



SUPERYACHT SERVICES GUIDE

since 2002

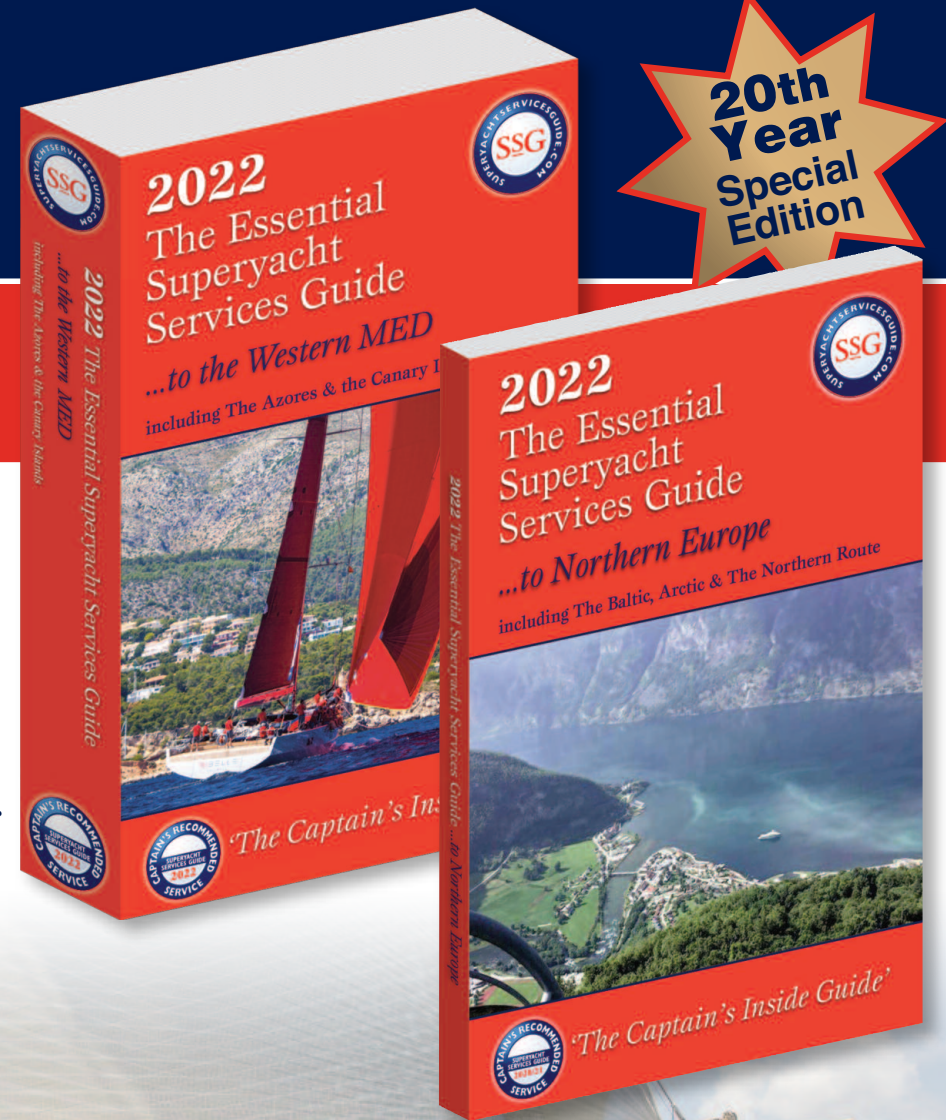
Print Media Pack - Western MED & Northern Europe Guides

“When you have a problem on board, the first thing you look for is The Guide.”

Superyacht Captain

“I love how it’s based on real recommendations of other yacht crew who have provisioned around the world.”

Chief Stew



‘The Captain’s Inside Guide’



SUPERYACHT SERVICES GUIDE

since 2002

www.superyachtservicesguide.com

Global coverage in print, online and as digital flip books



"Your Guides are a lifesaver... by far the most used publication on board! Incredibly useful."

Digital Flip Books



To order a Guide





SUPERYACHT SERVICES GUIDE

since 2002

Available as Flipbooks
issuu.com/superyachtservicesguide

Global coverage in print, online and as digital flip books



“100% the Bible – I don’t need to look anywhere else.”


First Officer MY



USB sticks available with ALL our Guides on them.

