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Targeting Owners · Charter Clients · Brokers · Shipyards · Captains and Anyone Researching New Concepts and Designs

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# SuperyachtDESIGNERS

A brand new annual print portfolio & online portal that any design studio can use to showcase and present their latest projects, ideas, inspirations and ethos. A unique platform, portal and portfolio to compare and research the latest designs and concepts across the market.

Superyacht  
DESIGNERS



SuperyachtDESIGNERS is born out of the success of SuperyachtDESIGN magazine and SuperyachtDESIGN.com and has been created to give every design studio and naval architecture firm a powerful platform to showcase their work across the world.

### For designers

With SuperyachtDESIGNERS you can upload and present any of your **latest ideas and concepts** across the **complete portfolio** of our media channels. Plus, you will appear in a stunning **print portfolio** that will allow owners, guests and charter clients to **explore the range of ideas and designs on the market**, each year.



### For clients

SuperyachtDESIGNERS will provide any owner, guest, captain, broker or advisor with a dynamic, **high-quality print portfolio** to display a wide cross-section of **concepts, styles and inspiration**. Plus, the **new online platform** will allow brokers and owners to **search for concepts across specific sizes and styles**, to create a portfolio of ideas when thinking about their next yacht.



# SuperyachtDESIGNERS is a new unlimited designer portfolio and portal created for any architect, stylist and design studio to showcase their work and their ethos.

## 12 months' design portfolio for just £2,000 + VAT\*

### What does my SuperyachtDESIGNERS portfolio give me?

A six-page studio presentation in a high-quality print portfolio, showcasing personal profiles, concepts, projects and ideas.

A bespoke presentation and online portfolio that allows any broker or owner to search for particular concepts and styles when considering new projects. As a partner you are able to upload and add any new concepts and projects throughout the year.

### Why should design studios and naval architects consider this portfolio and package?

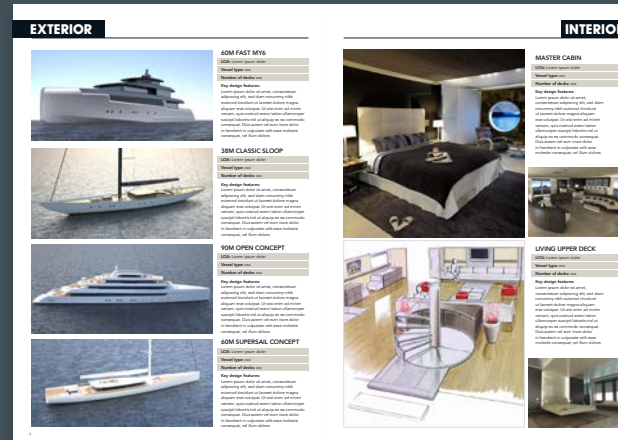
- It provides a hugely affordable marketing opportunity to companies that rarely have the budget to promote themselves.
- It allows clients and brokers to create a search portfolio of designs and ideas based on their criteria.
- Work will appear in a stunning high-quality print portfolio that will be distributed to owners, shipyards, brokers, owners' representatives, project managers and advisors across the market. Every time you have a great idea or develop a new product, you can upload it directly to the SuperyachtDESIGN portal where it will generate content across The Superyacht Group's media portfolio.

\* when applicable.

