

COLIN SQUIRE PUBLISHING

# RATE CARD

AND MEDIA  
INFORMATION

2026

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# SUPERYACHT KNOWLEDGE – magazine

APR/MAY 2026 – Edition 9 & SEP/OCT 2026 – Edition 10

Also: Online at [www.SuperyachtKnowledge.com](http://www.SuperyachtKnowledge.com)

The 'Superyacht Knowledge' magazine is a Superyacht marketing dream. After publication we estimate each edition is read onboard in excess of 2500 professionally run yachts varying in length from 25 – 150m. The unique network of yachts that we target has evolved, alongside Colin Squire Publishing, since the early 90's, and as a Superyacht marketing company we take great pride in delivering our clients promotional material within the pages of 'Superyacht Knowledge' to this readership.

This hard copy Superyacht magazine is produced to the highest of standards using the best quality FSC approved paper and is 100% recyclable. For presentation it is delivered in compostable, waterproof bags. The carbon footprint created during the 10,000km delivery drive, including hotel use, is neutralized through Yacht Carbon Offset. *This creates an effective, unique and eco-friendly way for our clients to market their products and services to a large selection of the world's finest luxury yachts.*

If you release your marketing material time and again through your contacts list, or social media, targeting the same client base time and again, why not try our approach and reach a whole new audience. 'Superyacht Knowledge' was created intentionally as an inexpensive route that would enable businesses to showcase products and services to a great many 'UHNWI', Yacht Owners, Captains and Crew, that either operate or own yachts!

The Superyacht arena is saturated with every kind of bespoke product or service imaginable and our mission is to introduce these to the Superyacht fleet, that's why we often refer to our publication as 'The Boatshow in a Mag'. If your clients happen to be Owners, Captains and Crew, why not reach out to the 1000's of these individuals that receive our magazine. Many may possibly already know of you, but, being reintroduced within the pages of 'Superyacht Knowledge' is certainly no bad thing.

'Superyacht Knowledge' can boost your marketing campaigns, as time and again you can link to these forever moving vessels and those onboard them. We have been delivering our publications to luxury yachts since 1994, it is something that we have obviously become very good at and we sincerely believe in its effectiveness.

It is simple to work with us and to take advantage of our incredible distribution, one that has proven so successful and beneficial throughout previous decades to so many of our industries leading companies. There is no other way to reach this fleet of vessels so effectively. Online or off! We will even create your artwork for you, from copy supplied, at no extra cost!

The traditional magazine offering is a simple advert, maybe a page or less, at very high cost. 'Superyacht Knowledge' is different, it allows you to do so much more; you can use it to publish a newsletter, to promote fully your products and services, you can include references, history, future plans, people, shows, in fact whatever you feel you need say to

convince our readers to work with you. You become the magazine editorial!

The majority of the qualified readers that we target, and will happily introduce you to, do not visit the shows that you do, do not read your social media, do not see your online presence, 'Superyacht Knowledge' offers you an opportunity to reach out to a whole new marketplace in a traditional way.

The minimum size of any promotional piece in the magazine is a full page in A4 format. We encourage our clients to take a minimum double page spread so as to maximise their unique message. Many take 4, 6 or 8 pages, hopefully our attractive page rate will encourage you to take even more space! It is down to your budget.

You could take this opportunity to create an annual, or bi-annual newsletter, a spread of your products and services, or adapt your latest brochure to feature within the pages of 'Superyacht Knowledge'. It will then be printed and distributed for you to our broad and active audience. We print 4000 copies and deliver these ourselves where possible. In the manner and method in which we take great pride, our magazine will be distributed professionally, personally and on-time. It also features online at: [www.SuperyachtKnowledge.com](http://www.SuperyachtKnowledge.com) and is added to our private Captains forum, [www.SuperyachtCaptains.com](http://www.SuperyachtCaptains.com) for its 2100+ approved members to read.

