Imagine working with a marketing company which specialises in superyacht technology, understands the market and already owns the largest news network in the sector.

**On the pulse**
We act as a much-needed method of communication between the companies producing technology in the industry and the crew/ttech buyers who buy and use their products. Where traditionally people had to just wait patiently for the next edition of a magazine to read a limited amount of tech stories, we deliver hot tech news to our readers daily. As Kerry Pettitt said, we’ve “got the industry talking tech again.”

**Our Eco-system**
We don’t sell traditional advertising space, as it doesn’t work. Your target audience are too clever to be sold to in that way. Instead, we create and market thought-provoking content for our clients through our Eco-system, which includes our news website, monthly magazine and social media.

**News website**
We post out relevant, up-to-the-minute news every day through our website, meaning our readers are kept informed with the latest stories between magazine editions. This is why our website visits have grown six-fold in the last six months. Here, we can put up your latest press releases in minutes.
The Magazine
Ours is the go-to magazine for technical crew and shipyard staff, whether they’re looking for light reading on the latest gadgets to help crew get through the season or an in-depth White Paper investigation. In fact, every month we publish at least one White Paper on the request of a Captain or ETO. Our articles are used as a tool by key industry figures when deciding what to buy for their next Refit/new build. The magazine is also where we present in-depth features from our clients, allowing you to discuss topics that you think your target market will want to know more about.

Social media
We have the largest social media following of any magazine in the superyacht industry, despite being the newest addition. These followers are all strictly organic, and we take great care in tailoring the people we reach to match your target audience. As our client, we will post out your releases, articles and features to our large social audience, tagging you and/or your company to maximise your exposure.

The right market
Our news website, magazine and social media presence allow us to look after your online presence while you focus on developing technology. With a database of over 50,000 Captains, ETOs / ITOs, Crew, senior industry figures, shipyards, project managers and technical managers, we target the people you want to reach.

Results driven
Comprehensive reports track your content, so you can always see exactly how many people have viewed it and which platforms they came from. Our advanced intelligence tracking allows us to see each reader’s journey through the magazine, meaning we can also specifically target readers depending on their interests. Some publications only analyse unique visitors, but these can sometimes be generated artificially or consist of those with limited buying power. We focus on tracking the quality of our readers.

Subscription marketing vs traditional advertising
Unlike traditional paper-based advertising, we offer everything; from content writing, infographics, video creation and interviews to factory tours in VR 360. This content runs alongside Superyacht Technology News’ own unbiased editorial to make a magazine that is packed full of ground-breaking tech insights.

Why digital?
We don’t understand how you get a paper-based product to a moving yacht on a regular basis. Do you? That’s why we went digital. Superyacht Technology Magazine is THE ONLY digital magazine in the superyacht industry. We chose this interactive medium after conducting in-depth research. Our results clearly show that tech buyers prefer to get their news through modern methods such as a mobile or tablet, with 40% of users now accessing our articles through their phones.
OUR PRICE LIST

WE PUBLISH 10 DIGITAL MAGAZINE EDITIONS PER YEAR

**1 YEAR**
£6,000

- Content Strategy
  - 3 Features
  - 2 Expert features
  - 5 Banners
  - 7 Reach reports
  - 3 Intelligence reports

- Or Showcase Strategy
  - NOT ALL COMPANIES HAVE A STORY TO TELL BUT STILL HAVE SOMETHING TO SELL
  - 5 Showcase appearances
  - 5 Banners
  - 7 Reach reports
  - 3 Intelligence Reports

**6 MONTHS**
£3,600

- Content Strategy
  - 2 Features
  - 1 Expert feature
  - 2 Banners
  - 4 Reach reports
  - 2 Intelligence reports

- Or Showcase Strategy
  - 3 Showcase appearances
  - 2 Banners
  - 4 Reach reports
  - 2 Intelligence reports

**3 MONTHS**
£2,000

- Content Strategy
  - 1 Feature
  - 1 Expert feature
  - 1 Banner
  - 2 Reach reports
  - 1 Intelligence report

- Or Showcase Strategy
  - 2 Showcase appearances
  - 1 Banners
  - 2 Reach reports
  - 1 Intelligence report

**1 MONTH**
£900

- Content Strategy
  - 1 Feature
  - 1 Reach report

- Or Showcase Strategy
  - 1 Showcase appearance
  - 1 Reach report

**What’s Included?**

Every package includes a range of perks. Check out the next page for the full list.

