



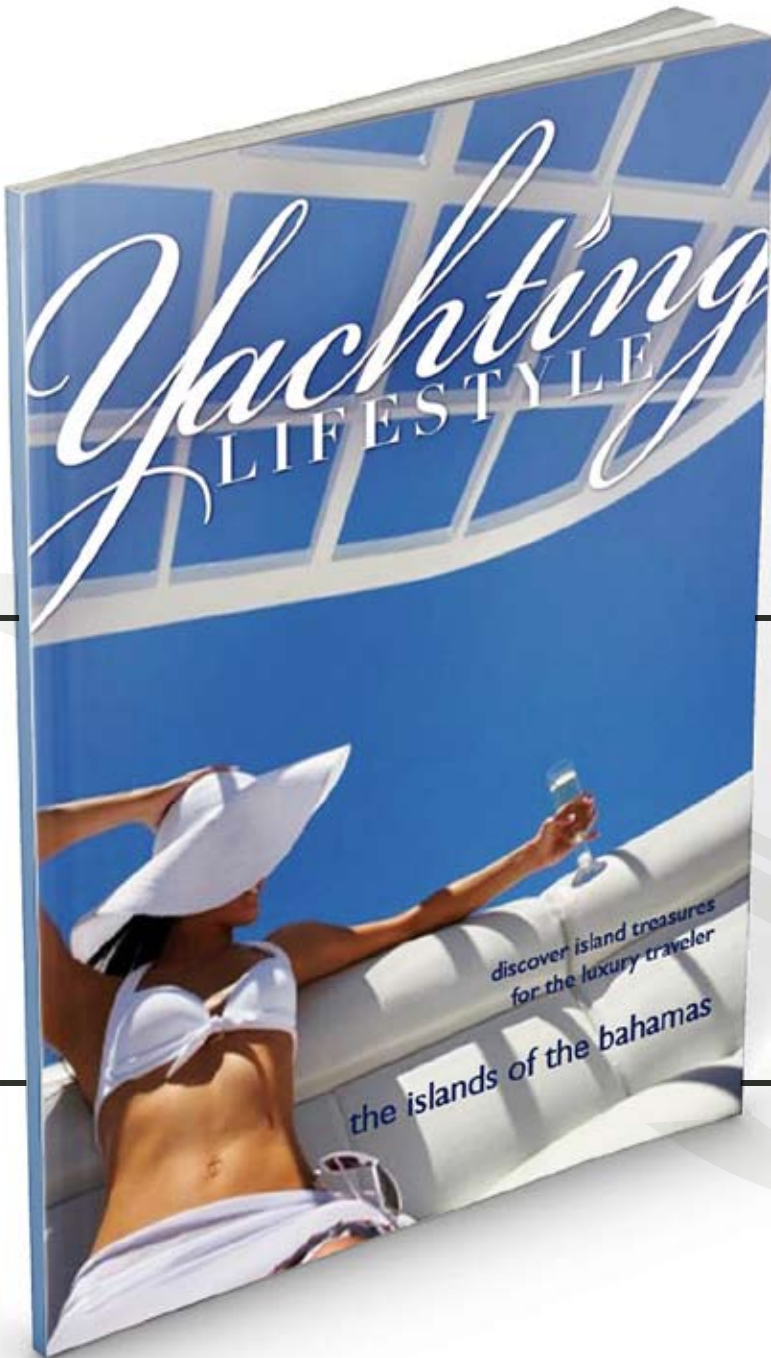
*Yachting*  
LIFESTYLE



MEDIA KIT 2009



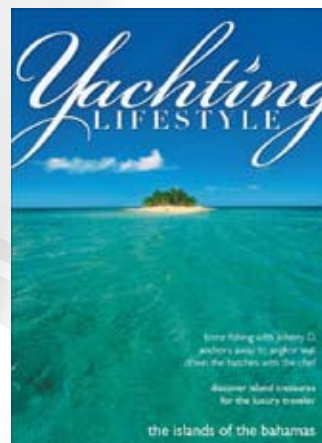
# SETTING THE SCENE FOR YOUR BRAND



*Yachting Lifestyle: The Islands of the Bahamas* is the premier luxury destination journal for jetsetters who enjoy island hopping from the deck of a private luxury yacht.

