



A new media mix directed exclusively at superyacht owners, delivering what they need to know across all segments of the ownership landscape.

TheSuperyachtOwner.com

A product of



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THE PROPOSITION

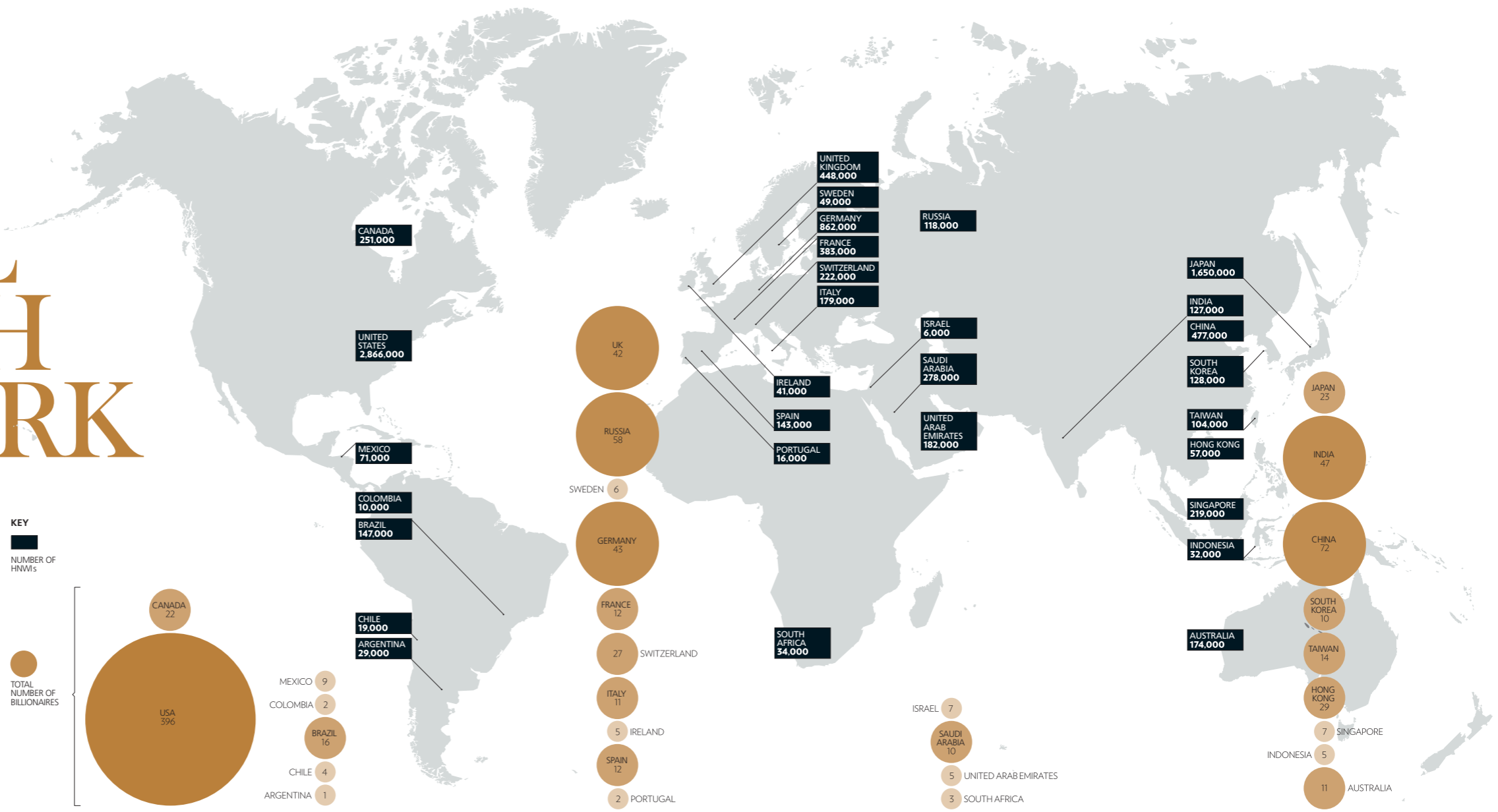


Having analysed the current media mix and interviewed many superyacht owners over the years, we know that owners use the myriad of glossy publications for research and exploring the market for new and used yachts, as well as for looking at recent deliveries from the various yards around the world. They tend to use the current media for short bursts of time, and in some cases, use them habitually to see what is on the market or what price has changed in order to explore ideas and potential deals.

