

SY SuperYacht

Russian Yacht Magazine





*The magazine issued
with the support of digital
media SuperYacht.ru*



SuperYacht

► SUPERYACHT

Super Yacht is the magazine in the luxury segment, authoritative an edition about megayachts, motor & sailing yachts with the length from 20 to 100 meters (60 - 150 feet) & other products of luxury industry. Super Yacht Magazine offers its readers only quality information from the yachting world - all about the superyachts and lifestyle of their owners.

OUR AUDIENCE

VIP-customers, business owners, general managers of major companies, owners and potential buyers of yachts.

Gender: male – 88%, female – 12%

Age: 18–28 (9%), 28–43 (40%), 43+ (51%)

Social status: Members of the government (12%), Business owners (73%), Top managers (11%) Others (4%)

CONTENT

Russian Super Yacht Magazine & Superyacht.ru are gateways to all significant world-class events taking place in yachting & luxury industries. We provide our readers only with exclusive first-hand news, established expert commentaries & comprehensive content produced with in in-depth knowledge & understanding of local market by our editorial team of professionals working in the industry for more than 10 years.

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MAIN SECTIONS

NEWS

- Yacht world breaking news;
- Launched & delivered superyachts, new concepts & projects;
- Marinas & ports news;
- Tenders, accessories & equipment market news;
- News & trends of luxury lifestyle.

EVENTS

- Boat & yacht shows, major regattas, festivals, fairs & auctions;
- Social events.

TECHNOLOGY & DESIGN:

- Interviews with best yacht experts & designers;
- New engineering & design trends;
- Exclusive futuristic design concepts.



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REPORTS

- Major boat shows reports;
- World leading shipyards reviews, including their history & latest news;
- Reviews of the most interesting launched yachts or boat shows premiers, including professional photo shoots, detailed plans & specifications;
- Photo reports & reviews of the biggest & dramatic events from the international calendar of regattas & championships;
- Yacht charters & voyage routes: a collection of materials about new charters & cruising destinations, prepared in cooperation with world leading charter & brokerage companies; a chance for our readers to reserve luxury yachts as well as to inform about brand philosophy, unique services & facilities for our partners.

Besides publications directly connected to the yacht world Super Yacht Magazine includes materials inspired by yacht owners' lifestyle & range of interests:

- watches;
- jewelry;
- hotels & SPA-resorts;
- arts & design;
- high cuisine;
- entertainments.

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DISTRIBUTION

Distribution of the magazine is aimed at a potential Russian customers and at an audience with high incomes. Super Yacht Magazine have exclusive contracts for distribution of the magazine on board of business jets aviation Cesna and Gulf Stream and also in VIP zones of the business terminal of the Vnukovo-3 airport (Moscow) and Pulkovo Business Jet (St. Petersburg) and Sochi. These are the only business aviation terminals in Russia, performing regular and private flights for business structures and servicing of flights of the administration of the President and the Government of the Russian Federation;

And:

- *VIP mailing list (VIP-customers, business owners & general managers of major companies and government agencies);*
- *Private & business jet terminals;*
- *International airport VIP lounges;*
- *In the salons of Rolls-Royce in Moscow and St. Petersburg; in the salons of Bentley, Ferrari, Maserati, Bugatti, Aston Martin, Porsche;*
- *Cannes Yachting Festival, Dusseldorf Boat Show;*
- *Russian Black Sea coast luxury hotels&resorts (Sochi & Rosa Khutor Ski Resort);*
- as well as in yacht clubs, boutiques, hotels and restaurants for high-income audiences;*
- *Subscription.*

Locations:

Russian Federation, Kazakhstan, Azerbaijan; international yacht shows, world-class boating & social events.

Cities:

Moscow, Saint-Petersburg, Sochi, Novorossisk, Baku, Astana, Novosibirsk, Tyumen, Ekaterinburg, Krasnoyarsk, Perm, Samara, Togliatti, Nizhny Novgorod, Kazan, Saratov, Astrakhan, Chelyabinsk, Vladivostok, Khabarovsk, Urengoy, Surgut.



PERIODICITY

Super Yacht Magazine issued 3 times a year:

- *April - May;*
- *August - September;*
- *November - December.*

All issues coincide with major international yachting events & exhibitions attended by Super Yacht editorial team:

BOOT DUSSELDORF (January), MONACO YACHT SHOW, CANNES YACHTING FESTIVAL (September).

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PRICE LIST 2018

DISPLAY

	SINGLE	THREE INSERTIONS
DPS	7840€ 8780\$	6620€ 7400\$
Full page	4560€ 5105\$	3620€ 4050\$
1/2 page	2360€ 2640\$	1870€ 2090\$
1/3 page	1620€ 1810\$	1290€ 1440\$

BROKERAGE

	SINGLE	THREE INSERTIONS
DPS	3900€ 4370\$	3200€ 3580\$
Full page	2360€ 2640\$	1880€ 2100\$
1/2 page	1280€ 1430\$	1000€ 1120\$
1/3 page	860€ 960\$	730€ 820\$

PREMIUM POSITIONS

	SINGLE	THREE INSERTIONS
First front cover and article	9000€ 10000\$	
Gatefold Cover (DPS)	9800€ 10970\$	9200€ 10300\$
4th cover	7380€ 8260\$	6640€ 7430\$
2,3rd cover	5860€ 6560\$	5270€ 5900\$
1st DPS (2rd cover+1page)	9500€ 10640\$	8450€ 9460\$
2nd DPS	8720€ 9760\$	7400€ 8280\$
3-5th DPS	8240€ 9230\$	6900€ 7730\$
Page facing Contents(x2)	5600€ 6270\$	4580€ 5130\$
FP Editor's Letter, Masthead	5600€ 6270\$	4580€ 5130\$
1st LH Intl News	5200€ 5820\$	4100€ 4590\$
FP Intl News (8)	4750€ 5320\$	3800€ 4250\$
FP of 1/3 magazine	4700€ 5260\$	3750€ 4200\$

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