Cover to cover, this picture-packed journal offers captivating narratives to guide readers through the gin clear waters and luxury locales that draw nearly one million affluent globetrotters to the Bahamas every year - and the secluded spots where most travelers never tread.

Discover how *Yachting Lifestyle* sets the perfect scene for your marketing message.



# SHOWCASING ISLAND TREASURES FOR THE LUXURY TRAVELER



Reminding readers why Hemingway was so passionate about the Bahamas.

Much more than a traditional destination guide, *Yachting Lifestyle's* content invites readers, in true Hemingway style, to imagine themselves experiencing remote island adventures, savoring luxury excursions and kicking back at local stomps.

If the literary story treatments don't make readers feel like they're there, the striking photography will urge them to cast off their dock lines and journey to the Islands of the Bahamas to see the treasures that await in living color.

## Colorful Editorial Presentations

- ◆ Luxurious resorts & spas
- ◆ Fishing, diving and exploring
- ◆ Bahamian culture and art
- ◆ Extraordinary yachting itineraries
- ◆ Private beach getaways
- ◆ Exclusive member-only clubs
- ◆ Local stomps and hot spots
- ◆ Luxury dining, shopping and casinos

It's easy to see why *Yachting Lifestyle's* editorial presentation of the Islands of the Bahamas serves as an ideal backdrop for luxury lifestyle brand marketers to tell their own stories.

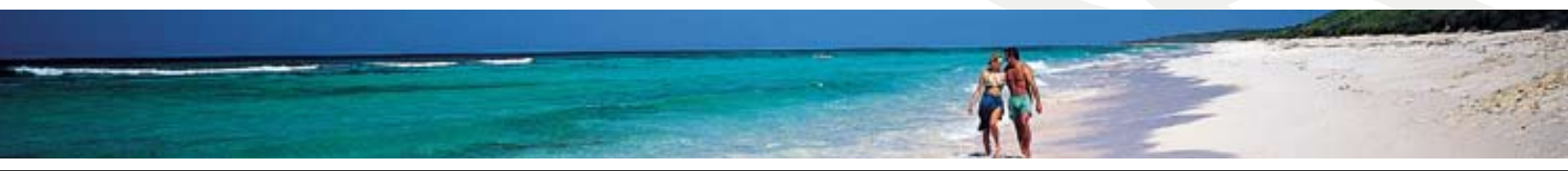
# EXPOSING AFFLUENT JETSETTERS TO YOUR MARKETING MESSAGE

## A reservation on the coffee tables of affluent jetsetters

*Yachting Lifestyle* is more than just an annual magazine. This distinctive publication guarantees your advertisement a reservation on the coffee tables of international, affluent travelers, luxury yacht charter brokers, superyacht owners and captains, and travel industry professionals. That translates to multiplied readership - the right readership. In fact, the 25,000 copies printed annually equates to at least 150,000 readers. Your advertisement works for you day after day, month after month all year long as our affluent readers share *Yachting Lifestyle* with colleagues.

## Our relationships offer you unprecedented access

Through our strategic alliance with the Bahamas Ministry of Tourism, our yachting industry network, and our proprietary international mailing lists, *Yachting Lifestyle* offers advertisers unprecedented access and exposure to high net worth individuals eyeing the Bahamas as their next luxury travel destination. Even if our qualified audience of affluent voyagers never step foot on these tropical isles, your marketing message is positioned to make an impact and win mindshare.



## GLOBAL DISTRIBUTION



*Yachting Lifestyle* gives you VIP access to global VIPs.

Our targeted global distribution takes your message where luxury travelers live, work and play. We distribute to the über rich in the U.S., Canada, the United Kingdom, Italy, France and Germany. With a minimum circulation of 25,000 and a readership of 150,000-plus, you'll see a maximum return on your advertising investment all year and for years to come as our affluent readers save this attractive destination journal for quick reference.

**Key presence at prestigious industry events:**

*Yachting Lifestyle* will be distributed at prestigious luxury travel industry events and key east coast yachting symposiums, including bonus distribution at the New York Boat Show, the Miami Boat Show, the Palm Beach Boat Show and, of course, the Ft. Lauderdale International Boat Show.

**Private clubs and luxury resorts let you tell your story.**

You'll find *Yachting Lifestyle* in private aviation centers, airline clubs, yacht clubs, private country clubs and luxury resorts, exposing your brand to an audience of travelers with time to read and money to spend.

