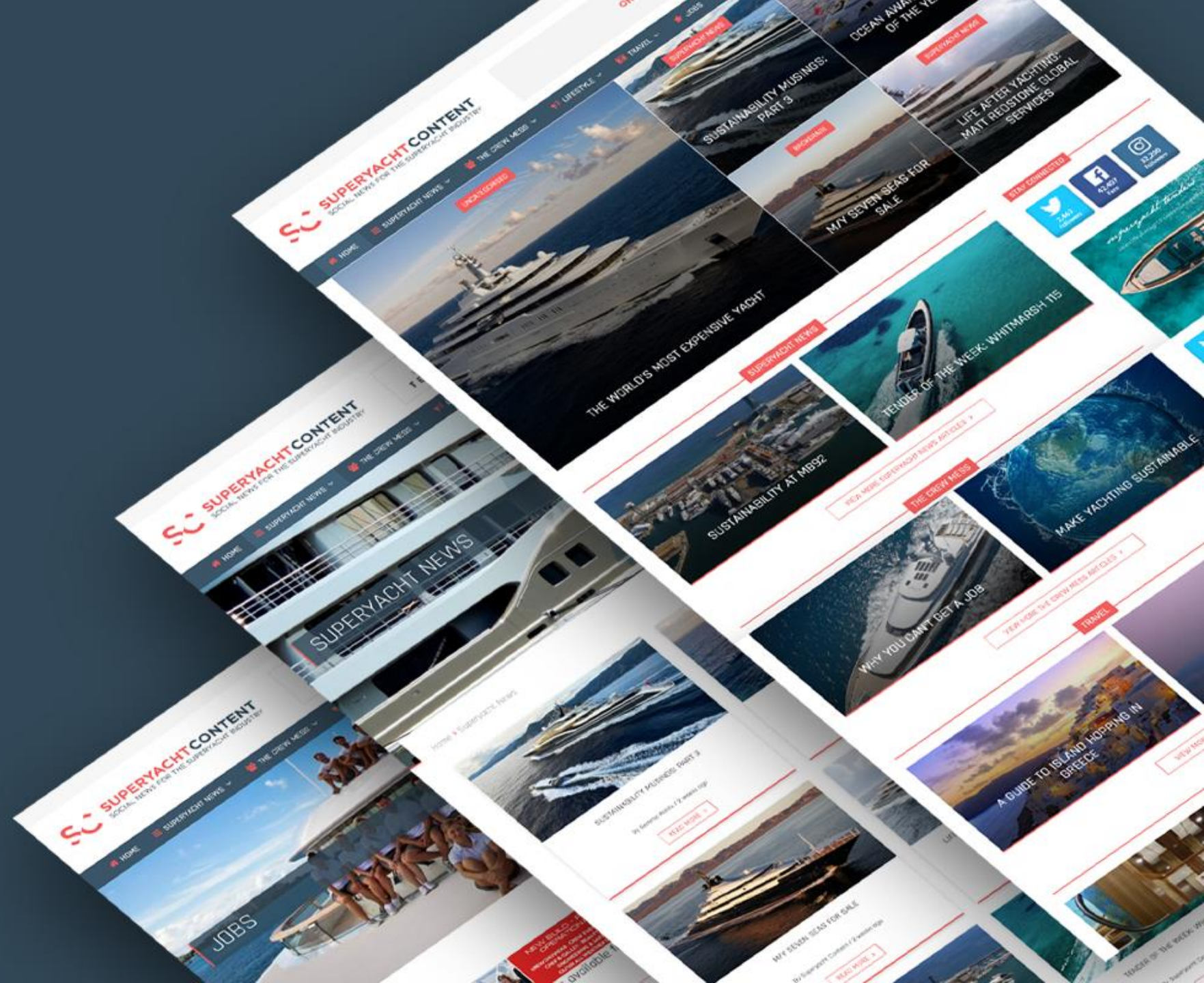




# SUPERYACHT CONTENT

SOCIAL NEWS FOR THE  
SUPERYACHT INDUSTRY

[www.superyachtcontent.com](http://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.

