

# MEGAYACHT NEWS

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

**2020 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 connect qualified, interested buyers directly to builders, designers, and more, leading to new business
- We have some of the most loyal readers among yachting media
- 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:



MALE



AGES  
35-64



AMERICAN



U.S. READERS  
LIVE IN  
THE 10  
WEALTHIEST  
STATES\*

\*States with the highest UHNWIs as per Wealth-X: California, New York, Texas, Florida, Illinois, Pennsylvania, Ohio, Massachusetts, Connecticut, and Maryland



Our readers also actively engage with our content:



READ 2-5 PAGES PER SESSION



READ 1-2 PAGES PER SESSION  
1:54 (minute and seconds) average  
time spent during a session

**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.

Reader data Google Analytics, September 2019



Sophisticated readers want journalism, not “churnalism,” a.k.a. press releases copied word for word. That’s why the 5,500+ 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:

“We enjoy your input and insight of the yachting industry. Keep up the good work.”

—Reader feedback, September 2019

“Truly appreciate Megayacht News. For me it’s an educational tool. Keeps me in the mix on what’s happening in the industry.”

—Reader feedback, September 2019

### Our readers fit the proper profile for the megayacht market:

- 58%** HAVE CONTACTED A COMPANY OR PLAN TO DO SO AS A DIRECT RESULT OF READING AN ARTICLE ON MEGAYACHTNEWS.COM
- 25%** ARE OWNERS, WITH AN ADDITIONAL **11%** PLANNING TO BUY WITHIN THE NEXT 2 YEARS AND ANOTHER **11%** REPRESENTING OWNERS
- 70%** HAVE BEEN LOYAL READERS FOR 3 OR MORE YEARS—WITH NEARLY ONE-THIRD READING SINCE 2007
- 37%** VISIT OUR WEBSITE A FEW TIMES EACH WEEK OR EVERY DAY

Google Analytics and Constant Contact, September 2019

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 clientele.

In addition, we work with our sister company, Superyacht Storytellers, which writes, designs, and publishes custom books.

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

#### MEGAYACHTNEWS.COM BANNER ADS

We accept ads as jpg, gif, animated gif, png, and HTML5 files. Maximum file size is 1 MB. NOTE: To ensure visibility on mobile devices, please submit an HTML5 file. Other file types sometimes do not render properly on mobile phones and tablets.

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.



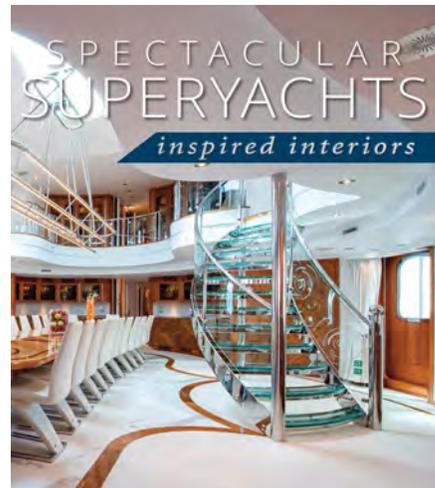
#### MEGAYACHTNEWS.COM SPONSORED CONTENT

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 per month.**

#### 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. **Sample 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.

Just as each of your clients is different, no two books that Superyacht Storytellers creates are the same. Whether you like traditional books with a dust jacket or photo printed on the cover, or something more luxurious like a stitched-leather cover with a photo inset and embossing, Superyacht Storytellers can produce it.

For more details, including on-screen flip-book versions of book examples, visit [SuperyachtStorytellers.com](http://SuperyachtStorytellers.com).



**ALL SALES INQUIRIES**

Elena Patriarca, +39 349 6138109  
patriarca.elena@gmail.com

**EDITORIAL INQUIRIES**

Diane M. Byrne, +1.973.826.7566  
dbyrne@megayachtnews.com