

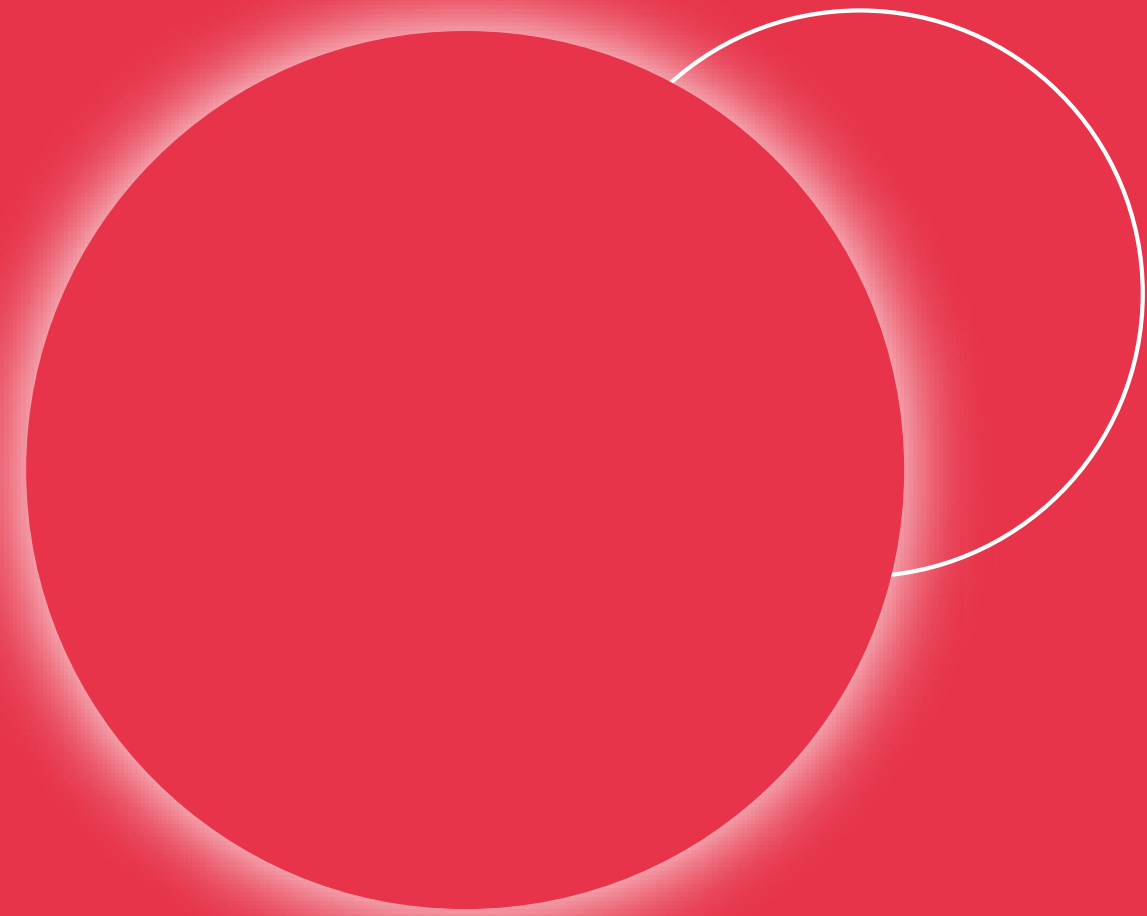


The
Superyacht
Group

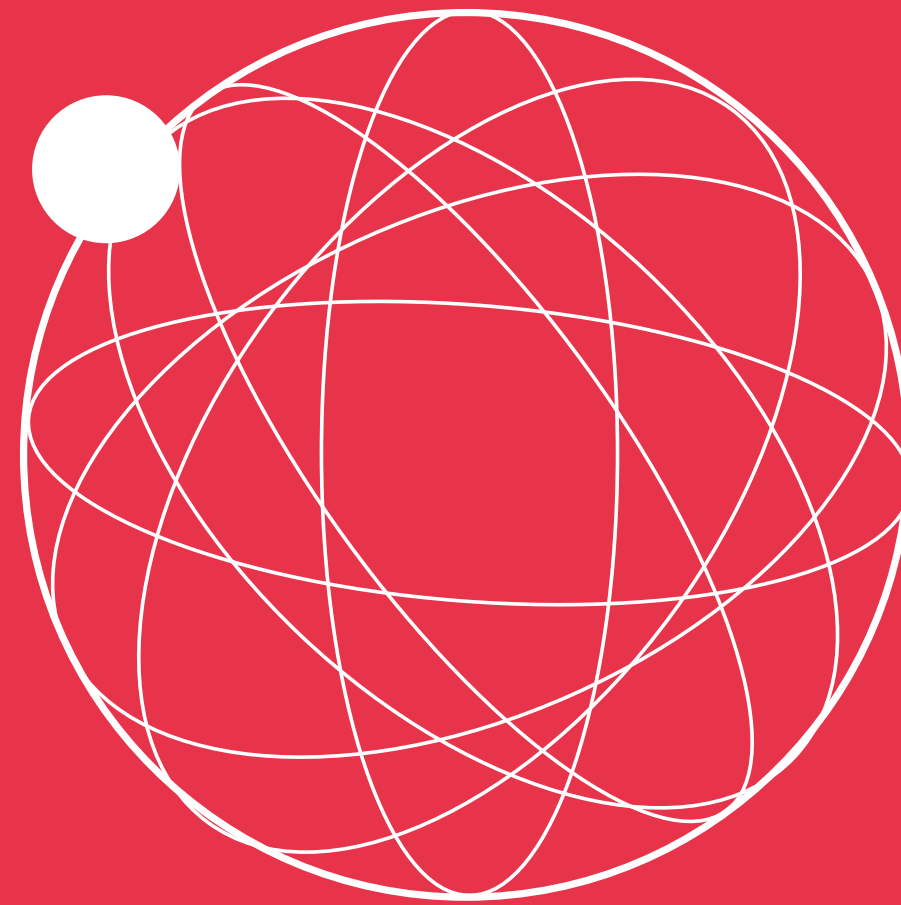
The Enterprise Membership

INSIGHTS - ANALYSIS - STRATEGY - ENGAGE - CONNECT