**An invitation into elite living rooms and offices:**

We direct mail a copy of *Yachting Lifestyle* to the most affluent addresses on Florida's Goldcoast and the East Coast U.S. and market-leading companies throughout South Florida, as well as our proprietary list of well-known celebrities. Your message will reach Global Fortune 500 executives and affluent females who influence purchasing decisions.

**A targeted retail presence:**

*Yachting Lifestyle* will even be available through select retail outlets that target your audience, including South Florida luxury and marine retailers and bookstores.



# DEMOGRAPHICS & STATISTICS

## Just miles away from the Yachting Capital of the World...

Ft. Lauderdale will always be the Yachting Capital of the World, but a nearby string of 700 islands donning unspoiled pink sand-colored beaches, gin clear waters, luxury resorts and aquatic treasures is wooing affluent travelers to one of the Western Hemisphere's next major yachting hubs.

Indeed, growing number of affluent travelers are seeking private, luxurious getaways, booking more private yachts, villas and jets than ever before, according to a recent survey by American Express' Platinum Travel Service. And there's never been a better time to reach out to luxury travelers who are discovering the allure of the Islands of the Bahamas.

Here's why: The three-year moratorium on building new yacht slips in Ft. Lauderdale combined with aggressive Bahamian superyacht targeting and scores of new marina resort developments make this archipelago of islands a natural location to attract more affluent travelers.



## The Industry

- ◆ There are 3,800 megayachts sailing the waters.
- ◆ Recreational boat ownership is currently a \$25 billion international industry and sales are growing annually at 5 to 10%.
- ◆ Yacht chartering is the most popular and most expensive activity for people with a net worth of more than US\$10 million.

## The Bahamas

- ◆ 20-plus marina resort developments planned
- ◆ 2,500 new boat slips planned
- ◆ Among the world's largest private yacht registries

## The Readers

- ◆ There are 793 billionaires and 8.7 millionaires worldwide
- ◆ Baby Boomers have an annual spending power of \$2 trillion
- ◆ 59% percent of affluent consumers said they receive the greatest personal satisfaction from experiences, such as fine dining, travel, entertainment, cultural/arts events and sporting events.

*Yachting Lifestyle* sets the stage for your luxury marketing message with a publishing platform that guarantees advertisers access to the right audiences.

# MEDIA SPECIFICATIONS

## DIGITAL MEDIA SPECS:

**BINDING:** Perfect Bound

**BLEEDS:** Full Pages and Double Page Spreads will print Full Bleed.

Add 1/8" additional on each side for bleed.

Fractional Ads will not bleed.

**LIVE AREA:** 3/8" from trim on full bleed ads.

**COLORS:** All ads are four color, CMYK only (no RGB, Pantone or PMS colors).

**DIGITAL FILES:** No less than 300 dpi at 100% actual ad dimension.

**ACCEPTED FILE FORMATS:** High resolution EPS, JPG, TIF. Press-ready PDF files are preferred.

**FILE SUBMISSION:** Ad files may be submitted on CD with a high quality color proof. Printouts from inkjet or laser printers do not ensure color quality. Press-ready PDF files are preferred and may be sent via email or via FTP. Contact your account executive for email or FTP protocols.

**FONTS:** All fonts must be embedded. True Type fonts must be converted to outlines.



**PRODUCTION CHARGES:** Failure to provide files as required may cause errors during production process. Corrections made will be charged at \$50 per hour.

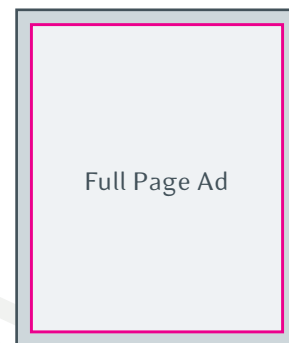
Ad Design services are available from Global Yachting Media. Consult your account executive for rates or call 800.486.2976.



### DOUBLE PAGE SPREAD



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-  Trim Size = 19.25" w x 11.75" h
-  Bleed Size = 19.5" w x 12.0" h



### FULL PAGE AD

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-  Trim Size = 9.625" w x 11.75" h
-  Bleed Size = 9.875" w x 12.0" h

## ABOUT THE PUBLISHER

Global Yachting Media is a marketing communications boutique that serves the specialized needs of the yachting industry through marketing, advertising and public relations, publishing, event planning and management, and web development.

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