

The logo for The Superyacht Group, featuring the company name in white text on a red square background.

The
Superyacht
Group

TENDERS AND TOYS

Digital Media Proposition

INTRODUCTION

© THE SUPERYACHT GROUP

We have invested significantly in the analysis of our digital audience. And the result is that, in 2022, our portfolio will be more targeted and curated to our clients and audience. This year, we will deliver four definitive quarterly reports; The Superyacht New Build Report, The Superyacht Operations Report, The Owner Report and The Refit Report. In addition to these four reports we will also be creating sector specific digital reports such as The Tenders & Toys Report.

We are offering a proposition for the Tenders and Toys sector, to capitalise on the increased digital engagement with [SuperyachtNews.com](https://www.superyachtnews.com) and to appear in this digital-first, bespoke edition of **The Tenders & Toys Report**.

If you're a tender or chase boat manufacturer, specialist toy or RIB company and want to communicate with Captains, First Officers, Managers & Owners this summer or have an exciting new tender, RIB or toy to promote to the sector, get in touch with your Account Manager and we will show you how you can capitalise on this interactive and intelligent kick start campaign, timed to engage with buyers throughout 2022.



YOUR DIGITAL PROFILE

Your personalised double-page spread will feature a selection of high-impact images, key figures or statements, and a selection of direct links to your online SuperyachtNews article, website or digital media of your choice. This digital-first strategy allows you to fully personalise your digital advertisement and showcase your business or product/s through a variety of different mediums. The Tenders & Toys Report will be available to access via SuperyachtNews, and your profile can also be extracted for your own marketing purposes throughout the year.



Offering unrivalled experience in tender-to-yacht integration, Pascoe's in-house design team will work with the yacht's designers and the yard's engineers to ensure that the tender is optimised and user friendly, built to maximum length within the constraints of the garage and customised to best suit storage and use.

Having delivered over 180 luxury superyacht tenders, Pascoe have accumulated arguably one of the largest portfolios amongst other tender builders in the yachting industry.

[pascoeinternational.com](https://www.pascoeinternational.com)

- [9.6m Closed Limousine Video](#)
- [Company Overview Video](#)
- [Pascoe on SuperyachtNews.com](#)
- [Contact Pascoe International](#)





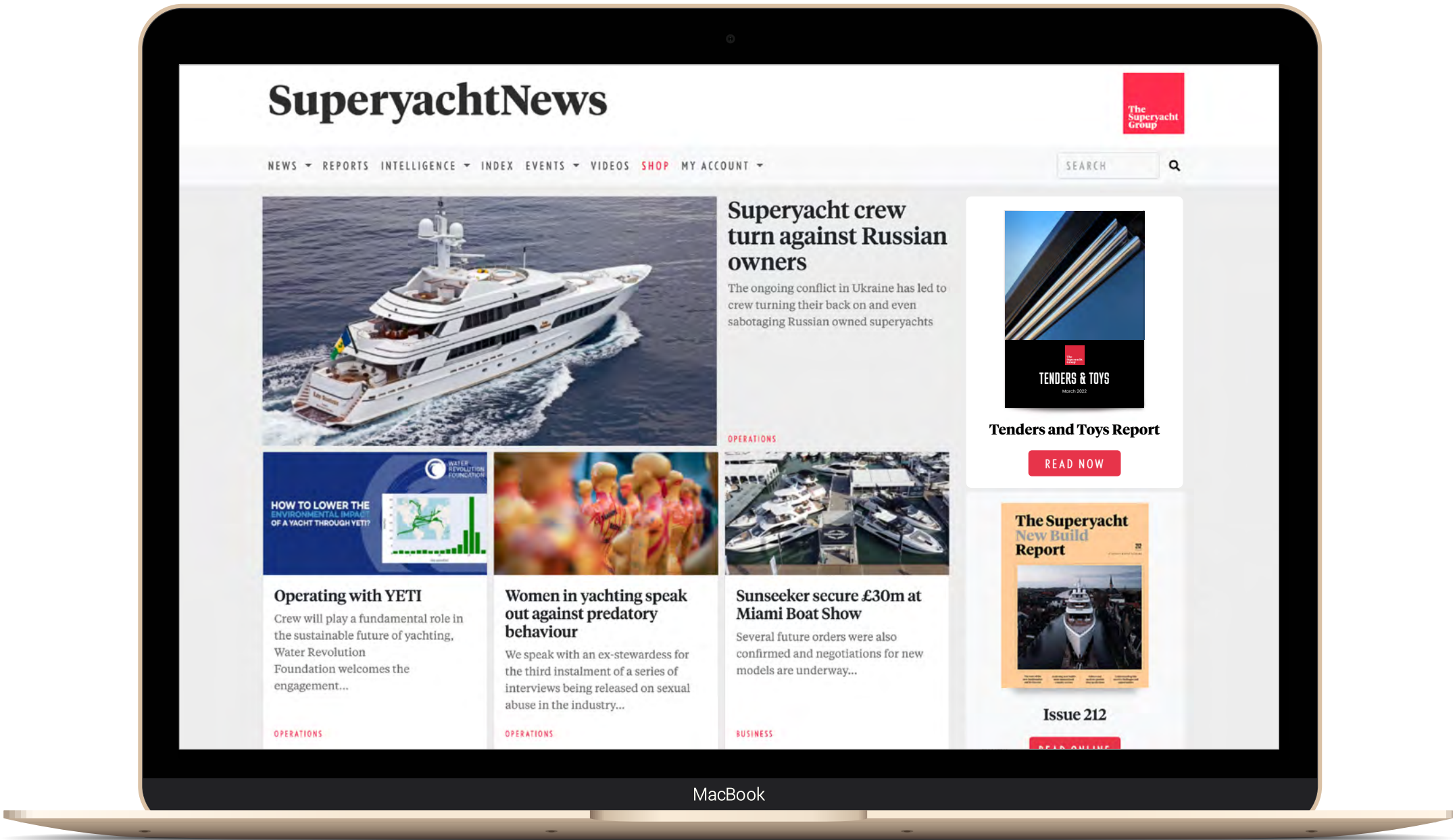


OVER 200
Active craft in service

17 YEARS
In industry

WORLD-FIRST
100% electric limousine tender

The digital Tenders & Toys Report will be published alongside The Superyacht Operations Report and will be accessible by our audience of 60,000 unique visitors per calendar month and circulated to over 18,000 subscribers via our weekly news bulletin. This unrivalled opportunity will put your brand, product or service offering in front of Captains, First Officers, Managers and Owners.



