

YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises



YACHT CHARTER & CRUISE

SEPTEMBER 2021

* GREAT VACATION DEALS FOR 2021/22
* COVID19 - Where's Open & How to Charter Safely
* Gulet Cruises - Enjoy Turkey & the Greek Islands
* The Best Superyachts for Charter
* BALI 5.4 - Yacht Charter Excellence
* The Popularity of Luxury Small Ship Cruising
* Own a Yacht for Charter - Great Management Plans
* YACHT CHARTER & CRUISE SHOW

FREE SUBSCRIPTION
yachtcharterandcruise.com

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YACHT CHARTER & CRUISE **MAGAZINE**

- ▶ Published twice a year - in September & February, **YACHT CHARTER & CRUISE MAGAZINE** is the only magazine dedicated 100% to the yacht charter & cruise industries.
- ▶ **YACHT CHARTER & CRUISE MAGAZINE** contains in-depth features with brilliant images, plus the latest news and special offers from the world of yachting & cruising.
- ▶ Sent out to an ever-growing list of over 90,000 Registered Subscribers. **FREE SUBSCRIPTION** for all readers at:
<https://chartereye.com/magazine/>
- ▶ Prime promotional positions as well as Feature Promotions are available for companies who wish to reach those who enjoy yacht charters and cruises around the World.
- ▶ **YACHT CHARTER & CRUISE MAGAZINE** reaches over 90,000 yachting and cruising enthusiasts, with FREE Registered Subscriptions available worldwide and is marketed through targeted Sponsored Social Media Promotions.
- ▶ Weekly emailed News keeps Subscribers up to date with all the latest news and Special Offers from the yacht charter & cruise markets.



YACHT CHARTER & CRUISE

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YACHT CHARTER & CRUISE SHOW

- ▶ The YACHT CHARTER & CRUISE SHOW is a continuous online event designed to promote the best Yacht Charters, Holidays, Luxury Cruises around the world.
- ▶ An easy to use '[SEARCH & COMPARISON PORTAL](#)', plus direct Exhibitor Links, allow users to find the yacht or holiday of their dreams, quickly, easily & safely.
- ▶ Visitors to this events can also attend **Free Forums**, with videos, presentations and current day analysis by leading experts within the yachting and cruise industries.
- ▶ **Up to 60% of the Show Income generated from Exhibitors and Partners is invested straight back into marketing the Events through targeted Sponsored Media Promotions.**
- ▶ Without a static 'venue' to pay for, Companies can Exhibit at, or Partner the Show at a very low cost.
- ▶ Weekly emailed News keeps Show attendees & Subscribers up to date with all the latest news and Special Offers from the yacht charter & cruise markets.

YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises

GREECE, TURKEY & CROATIA YACHT CHARTERS & CRUISES



YACHT CHARTER
& CRUISE



A SPECIAL REPORT

SPECIAL REPORTS

- ▶ **The Yacht Charter & Cruise Special Reports** focus on a particular area or sector of the Yachting or Cruising market.
- ▶ **These Special Reports are FREE to download** in a PDF format for everyone visiting the Yacht Charter & Cruise Website.
- ▶ These Special Reports are also sent out to an ever-growing list of over 95,000 Registered Subscribers to Yacht Charter & Cruise Magazine.
[Please **CLICK HERE** for your **FREE SUBSCRIPTION**](#)
- ▶ Promoted to enthusiasts of yacht charters & cruises through specifically targeted Sponsored Social Media posts relevant to the regions or subjects the report covers.
- ▶ Prime promotional positions as well as Feature Promotions are available for companies wishing to reach those who enjoy yacht charters and cruises in particular regions or of specific types around the World.



YACHT CHARTER & CRUISE

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YACHT BROKERAGE SHOW

- ▶ It is estimated that 90% of Yacht Buyers charter a yacht first. With Yacht Charter & Cruise Show & Magazine reaching thousands of yacht charterers worldwide, its **YACHT BROKERAGE SHOW** is well placed to target this specific sector of the market.
- ▶ Combining well with the Yacht Charter & Cruise Show, the **YACHT BROKERAGE SHOW** presents a huge range of yachts, both new and used, for sale around the world.
- ▶ An easy to use '[Search & Comparison](#)' Portal, plus direct Exhibitor links, allow users to find the yacht of their dreams, quickly & safely.
- ▶ Visitors to this events can also attend **Free Forums**, with videos, presentations and current day analysis by leading experts within the yachting and cruise industries.
- ▶ **Up to 60% of the Show Income generated from Exhibitors and Partners is invested straight back into marketing the Events through targeted Sponsored Media Promotions.**
- ▶ Without a static 'venue' to pay for, Companies can Exhibit at, or Partner the Show at a very low cost.
- ▶ Weekly emailed News keeps Show attendees & Subscribers up to date with all the latest news and Special Offers from the yacht charter & cruise markets.



YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises

FIND THE BEST YACHTS, HOLIDAYS & CRUISES

- ▶ **Visitors to the Yacht Charter & Cruise Show & Yacht Brokerage Show, as well as readers of Yacht Charter & Cruise Magazine will find a wonderful selection of Yacht Charters, Holidays, Cruises and Yachts for Sale (both New & Used) presented by leading yachting and cruise companies worldwide.**
- ▶ Both the Magazine & Shows promote a wide range of vessels, including Sailing Yachts, Motor Yachts, Superyachts, River Cruises & Ocean Cruises, all presented in detail by some of the world's top yachting & cruise companies.
- ▶ Yachting and cruising companies can promote all of their best yachts & holidays year round, at the Yacht Charter & Cruise Show, all promoted on the Events, 'Search and Comparison' Portal.
- ▶ Each Promotion includes:
 - * **Exhibitor Profile Page & Contacts**
 - * **Special Offers Available**
 - * **Vessel / Holiday Details**
 - * **Charter / Holiday Rates** (per week / day where applicable)
 - * **Sale Price**
 - * **Images and Particulars of each Vessel / Holiday**
 - * **Location of the Vessel**
 - * **Video of the Vessel** (optional)
 - * **Direct link to the Company to check Availability**
 - * **Promotion in Yacht Charter & Cruise Magazine**

To view a Company Profile Promotion example, please [CLICK HERE](#)

To view a Vessel Promotion example, please [CLICK HERE](#)

Never before has it been so easy to search and compare the best yachts charters, cruises and holidays presented by some of the world's top yachting & luxury cruise companies!



YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises

SUPPORTING THE YACHTING & CRUISE INDUSTRIES

- ▶ Both the Yacht Charter & Cruise Magazine & Show are dedicated 100% to promoting and supporting the yachting & cruise industries.
- ▶ Up to 60% of the Show Income generated from Exhibitors and Partners is invested straight back into marketing the event to visitors.
- ▶ With the resources from all Exhibitors and Partners combined, promotions will be far-reaching and much more effective than a company promoting individually.
- ▶ Targeted marketing, including sponsored posts and group platforms on social media, target an audience of existing and potential yachting & cruising enthusiasts worldwide.
- ▶ Visitors can safely attend the event online at their leisure and without any time, cost, travel & social distancing considerations.
- ▶ Both the Magazine & Show run all year - 24 hours a day, 7 days a week and are free for all readers and visitors to use, to find the yacht, holiday or cruise of their dreams!



AUDIENCE REACH

With an ever-growing list of over 90,000 Registered Subscribers, 'Yacht Charter & Cruise' Magazine, Show and Reports are promoted extensively through Social Media, with Targeted Sponsored Posts and Group Posts throughout the year. Up to 50% of the total revenue earned by Yacht Charter & Cruise is put back into promoting the Yacht Charter & Cruise display portal and publications to a targeted audience, focusing on regions and groups where yachting and cruising enthusiasts are most likely to engage.

Number of Participants & Partners	Estimated Total Income	Estimated Revenue to be Re-Invested in Marketing	Estimated Targeted 'Reach' via Sponsored Impressions
50 companies	€44,000	€26,400	5,280,000 + Group Posts/Shares
100 companies	€88,000	€52,800	10,560,000 + Group Posts/Shares
150 companies	€132,000	€79,200	15,840,000 + Group Posts/Shares

Delegates to the Yacht Charter Show Forums are limited to 1000 people per session. All Yacht Displays, Magazine & Special Reports, News and Forum Recordings are published continuously online.

YACHT CHARTER & CRUISE

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TARGETING POST-COVID REGIONS FOR REAL RESULTS!

During the Coronavirus pandemic, Social Media Promotions for Yacht Charter & Cruise will focus on regions where Covid vaccinations are well underway and where people are once again starting to travel.

