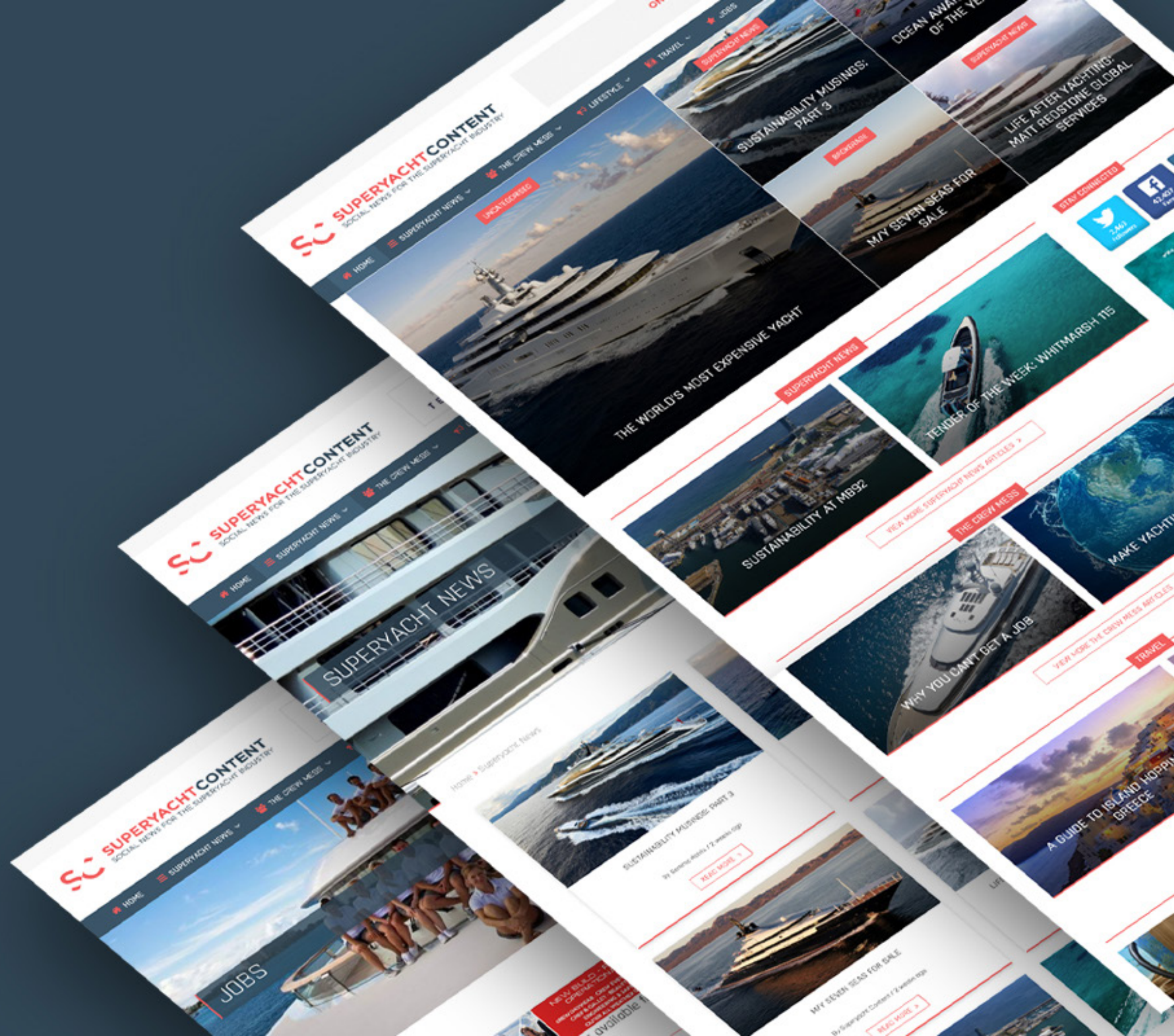




SUPERYACHT CONTENT

SOCIAL NEWS FOR THE
SUPERYACHT INDUSTRY

www.superyachtcontent.com



WHAT IS SUPERYACHT CONTENT?