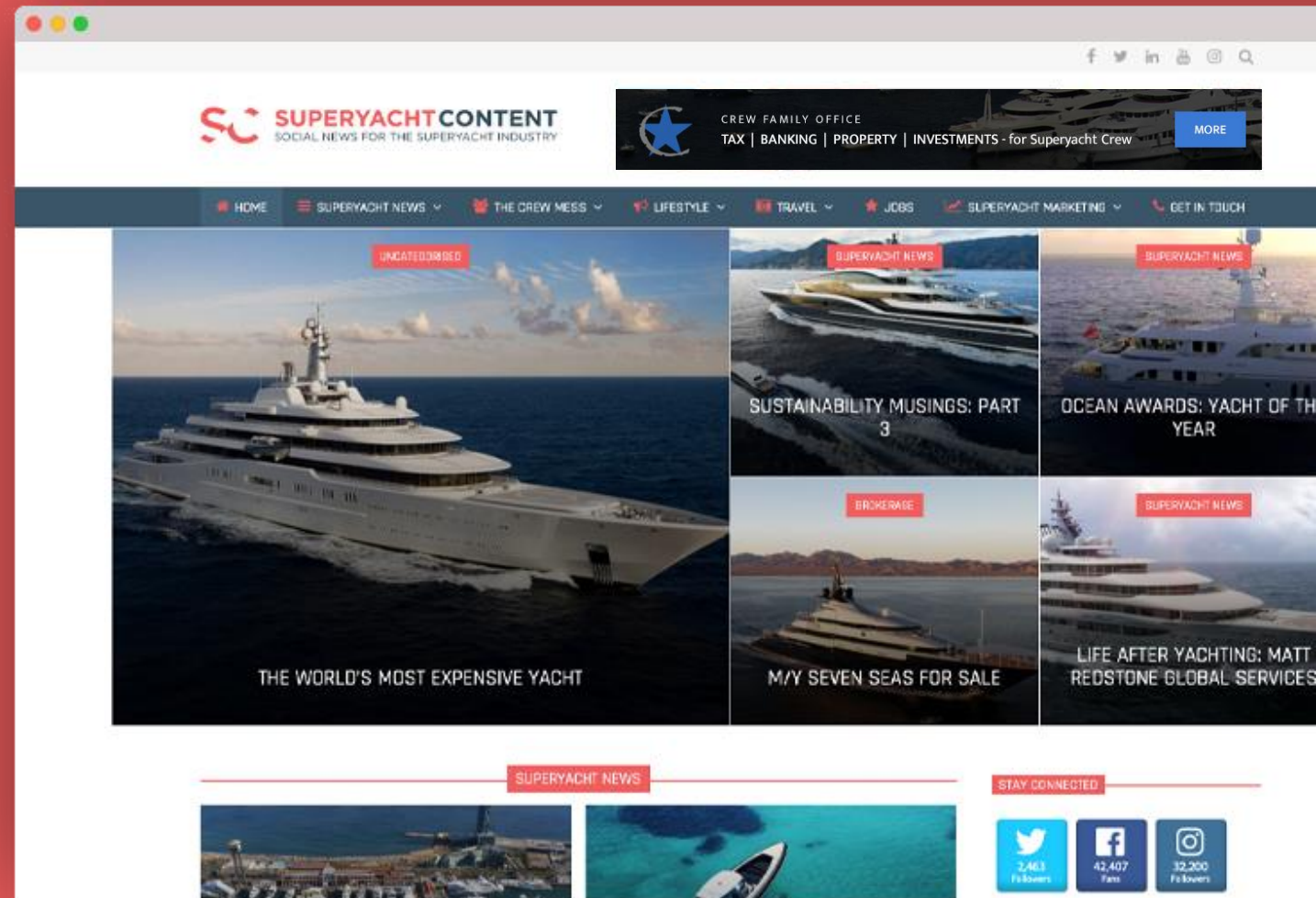
Whether it is new builds, tech, social responsibility, jobs, toys, products or anything else that is relevant to or interests crew then that's us.

## 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.

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## 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.