TARGETED SPONSORED POSTS

Some Media Companies will tell you they have hundreds of thousands of 'likes' or 'followers', and that just by posting on Social Media will get you great results. This is not true and is very misleading.

Because Business 'Likes' and 'Followers' could be purchased from outside agencies for as little as \$60 per 100,000 likes, since 2016 Facebook and Instagram have used an advanced algorithm to limit organic post distribution, in order to generate income through Sponsored Posts.

Today, it is estimated that less than 0.5% of un-sponsored business posts reach a 'genuine' follower who will then click on it.

So, organic posts from a Media Company claiming they have say 100,000 'likes', will only likely reach 500 people at best.

CharterEye's targeted promotion of Yacht Charter & Cruise is principally done through 'Sponsored Posts' (see opposite). These sponsored posts reach thousands more people than any unsponsored post ever will.





YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises

**PROMOTE YOUR YACHTS & HOLIDAYS
FOR A WHOLE YEAR AT LOW COST!**

PROMOTIONAL OPPORTUNITIES

Yacht Charter and Cruises offers an opportunity to promote your Yacht Charters, Hiloidays, Cruises and Yachts for Sales for a One Whole Year and all at one low fixed cost.

- ▶ All promotions are displayed continuously, 24/7, for One Year.
- ▶ Easy and safe to read and attend online for visitors worldwide, the Show, Magazine and Reports are offered FREE of charge to all readers & visitors, without any time, cost and travel to worry about.
- ▶ Up to 50% of your participation cost is re-invested into marketing the Show & Magazine to yachting & cruising enthusiasts, initially (due to the Covid Pandemic) from key countries whose citizens are able to travel
- ▶ 100% Safe to attend and no risk of event cancellation due to Covid.

For further details on promoting your yachts, yacht charters, holidays or cruises, please [Contact Us](#)

SPECIAL VESSEL PROMOTION



**CONTINUOUS PROMOTION
FOR ONE YEAR**
FROM UNDER £80 / €88 / \$115 PER MONTH

To Book this Promotion, please contact us on:
Europe & Int'l T: +44 (0)203 488 4170
USA: +1 (954) 900 1974
Email: enquire@chartereye.com



YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises

This Special Promotion offers continuous promotion for One Year and includes the following:

1. YACHT CHARTER & CRUISE MAGAZINE

An Advert and Feature in two (2) Issues (Sep 2021, Feb 2022) :

- ▶ Full Page 4-Colour Advert + 1-3 Page Feature
- ▶ Single Page Promotion for each Vessel Promoted (see below)

2. YACHT CHARTER & CRUISE SHOW | YACHT BROKERAGE SHOW

Year Round Promotion of your Company and Products / Services, including:

- ▶ A Company Profile Page (Fully Editable), with Header Banner Logo, Description, Contacts, Video Link & Summary of Vessel Listings
- ▶ Individual Page Exhibit on each Vessel / Holiday, with Link to your own Website

3. YACHT CHARTER & CRUISE - SPECIAL REPORTS

An Advert and Feature in Three (3) Special Reports per Year:

- ▶ Full Page 4-Colour Advert + Feature
- ▶ Single Page Promotion for each Vessel Promoted (see below)

4. NEWS FEATURES on YC&C Newsfeed:

Subject to approval, all your news & offers will be listed on the YC&C Newsfeed and incorporated into the regular E-News Bulletins sent to all YC&C Subscribers

5. WEB BANNERS on the Yacht Charter & Cruise Website

- ▶ Header or Side Banner on Home, Search, News or Show Page
- ▶ Header or Side Banner on 1 x Destinations Page

This Special Promotion is offered at an unbeatable price as follows:

50 Vessel Promotion (Interchangeable) - £1590 / €1749 / \$2067*
24 Vessel Promotion (Interchangeable) - £990 / €1089 / \$1287*
12 Vessel Promotion (Interchangeable) - £790 / €869 / \$1027*
6 Vessel Promotion (Interchangeable) - £590 / €649 / \$767*

* Prices above are the TOTAL Price per Year.

SPECIAL PARTNER PROMOTION



YEAR-ROUND PROMOTION
FROM UNDER £125 / €138 / \$163 PER MONTH

To Book this Promotion, please contact us on:
Europe & Int'l T: +44 (0)203 488 4170
USA: +1 (954) 900 1974
Email: enquire@chartereye.com

YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises

With the Special Partner Promotions below you can promote your Company, Brand, Products & Services continuously for a whole year, with Yacht Charter & Cruise - the leading News Portal, Show and Magazine for the Yacht Charter & Cruise industries.