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www.superyachttechnology.com
Illuminati Media
EVERY PACKAGE INCLUDES

• Your own in-house journalist to create content
• Infographic creation: display your key stats in the most visually exciting way possible
• Unlimited news posts on our website
• All articles and news posted on our social media, reaching over 40,000 followers and group members
• SEO and Metadata for all your posts and videos
• Expert appearances: a chance to respond to ETO’s and Engineer’s letters in a focused editorial, creating a direct dialogue between you and your users.
• Filming and interviews at trade shows with full professional editing.
• Host videos on our dedicated platforms
• Detailed reach and intelligence reports of your success

OUR DIGITAL MAGAZINE IS READ BY

ETOs
Shipyards
Project managers
Yacht management companies
Tech companies
Captains & crew

Join our social media collective

Don't waste time with social media management companies. We can post out relevant, interesting pieces on your behalf, adding you to our social media collective. By joining the collective, you also access other companies followers, meaning you reach hundreds of thousands of followers overall. This will also raise your Linkedin SSI (Social Selling Index) score.
BOAT SHOW & REFIT
TOTAL MARKETING PACKAGE £2999
We have you covered for the next 4 months
Work with our journalist & creative editor to bring your digital campaign to life

4 editions of Superyacht Technology digital magazine:

1. October Refit Tech Guide
   Feature or expert or banner

2. METs Special Edition
3. METs Summary Edition

4. New Year Refit Special

Including:
From October 1st 2017 to February 1st 2018

Social Media
Join the Collective (See description)

Unlimited articles & news posts

Web Banner
Don’t have one? We can design one for free!
(Limited Availability for Boat Show & Refit Package)

Join the biggest tech news network in the superyacht industry
The largest social media following in the industry

superyachttechnology.com
Access our news any way you want

OUR ECO SYSTEM
MAXIMISE THE REACH OF YOUR CONTENT

Boosting your online presence

Digital Magazine & Website
50,000 ETOs, Technical Crew, Shipyard staff & buyers

Total LinkedIn Followers
12,410

Twitter
6,584
(We’re also included in several private lists)

Facebook
3,305

Instagram
5,775

Groups (ETO, Crew, Pursuer)
86,000

7,000 Subscribers (Emailed monthly)
**WEBSITE IN NUMBERS**

September 2017

**GEO**

- **Europe**: 61.56%
- **America**: 17.58%
- **Africa**: 4.36%
- **Oceania**: 8.26%
- **Other**: 0.25%

**SOURCE**

- **Organic**: 64.1%
- **Social**: 23.1%
- **Referral**: 4.6%
- **Direct**: 8.2%
- **Paid**: 0%

**GENDER**

- **Female**: 17.98%
- **Male**: 82.02%

**VIEWS**

- **Monthly**: 8.2K
- **Weekly**: 2.3K
- **Daily**: 253

**DEVICE**

- **Desktop**: 51%
- **Mobile**: 4%
- **Mobile**: 8%

**MONTHLY**

- **Views**: 8.2K
- **Weeks**: 2.3K
- **Days**: 253

**WEEKLY**

- **Views**: 8.2K
- **Weeks**: 2.3K
- **Days**: 253

**DAILY**

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Subscribe for free and receive every monthly edition straight to your inbox

NUMBER ONE
Technology Magazine in the Industry

superyachttechnology.com
As Superyacht Technology continues to grow, we receive more and more requests from ETOs, Engineers and Captains to analyse specific products, helping them make purchasing decisions for the 2017/18 Winter Refit and new builds.

Our July edition saw our White Paper debut, reporting on Solid State Radars. This received such an over-whelming response that we now have a waiting list of topics to cover. Here are just some of the requests we have had:

**ITO on 85m yacht:** ‘Have you done anything on thermal imaging and infra red cameras... I have to buy two this winter. Also DMX RGB lighting systems. Has anyone found a reliable one?’

**Engineer on 85m yacht:** ‘Could you look into hybrid battery solutions for the bigger boats. Effectively tesla cars applied to boats... is it even cost effective or sensible... does the tech need looking at again?’

**Superyacht consultant:** ‘I have a client who is researching Satellite Telecommunications for Superyachts... I was wondering if you could help me.’

**ETO on 115m yacht:** “I always get crew come to me with personal laptop, iPhone or other tech requests ‘after hours' boss off. I don’t mind doing it... but what are some solutions for busy ETOs?”

**ETO on 90m yacht:** “I want to discuss how we can encourage owners to purchase automation systems for vessels, sail or motor, and find out more about the wide range of integration possibilities that are out there.”

**Engineer on 100m yacht:** “Would be great to know more about digital solutions for maintenance records...so annoying arriving on a new yacht to find no records on board!”

We offer our clients the opportunity to weigh in as an Expert responding to our White Paper findings. When we get a request that suits your expertise, our Journalist will be in touch to invite you to contribute, and will work with you on your response.
September 2017

SUPERYACHT TECHNOLOGY DIGITAL MAGAZINE

Our digital magazine had 7,000 subscribers and counting. Every monthly edition is emailed directly to them.