Social news for the Superyacht industry.

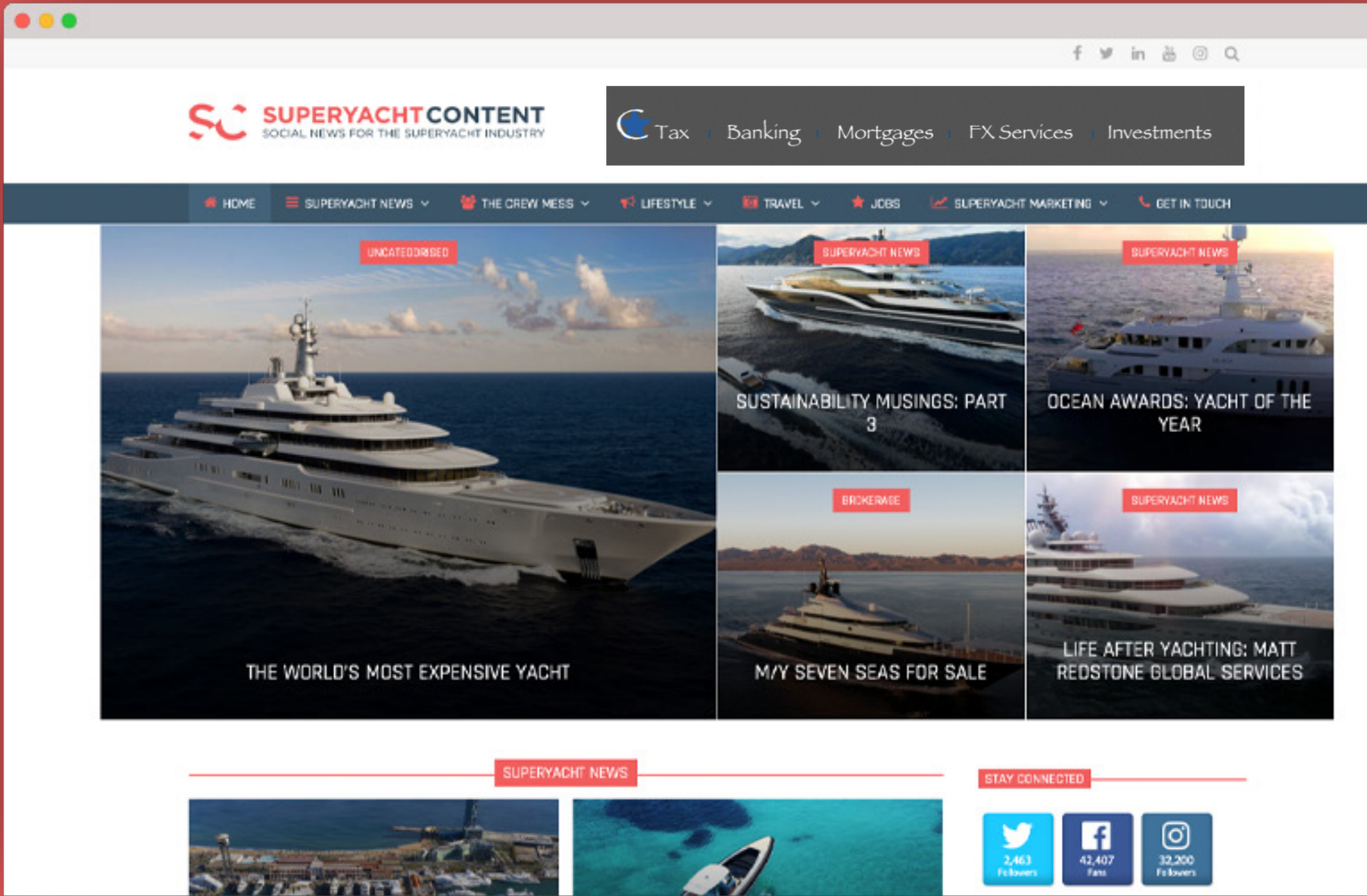
We were set up in 2016 with a view to keeping Superyacht Crew up to date on what is going on in their world.