- We publish 5 Regional Guides, a total of 12,000 Guides printed in 2020/21
- All Guides available as Downloadable DIGITAL FLIPBOOKS on Issuu platform
- ONLINE WEBSITE with comprehensive Search DIRECTORY – by Location & Category
- We are strategically reducing our print run, decreasing our carbon footprint, to be more environmentally responsible
- Targeted DISTRIBUTION - by hand on docks in major yachting centres / at Boat Shows & organised Yachting Events / in stands in marinas / through yacht services agents, The ARC Rally, The Round the World Oyster Rally & Bluewater Superyacht Bridge Services
- Follow these links for [Testimonials](#) & [industry Captains/ Crew](#) who gave us recommendations and feedback
- Industry Feedback - SSG is 100% TRUSTED & RELIED UPON

WEBSITE STATS		
OVER 35% GROWTH ON 2020		
	2021	per month
Page views	305,450	over 25,000
Sessions	157,100	over 13,000



All our Guides are available as Flip Books, with LIVE LINK OUTS

2021

READS: 5,000

LIVE LINK CLICKS: 1,000

Av reading time: 7 mins



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Services are ENDORSED with a well recognised Captain's Recommended Service Sticker



Global coverage in print, online and as digital flip books

We research and get feedback from many of the industry's top professional captains and senior crew - in order to create an 'Inside Guide' of their own trusted recommendations that will 'fast track' users to the very best services available.



WHY ADVERTISE YOUR SERVICE WITH SSG?

THE BENEFITS - in PRINT, ONLINE & DIGITAL

- ONE PRICE PACKAGE includes Print, Online & Digital
- From Full, Half, Quarter Pages to LOGO Listings
- Extended Editorial text to match Ad size
- Enhanced Web Page & SEO for YOUR SERVICE Listing
- YOUR SERVICE Ad, Logo, Images & multiple contact details
- Press Releases & Social Media promotion for YOUR SERVICE throughout the year

"We use your Guides all the time, it is such a fantastic concept."

ONLINE PRESENCE WITH SSG - PART OF THE PACKAGE!

- Your Enhanced Web page has extended text, images, multiple contact details, all social media including YouTube links & clips can be uploaded!



- YOUR SERVICE is exposed globally
- SSG Online Directory offers excellent sensitive SEARCH Function
- Search by LOCATION, CATEGORY or SERVICE NAME
- TRY it yourself



THREE TIERED SEARCH RESULTS

- BENEFITS ALL ADVERTISERS - TOP TIER
- LOGO LISTINGS - 2nd TIER
- FREE LISTINGS - 3rd TIER
- BANNER AD Slots available as extra

FEATURES

- 20 years of yachting & marine industry TRUST, COVID has reinforced our good reputation
- Researched by an experienced team of Authors, 'feet on the ground' with personal communication & individual service support
- Representation at the Monaco Yacht Show, Fort Lauderdale International Boat Show, METS, Antigua Charter Yacht Show and Palma Superyacht Show. Attendance may vary due to COVID/ Travel Restrictions
- ALL GUIDES can be ORDERED through Bluewater Books in Fort Lauderdale, Stanfords in London and SSG



OVER 150 COUNTRIES VISIT OUR WEBSITE

Top 15 countries visiting the website in the last 12 months:	1. USA	6. China	11. Italy
	2. UK	7. Canada	12. The Netherlands
	3. Antigua & Barbuda	8. Australia	13. Saint Lucia
	4. Spain	9. Germany	14. New Zealand
	5. France	10. Sint Maarten	15. Bahamas

"I have always thought that SYSG is the absolute bees knees, it's the first thing I always reach for and we fight over copies on here as all departments want one!"

Superyacht Captain

*** Services promoted until the end of 2022 ***



BASIC LISTING FREE

PRINT

max 2 contact details
website address
20 words

UPGRADE YOUR LISTING

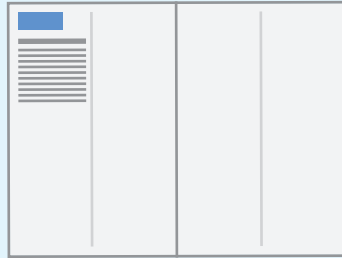
ONLINE

max 2 contact details
website link
20 words text

For a BASIC LISTING
we need at least
3 recommendations from
Superyacht Captains & crew
to endorse your service



Services, products & brands
RECOMMENDED by yacht captains,
crew and those within the marine
industry



LOGO LISTING € 400

PRINT

all contact details
website address
70 words
logo visual

ONLINE

contact details
website link
70 words text
location map
logo visual
tiered search priority
above Basic Free Listings