### Social news for the Superyacht industry.

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



**WEBSITE**  
**27,000+**  
Unique visitors per month\*



**FACEBOOK**  
**56,639+**  
Followers\*



**INSTAGRAM**  
**64,000+**  
Followers\*



**LINKEDIN**  
**1542+**  
Followers\*



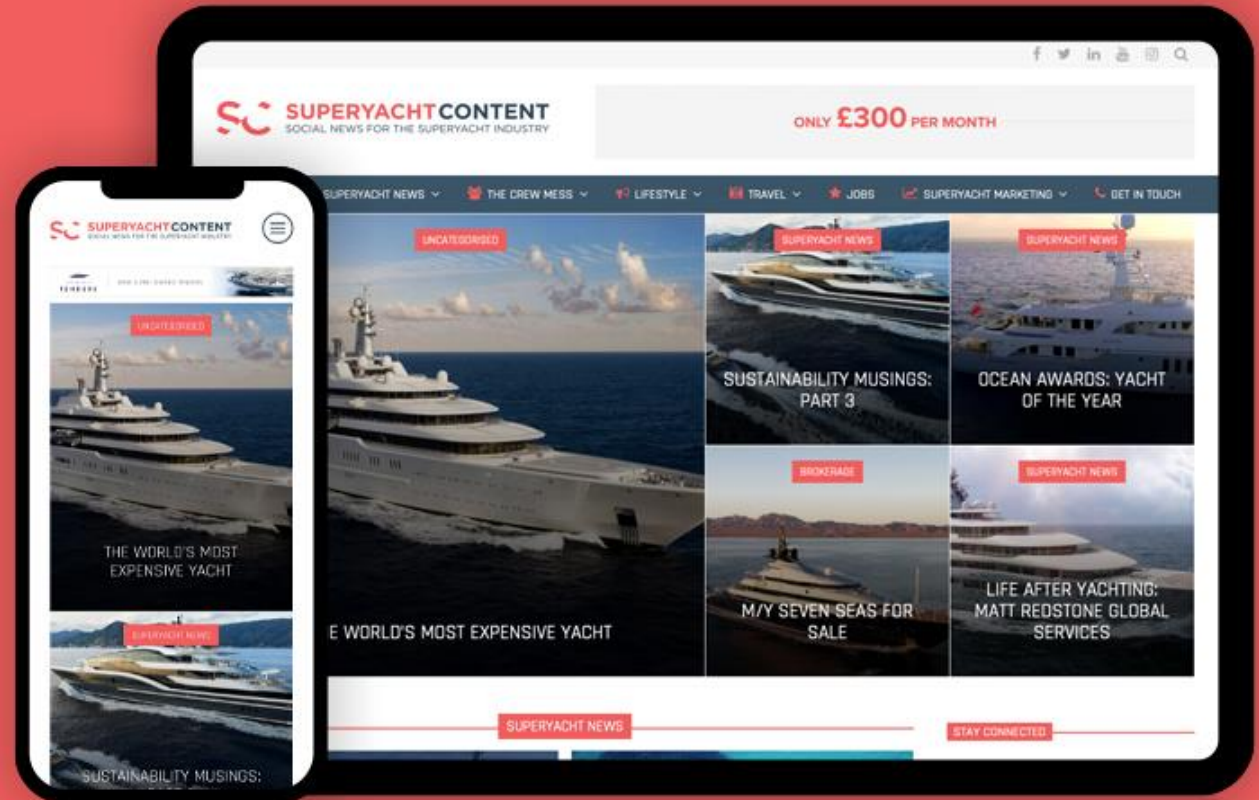
**REACH**  
**5,000,000+**  
Engagements per month\*

\* = April 22, 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
- Social Media Management



# 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](http://www.superyachtcontent.com)

The screenshot displays the Superyacht Content website interface. At the top, the 'SUPERYACHTCONTENT' logo is visible, along with a navigation bar containing links for 'SUPERYACHT NEWS', 'THE CREW MESS', 'LIFESTYLE', 'TRAVEL', 'JOBS', 'SUPERYACHT MARKETING', and 'GET IN TOUCH'. A prominent header banner at the top right features the text 'NEW & PRE-OWNED TENDERS' alongside an image of a motorboat. Below the navigation bar, a large hero image shows a group of people on a yacht deck. In the bottom right corner, a sidebar banner displays the text 'superyacht tenders' above an image of a motorboat. The pricing for these banners is listed on the left side of the image.