However, our insight and research shows that in most cases superyacht owners would like more intelligent and candid information on what is really happening, coupled with advice or knowledge that may help them in their decision-making processes.

The Superyacht Owner and *TheSuperyachtOwner.com* fill this fundamental gap in the market. Combined with our owner events, organised in partnership with The Superyacht Events Agency, we provide a network that ensures new and existing superyacht owners can explore the market armed with much-needed, valuable information and knowledge.

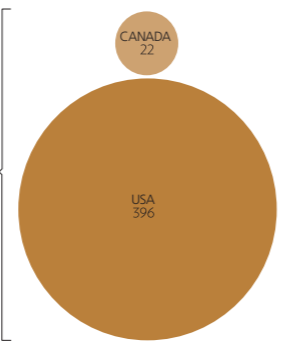
THE GLOBAL WEALTH NETWORK



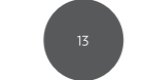
KEY
 ■ NUMBER OF HNWI'S
 ● TOTAL NUMBER OF BILLIONAIRES

● TOTAL HNWI WEALTH (US\$ TN)

GROWTH IN HNWI WEALTH 2010



NORTH AMERICA



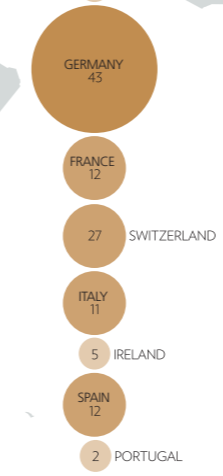
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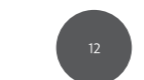
LATIN AMERICA



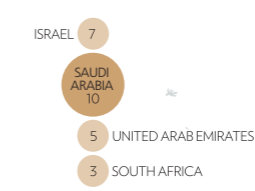
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EUROPE



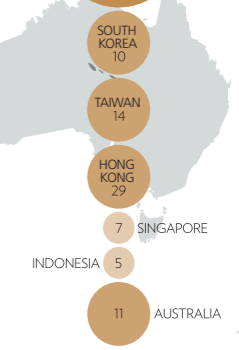
+20%



MIDDLE EAST/AFRICA



+5%



ASIA PACIFIC



+35%

THE PLATFORM



Contact us: **E:** info@TheSuperyachtOwner.com **T:** +44 (0) 207 924 4004 **W:** TheSuperyachtOwner.com

The Superyacht Owner delivers a mix of serious magazine and private website to superyacht owners, potential superyacht owners and charter guests. A dynamic and interactive media platform of print, event and digital solutions provides a new way of communicating opinions, messages and intelligence to the most important people in the market.

Both the magazine and website address issues like charter, tax, finance, operations and value, as well as new ideas, information and experiences, with a view to assisting the market and the owners to work well together and build a more stable industry. Interviews with owners and their advisors on their ownership experience are integral to *The Superyacht Owner*, and ensure that we deliver a shared information platform that can help new or existing clients in their quest for a better yacht ownership experience.

“Thank you very much for the great article in *The Superyacht Owner*. I received three beautiful magazines today as part of my Owners’ Package — paper quality, printing, editorial, images — all are amazing!”

RIZA TANSU, FORMER OWNER OF MY NOMADE



THE PUBLICATION



The Superyacht Owner is a serious and intelligent journal aimed at educating and advising owners on the core topics when acquiring and disposing of their floating assets. Presented as a business journal that uncovers the financial, legal and asset-management aspect of superyacht ownership, it has proven to be a clear, concise and topical magazine that superyacht owners can digest and understand quickly, without jargon or acronyms. It is designed to give them the information they need to help them make their ownership decisions,

and support the advice they receive. Sophisticated, relevant and produced to a premium standard, it fits within owners' lifestyles and business environments. The concept is simple. With the brand name, *The Superyacht Owner*, wherever it sits – be it on a coffee table, desk or business lounge – anyone who is a current or potential superyacht owner will know this is a magazine for them.