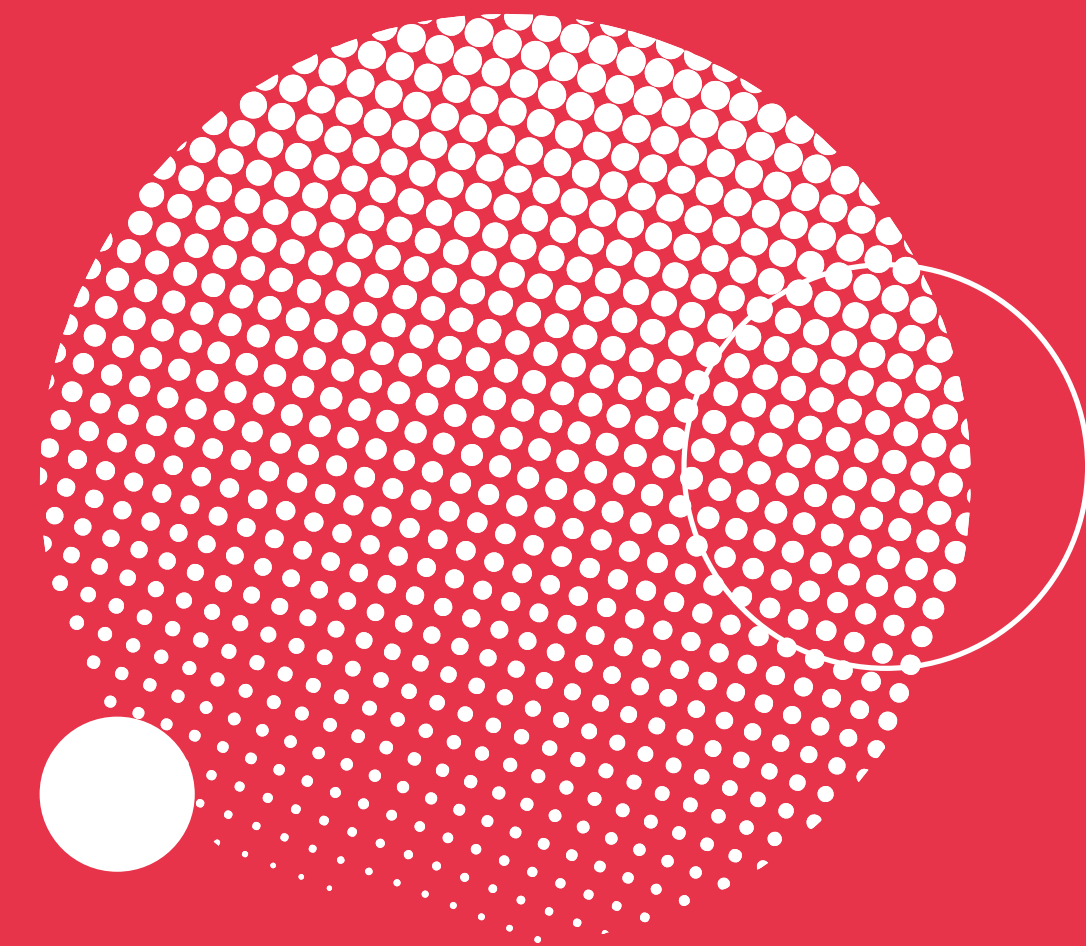
The ultimate all access membership package for suppliers,
sub-contractors, service companies and equipment
manufacturers in the superyacht industry