Option	Position	Price
Option 1	Site-wide Header Banner	£300 per month
Option 2	Site-wide Footer Banner	£200 per month
Option 3	Category Banner	£175 per month
Option 4	Home Page Sidebar Banner	£150 per month

## 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

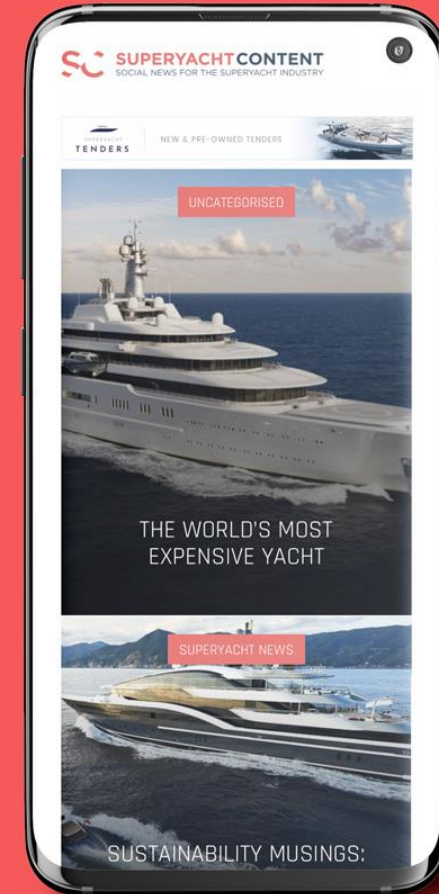
Article provided by the advertiser or created by our team at no extra cost

