



SUPERYACHT SERVICES GUIDE



Online Media Pack - superyachtservicesguide.com

THE INDUSTRY'S LEADING GUIDES FOR RECOMMENDED SERVICES

Now in our 14th year of business, we at the Superyacht Services Guide take huge pride in the industry credibility we have earned - through our thorough research, interviews and receiving feedback from hundreds of the industry's top professional captains and crew - we have created an 'Inside Guide' of their own personal recommended services for any cruising destination or yachting base around the world. We publish 5 Guide books and continually update our website.

We only list the services for whom we have received consistently good positive feedback. This wealth of information creates an extensive data base of the very best services available to yachtsmen all around the world. From engineers, painters, boatyards, riggers and surveyors to crew agents, insurance brokers, luxury get-aways and restaurants... our guides and comprehensive website have it all!



A SEARCHABLE WEBSITE

- Over 8000 Captains Recommended Services
- Search by region, country/location, company name or service category, through the comprehensive Directory or Search Box
- Useful 'About/General information' pages about countries and yachting locations
- All advertisers in the Guides have a FREE enhanced webpage with their full editorial, a gallery of images of their choice, a location map and link to their own website
- All advertisers will display ABOVE a standard listing in search results
- Stats show users are navigating 3 + webpages per session, using our directory

ONLINE ADVERTISING

- Various Web Banner Advertising slots available for those who want to promote themselves to a constantly growing global audience
- Increase your exposure to captains and crews, and the marine industry worldwide
- As long as you are a Recommended Service you can book banner Advert slots on our website
- New 'logo listings' available - promote your branding! Display your company logo on your listing webpage and in search results, with a live link to your site
- Home Page, Directory & Listings Banner Ads available... read on

WEBSITE STATISTICS FOR 2014

99,679 - Total page views
 77,106 - Directory page views
 39,064 - Total number of visitor sessions

WEBSITE STATISTICS FOR JAN-JUNE 2015

70,964 - Total page views
 26,307 - Total number of visitor sessions
 50% growth for 2015!



SUPERYACHT SERVICES GUIDE



Online Advertising Guidelines - superyachtservicesguide.com

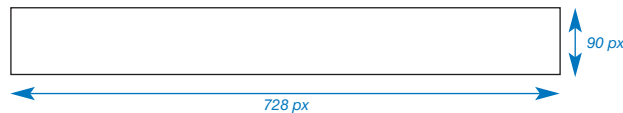
HOME PAGE BANNER AD

DESCRIPTION

Home Page Banner Ads visible throughout the site.
Adverts rotate on refresh.
Max 12 slots.

SIZES

728 pixels wide x 90 pixels high



TECHNICAL REQUIREMENTS

Maximum file size: 1MB
File format: GIF or JPEG
Maximum loop limit: 5 (applies to animated GIF only)
Click-through URL: Please confirm the **URL** that users should be directed to when they click on your advert and we will set this up in our system.

All creative work needs to be supplied to us at least 48 hours before the start of any campaign. Please note that we reserve the right to refuse adverts that we deem to be detrimental to the site or user experience.

We can accept your final files or we can design an advert for you. There is also an option to have an animated advert. Get in touch with our studio regarding your exact requirements.

Send digital artwork to website@superyachtservicesguides.com

RATES PER 12 MONTH PERIOD IN USD

Leaderboard	1000
Design & Artwork	from 100

Prices above assume material is supplied in the right format.

For advertising contact your local author
Or contact Caroline Blatter at caroline@superyachtpublications.com
Tel: +44 (0)1730 262 048 Mobile: +44 (0)7557 914 954

Home Page Banner advert



[See a live example here](#)



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DIRECTORY AD - REGION

DESCRIPTION

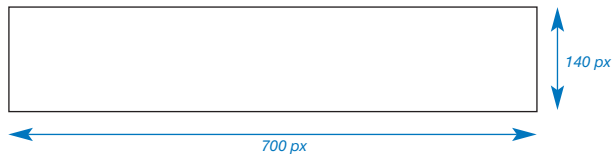
Appears top of the Directory Search, on a REGIONAL basis, irrespective of category.

(e.g. Med, Caribbean, North America).

Only ONE slot per region.

SIZES

700 pixels wide x 140 pixels high



TECHNICAL REQUIREMENTS

Maximum file size: 1MB

File format: GIF or JPEG

Maximum loop limit: 5 (applies to animated GIF only)

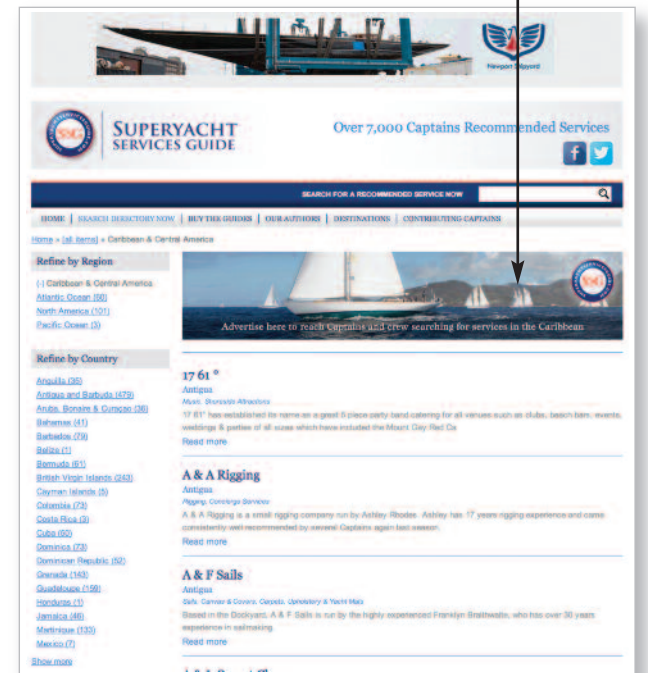
Click-through URL: Please confirm the URL that users should be directed to when they click on your advert and we will set this up in our system.