ONE INDUSTRY



ONE MISSION



ONE COMMUNITY

JOIN THE SUPERYACHT GROUP COMMUNITY

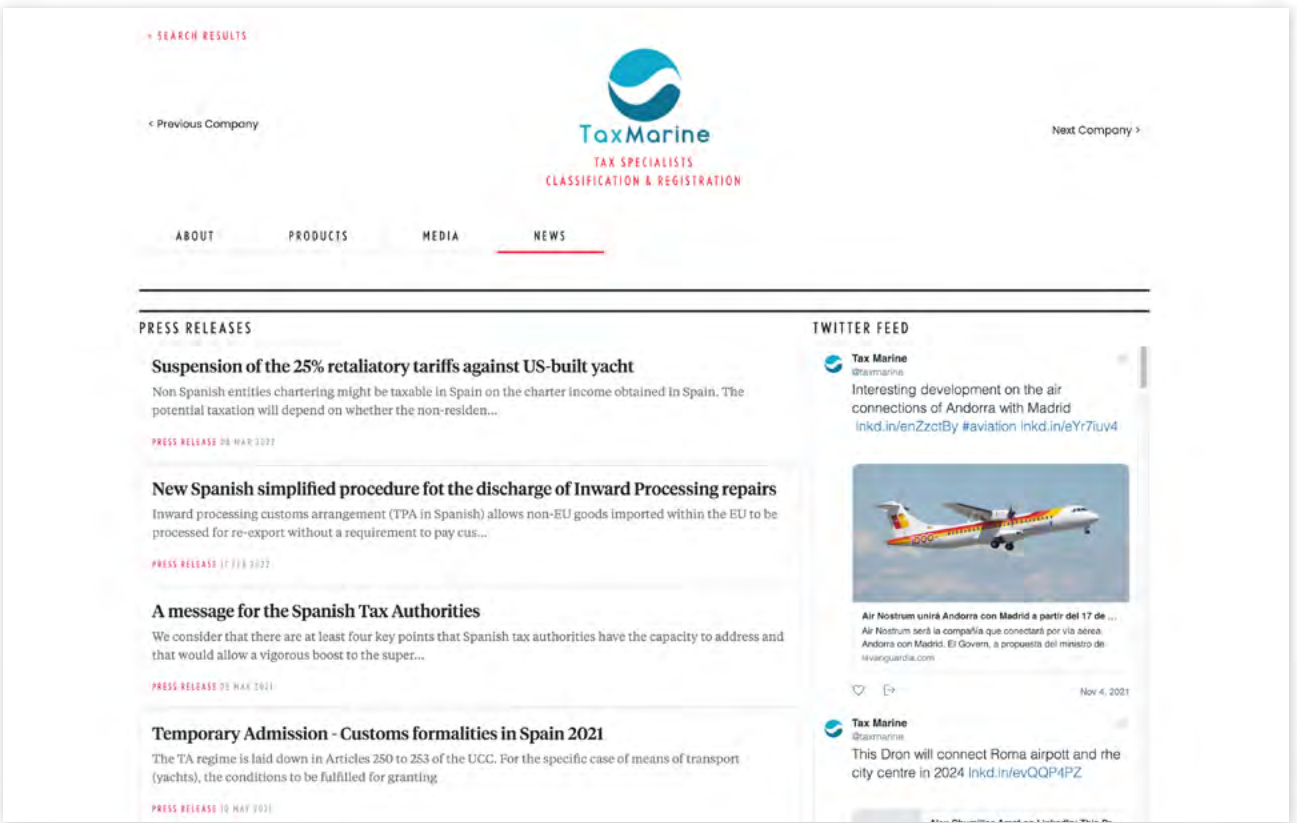
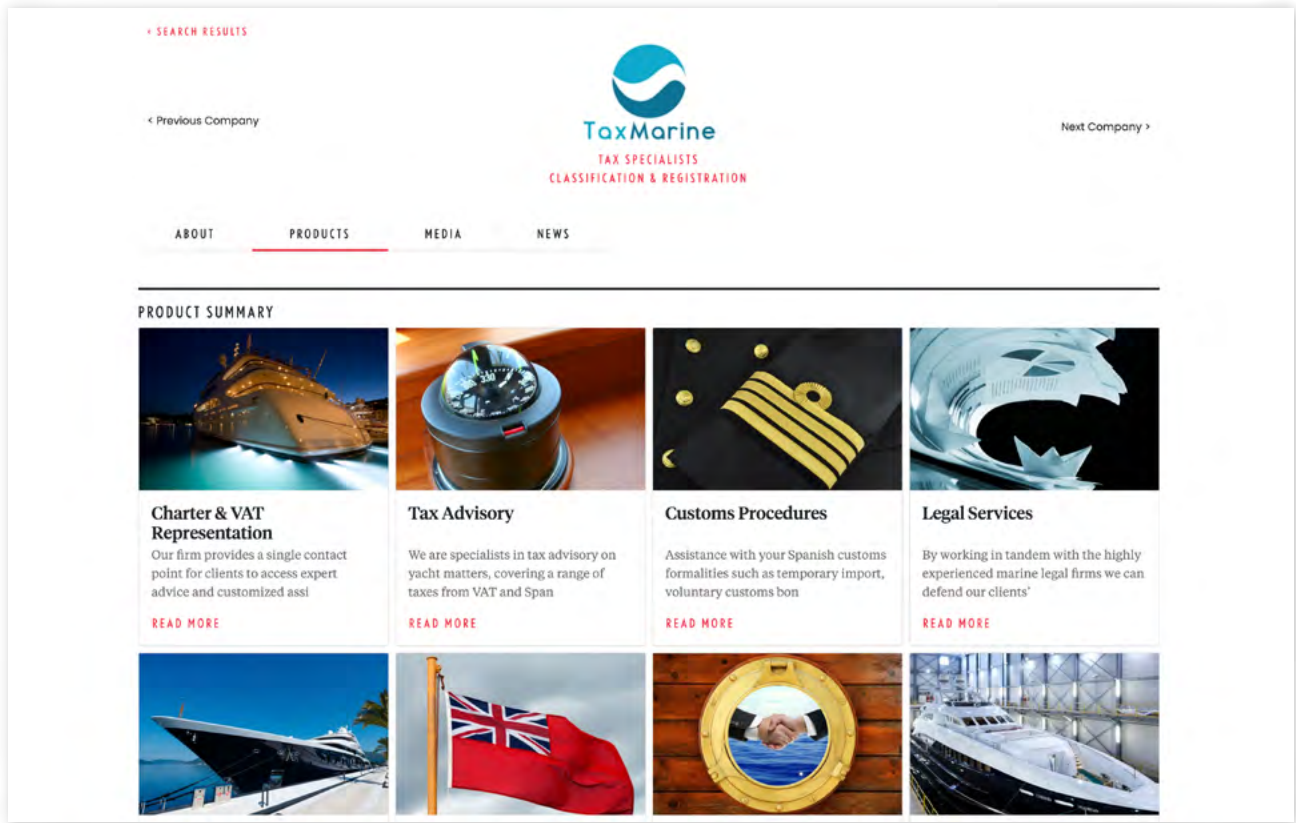
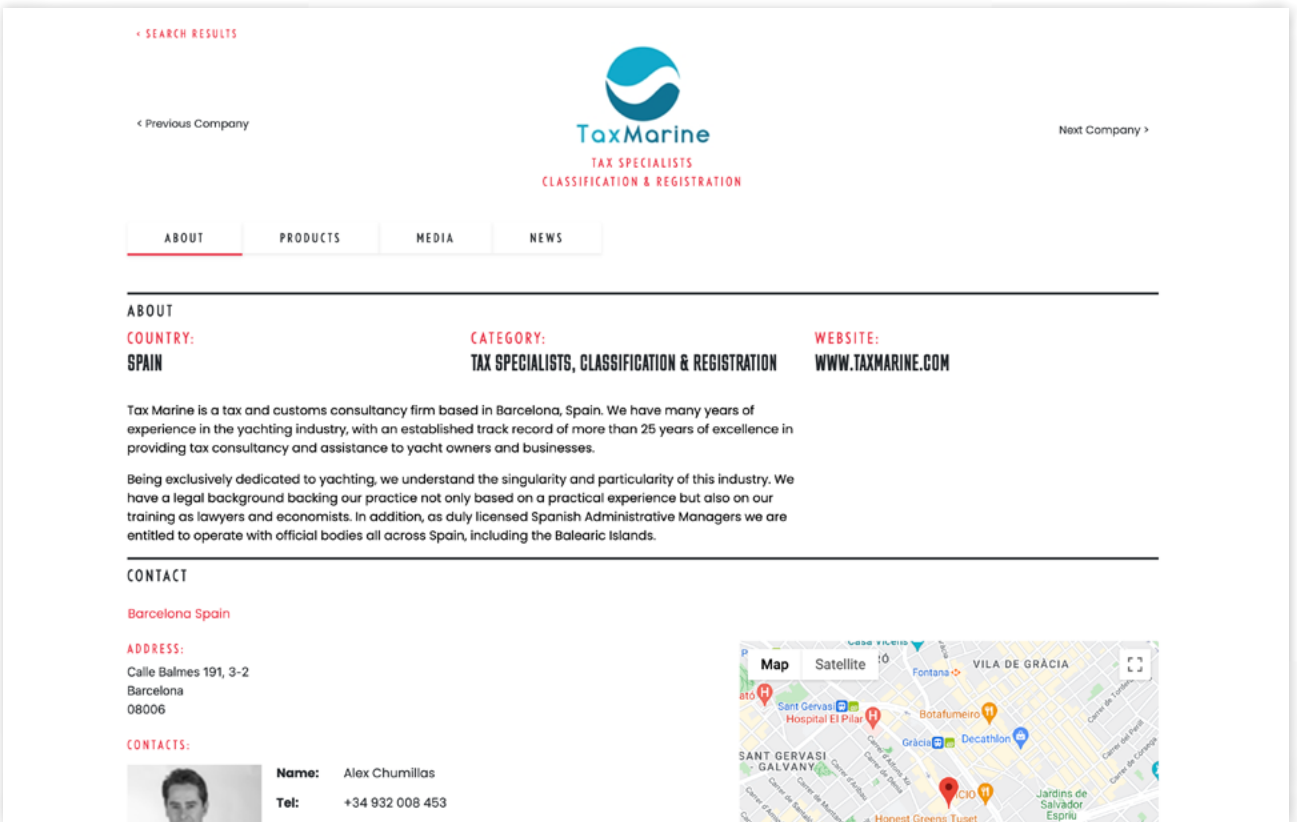
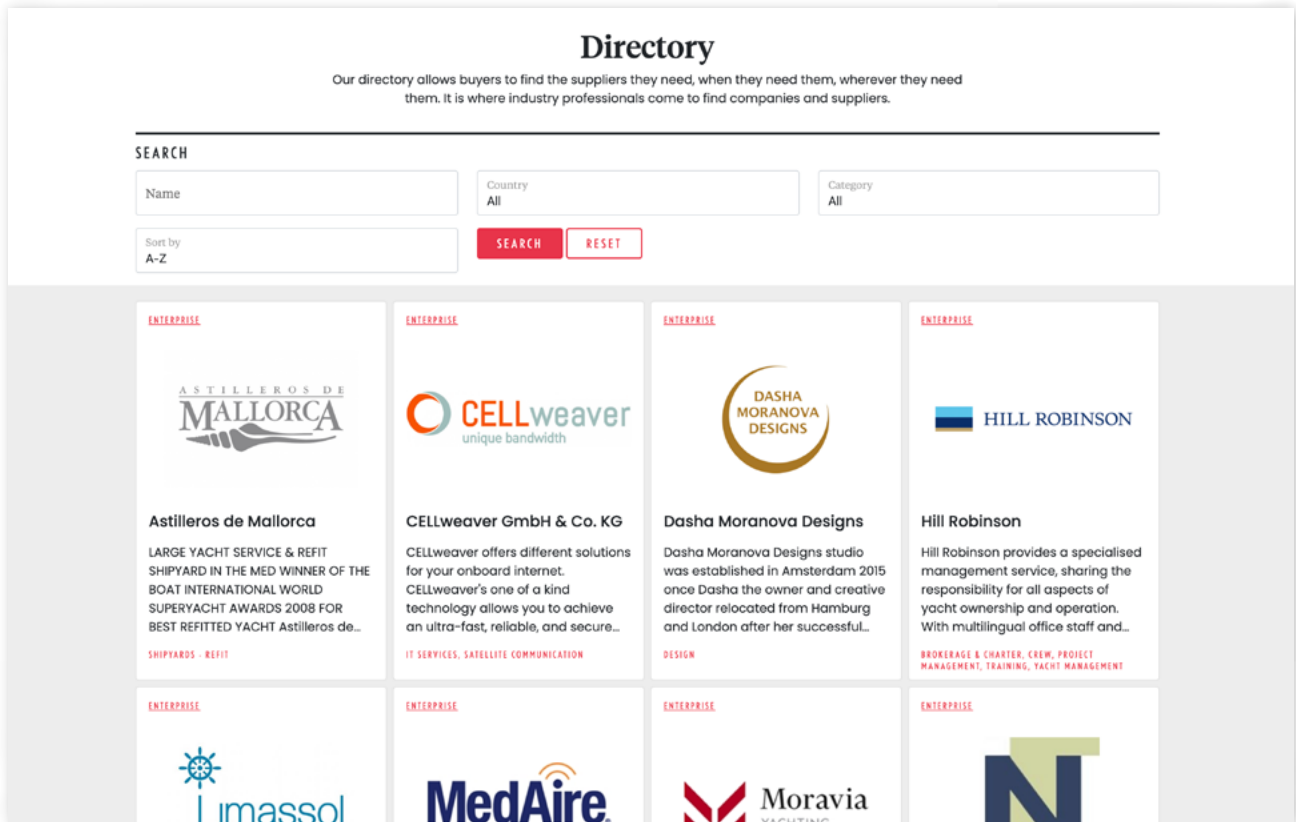
We firmly believe that our content, across a variety of media channels and platforms, should not be dependent on advertising or commercial relationships. We want our friends, colleagues and community to invest in our team, content, analysis, journalism, intelligence and data through engaging with our new inclusive Membership packages. We are committed to providing the market with **transparent journalism, trusted analysis** and a platform to share ideas that will ultimately **drive the industry forward** and **grow our market**. **The Enterprise Membership** presents an unrivalled value proposition, delivering access to market leading information, events and a platform to elevate your business.