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**£425** per month

**£650** per month

**£975** per month



## 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.*

£150

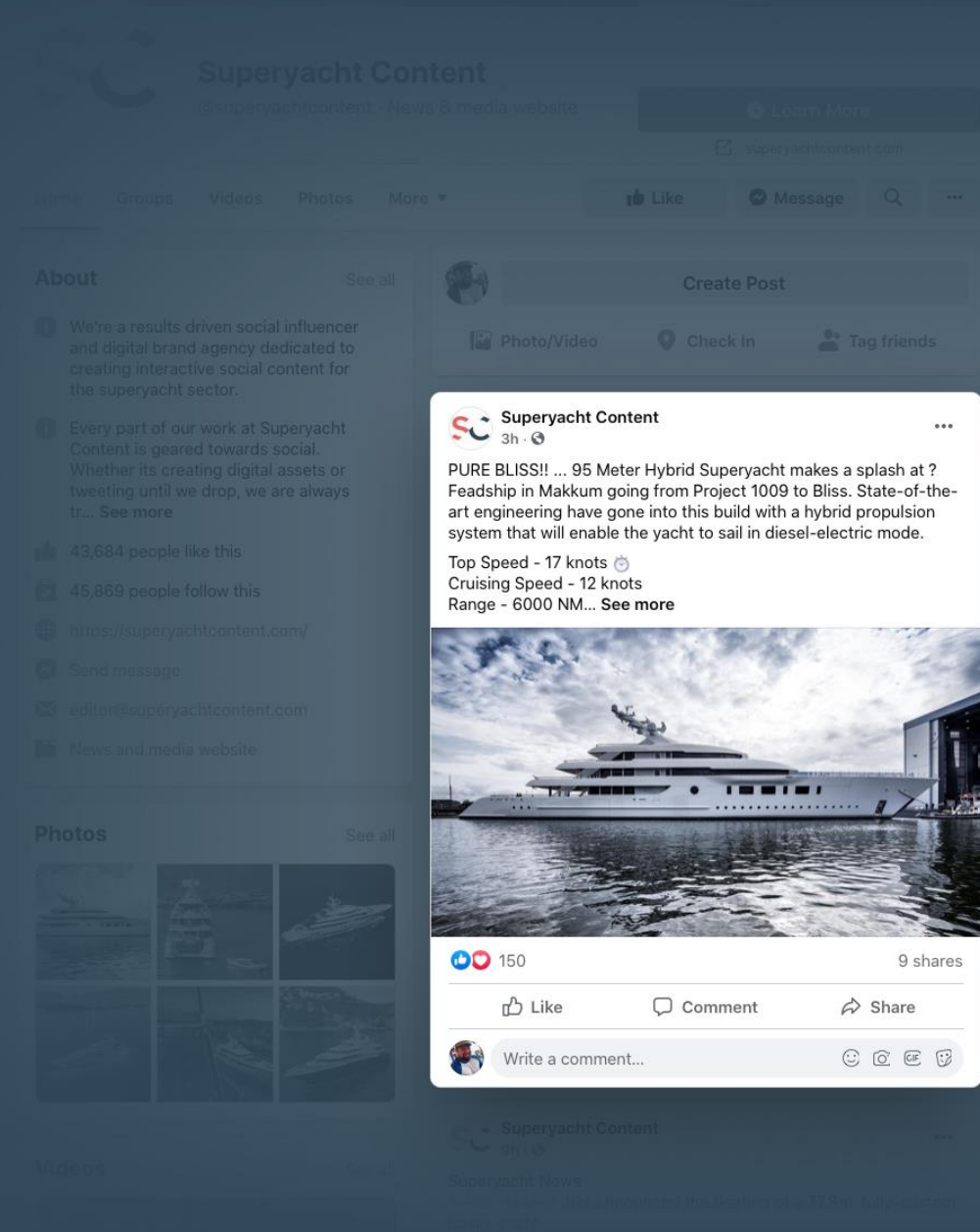
### OPTION 2: GET SOCIAL

Weekly post on Superyacht Content Instagram and Facebook accounts with a link to the advertisers website where possible. If you require TikTok there is an additional £50 charge

*Media content provided by advertiser.*

£250

[www.superyachtcontent.com](http://www.superyachtcontent.com)



# MANAGEMENT OF YOUR SOCIAL MEDIA\*

## Start Up Package

With our experience in the superyacht industry, we have the ability to manage your social media accounts from the ground up. This package is designed for industry-related brands and service-based professionals who are wanting to grow their presence and improve their social image within the yachting industry.

### Step One:

We will begin with a private consultation, taking our time to get to know you personally, and to gain a more detailed understanding of your business and the key KPI's, and goals. From this, we will review your current social accounts, and send across a proposal of what we can do for you.

### Step Two:

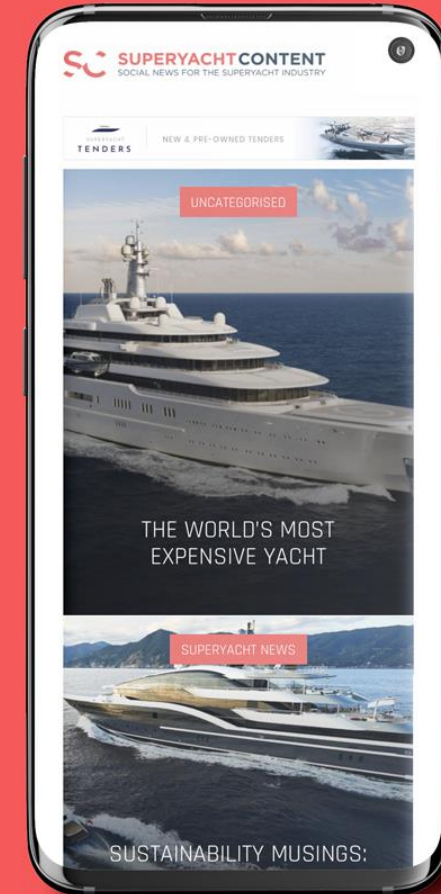
If you're happy with the proposal, we will require a hand over of accounts and full social media management will begin.

If the company requires any content creation, that will be at an additional cost. For example sourcing relevant imagery and videos.

An end of month we will meet up and provide a comprehensive performance report on all of your social channels whilst planning the following months activity.

