



# MEGAYACHT

— N E W S —



2024 Media Kit

# REAL STORIES OF REAL INTEREST

Since 2007, Megayacht News 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, we're much more than a website.

We connect qualified, interested buyers directly to builders, designers, and more.

We have some of the most loyal readers among yachting media.

We take a creative, refreshing approach to delivering your message, beyond banner ads.

## READER STATISTICS

**74%** MALE

**73%** LOYAL FOR 3+ YEARS

**63%** AMERICAN

**43K** MONTHLY PAGE VIEWS

**38%** OWNERS, WITH ANOTHER 35% REPRESENTING OWNERS

**49%** CONTACTED A COMPANY OR PLAN TO AFTER READING

**96%** DIRECT VISITORS READ 3 PAGES PER VISIT

**85%** PREFER MEGAYACHT NEWS OVER ALL YACHTING SITES

READER DATA: GOOGLE ANALYTICS & CONSTANT CONTACT, NOVEMBER 2023

# ADVERTISING & EVENTS

Megayacht News consistently delivers strong results for our marketing partners. Our programs:

## MEGAYACHT NEWS BANNER ADS

LEADERBOARD: 728x90 pixels **plus** 320x50 pixels (for mobile devices); **\$700 per month**

MEDIUM RECTANGLE: 300x250 pixels, **\$600 per month**

Ads must be jpg, gif, animated gif, png, or HTML5 files, less than 1 MB.

## MEGAYACHT NEWS SPONSORED CONTENT

Storytelling through branded articles, providing useful information about your services or products. Includes a photo (2000x1090 pixels) plus a call to action, such as visiting your website. Articles are 300 to 500 words (advertiser-supplied; \$500 additional for us to produce), promoted in the Featured Posts on every page of our website and to custom Facebook or LinkedIn audiences. Audiences include the wealthiest Americans and/or U.S. C-suite executives interested in luxury yachts, plus other key demographics. Choose among these strategies:

### 1. FACEBOOK SINGLE-IMAGE POST

A single photo with a headline, descriptive text, and link to the sponsored article on our website.

Requirements: 1 photo, 1080x1080 pixels. **\$750, 3-week run.**





## 2. FACEBOOK CAROUSEL

Interactive format with headlines and links to the sponsored article on our site. Requirements: 2-10 cohesive and engaging photos (from the same shoot or that feel similar), 1080x1080 pixels each. **\$900 for 2-week run, \$1,250 for 3-week run.**

## 3. FACEBOOK SLIDESHOW

Video-like ad using motion and text to tell your story. Each slide includes headlines and links to the sponsored article. Requirements: 2-15 cohesive and engaging photos, 1080x1080 pixels each. **\$1,250 for 2-week run, \$1,500 for 3-week run.**

## 4. FACEBOOK VIDEO

High-resolution video without letterboxing drives the most engagement. It includes a link to the sponsored article. Requirements: MOV or MP4 file, 15 to 30 seconds. **\$1,500 for 2-week run, \$1,750 for 3-week run.**

## 5. LINKEDIN SINGLE-IMAGE POST

A single photo with a headline, descriptive text, and link to the sponsored article. Requirements: 1200x628 pixels, in jpg, png, or gif format. **\$1,250 for 2-week run.**

## 6. LINKEDIN CAROUSEL

An interactive story inspiring readers to take action. Requirements: 2-10 images, 1080x1080 pixels each, in jpg or png formats. **\$1,750 for 2-week run.**

## 7. LINKEDIN VIDEO

Engage decision makers in their news feeds, plus the LinkedIn Audience Network, expanding your reach up to 20 percent. Requirements: MP4 file, minimum 3 seconds, 1920x1080 pixels (landscape) or 1920x1920 pixels (square). **\$2,500 for 2-week run.**

## EVENTS: SUSTAINABLE YACHTING MASTERMINDS

Maximize your reach into the American market through an invitation-only evening of education and entertainment.

Qualified, select family offices, entrepreneurs, and more who are committed to sustainability come to learn more about your brand and your segment-leading strategies, alongside a small number of complementary, carefully chosen leaders in sustainable luxury. Sustainable Yachting Masterminds are high-level discussions aboard superyachts, followed by cocktail parties at private homes or other exclusive venues. The discussions also result in white papers received by high-ranking, influential government officials.

Since each Sustainable Yachting Mastermind is tailored to your brand, contact us for details about locations and personalized introductions to these discerning new customers.



## EDITORIAL INQUIRIES

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