QUARTER PAGE € 840

PRINT

all contact details
website address
140 words
QUARTER PAGE ADVERT

ONLINE

contact details
website link
140 words text
location map
2 images
tiered search priority
above Logo Listings

links to social media



PRESS RELEASE

2 x Articles per year

shared on all social media platforms



HALF PAGE € 1,400

PRINT

all contact details
website address
QR Code
300 words
HALF PAGE ADVERT

ONLINE

contact details
website link
300 words text
location map
4 images
tiered search priority
above Logo Listings

links to social media



PRESS RELEASE

4 x Articles per year

shared on all social media platforms



FULL PAGE € 2,250

PRINT

all contact details
website address
QR Code
600 words
FULL PAGE ADVERT

ONLINE

contact details
website link
600 words text
location map
6 images
tiered search priority
above Logo Listings

links to social media



PRESS RELEASE

6 x Articles per year

shared on all social media platforms

SPECIALS AND ADD-ONS

Spread - 2x full pages
Inside Front & Back Cover
Bookmark/ Tip-In/ Fold out

Package promotion in ALL our Printed Guides

Prices on request CONTACT US

WEBSITE & BANNER ADS

For targeted online Banner Advertising
please CONTACT US

Support with artwork: € 80

www.superyachtservicesguide.com



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since 2002

Print Media Pack - Technical Specifications

PRINTED GUIDES

INSIDE FRONT / INSIDE BACK COVER

TRIM: Printed Ad size - 6" wide x 9" high (152.4mm x 228.6mm) (portrait format).

BLEED: Please add 0.25" (4mm) on all sides for bleed.

TEXT SAFE: Do not place any text within 0.5" (12.7mm) of any trim edge.

DOUBLE PAGE SPREAD

TRIM: Printed Ad size - 12" wide x 9" high (304.8mm x 228.6mm) (landscape format).

BLEED: Please add 0.25" (4mm) on all sides for bleed.

TEXT SAFE: Do not place any text within 0.5" (12.7mm) of any trim edge & also leave 1" (25mm) strip down the centre clear of text to avoid the gutter.

FULL PAGE

TRIM: Printed Ad size - 6" wide x 9" high (152.4mm x 228.6mm) (portrait format).

BLEED: Please add 0.25" (4mm) on all sides for bleed.

TEXT SAFE: Do not place any text within 0.5" (12.7mm) of any trim edge.

HALF PAGE

Printed Ad size: 5.2" wide x 4" high (133mm x 101.6mm) (landscape format).

HALF PAGE VERTICAL

Printed Ad size: 2.5" wide x 8.2" high (63.5mm x 208.3mm) (tall narrow format).

QUARTER PAGE

Printed Ad size: 2.5" wide x 4" high (63.5mm x 101.6mm) (portrait format).

QUARTER PAGE HORIZONTAL

Printed Ad size: 5.2" wide x 2" high (133mm x 50.8mm) (panorama format).

TIP IN & BOOKMARK

Tip in size - 5.9" wide x 9" high (150mm x 228.6mm)

Bookmark size - 3.1" wide x 9" high (78mm x 228.6mm)

BLEED: Please add 0.25" (4mm) on all sides for bleed.

LOGO LISTINGS

Maximum size for logos are 2.5" wide x 2" high (63.5mm x 50.8mm)

TECHNICAL SPECIFICATION

Please observe the following technical details when submitting all electronic files.

FILE FORMATS

We will ONLY accept the following file formats: PDF, TIF, JPG, EPS or PSD

NOTE: MICROSOFT PUBLISHER FILES WILL NOT BE ACCEPTED

PRINT RESOLUTION

300dpi image resolution is the MINIMUM requirement for ALL graphic files submitted.

Email printed guide artwork to: simon@sudesign.co.uk

Simon Udal Design Limited, Design Studio, Thatched Cottage,
Blackhorse Lane, Shedfield, Hants SO32 2HT UK.

Tel: +44 (0)1329 835330

WEBSITE

SUPPLYING IMAGES / LOGOS FOR YOUR ENHANCED WEB PAGE

Advertisers in the guides qualify for enhanced web pages:

Logo Listing - 1 image

Quarter Page Advertisers - 2 images

Half Page Advertisers - 4 images

Full Page Advertisers - 6 images

All images must be JPG format, RGB mode

Image size: 460 pixels wide x 260 pixels high, 3mb max per image.

It is critical that you name the files correctly, eg:

`your_business_name_1.jpg`

`your_business_name_2.jpg`

Images must be sent in correct format, otherwise charges will apply.

Email digital files to: website@superyachtpublications.com