



The Superyacht UK Directory - Sixth Edition - Advertising Information

Overview

Superyacht UK is offering you a platform to showcase your business capabilities and products in the sixth edition of the Superyacht UK Directory.

Now well established as an invaluable reference guide to the superyacht industry, this year's directory will be produced, once again, in both print and digital format, offering greater distribution opportunities – giving you the best chance to reach more potential customers than ever before.

Superyacht UK has appointed IPC Marine Media to produce this year's guide. IPC Marine Media publish a large portfolio of marine magazines, including Yachting World, Motor Boat & Yachting, SuperYacht World and Superyacht Business.

Distribution

15,000 copies of the Superyacht UK Directory 2008 will be distributed at¹:

- Monaco Yacht Show
- Fort Lauderdale
- METS Superyacht Pavillion
- Delegates on inward and outward missions
- Database of over 1000 superyacht professionals
- Insertion in to high profile superyacht magazines including The Yacht Report circulation
- Superyacht UK AGM London Boat Show

Benefits

- Showcase your products in this important and definitive reference tool
- Reach your potential customers in the right place at the right time
- Promote your position as a member of the respected and highly regarded UK Superyacht community
- Exploit the benefits of the combined print and digital formats: easy distribution; key word searches; easy storage and high production values

Rates

This year's Superyacht UK Directory will have a highly focused and relevant distribution strategy to ensure you reach the right people in the right place at the right time - one more reason to book now:

Format	Superyacht UK Member	Non Member
Lineage Entry	Free of Charge	£75
Page Entry	£425	£500
Inside Front and Inside Back Covers	£1000	
Outside Back Cover	£1200	
CD Case Back Cover	£1250	

To book your space now, please contact:

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¹ Correct at time of going to print