All creative work needs to be supplied to us at least 48 hours before the start of any campaign. Please note that we reserve the right to refuse adverts that we deem to be detrimental to the site or user experience.

We can accept your final files or we can design an advert for you. There is also an option to have an animated advert. Get in touch with our studio regarding your exact requirements.

Send digital artwork to website@superyachtservicesguides.com

Directory advert - Region



[See a live example here](#)

RATES PER 12 MONTH PERIOD IN USD

Directory Advert - Region	850
Design & Artwork	from 100

Prices above assume material is supplied in the right format

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DIRECTORY AD - COUNTRY / LOCATION

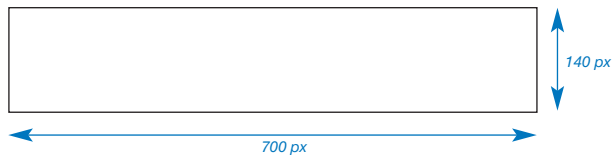
DESCRIPTION

Appears top of the Directory Search, on a COUNTRY or LOCATION basis, irrespective of category. For those countries with multiple locations, the country Ad appears unless a location, or premium location Directory Ad has been taken (see list below).

Only ONE slot per Country / Location.

SIZES

700 pixels wide x 140 pixels high



RATES PER 12 MONTH PERIOD IN USD

Directory Advert - Country	850
Premium countries / locations: Antigua, Saint Maarten, Fort Lauderdale, Newport, Mallorca, The French Riviera	1100
Design & Artwork	from 100

Prices above assume material is supplied in the right format

TECHNICAL REQUIREMENTS

Maximum file size: 1MB

File format: GIF or JPEG

Maximum loop limit: 5 (applies to animated GIF only)

Click-through URL: Please confirm the URL that users should be directed to when they click on your advert and we will set this up in our system.

All creative work needs to be supplied to us at least 48 hours before the start of any campaign. Please note that we reserve the right to refuse adverts that we deem to be detrimental to the site or user experience.

We can accept your final files or we can design an advert for you. There is also an option to have an animated advert. Get in touch with our studio regarding your exact requirements.

Send digital artwork to website@superyachtservicesguides.com

Directory advert - Country



See a live example here



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LISTINGS AD - COUNTRY / LOCATION

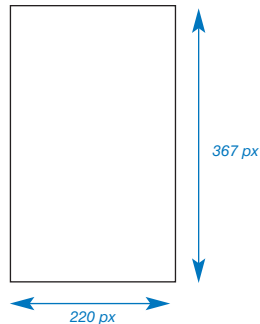
DESCRIPTION

Appears on every service listing page in that particular COUNTRY or LOCATION irrespective of category (eg All services in Antigua, England, Italy etc.) For those countries with multiple locations, the country Ad appears unless a location, or premium location Listings Ad has been taken (see list below).

Only ONE slot per Country / Location.

SIZES

220 pixels wide x 367 pixels high



RATES PER 12 MONTH PERIOD IN USD

Listings Advert - Country	1200
Premium countries / locations: Antigua, Saint Maarten, Fort Lauderdale, Newport, Mallorca, The French Riviera	1500
Design & Artwork	from 100

Prices above assume material is supplied in the right format

TECHNICAL REQUIREMENTS

Maximum file size: 1MB

File format: GIF or JPEG

Maximum loop limit: 5 (applies to animated GIF only)

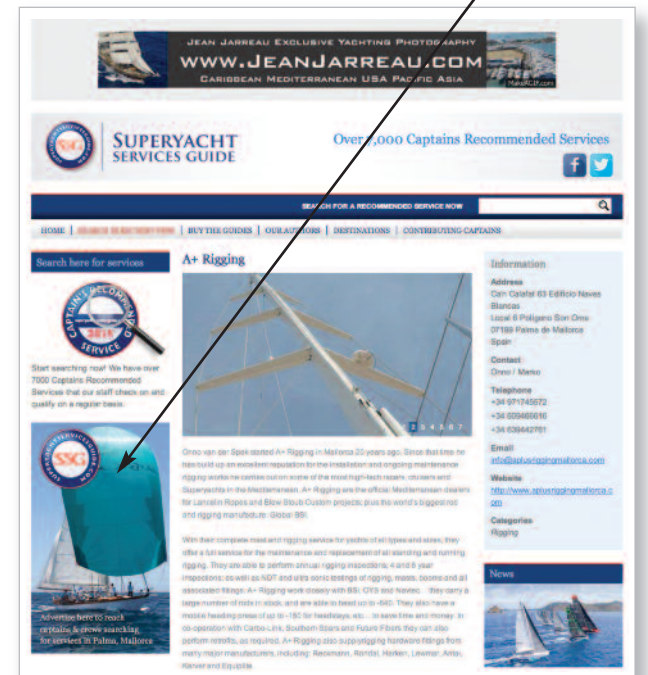
Click-through URL: Please confirm the URL that users should be directed to when they click on your advert and we will set this up in our system.

All creative work needs to be supplied to us at least 48 hours before the start of any campaign. Please note that we reserve the right to refuse adverts that we deem to be detrimental to the site or user experience.

We can accept your final files or we can design an advert for you. There is also an option to have an animated advert. Get in touch with our studio regarding your exact requirements.

Send digital artwork to website@superyachtservicesguides.com

Listings advert - Country



See a live example here

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