THE EDITORIAL



Through well-written, concise and topical features, *The Superyacht Owner* cuts through the fog of superyacht ownership issues and provides readers with a completely unique magazine dedicated to, and celebrating, the best of superyacht life. From expertly sourced explorations of financial, legal, tax or asset-management topics to colourful stories of owners' voyages

of discovery, the magazine is packed with useful articles and stories geared towards making the most of life aboard. With intelligent reports, insightful interviews, inspiring destination stories and grounded opinion pieces, *The Superyacht Owner* informs the discerning reader from the comfort of their business lounge, office or sofa.

THE WEBSITE



TheSuperyachtOwner.com provides the market with a private access portal with core knowledge and insight into the world of superyacht ownership. Our research tells us that owners don't want to receive information daily, but information that is relevant, topical and valuable, so we have created an online portal that delivers a weekly information bulletin and website with current, opinion-based candid reporting. The private site

allows subscribers to share their views and experiences with others within the network via a secure superyacht owners' forum. They are also able to ask key questions from expert partners on a range of subjects, giving them unique access to 'those in the know'. This digital platform allows superyacht owners to explore and understand subjects that, in the past, may have been unclear or confusing.

“I haven’t been keeping a note of numbers, but I was quite evangelical when I saw the first few editions, and the overall vision. I discussed it with a substantial number of experienced and less experienced owners, and their view was universal. It serves a fantastic purpose.”

BENJAMIN MALTBY, MATRIX LLOYD



THE AUDIENCE

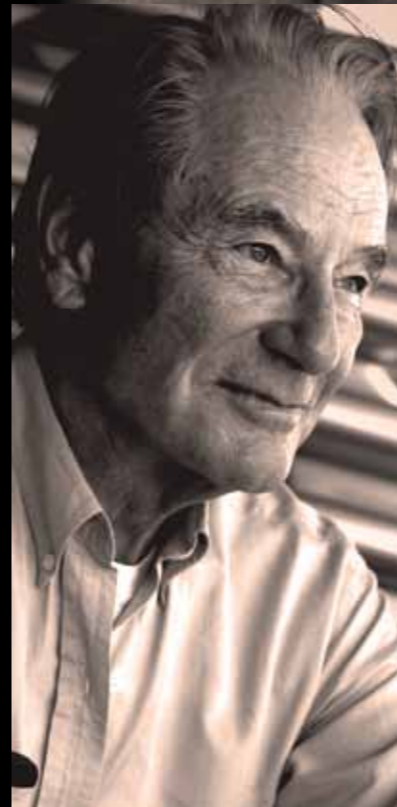


The Superyacht Owner is aimed at a direct audience. Essentially, we aim to ensure that every active superyacht owner in the market receives their personal copy, via their private office, on board their yacht or via their family wealth office or lawyer, in order to ensure it is delivering a unique mix of information, opinion and guidance to the owner and their current advisors.

Our current subscribers make up around 7,500 individuals, of which we estimate 2,000 are existing superyacht owners and a minimum of 500 are potential superyacht owners, with the remaining audience comprising the current advisory teams that support the needs of many yacht-related UHNWIs.

“Last night I had a quiet dinner and for once did not take my iPad but a copy of *The Superyacht Owner* instead. Congratulations! The articles were informative, interesting and a good perspective. Other magazines I will only skim a few articles, but this I will finish today and keep the copy around my office for guidance.”

DOUGLAS F. HOUGHTON, CURRENT CORPORATION



JUSTIN RATCLIFFE / DAVE SHIELDS

THE PARTNERS



Contact us: **E:** info@TheSuperyachtOwner.com **T:** +44 (0) 207 924 4004 **W:** TheSuperyachtOwner.com

In a unique media approach, commercial participation in *The Superyacht Owner* is limited to an exclusive list of invitation-only partners to ensure they can benefit from the private network and share with the readers the extent of their experience and knowledge through reports, articles, advice and information that superyacht owners are currently craving. Shipyards, brokerage companies, management houses, lawyers, administration companies, specialist technology providers and service companies currently make up this list.

