

COLIN SQUIRE PUBLISHING

RATE CARD

AND MEDIA
INFORMATION

2025

Feature Page

Superyacht Knowledge – magazine	2 & 3
www.SuperyachtCaptains.com	4
Media Planner	5

SUPERYACHT KNOWLEDGE – magazine

APR/MAY 2025 – Edition 7 & SEP/OCT 2025 – Edition 8

Also: Online at www.SuperyachtKnowledge.com

The 'Superyacht Knowledge' magazine is a Superyacht marketing dream. After publication we estimate each edition is read onboard in excess of 2500 professionally run yachts varying in length from 25 – 150m. The unique network of yachts that we target has evolved, alongside Colin Squire Publishing, since the early 90's, and as a Superyacht marketing company we take great pride in delivering our clients promotional material within the pages of 'Superyacht Knowledge' to this readership.

The publication is produced to a very high standard using the highest quality of FSC approved paper and is 100% recyclable. For presentation it is delivered in compostable waterproof (potato starch) bags. The carbon footprint created during the personal 10,000km delivery, including hotel use, is offset through Yacht Carbon Offset, creating an ultimate eco-friendly way to promote your products and services to a large selection of the worlds luxury yachts.

If you create Press Releases, Newsletters, Brochures etc. which are then released electronically through your contacts list, or social media, to the same client base time and again why not try this targeted approach and reach a new audience. 'Superyacht Knowledge' is an inexpensive route to a great many UHNWI, Captains and Crew, that all work on, or own yachts!

The competitive Superyacht arena is super-charged with every kind of bespoke product or customised service imaginable. If your potential clients happen to be Owners, Captains, and Crew, why not reach out to the 1000's of these individuals that receive our magazine. Let us introduce you to the many that have not heard of you, you can then begin the journey of turning these prospects into valuable and loyal clients. If they already know of you, being reintroduced within the pages of 'Superyacht Knowledge' is certainly no bad thing.

'Superyacht Knowledge' can help you, time and again, link to these forever moving vessels and those onboard them. We have been delivering our publications to professionally run yachts since 1994, it is something that we have become very good at!

By showcasing your company in 'Superyacht Knowledge' you will be able to take advantage of an incredible distribution that has proven so successful and beneficial throughout previous decades to so many of our industries leading companies. There is no other way to reach this fleet of vessels so effectively.

Magazines traditionally offer you a simple advert, maybe a page or less, at very high cost, but 'Superyacht Knowledge' is different, it allows you to do so much more; you can inform our readers of your products, services, references, history, future plans, people, shows, in fact whatever you feel you need say to convince them to work with you.

The majority of the qualified readers that we target, and will happily introduce you to, do not visit the shows that you do, do not read your social media, do not see your online presence, 'Superyacht Knowledge' offers you an opportunity to reach out to a whole new marketplace in a traditional way.

The minimum size of any promotional piece in the magazine is a full page in A4 format, but we encourage our clients to take a minimum of a double page spread and to maximise their unique message. Many take 4, 6 or 8 pages, hopefully our attractive page rate will encourage you to take even more space, as many pages as you may require, it's up to you, and of course, your budget. By being included you become an integral part of the magazine.

Why not take this opportunity to create an annual, or bi-annual newsletter, a spread of your products and services, or adapt your latest brochure to feature within the pages of this special magazine. It will then be distributed for you to our broad and active audience. We print 5000 copies and deliver these ourselves where possible, we hand two to larger vessels and one to smaller vessels.

In the manner and method in which we take great pride, our magazine will be distributed professionally, personally and on-time. It also features on-line at: www.SuperyachtKnowledge.com and is added to our private Captains forum, www.SuperyachtCaptains.com for its 2100+ approved members to read.