Enterprise Membership - SuperyachtNews Directory

ELEVATE YOUR BUSINESS

Included with SuperyachtNews Directory:

- ✓ Online VIP listing within SuperyachtNews.com directory
- ✓ Publication of press releases on your profile
- ✓ Upload your videos on your profile and SuperyachtNews Videos
- ✓ Visibility of your company-related news on your profile
- ✓ Visibility of your company profile to SuperyachtNews related stories audience
- ✓ Visibility of your company website link to drive traffic
- ✓ Your Twitter feed to enhance your PR through social media
- ✓ One-click email or call from any buyer using the SuperyachtNews App

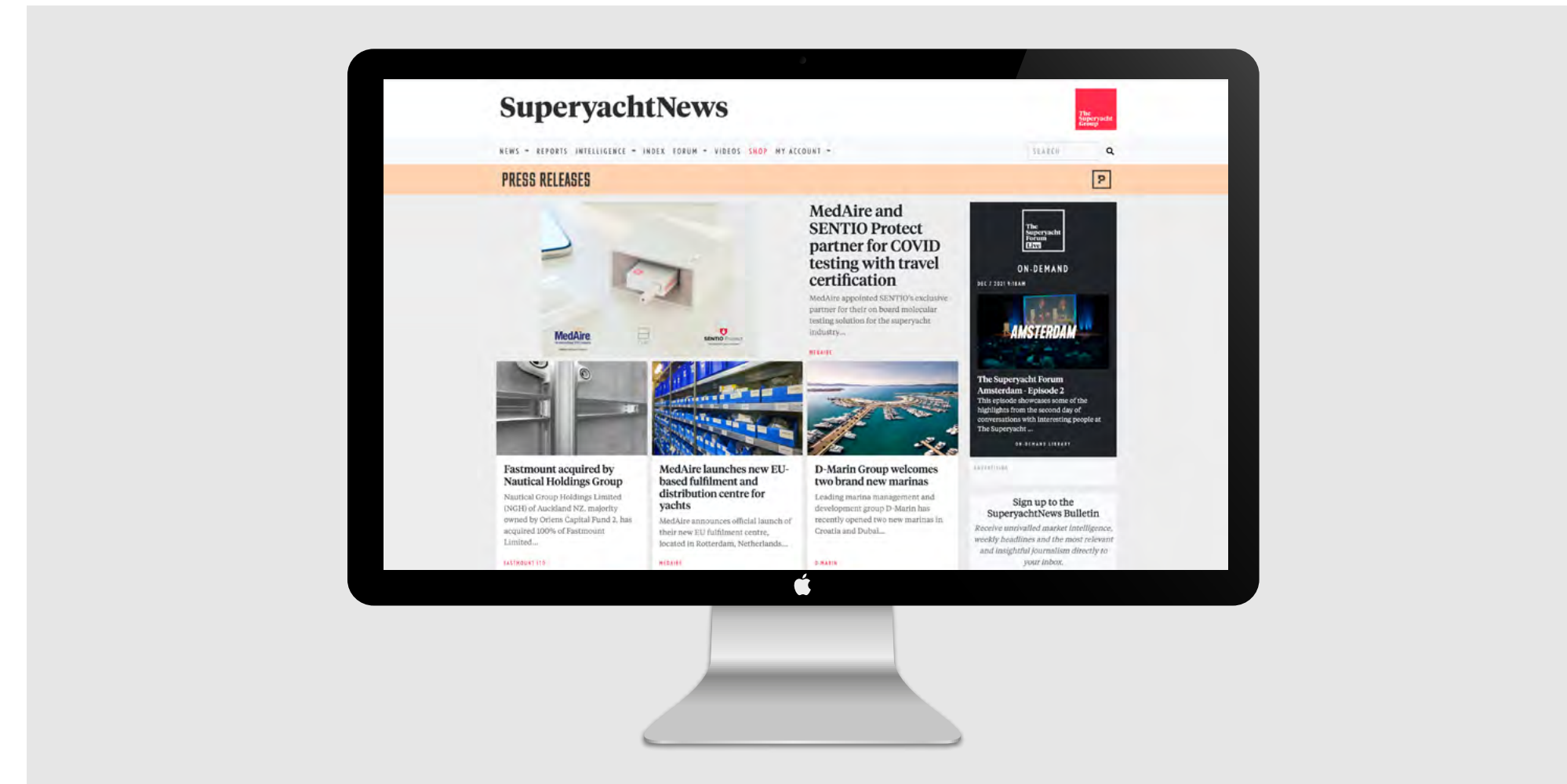


Enterprise Membership - The Business Benefit

ELEVATE YOUR BUSINESS

12-month Directory Access

The ultimate interactive digital platform, embedded within SuperyachtNews, our Directory allows buyers to find the suppliers they need, when they need them, wherever they need them. The directory provides any buyer searching for a supplier, sub-contractor, service company, or any other business in the superyacht market, the opportunity to find a comprehensive dossier on the best companies in the sector, with over 5,500 companies and growing. We can provide an interactive directory of any superyacht company, no matter how big or small. Companies can also upload their latest news, product launches and videos directly to SuperyachtNews.com, making this the most intelligent marketing investment any company can make, even the smallest companies in the sector.