60,000

AVERAGE SITE VISITORS PER
CALENDAR MONTH IN 2021

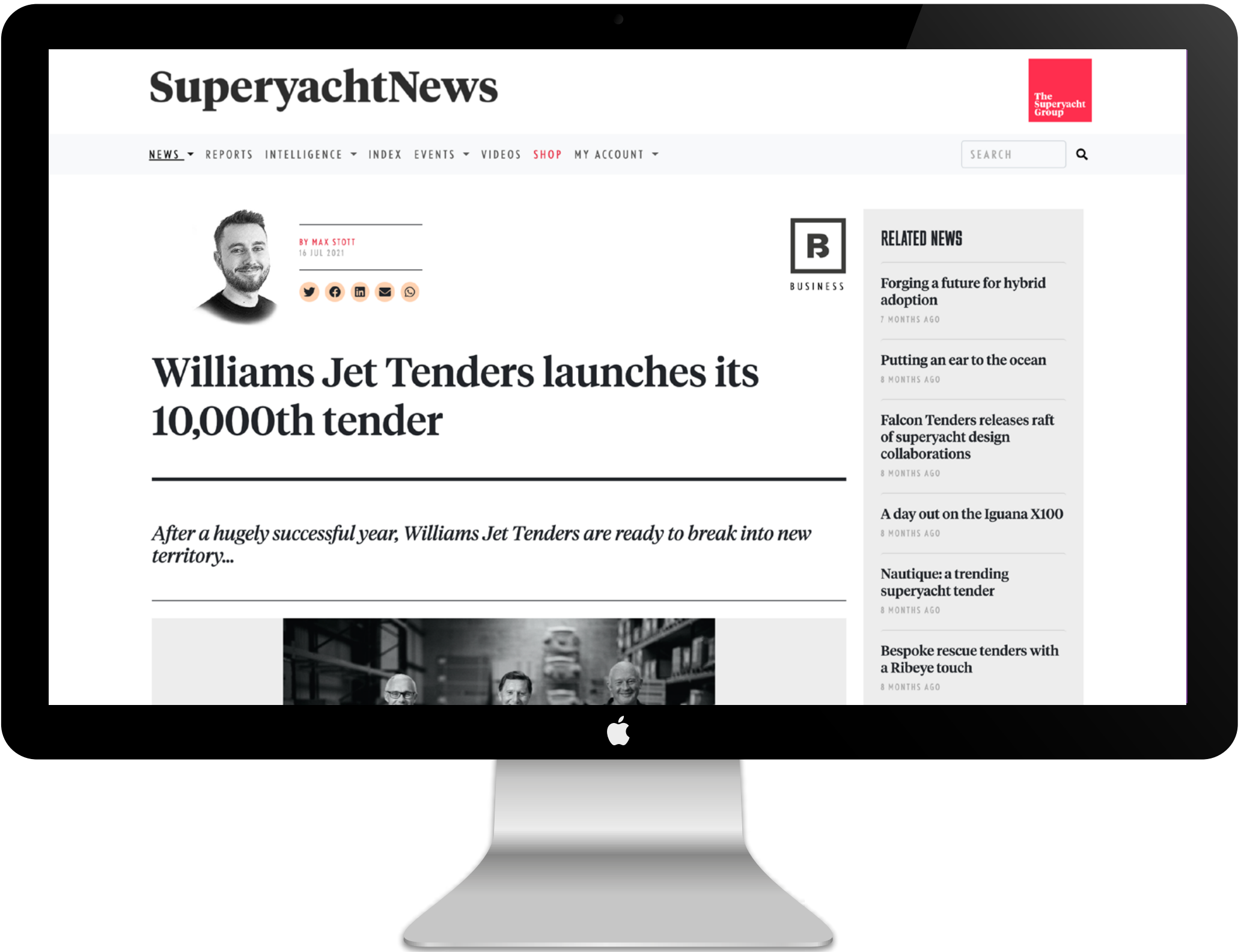
780k

PAGE VIEWS IN
SEPTEMBER 2021

18,000

NEWSLETTER SUBSCRIBERS

The SuperyachtNews article will feature an online review of your vessel or product using our platform to engage with the 60,000 unique site visits per month. Your article will be linked in your digital profile within The Tenders & Toys Report and will feature in the weekly SuperyachtNews bulletin, and be shared across our social channels.



SOCIAL MEDIA POST

The editorial interview will also receive social media output, promoting the story, product and the company across our social media platforms, which have a combined following of over 100k and include Instagram, Facebook, LinkedIn and Twitter, to maximise impact.



WHAT'S INCLUDED?

- Personalised profile in the digital edition of The Tenders & Toys Report
- A selection of direct links to the digital media of your choice including videos, products & websites
- An online article on SuperyachtNews curated in partnership with our Editorial team
- A social media post promoting your online article & digital profile
- Your bespoke digital profile circulated to our subscriber list of over 17k
- Your bespoke digital profile hosted on the homepage of SuperyachtNews



£2,500