



*Top* Yacht  
Design

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*Media Kit 2015*

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## Philosophy

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The radical transformation the nautical industry has undergone over the last decade has resulted in the need to consistently improve and underscore the quality not merely of content but also of the channels used to promote it. This is the thinking behind Top Yacht Design which is not merely a stand-alone magazine but a complete print and digital publishing system that tackles the subject of design in all its forms, starting, of course, with yachts. It takes a magnifying glass to the many meanings of the term ‘design’ and explores the virtually endless contexts to which it can be applied and ways it can interact with other sectors. The authoritative heft of this new publishing system comes from editor-in-chief Matteo Zaccagnino’s 25 years-plus in the sector. He will be flanked by leading nautical writers, the aim being to meet the needs of an increasingly broad audience hungry for new ideas and perspectives.



# Structure

## PORTRAIT

Profile of a leader from the worlds of yacht design, architecture or design;

## INTERIORS

The choices, materials, accessories, design approach that characterise the interiors of a specific yacht

## PROJECT

Focus on a project that showcases new solutions in terms of technical and stylist content

## INNOVATION

An in-depth look at the solutions which improve the quality of life aboard on a technological level (domotics systems, lighting; design tools, etc...)

## DESTINATION

Locations and destinations that take their design and architectural inspirations from or have two-fold links with the sea and water

## TRENDS

Introducing and showcasing the movers and shakers in the world of furnishing accessories.

### Interiors

## LIVING BETWEEN SKY AND SEA

Vivere tra cielo e mare

**L**ivere tra cielo e mare, un'esperienza affascinante, che si vive in ogni momento della navigazione. È un'emozione che si vive in ogni momento della navigazione. È un'emozione che si vive in ogni momento della navigazione.

Il mare è un mondo infinito, un mondo che si vive in ogni momento della navigazione. È un'emozione che si vive in ogni momento della navigazione. È un'emozione che si vive in ogni momento della navigazione.

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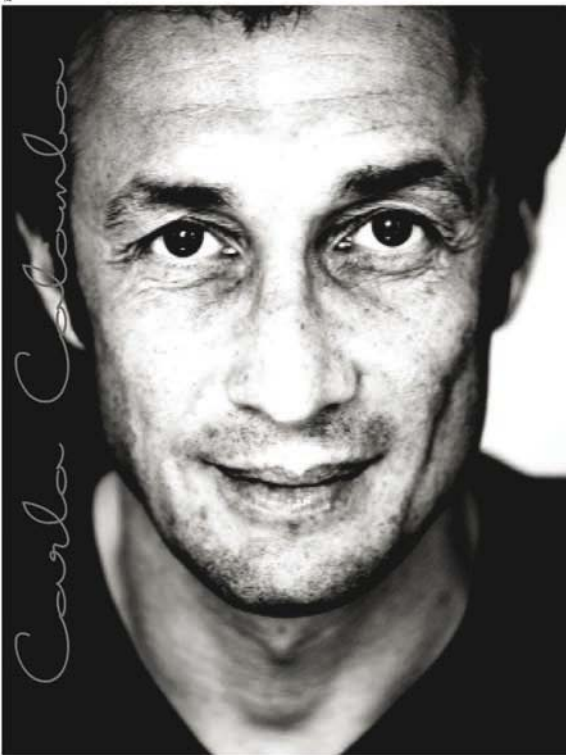


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Carla Crastan

Portrait

THE ITALIAN STYLE  
Stile Italiano

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Destination

THE FOGO ISLAND  
L'Isola di Fogo

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Longitude: 25° 20' 53.17"  
Latitude: 37° 26' 6.46" N



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## *Distributorship and Readership*

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The readership is extremely wide-ranging and the ambition of the Top Yacht Design publishing system is to enter into dialogue with owners and potential owners, with the world of designers and architects, with the yards and also with the companies that operate in the furnishing business. The result is that it will not only be a thoroughly enjoyable read but also an essential tool for sector professionals when it comes to keeping abreast with developments.

### *Top Yacht Design: the platform*

#### WEB & SOCIAL

[www.top-yachtdesign.com](http://www.top-yachtdesign.com) is suitable for any kind of computer/tablet/smartphone screen and features daily news updates (Italian-English) which are then reposted on Facebook, Twitter, Instagram and Pinterest;

#### MAGAZINE

Published quarterly, the magazine will be distributed in 36 different countries through carefully-selected newsagents, airports, hotel chains, yacht clubs and international boat shows; Top Yacht Design is also sent to a targeted mailing list of “trend setters” with a passion for the sea and boats;

Total distribution 15,000 copies;

#### DIGITAL APPLICATION

A dedicated app allows it to be downloaded free to tablet and smartphone.