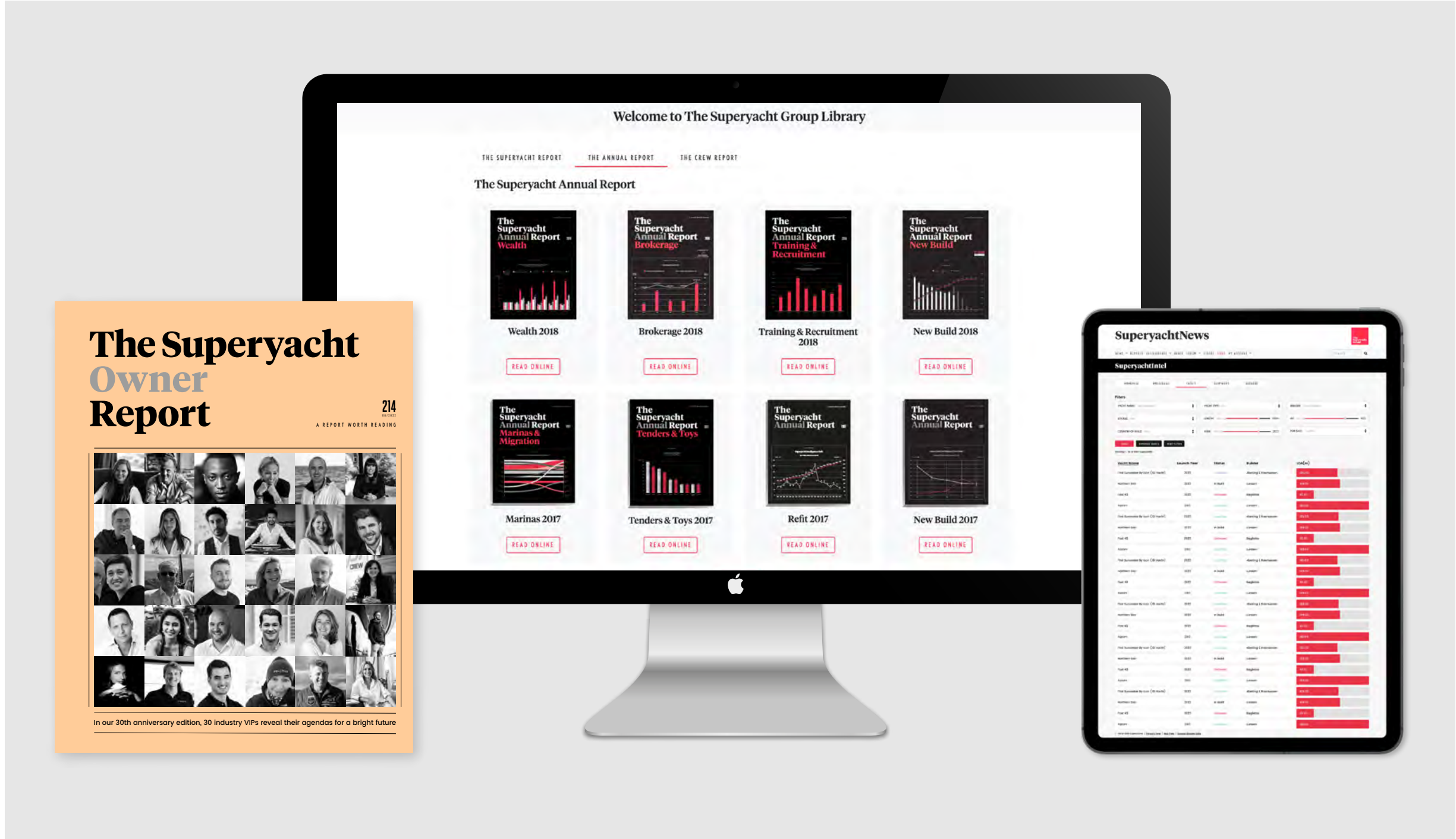
BE AT THE FOREFRONT OF THE INDUSTRY

The Superyacht Forum Live

Enterprise Members will also be granted delegate access to our **flagship event in Amsterdam**, The Superyacht Forum 2023, and the industry's most dynamic conference programme, broadcast from the industry's leading superyacht hubs, including London, Barcelona, Monaco, Genoa, La Spezia and the Balearics. Also included is access to our on-demand digital library of Live Tour films, SuperyachtNews interviews and Virtual Focus Groups.



Enterprise Membership - The Business Benefit



BUSINESS-CRITICAL INFORMATION

Access SuperyachtNews and The Superyacht Group Library

Spanning every sector of our industry, our news portal is the industry's only source of independent, thoroughly researched journalism. Our team of globally respected editors and analysts engage with the key decision-makers in every sector to ensure that our readers obtain the most reliable and accurate business-critical market analysis. Enterprise membership includes unlimited access to high-impact journalism on SuperyachtNews, access to our digital library of back issues and a subscription to The Superyacht Report.

REAL-TIME DATA AT YOUR FINGERTIPS

Unlimited Access to SuperyachtIntel

SuperyachtIntel allows you to access and analyse the fleet data that you need to make the right strategic business decisions. With a database of 6,000+ superyachts, SuperyachtIntel is designed to allow users to segment their search on myriad levels, including by sector (brokerage, new build, design) or by using specific yacht details such as LOA, crew cabins and incidents. You will not be restricted by predefined algorithms or automatically generated graphs and charts that only show you a certain amount of data; you source the data you need. Furthermore, our Intelligence database provides you with statistics about specific companies and the chance to access and analyse their historical performance, enabling each user to define trends within a sector or market.