Average time spent on the magazine: 00:09:33

Average page Views: 7,726

Average Bounce Rate: 3%

59.6% New Visitors

40.4% Returning Visitors
CASE STUDIES

Eco System
MOST VIEWED POSTS

48,885 - Just ETO’s YES Course
19,664 - Kymeta Flat Panel
16,733 - Phasor
12,098 - OmniAccess
11,589 - Roaming Expert

Website in numbers
TOP RATED

- Kymeta & E3 Presentation
- Furuno releases multibeam sonar
- Efficient Sea App
- MTN open Superyacht customer service center

Videos
REACH OVER 5,000 VIEWS ACROSS OUR ECO SYSTEM

Website in numbers
MOST VIEWED VIDEOS

3,436 - Just ETOs: Behind - the - scenes
3,403 - Axxess Marine: Cycle Event
1,906 - Marss: Security Alert
1,593 - Emission free Electric Wakejet

These statistics are based on our website, magazine and social platforms/groups we are involved with. All numbers are collected and compiled in your Reach and Intelligence Reports.
THE PROCESS
WITH ILLUMINATI MEDIA

1. SPEAK TO OUR SALES TEAM
Find out how we can help you

2. TALK TO OUR IN-HOUSE JOURNALIST
At this stage, we plan for every edition you are with us. This includes deciding which months you would like to use your features, expert features and banners, and which topics you will cover. Our Journalist will work with you to create each article.

3. MEDIA GOES TO OUR CREATIVE EDITOR
Once approved, your magazine content/images go to our Creative Editor, who will design your page. We can also film and stitch videos together, photograph and create VR tours.

4. THE MAGAZINE IS PUBLISHED

5. AT THIS STAGE YOU HAVE UNLIMITED ARTICLES TO GO OUT OVER OUR NEWS WEBSITE AND SOCIAL MEDIA

6. WE TRACK YOUR SUCCESS
The stats are in. A reach report is sent to you monthly, and an in-depth intelligence report sent quarterly.

THE MAGAZINE IS THEN SENT TO OUR SUBSCRIBERS AND ACROSS OUR ECO SYSTEM
We take care of all other ingredients needed to maximise your exposure, such as boosting your SSI score, SEO, Metadata and interaction.

- FEATURE
Written in collaboration with our Journalist, this is an article covering a topic of your choice.

- EXPERT FEATURE
A chance to respond directly to ETOs and Engineers in our focused editorial, or to appear as an Expert in an article within your tech field.

- BANNER
An advertising banner featuring your company logo/images, which can be placed either on the website or within the magazine.

- MEDIA GOES TO OUR CREATIVE EDITOR

- THE MAGAZINE IS PUBLISHED

- THE PROCESS
With Illuminati Media
We take care of all other ingredients needed to maximise your exposure, such as boosting your SSI score, SEO, Metadata and interaction.

- FIND OUT HOW WE CAN HELP YOU
SPEAK TO OUR SALES TEAM
“As designers and naval architects our exposure to the latest technologies available is limited and often difficult to source. After a constructive meeting with the full Superyacht Technology News Eco-system I have learnt of a cutting edge technology that will be of interest to my clients. I now know where to go to find the latest tech developments.”

Justin Olesinski
Managing Director for Bernard Olesinski Ltd

“I have followed Superyacht Technology News from the very beginning, great to see them tackling issues that matter to us ETOs in language we understand, the digital format is game changer. Personally I never read paper magazines.”

ETO
85M yacht

“I think it’s very refreshing. I feel that in traditional [publications], although they have been very successful, there was always a disconnect between the technology people in the industry and everyone else; because if you are waiting every quarter for a technology article, it can actually prove quite difficult if you are an ETO, an engineer or a project manager doing the new builds. Whereas I feel what you have done and done quite successfully is that you got the industry talking tech again, and it’s been quite refreshing how you’ve got people communicating through their phones... [We can] get news content about what we specifically are involved in through there. It’s excellent.

It’s easy for me to look through the digital magazine, [which is important because] I am just one person who got a busy lifestyle; there are thousands of us. And ultimately, when I am at an airport, I can actually have a look. I also have had people contact me, [saying] what do you think about this? This article that I read from Superyacht Technology, is this what we got coming in the future?” And I say I don’t know everything but at the end of the day, it’s not got to be far off, there is no smoke without a fire. It’s very good.”

Kerry Pettitt, Consultant Commercial Director at Smart Technology Advisers
“It has to be said, I hear a lot of chatter obviously in the industry, and what you’re doing, the daily social media posts also, but especially the publication: the reaction is that they’re impressed.”

Kenneth Himschoot
Technical Advisor for Google Ocean

“Having Jack and his team report on Just ETOs’ services recently has been a real pleasure. In addition, the positive results were clear to see almost immediately. I’d recommend Superyacht Technology (or Illuminati media if you wish) to anyone looking for dynamic and up-to-date journalism and marketing services.”

Scott Molloy
Just ETOs
Our Bristol HQ is located right in the city centre! A historical city thriving in engineering and technology, we have close connections and easy access to Bristol Airport and London. We constantly travel to meet clients, visit shipyards and attend events!

Visit us! We have six themed meeting rooms, an indoor garden and an all-round great office.

• MEET THE TEAM

Matt Bunyar
Digital Sales Executive

Jack Robinson
Owner & Editor in Chief

Colette Flowerdew-Kincaid
Journalist & Client Manager

Christina Freeth
Creative Editor

• GOT NEWS? CONTACT NEWS@SUPERYACHTTECHNOLOGY.COM