For the past 30 years we have logged every yacht that has personally received one of our publications and the delivery of Superyacht Knowledge is no different. This tried and tested method guarantees the targeted distribution of copies while ensuring no double deliveries as the yachts move. We stand by this proven distribution method for this bi-annual publication. We also ensure our clients receive this list of yachts as proof of delivery. We also use 3rd party companies that help with the delivery, which allows copies to go far beyond the areas that we alone can reach.

'Superyacht Knowledge' is divided into sections related to specific onboard departments; the Bridge, Deck, Engine Room, Galley, Interior and, of course, the Owner. The reception to this new concept over the past years has been exceptional and with only two editions being published annually it has to be a must for any Superyacht focused company to be included in.

Copy date edition 9 – March 20th. 2026

Copy date edition 10 – August 21st. 2026

## Superyacht Knowledge magazine Planner 2026

Double page spread	£2400.00 + £400.00 per extra page
Single page	£1700.00
Page 1/3/5	£3100.00
Page 7/9/11/13/15/	£2200.00
Front cover image	£12000.00
Back cover	£7500.00
Inside front cover	£4500.00
Inside back cover	£3100.00
Front cover strip	£4100.00

Mechanical Data	Trim	Type area
Double page spread	420 x 297 mm*	380 x 277 mm
Single page	297 x 210 mm*	277 x 190 mm

\*3mm bleed required on all edges

See Page 5 for media production requirements

# SUPERYACHT

ISSUE 7 – 2025  
A Colin Squire Publication

## KNOWLEDGE

THE BOATSHOW IN A MAG!



OWNERS  
BRIDGE  
DECK  
ENGINE ROOM  
GALLEY  
INTERIOR

# A Special Opportunity

## [www.SuperyachtCaptains.com](http://www.SuperyachtCaptains.com)

– the worlds best networking resource for professional yacht Captains.

2100+ approved Captains as members.

### **Discover below how your company can be a part of this amazing resource!**

There are now well over 2100 professional and approved Captains that have applied and been allowed to become members of this private forum. It contains over 45,000 searchable posts, posts that have allowed [www.SuperyachtCaptains.com](http://www.SuperyachtCaptains.com) to become an incredible encyclopedia of professional yachting. It contains information of all types, built up over many years, much of which cannot be found elsewhere, even on AI platforms, keeping Captains informed and often enabling them to resolve problems quickly and efficiently. It has become, to many of its members globally, an essential tool to be used in the operation of their vessel.

You can take advantage of this exceptional resource by having a company banner displayed to its members. The banner will be seen at log-in and also on the inside areas of the site and would get seen around 70,000 times per six months by our very exclusive membership. We only allow a minimal number of banners and we run these in six-month windows, each client being given the opportunity to renew before the space is offered again.

The cost of a six-month placement: £2500.00

**An amazing opportunity to showcase your brand.**



# Colin Squire Publishing

## Media Planner 2026



### Booking & further information:

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Earsham, Norfolk, NR35 2TW

All prices quoted throughout this planner are subject to VAT, if applicable.

### Notable Dates for 2026

#### APRIL/MAY

Superyacht Knowledge Edition 9

#### SEPTEMBER/OCTOBER

Superyacht Knowledge Edition 10

### ACCEPTED MEDIA

We can accept advertising material by e-mail or file transfer using [www.wetransfer.com](http://www.wetransfer.com), DropBox or similar.

Artwork must be supplied in one of the following formats:

**Press-ready Acrobat PDF** (this is the preferred format – please ensure ALL colours are converted to 4 colour process)

**Adobe Illustrator** (.ai or .eps file format with all fonts converted to outlines)

**Adobe Photoshop** (jpeg/tif/psd at full size and at 300dpi)

PLEASE NOTE THAT WE REQUIRE ALL PDFS TO BE SUPPLIED AS CMYK ONLY. PLEASE ENSURE THAT YOU HAVE NOT LEFT ANY SPOT COLOURS IN YOUR DOCUMENTS SUPPLIED.