Why advertise on SuperyachtNews.com

**7 minutes
10 seconds**

AVERAGE TIME SPENT
PER VISIT IN 2022

64,000

AVERAGE SITE VISITORS PER
CALENDAR MONTH IN 2022

920k

PAGE VIEWS IN
SEPTEMBER 2022

71

AVERAGE AMOUNT OF
STORIES PER MONTH

34,800

THE SUPERYACHT GROUP
LINKEDIN FOLLOWERS

28,500+

@THESUPERYACHTGROUP
INSTAGRAM FOLLOWERS

8,500+

@SUPERYACHTNEWS
FACEBOOK FOLLOWERS

15,600+

@SUPERYACHTNEWS
TWITTER FOLLOWERS

We have made a significant investment into our digital offering and by seamlessly incorporating The Superyacht Report and SuperyachtIntel into a unified central platform, we have implemented a series of changes that have completely revolutionised the user and community experience on SuperyachtNews.com. As a result of this unified central platform, the user statistics reflect a reduced, yet increasingly engaged, relevant and active audience 'The Superyacht Group Community'.

The Price

For the same price as the previous SuperyachtNews Directory package, our members will have unfettered access to the full wealth of content, information, knowledge, data and valuable business networks delivered by the team at The Superyacht Group, all for only £100 per month.

What's included?

- 12-month SuperyachtNews Directory listing
- A delegate pass to The Superyacht Forum Live in Amsterdam and, by invitation and sector relevance to our network of live and virtual events
- A subscription to The Superyacht Report
- Unlimited access to high-impact journalism on SuperyachtNews.com
- Access to our complete library of back-issues
- Unlimited access to SuperyachtIntel

£1,200

JUST £100 PER MONTH

Contact

Contact your account manager to discuss **The Enterprise Membership**.

GENERAL ENQUIRIES

T: +44 (0)20 7924 4004

E: MEMBER@THESUPERYACHTGROUP.COM