnover. Thank you for your professionalism and what your product has brought to my company."

TERRY ALLEN - LEVIATHAN MARINE

"We at Octo Marine are convinced that Yachting Pages is the most cost effective form of advertising in the Superyacht industry."

ASHLEIGH WEST - OCTO MARINE

"I suggest to everybody to subscribe to Yachting Pages. For Fast Marine it has been a "business card" that goes all over the world. Customers contact you from far away and increase your business. To work with Steve is a pleasure. Him and his staff are very nice people to work with."

FAST MARINE SRL

"After advertising with Yachting Pages, I have had a great response from new clients who found me in the Yachting Pages directory. Yacht captains have called from all over the Mediterranean and I am very satisfied with this book."

MARINE MEDICAL INTERNATIONAL

RATE CARD

COLOUR DIRECTORY ADVERTS



Mediterranean, Europe, Africa & Middle East

€ \$ £



USA, Americas & Caribbean

€ \$ £



Australasia, Asia Pacific & Far East

€ \$ £

Double Page Spread	5075	7130	4430	3810	5350	3325	2640	3710	2305
Right Hand Page	3665	5150	3200	2750	3865	2400	1910	2680	1665
Full Page	2900	4075	2530	2180	3060	1900	1510	2120	1315
1/2 Page Horizontal	2030	2850	1770	1525	2145	1330	1055	1485	920
1/2 Page Vertical	2030	2850	1770	1525	2145	1330	1055	1485	920
1/4 Page Horizontal	1660	2335	1450	1250	1755	1090	870	1215	755
1/4 Page Vertical	1660	2335	1450	1250	1755	1090	870	1215	755
1/6 Page	1160	1625	1010	875	1225	760	605	845	525
1/8 Page	1015	1425	885	765	1070	665	530	745	460
1/16 Page	900	1265	785	680	950	590	470	660	410
Map Sponsorship Banner Advert	455	650	400	355	500	310	245	350	215
Port Map Legend Listing†	145	205	125	110	155	95	80	115	70
Premium Port Map Legend Listing†	230	325	200	180	250	155	120	170	105
Port Map Logo†	175	245	150	135	190	115	95	130	80

LISTINGS

Single Listing	Free	Free	Free	Free	Free	Free	Free	Free	Free
Additional Listing*	35	50	30	25	35	20	20	25	15
Bold Listing	300	415	255	220	310	190	155	220	135
A-Z Advertisers Bold Listing	75	105	65	60	85	50	45	60	35

Yachting Pages is published annually. Our booking deadline for inclusion is 23rd December 2011.
Contact us now for booking:

UK: +44 (0)1761 454040 • Spain: +34 963 140 464 • France: +33 (0)4 89 73 32 82
Italy: +39 06 62291716 • USA: +1 954 636 3462

Email sales@yachtingpages.com or visit www.yachtingpages.com

PRICES

All prices are calculated at the date of issue of the Media Kit (1st July 2011) and may vary according to currency fluctuations. The exchange rates quoted are based on XE.com from 01/07/2011.
Please check the exchange rate at time of order.

PREMIUM POSITIONS

(these will be offered to existing advertisers on a first refusal basis)



Mediterranean, Europe, Africa & Middle East

€ \$ £



USA, Americas & Caribbean

€ \$ £



Australasia, Asia Pacific & Far East

€ \$ £

Cover Sponsorship	18400	25760	16000	13760	19315	12000	9540	13380	8320
Spine Sponsorship	17420	24445	15180	13055	18325	11385	9050	12700	7895
Page Sponsorship	29030	40725	25300	21760	30540	18975	15080	21160	13155
Inside Front Cover	10170	14265	8860	7620	10700	6645	5285	7415	4610
Inside Back Cover	9185	12875	8000	6880	9660	6000	4770	6695	4160
Outside Back Cover	14525	20360	12650	10880	15275	9490	7545	10585	6580
TAB Card Insert (per side)	8715	12220	7590	6525	9160	5690	4525	6350	3945
Bookmark	10170	14255	8855	7615	10690	6640	5280	7405	4605
Yachting Tips	4305	6040	3750	2925	4105	2550	2020	2835	1760
Port Map & Marina Page	3675	5150	3200	2755	3865	2400	1910	2680	1665
Page One of MED Book	5165	7245	4500						
Page One of USA Book				3870	5435	3375			
Page One of Australasia Book							2685	3765	2340
Map Sponsorship MED	22955	32195	20000						
Map Sponsorship USA				12895	18115	11250			
Map Sponsorship Australasia							2980	8370	5200
Page One MED Directory	5740	8050	5000						
Page One USA Directory				4300	6040	3750			
Page One Australasia Directory							3000	2250	1750

DISCOUNT STRUCTURES

- 5% - multi heading campaign
- 5% - multi country campaign
- 10% - immediate payment in full (within 7 days)
- 10% - multiple world edition campaign (per book)
- 50% off all adverts booked with a premium spot

PLEASE NOTE

A-Z advertisers bold listings may not be bought on their own. There is a minimum font size of 7pt for all adverts. A minimum of 50% deposit MUST be paid at time of order. Classified adverts are normally placed in size and date order. An artwork fee of £200 applies to all in-house designs. Exchange rates are subject to change. Listings may only be placed under towns where clients have addresses.
Terms and conditions may be found at www.yachtingpages.com. *Additional Listing can only be sold with purchase of an advert.
†Map Listing, Premium Listing and Logos can only be sold with purchase of an advert.