Whether it is new builds, tech, social responsibility, jobs, toys, products or anything else that is relevant to or interests crew then that's us.

WHO WE ARE?

Our team is from a variety of backgrounds who all have the Superyacht industry in common. Some of us were crew, others yacht agents, marketers or even come from an industry sales and support background.

We know the industry well, some of us still work on yachts and so we're in a great position to talk with authority about the industry.



OUR AUDIENCE

We have gone through something of an evolution over the last few months. We have re-focused on crew and what interests them, either from a personal or professional perspective.

We don't do lifestyle, owner and guest destination articles or the latest "big thing" in yachting unless it is relevant to crew.

By relevant we mean two things;

- 1. Crew are interested in it for themselves.
- 2. They're the decision makers.



WEBSITE

27,000+

Unique visitors per month*



FACEBOOK

46,000+

Followers*



INSTAGRAM

32,000

Followers*



LINKEDIN

640+

Followers*



REACH

1,000,000+

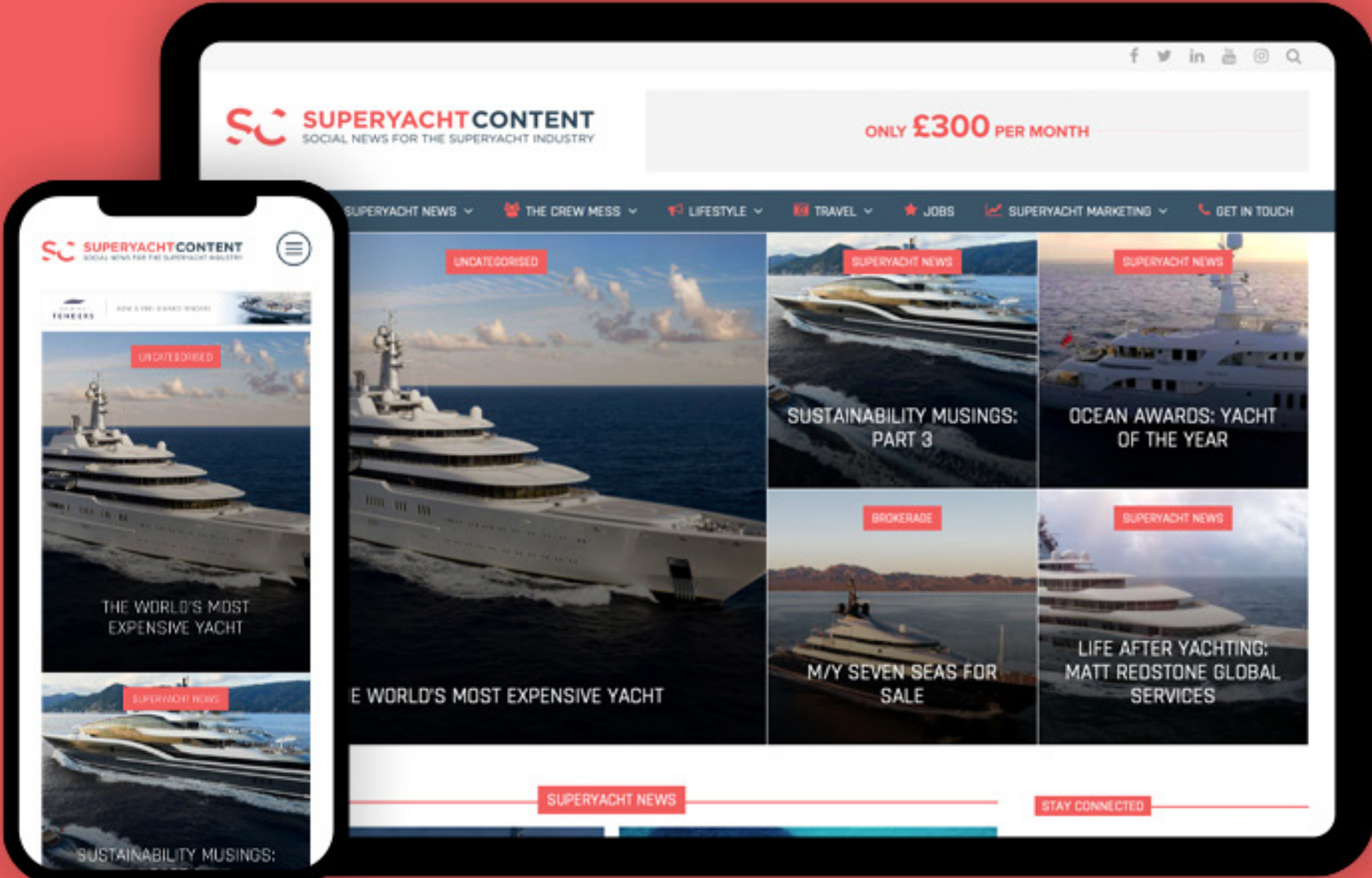
Engagements per month*

* = May 2021,
we're growing
these numbers
all the time.

SERVICES

Your online presence is the face of your business worldwide. Let's make those first impressions count together. The team at Superyacht Content would be pleased to discuss any of the following:

- Online Advertising
- Content Creation
- Digital Assets; Photography and Video
- Design
- Social Media



ADVERTISING

OPTION 1: SITE-WIDE HEADER BANNER

This banner sits at the top of every page on Superyacht Content, including the home page, and is visible at all times. This rotating position is shared between a maximum of five companies to ensure optimum visibility.

OPTION 2: SITE-WIDE FOOTER BANNER

This banner sits at the bottom of every page on Superyacht Content, including the home page, and is visible at all times. This rotating position is shared between a maximum of ten companies to ensure optimum visibility.