Yacht Charter & Cruise' publications and online Show is received free of charge by over 95,000 current Subscribers and promoted via Social Media to over 5 Million yachting & cruising enthusiasts worldwide each year.

This Promotion includes ALL of the following items:

1. YACHT CHARTER & CRUISE MAGAZINE

An Advert and Feature in two (2) Issues (Sep 2021, Feb 2022) :

- ▶ Full Page 4-Colour Advert + 1-3 Page Feature (Gold Partner)
- ▶ Half Page 4-Colour Advert + 1/2 Page Feature (Silver Partner)

* A different Feature & Advert Artwork can be placed in each issue

2. YACHT CHARTER & CRUISE SHOW | YACHT BROKERAGE SHOW

Year Round Promotion of your Company and Products / Services, including:

- ▶ A Company Profile Page (Fully Editable), with Header Banner (Gold or Silver) Logo, Description, Contacts, Video Link & Summary of Products / Services
- ▶ Individual Page on each Product / Service with Link to your own Website

3. YC&C - SPECIAL REPORTS

An Advert and Feature in Four (4) Special Reports per Year:

- ▶ Full Page 4-Colour Advert + 1-3 Page Feature (Gold Partner)
- ▶ Half Page 4-Colour Advert + 1/2 Page Feature (Silver Partner)

* A different Feature & Advert Artwork can be placed in each issue

4. NEWS FEATURES on YC&C Newsfeed:

Subject to approval, all your news & offers will be listed on the YC&C Newsfeed and incorporated into the regular E-News Bulletins sent to all YC&C Subscribers

5. WEB BANNERS on the Yacht Charter & Cruise Website

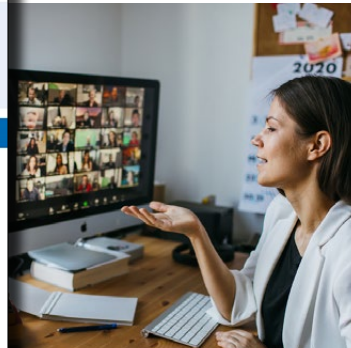
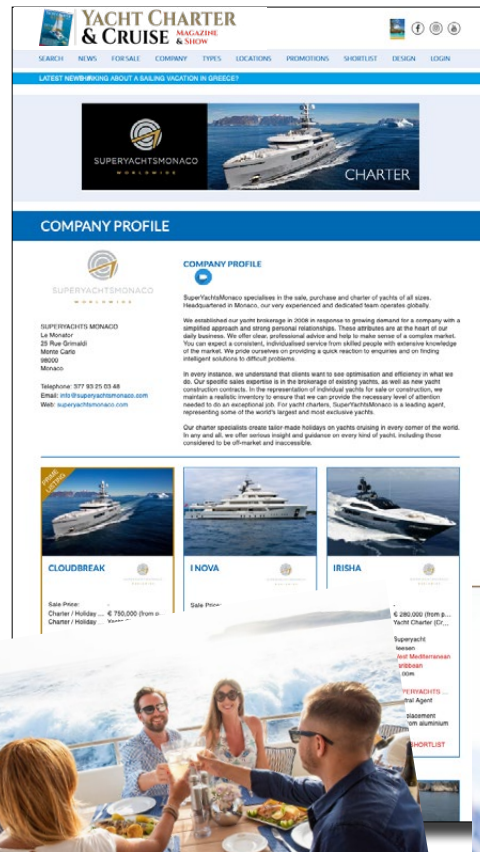
- ▶ Header or Side Banner on Home, Search, News or Show Page (Gold Partner)
- ▶ Header or Side Banner on 1 x Destinations Page (Gold Partner)
- ▶ Side Banner on Home, Search, News or Show Page ((Gold Partner)
- ▶ Side Banner on 1 x Destinations Page (Silver Partner)

This Special Promotion is offered at an unbeatable price as follows:

Gold Partner - £1990 / €2189 / \$2587*

Silver Partner - £1490 / €1639 / \$1937*

PROMOTIONAL PACKAGES FOR YEAR ROUND PROMOTION!



