SUPERPORTS - the world’s first and only, printed and online international superyacht marina guide.

Discover the world’s best luxury yachting destinations

MEDIA & SERVICES KIT
2022-2023 EDITION
Discover the hidden ports known only to luxury yacht captains or the latest superyacht ports and get exclusive, expert tips and essential insight for the world’s best luxury yachting destinations.

In publication for the first time since 2016, this SUPERPORTS is the worlds only published superyacht marina guide. For 22-23 this will launch as a 400 page+ guidebook, a companion app and a new web portal.
SUPERPORTS is brought to you by Boat International and Dockwalk

**BOAT** is the world’s most informed, trusted and compelling magazine for the superyacht community, inspiring the lifestyles of the international wealthy elite.

**Dockwalk**
The most widely read and recognised Captains & Crew publication. Worldwide circulation in both print and digital formats including all the world’s key superyachting hotspots (marinas, training companies, crew agencies, crew bars). Essential reading for superyacht captains and crew.

*Our magazines and luxury books are timeless and collectable*
Audience: connect with the most influential people in the world of superyachting.
To reach the widest possible audience SUPERPORTS will be relaunched as a book, app and a web portal.
• Over 600 marinas, ports and destinations included
• 10 worldwide regional mapping
• Premium destination option - limited to only ONE per region
• Featured destination option
• Prominent stand-out advertising options for retailers, services and businesses
• Distributed with BOAT International
• Supported by significant marketing campaign across all BOAT International and Dockwalk channels
SUPERPORTS — THE BOOK

Glossy perfect bound book in an ideal size to be kept in the wheelhouse as an instant reference

400+ pages including every marina worldwide who offer regular superyacht berthage of over 25m/82'

Bagged to every issue of BOAT International magazine to include both newsstand and subscribers—January 2022 issue

Sent to all members of the Superyacht Owners Club

Sent to all members of the Superyacht Captains Club

Sold from Boat International/Dockwalk stands at international marine shows

Sold ongoing via the BOATinternational.com store

Evergreen content and shelf life meaning copies are likely to be retained for years to come

* Total print run of 31,000 copies
SUPERPORTS – THE APP

Launch date - December 2022

Your mobile companion guide to Superyacht berths and top sailing destinations around the globe

▪ Special search features
▪ Alerts when in region
▪ Essential navigation information
▪ Browse videos, pictures and useful information from hundreds of the world’s best marinas
▪ All marinas from the guidebook automatically included.
▪ Option to present video, pictures, detailed information plus interactive links to ports and marinas
▪ In web advertising options for services and retailers
SUPERPORTS – ON THE WEB

This world class SUPERPORTS channel will be the authoritative resource for all Superyacht captains, managers and owners searching for marinas, ports and top sailing destinations.

SUPERPORTS hosted on Dockwalk.com (sister site to boatinternational.com), very successfully relaunched in 2021 now the essential website for superyacht captains and crew.

Superports will provide a major content channel on the site at www.dockwalk.com/superports
### Featured marina destination
*See example for content ideas*

- Featured destination flag
- Full page
- Logo branding for marina or group
- Full berthing information
- Useful amenities and services information
- Local area and destination promotion on page
- Social media promotion (if required)

### Premium marina destination
*Note: limited availability – only one per region*

- Full page advertorial feature in premium position as first marina at start of region
- ALSO Full page FEATURED to fall in Index of region with SUPERPORTS CHOICE flag
- Logo branding
- Full berthing information
- Useful amenities and services information
- Local area and destination promotion on page
- Social media address (if required)

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### SUPERPORTS - THE BOOK

- Featured destination flag
- Full page
- Logo branding for marina or group
- Full berthing information
- Useful amenities and services information
- Local area and destination promotion on page
- Social media promotion (if required)

### SUPERPORTS APP AND WEBSITE

- Featured destination flag
- Featured listing with up to five images and one video
- Linked logo on page
- Full berthing information
- Useful amenities and services information
- Local area and destination promotion on page
- Weblink and Online berth booking link – if applicable
- Social media links

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### Price for year for Guidebook, App and Web Portal

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<th>GBP</th>
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### Upgraded marina destination options

Featured marina destination - see example below
SUPERPORTS – 10 worldwide regions

1. Northern Europe
2. Western Mediterranean/East of Monaco
3. Western Mediterranean / West of Monaco
4. Eastern Mediterranean
5. Middle East & Asia
6. Florida & Central America
7. The Caribbean and South America
8. East Coast America
9. West Coast America
10. Pacific Rim

One Premium position available per region | Regional partnership opportunities
Advertising options for marinas, destinations, hotels and resorts, superyacht services, charters and retailers.

Please note we have limited availability of some options.
Please check before booking by email at:
Louise De New
superports@boatinternationalmedia.com

<table>
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<th>Advertising options</th>
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Artwork deadlines and contact information

➢ Deadline for Marina and content feature material - 15 October 21
➢ Deadline for cover advertising artwork - 2 November 21
➢ Deadline for page advertising - 8 November 21
➢ App deadline - 2 November 21
➢ Website deadline - 15 November 21

Booking contact
Louise De New - Publisher - SUPERPORTS
E: superports@boatinternationalmedia.com

Superports 22/23 GUIDEBOOK will be distributed with BOAT International January 2022 issue. On sale 9 December 2021