OPTION 3: CATEGORY BANNER

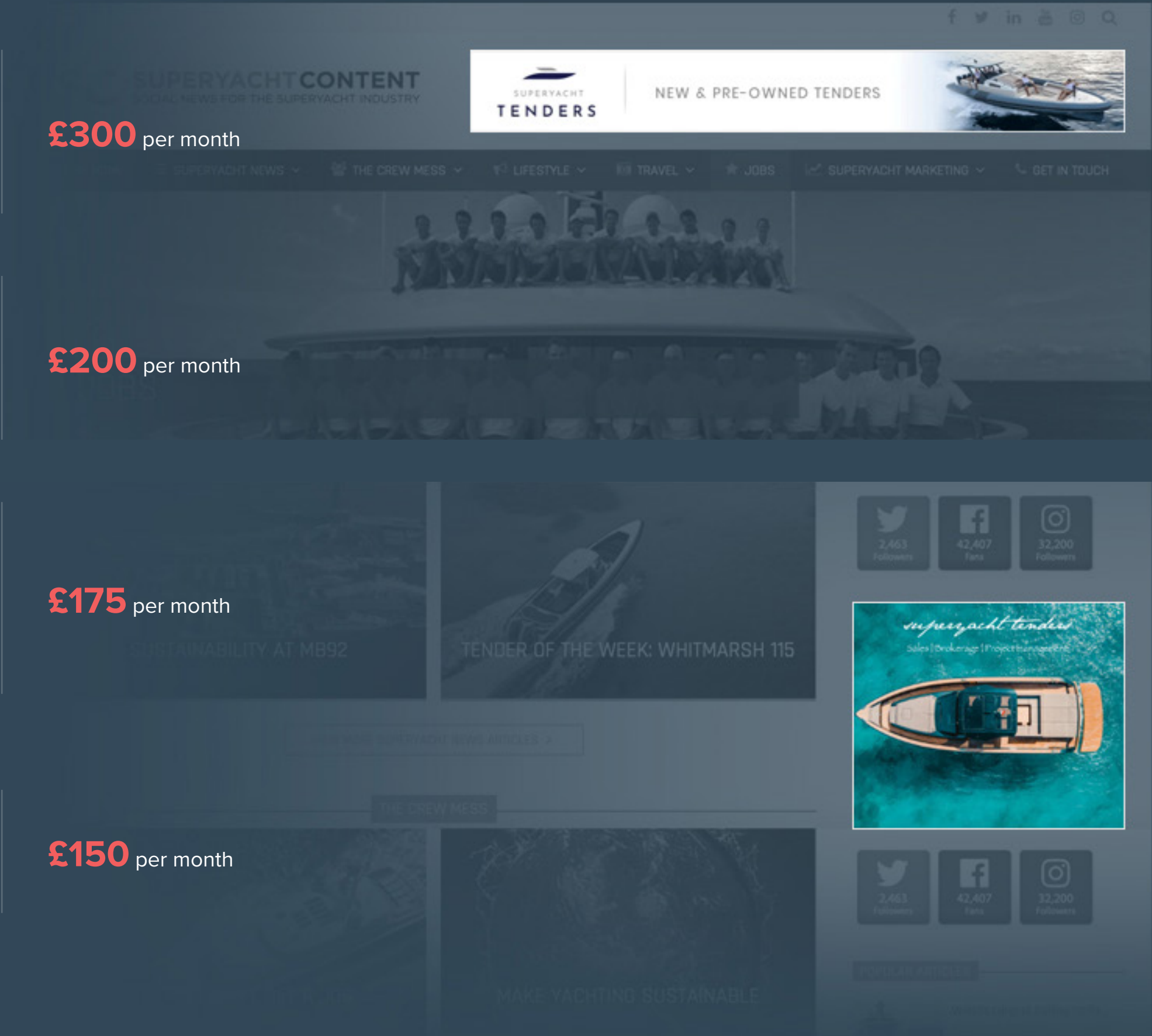
This banner position appears above all the articles within any given category, such as 'The Crew Mess', 'Charter' or 'Tenders & Toys'. Category-specific banners are shared between a maximum of ten companies to ensure optimum visibility.

Pricing is per category.

OPTION 4: HOME PAGE SIDEBAR BANNER

This square banner sits on the home page of Superyacht Content. This prominent position is shared between multiple companies and is a great way to boost brand awareness.

www.superyachtcontent.com



EDITORIAL

OPTION 1: ONLINE ARTICLE

- 1 Online article located on the Home Page
- Period – One Month
- Remains in the applicable category section
- Posted across Superyacht Content social media platforms

Article provided by the advertiser or created by our team at no extra cost

OPTION 2: ONLINE ARTICLE + BANNER PACKAGE

- 1 Online article located on the Home Page
- Period – One Month
- Remains in the applicable category section
- Posted across Superyacht Content social media platforms
- Home page banner for one month
- Category banner in applicable section for one month

Article provided by the advertiser or created by our team at no extra cost

OPTION 3: PREMIUM CAMPAIGN PACKAGE

Maximise your online presence with our three-month Premium Campaign Package.