Partners are invited based on their longevity in the market, coupled with their stability and their ability. These partners, we feel, can advise and educate clients with their experience and understanding of what new and existing clients need. By providing a pure platform for partners, we are ensuring your message and knowledge is shared in an environment that displays quality and value.

THE PACKAGE



The Superyacht Owner is not freely available to any member of the industry, ensuring the audience remains focused and pure. It is limited exclusively to those individuals who sign up for the The Owner Package subscription.

TheSuperyachtOwner.com is only accessible via a private access code, supplied exclusively to partners and subscribers. The website delivers detailed and private information shared between the two parties with different levels of access, via invitations or network contacts, similarly to a 'LinkedIn' business network approach.

In order to be a partner in this unique media mix, an investment of £12,000 per annum or £1,000 per month is required. This will provide a private partner page within the digital product, coupled with a prominent logo on the site. In addition, a partner directory listing will appear at

the back of every issue of *The Superyacht Owner* and also, to ensure increased value, there is a guarantee of two full pages of advertising in two specific editions of the magazine, with the option to secure more pages if required. Special positions and premium sites are secured on a first come, first served, basis.

Each partner is also invited to prepare, write or consult on editorial topics within their scope of expertise, with a view to imparting knowledge and experiences with our audience. However, we reserve the right to edit and change the tone in order to ensure the information is clear, unbiased and relevant, without any commercial tone or slant. As a partner you will also be invited to participate in the private online forum and provide answers and information to specific requests for advice or input on issues and opinions raised by the audience.

THE RATES



Partners' Package – £12,000 per annum

- One full page in two of the five issues per annum (with the option to secure additional pages)
- Partner directory listing in five issues per annum, including company logo, 50-word business description and three points of contact
- Prominent logo position on the website
TheSuperyachtOwner.com
- Private partners' page on the website, including key contacts and extended information
- Named sponsor on one of the 50 weekly bulletins

Display advertising

- Full page £2,000
- Double-page spread £3,500

(Cover positions and creative options available upon request)

“Your articles are very lively and well written. The magazine itself is interesting, full of useful details and articles and an excellent addition to the existing literature designed for yacht owners.
Thank you!”

OWNER (ANONYMOUS)



THE DISTRIBUTION



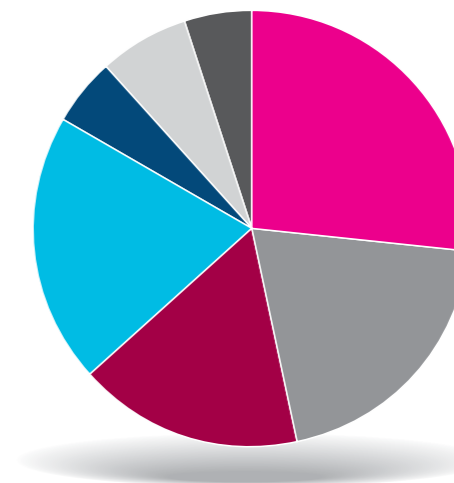
Distribution of *The Superyacht Owner* will consist of our current highly targeted audience coupled with strategic platforms through a network of key global wealth locations to deliver enhanced market penetration.

- Owners
- Potential owners
- Charter clients
- Family offices
- Private wealth managers
- Lawyers
- Key advisors

Geographical breakdown

Print run 10,000 per issue

■ Northern Europe	27%
■ Mediterranean	22%
■ West Coast United States	16%
■ East Coast United States	20%
■ Gulf	5%
■ Brazil, Russia, India and China	5%
■ Australia / New Zealand	5%



THE SCHEDULE

Issue	Editorial Deadline	Artwork Deadline	Publication Date
February: Issue 6	14/12/2012	09/01/2013	11/02/2013
April: Issue 7	20/02/2013	11/03/2013	08/04/2013
June: Issue 8	08/05/2013	24/05/2013	24/06/2013
September: Issue 9	10/07/2013	08/08/2013	29/08/2013
October: Issue 10	23/08/2013	11/09/2013	08/10/2013



The Superyacht OWNER

TRUTH • OPINION KNOWLEDGE • IDEAS & SUPERYACHT OWNER INSIGHT

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Building a better superyacht market since 1992

www.thesuperyachtgroup.com