For the past 30 years we have logged every yacht that has personally received one of our publications and the delivery of Superyacht Knowledge is no different. This tried and tested method guarantees the targeted distribution of copies while ensuring no double deliveries as the yachts move. We stand by this proven distribution method for this bi-annual publication. We also ensure our clients receive this list of yachts as proof of delivery. We also use 3rd party companies that help with the delivery, which allows copies of previous editions to go far beyond the areas that we alone can reach. Copies are also mailed to companies within the industry.

'Superyacht Knowledge' is divided into sections related to specific onboard departments; the Bridge, Deck, Engine Room, Galley, Interior and, of course, the Owner. The reception to this new concept over the past years has been exceptional and with only two editions being published annually it has to be a must for any Superyacht focused company to be a part of.

Copy date edition 7 – March 20th. 2025
Copy date edition 8 – August 22nd. 2025

Superyacht Knowledge magazine Planner 2025

Double page spread	£2400.00 + £650.00 per extra page
Single page	£1700.00
Page 1/3/5	£3100.00
Page 7/9/11/13/15/	£2200.00
Front cover image	£12000.00
Back cover	£7500.00
Inside front cover	£4500.00
Inside back cover	£3100.00
Front cover strip	£4100.00

Mechanical Data	Trim	Type area
Double page spread	420 x 297 mm*	380 x 277 mm
Single page	297 x 210 mm*	277 x 190 mm

*3mm bleed required on all edges

See Page 5 for media production requirements

SUPERYACHT

KNOWLEDGE

ISSUE 5 – 2024
A Colin Squire Publication

THE BOATSHOW IN A MAG!



Egypt

MAHROUSSA The World's Oldest Superyacht
146m – Launched 1865

OWNERS

BRIDGE

DECK

ENGINE ROOM

GALLEY

INTERIOR

Photograph: Colin Squire

A Special Opportunity

www.SuperyachtCaptains.com

– the worlds best networking resource for professional yacht Captains.

2100+ approved Captains as members.

Discover below how your company can be a part of this amazing resource!

There are now well over 2100 professional and approved Captains that have applied to become members of this private forum. It contains over 40,000 searchable posts, posts that have allowed www.SuperyachtCaptains.com to become an incredible encyclopaedia of professional yachting. It contains information of all types, built up over many years, much of which cannot be found elsewhere, keeping Captains informed and often enabling them to resolve problems quickly and efficiently. It has become, to many of its members globally, an essential tool to be used in the operation of their vessel.

You can take advantage of this exceptional resource by having your company banner displayed to its members. The banner will be seen at log-in and also on the inside areas of the site and would get seen around 70,000 times per six months by our very exclusive membership. We only allow a minimal number of banners and we run these in six-month windows, each client being given the opportunity to renew before the space is offered again.

The cost of a six-month placement: £2500.00

An amazing opportunity to showcase your brand.

Colin Squire Publishing

Media Planner 2025

Booking & further information:

Tel: +44 (0)1986 894333
+44 (0)7990570292

E-mail: colinsquire@yachtingmatters.com

Web: www.colinsquirepublishing.com

Office address: Colin Squire Publishing, 14A Upper Olland Street, Bungay, Suffolk NR35 1BG, UK

All prices quoted throughout this planner are subject to VAT, if applicable.

Notable Dates for 2025

APRIL/MAY

Superyacht Knowledge Edition 7

SEPTEMBER/OCTOBER

Superyacht Knowledge Edition 8

ACCEPTED MEDIA

We can accept advertising material by e-mail or file transfer using www.wetransfer.com, DropBox or similar.

Artwork must be supplied in one of the following formats:

Press-ready Acrobat PDF (this is the preferred format – please ensure ALL colours are converted to 4 colour process)

Adobe Illustrator (.ai or .eps file format with all fonts converted to outlines)

Adobe Photoshop (jpeg/tif/psd at full size and at 300dpi)

PLEASE NOTE THAT WE REQUIRE ALL PDFS TO BE SUPPLIED AS CMYK ONLY. PLEASE ENSURE THAT YOU HAVE NOT LEFT ANY SPOT COLOURS IN YOUR DOCUMENTS SUPPLIED.