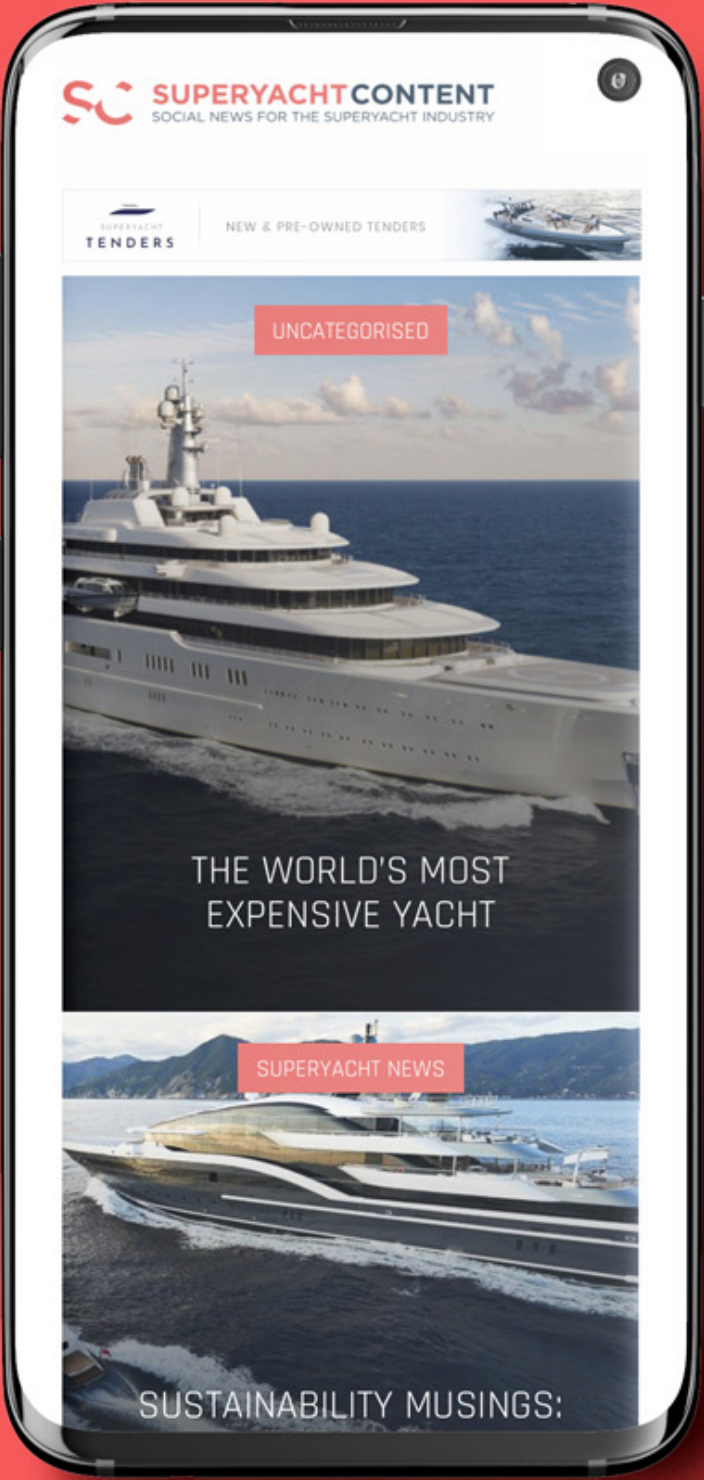
- 3 Online articles (One per month)
- Article visible on Home Page for one month
- Remains in the applicable category section
- Posted across Superyacht Content social media platforms
- Home Page banner each month
- Category banner each month
- Campaign can run consecutive months or spread throughout the year

