

MEGAYACHT NEWS

The Trusted Source for Information on Megayachts, Builders, Designers, and Owners



2018 Media Kit



Since 2007, MegayachtNews.com has been delivering all-original, authoritative content to American yacht owners, buyers, and their circles of influence. We help these savvy consumers make better decisions when it comes to commissioning and using their yachts.

But MegayachtNews.com is much more than a website:

- We have some of the most loyal readers among yachting media
- We connect qualified, interested buyers directly to builders, designers, and more, leading to new business
- We take a creative, refreshing approach to delivering your marketing message—beyond simple static banner ads.

MegayachtNews.com: Real Stories of Real Interest



By every measure, MegayachtNews.com hits the key metrics for this market:



*States with the most UHNW individuals; the 6 states are California, New York, Texas, Florida, Illinois, and Massachusetts



Our readers also actively engage with our content:



This defies trends: Research shows that 55% of all website visitors spend **less than 15 seconds** actively on a page.

Related to this, we have **independent confirmation** that our articles have led to new-build contracts being signed.

Google Analytics, October 2017



Sophisticated readers want journalism, not “churnalism,” a.k.a. press releases copied word for word. That’s why the 4,400+ articles on MegayachtNews.com are real stories, of real interest. Many are top search results year after year, too—additionally reflective of how search engines prioritize original content.

Don’t just take our word for it:

“Without question, the most informative and authoritative online news source in the superyacht industry”

—Reader feedback, October 2017

“Thank you for the excellent work you are doing!”

—Reader feedback, October 2017

Our readers fit the proper profile for the megayacht market:

46% ARE KEY DECISION MAKERS IN THE OWNERSHIP & BUYING PROCESS, WITH **26%** BEING THE OWNERS THEMSELVES

60% HAVE BEEN LOYAL FOR 5-10 YEARS—WITH NEARLY **33%** READING SINCE 2007

38% VISIT OUR WEBSITE A FEW TIMES EACH WEEK OR EVERY DAY

83% PLAN TO RECOMMEND MEGAYACHTNEWS.COM TO A FRIEND OR COLLEAGUE—WITH **63%** OF THESE ENTHUSIASTS SAYING THEY ARE “VERY LIKELY” TO DO SO

Google Analytics and Constant Contact, October 2017

MegayachtNews.com works hand in hand with its parent company, RedHedInk, specializing in high-quality media for high-net-worth consumers, for marketing messages that matter. RedHedInk has more than 25 years of experience addressing the needs of luxury niche clientele.

In addition, we work with our sister company, Superyacht Storytellers, which writes, designs, and publishes custom books on behalf of companies across yachting.

Together, we offer four programs to put your brand and message front and center.

MEGAYACHTNEWS.COM BANNER ADS

We accept ads in the following formats: jpg, gif, png, animated gif, and HTML5. (We no longer accept swf, also known as Flash.) Maximum file size is 1MB.

Ad sizes and types:

- LEADERBOARD: 728x90 pixels, top of each page: \$500/month
- MEDIUM RECTANGLE: 300x250 pixels, right side of each page: \$400/month

Companies that do not have ads may request the services of our art director; rates start at \$400 per ad.

MEGAYACHTNEWS.COM SPONSORED CONTENT

Sponsored content is a powerful way to engage with and educate consumers. Posts in our dedicated Sponsored sections are additionally promoted on our popular Facebook page, for a higher targeted reach. **Rates start at \$500 per post.**

DIGITAL AND PRINTED BROCHURES

Turn to RedHedInk for promotional materials that differentiate you from your competitors, and make you stand out in a sea of sameness.

RedHedInk handles every aspect of your special project. For printed brochures, this includes recommending paper quality and format, and working directly with first-class printers to ensure the final look and feel is exactly right. For digital brochures, it means ensuring each file is high-definition and can be uploaded easily to your website by your staff. **Samples available on request.**

BOOKS

Superyacht Storytellers makes memories come to life. Surprise your customers by commissioning a stunning coffee table book showcasing their beloved yacht blossom from keel laying to launch and delivery. If your company is celebrating a significant anniversary, reward your employees and best customers with a historic look back at how it all began, and where you're leading into the future.

We offer three packages, tailored to your particular needs, and each priced upon request:

BRONZE

- Photo-essay-style book, where the images speak volumes over words
- Matte, bright-white paper to make images come to life
- Portrait-style hardcover
- Your choice of a photo printed on the cover or a dust jacket
- Minimum order 50 copies; higher totals upon request

GOLD

- Photo-essay-style book similar to the Bronze package, but with more pages for more engaging storytelling
- Semi-gloss, bright-white paper for a deluxe look and feel
- Leather-bound hardcover, in portrait or landscape style
- Imprinting available for the cover
- Minimum order 50 copies; higher totals upon request

PLATINUM

- Custom creation from start to finish
- Image-driven or narrative-driven: your choice
- Semi-gloss, heavier stock paper for an ultra-luxe look and feel
- Stitched-leather cover, with a photo inset and imprinting
- No minimum print run





ALL SALES INQUIRIES

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