Available from App Store - Apple Newsstand and also Google Play for Android devices;

#### NEWSLETTER

weekly newsletter with a selection of the most important breaking news sent to a mailing list of around 30,000 select addresses of enthusiasts and professionals with possibility of personalised DEM (Direct Email Marketing);



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## *Special Projects*

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### CUSTOM PUBLISHING

Top Yacht Design also provides a range of haute gamme services to companies wishing to communicate using exciting new products tailored to their individual needs. These special projects include dossier custom publishing, advertorials and other bespoke packages. Naturally enough, each of these tailored projects enjoys the full support and supervision of the creative office, editorial team and editor-in-chief.

### EVENTS

Top Yacht Design organises events and conferences designed to promote the culture of design by actively involving the most authoritative international designers and sector representatives. This is an extraordinarily effective communications tool also for companies wishing to approach the sector, essentially ushering them in directly through the front-door;

### TYD AWARDS

The Top Yacht Design Awards acknowledge the best and most innovative ideas from the sector.



## *Info, Specifics and Distributor*

**THE PUBLISHER.** Panama Editore has been involved in the nautical world since 1974. It currently publishes Il Giornale della Vela, Italy's leading sailing magazine which celebrates its 40th anniversary this year. Its website [www.giornaledellavela.com](http://www.giornaledellavela.com) is ranked second in Europe in terms of visitor numbers. Panama Editore also publishes the [barcheamotore.com](http://barcheamotore.com) website which explores the world of motor craft. Additionally, it organises VELA Festival ([www.velafestival.com](http://www.velafestival.com)), the only event in the Mediterranean devoted exclusively to the world of sailing. Lastly, it is the Italian leader in nautical e-commerce through its [nauticplace.com](http://nauticplace.com) platform.

**MAGAZINE: TOP YACHT DESIGN SPECIFICATIONS.** Format 21x28 cm, Cover weight 250 g/m<sup>2</sup>; Inside paper 100 g glossy. Language: English and Italian.

**PRINT VERSION EDITIONS.** Top Yacht Design is published quarterly to coincide with the four seasons: spring (on shelves: April-May) summer (on shelves: July) autumn (on shelves: September) winter (on shelves: November).

**DISTRIBUTION OF PRINT MAGAZINE.** Top Yacht Design is distributed in 36 countries (United States, Germany, Austria, Switzerland, France, Great Britain, Bahrain, Belgium, Singapore, Japan, Greece, Qatar, Turkey, Australia, Luxembourg, Russia, Holland, Italy, Taiwan, Tunisia, Malta, Norway, Hong Kong, Spain, Sweden, Finland, New Zealand, Kuwait, Spain, Croatia, South Korea, Cyprus, the Principality of Monaco, United Arab Emirates, Australia, Canada) through carefully-selected newsagents, airports, hotel chains, yacht clubs and boat shows. It is also sent directly to a targeted mailing list of "trend setters". Circulation is 15,000 copies.

### *Magazine APP*

**DISTRIBUTION OF ONLINE MAGAZINE.** Top Yacht Design is also distributed via its app which can be downloaded free for Apple devices (iPhone and iPad) from the App Store and Apple Newsstand. Likewise for Android devices (smartphones and tablets) from Google Play.

### *Digital*

**WEB & SOCIAL.** The [www.top-yachtdesign.com](http://www.top-yachtdesign.com) responsive platform is designed to suit any computer/tablet/smartphone screen and features a daily news update. The news is also posted on Facebook and Twitter social media networks. Images are shared on Instagram and Pinterest too. Language: English/Italian.

**NEWSLETTER.** The Top Yacht Design newsletter is sent out every week to a mailing list of approx. 30,000 select addresses of enthusiasts and professionals. Personalised DEM (Direct Email Marketing) shots can also be sent to the same mailing list.

## *Price and Rates Magazine format*

FORMAT POSITION	RATE EURO
Whole page	7.000
Inside cover and page 3 (double page)	21.000
Back cover	14.000
Double page before contents page	16.800
Page facing contents page	8.400
Page facing editorial	8.400
First part of magazine	8.050

### **SPECIAL FORMATS ONLINE MAGAZINE**

Sponsor Logo (sole advertiser)	1.500
Banner (sole advertiser)	2.300
Interstitial (sole advertiser)	3.450

### **SITE AND NEWSLETTER FORMAT**

Skin	6.500
Header	4.000
Full screen	5.000

Custom Publishing - Special Projects	On Request
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### *Contact Details*

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