Priced from only **£500** per month or take advantage of our six month package from **£2,500**

\* **Social Media Channels include Facebook, Instagram, Twitter and LinkedIn**

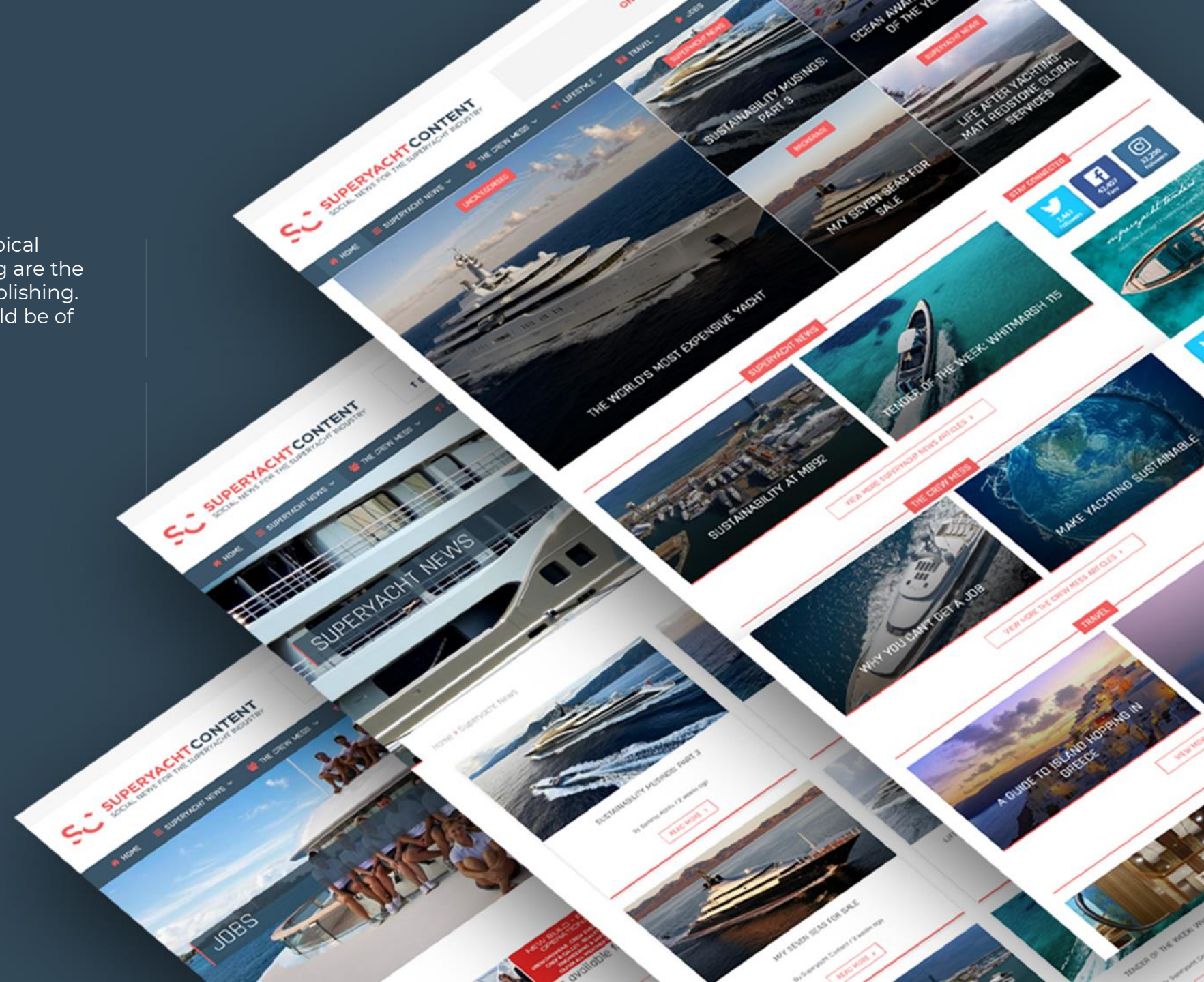


## MONTHLY EDITORIALS

Superyacht Content like to talk about topical themes within the industry. The following are the 2022 schedule of Editorials we will be publishing. Please get in touch if your company would be of interest.

Month	Topics
July	Insurance
August	Training
September	Re-Fit
October	Employment
November	Technology
December	Toys

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*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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