# What will you get for £2,000?



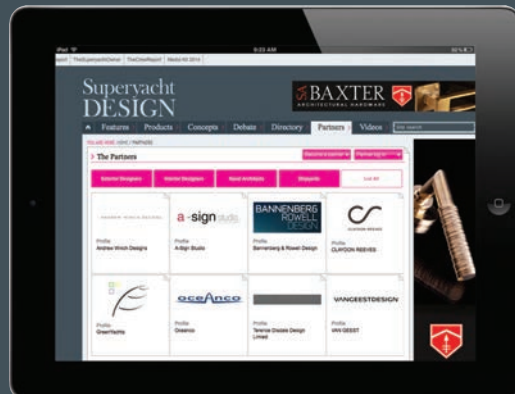
History & Company Profile



Exterior/Interior/Build



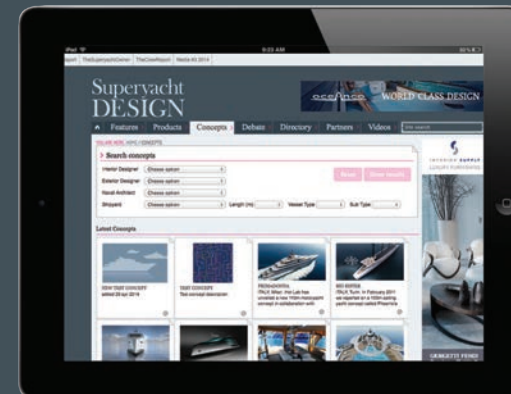
Personality



Search Page



Profile Page



Concepts Portfolio

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SuperyachtDESIGNERS will allow any design studio to stand out, upload new concepts throughout the year and raise their profile for as little as £167 (€200) per month.

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## Facts & Figures

### Print

The print portfolio of SuperyachtDESIGNERS will be mailed directly to all subscribers of *SuperyachtDESIGN* magazine and *The Superyacht Owner* magazine, plus extra copies will be **shipped directly to 3,500 yachts around the world** for guests to enjoy on board. Copies will be made available to every superyacht new build and refit yard, plus the offices of the major brokerage houses.

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10,000 copies  
will be printed

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### Online

The online portal for SuperyachtDESIGNERS will be integrated into *SuperyachtDESIGN.com* and *TheSuperyachtOwner.com*, so any visitor or user of the two sites can find out more about your studio and explore your projects and concepts. Plus for any broker or client who wishes to search for a range of concepts that meet their preferred criteria your concept will appear as part of the portfolio. You can update and add any new content over the 12-month period of this project.

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SuperyachtDESIGN.com  
7,500+ unique visitors

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The SuperyachtOwner.com  
5,000+ unique visitors

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# Print assets needed

## SPREAD ONE:

### History & Company Profile

#### 1 Copy:

- Please provide 200 words profiling your company history, heritage and philosophy.
- Please provide a quotation, 50 words maximum.

#### 2 Images:

- Please provide 8-10 images for use throughout your company showcase. These should include:
- Key team members
- Your office environment
- Examples of idea developments/sketches
- Other images that portray your work and /or the company image

#### 3 Core services:

- Please provide 120 words outlining your core services.
- Please also provide a list of your core services.

All imagery to be high resolution JPEGs or Psds provided at **300dpi**, in **CMYK** please.



# Print assets needed

## SPREAD TWO:

### Exterior/Interior/Build

Please provide up to 12 case studies showcasing projects and concepts.

These can be either:

- Exterior
- Interior
- Build

For each exterior and interior concept, we would need:

- LOA
- Vessel type
- Number of decks
- Key design features (40-50 words maximum)
- 2 images

For builds, please provide:

- LOA
- Shipyard
- Year of delivery
- Gross tonnage
- Key design features (40-50 words maximum)

All imagery to be high resolution JPEGs or  
Psd's provided at **300dpi**, in **CMYK** please.

## EXTERIOR



### 60M FAST MY6

LOA: Lorem ipsum dolor

Vessel type: xxx

Number of decks: xxx

#### Key design features:

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### 38M CLASSIC SLOOP

LOA: Lorem ipsum dolor

Vessel type: xxx

Number of decks: xxx

#### Key design features:

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### 90M OPEN CONCEPT

LOA: Lorem ipsum dolor

Vessel type: xxx

Number of decks: xxx

#### Key design features:

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore.



### 60M SUPERSAIL CONCEPT

LOA: Lorem ipsum dolor

Vessel type: xxx

Number of decks: xxx

#### Key design features:

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## INTERIOR



### MASTER CABIN

LOA: Lorem ipsum dolor

Vessel type: xxx

Number of decks: xxx

#### Key design features:

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### LIVING UPPER DECK

LOA: Lorem ipsum dolor

Vessel type: xxx

Number of decks: xxx

#### Key design features:

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# Print assets needed

## SPREAD THREE:

### Personality

#### Contact details

Please provide the following:

- Company name
- Company logo
- Website
- Email
- Phone number
- Address

**This section gives you the opportunity to detail your company's style, inspirations and work ethic.**

Please provide 100-word answers to each of the following questions:

**Q:** How were you introduced to the world of superyacht design?

**Q:** Where does the inspiration for new projects come from? Is it from the client, nature, surround environment, previous projects?