Article provided by the advertiser or created by our team at no extra cost

£425

£650

£975



SOCIAL MEDIA

OPTION 1: INSTAGRAM POST

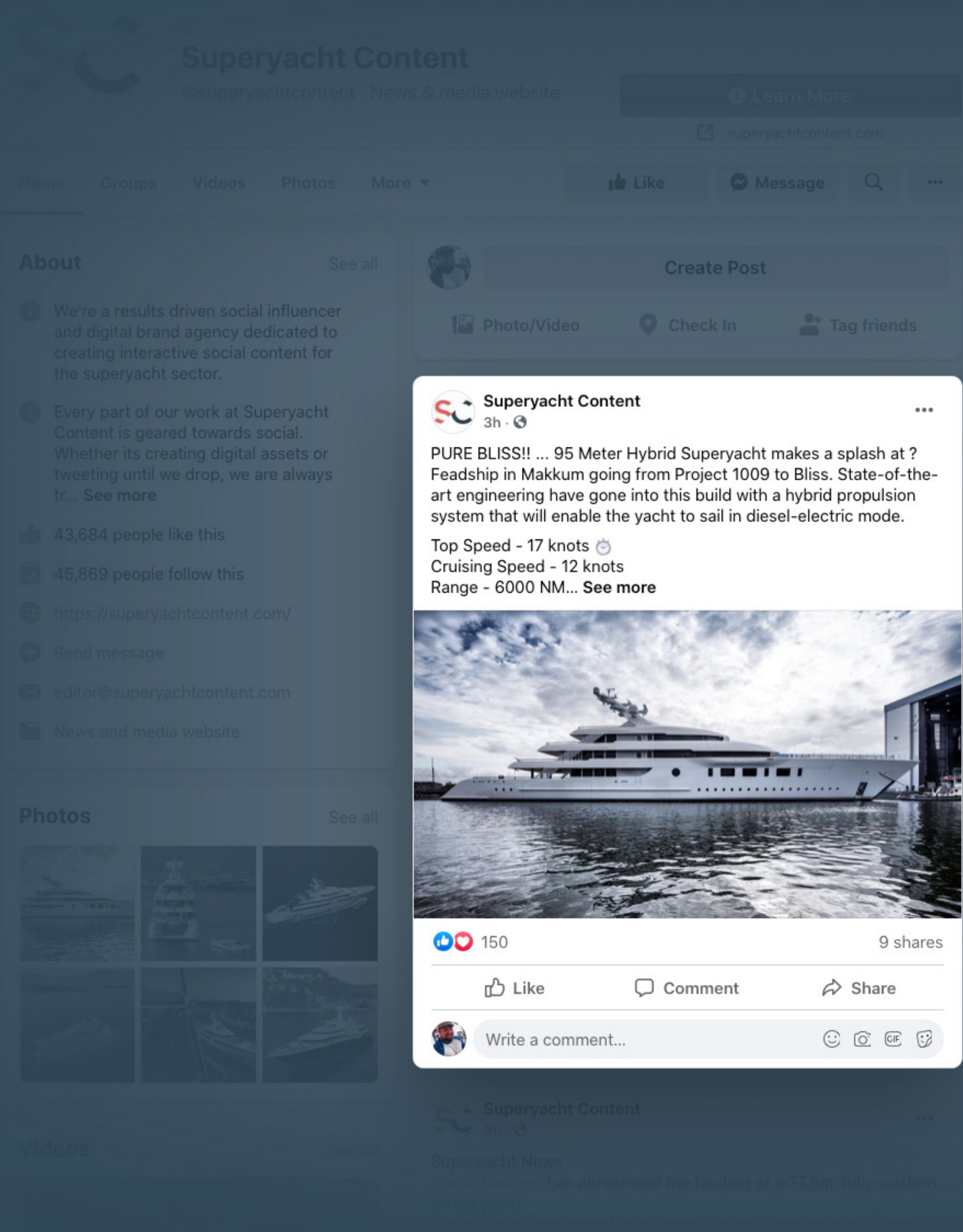
Weekly post on the Superyacht Content Instagram for month with content related to the advertiser

Media content provided by advertiser.

OPTION 2: GET SOCIAL

Weekly post on Superyacht Content Instagram and Facebook accounts with a link to the advertisers website where possible.

Media content provided by advertiser.



Mark was introduced to me by an industry friend. It has become apparent very quickly why he was recommended so easily. Our work with him on the Superyacht Content platform has delivered an enormous amount of value and will be expanding to other areas of his, and our business very soon. I have already and will continue to recommend Mark to other friends and colleagues.

Matt Redstone - Head of Sales, Global Services



CONTACT

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