**Q:** If there were an award for the best design of all time, what would you choose and why? For instance, the Aston Martin DB5, the international space station, Tower Bridge, the bullet train, the Eurofighter Typhoon.

## BUILD



### DRUMFIRE

LOA: Lorem ipsum dolor  
Shipyard: xxx  
Year of delivery: xxx  
Gross tonnage: xxx  
**Key design features:**  
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### MIRABELLA V

LOA: Lorem ipsum dolor  
Shipyard: xxx  
Year of delivery: xxx  
Gross tonnage: xxx  
**Key design features:**  
Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zril delenit augue dui dolore te feugiat nulla facilisis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam.



### ROXANE

LOA: Lorem ipsum dolor  
Shipyard: xxx  
Year of delivery: xxx  
Gross tonnage: xxx  
**Key design features:**  
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### ZEFIRA

LOA: Lorem ipsum dolor  
Shipyard: xxx  
Year of delivery: xxx  
Gross tonnage: xxx  
**Key design features:**  
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## PERSONALITY

**Q:** How were you introduced to the world of superyacht design?

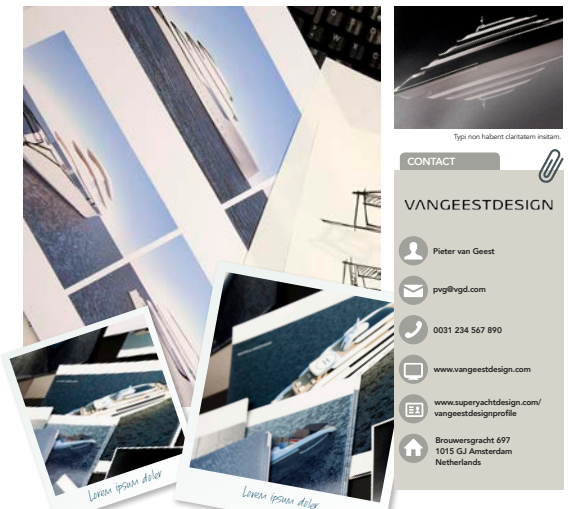
>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zril delenit augue dui dolore te feugiat nulla facilisis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam.

**Q:** Where does the inspiration for new projects come from? Is it from the client, nature, surround environment, previous projects?

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**Q:** If there were an award for the best design of all time, what would you choose and why?

>Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wis enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum irure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et justo odio dignissim qui blandit praesent luptatum zril delenit augue dui dolore te feugiat nulla facilisis. Nam liber tempor cum soluta nobis eleifend option congue nihil imperdiet doming id quod mazim placerat facer possim assum. Typi non habent claritatem insitam.



All imagery to be high resolution JPEGs or Psds provided at **300dpi**, in **CMYK** please.

Logo to be supplied as a vector file, eps or illustrator file please.



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Each partner who participates in 2014 will enjoy **12 months of visibility in a brilliant print portfolio and online portal.**

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## Partnership

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This is not an advertising campaign but a six-page commercial presentation that allows any studio to showcase their finest work, their concepts, their team's personality and the ethos and vision behind the company. Plus they will have the opportunity to add as many searchable concepts to their portal partner pages as they would like.

This concept is both affordable and targeted, and has been developed to meet the market demands. We are often told that most design studios never have the budget to market themselves effectively in such a competitive arena, but we are confident that this innovative portfolio will deliver incredible value and effective impact.

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Publication date:

**01.12.2014**

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Print Media Deadline:

**20.10.2014**

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**NB.** As soon as a partner confirms this participation, all of the online portfolio can start as soon as the materials have been submitted.



For more information



Roland Archdall  
Commercial Director  
E. [roland@superyachtgroup.com](mailto:roland@superyachtgroup.com)

Owners who are thinking about their next project or just fantasising about future concepts will love this product. This is a great opportunity and should not be missed.