**CONTINUOUS PROMOTION
FOR ONE YEAR**
FROM UNDER £5 / €6 / \$7
PER VESSEL / HOLIDAY PER MONTH

To Book these Promotions, please contact us on:
Europe & Int'l T: +44 (0)203 488 4170
USA: +1 (954) 900 1974
Email: enquire@chartereye.com

SUBSCRIPTION
charterandcruise.com

YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises

The Yacht Charter & Cruise Show & Yacht Charter & Cruise Magazine provide excellent multi-media promotions, all at low cost and continuously displayed for One Year.

► Exhibitor Package 1 - £1590 / €1749 / \$2067 *

- * Up to 50 Yachts (Interchangeable) for 1 year
- * Company Profile Page with Header Banner
- * FP Advert + Feature in 2 issues of 'Yacht Charter & Cruise' Magazine (Winter / Summer)
- * Destinations Header Banner

► Exhibitor Package 2 - £990 / €1089 / \$1287 *

- * Up to 24 Yachts (Interchangeable) for 1 year
- * From just £6.87/€6.89/\$8.15 per Vessel per Month
- * Company Profile Page with Header Banner
- * FP Advert + Feature in 2 issues of 'Yacht Charter & Cruise' Magazine (Winter / Summer)
- * Destinations Header Banner

► Exhibitor Package 3 - £790 / €869 / \$1027 *

- * Up to 12 Yachts (Interchangeable) for 1 year
- * Company Profile Page with Header Banner
- * HP Advert + Feature in 2 issues of 'Yacht Charter & Cruise' Magazine (Winter / Summer)
- * Destinations Side Banner

► Exhibitor Package 4 - £590 / €649 / \$767 *

- * Up to 6 Yachts (Interchangeable) for 1 year
- * Company Profile Page with Header Banner
- * HP Page Advert in 2 issues of 'Yacht Charter & Cruise' Magazine (Winter / Summer)

► Exhibitor Package 5 - £390 / €429 / \$507 *

- * Single Yacht (Interchangeable) for 1 year
- * Company Profile Page with Header Banner

► Gold Partner - £1590 / €1749 / \$2067*

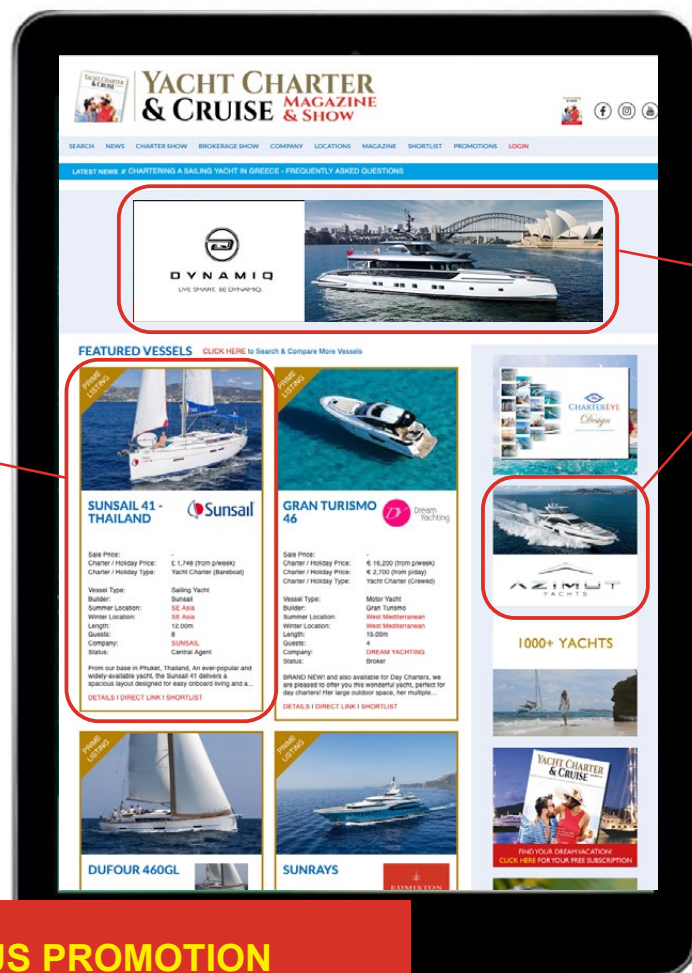
- * Rotating Header Banner on 2 x YC&C Website Main Pages for 1 year
- * Rotating Header Banner on 2 x YC&C Destination Pages for 1 year
- * Company Profile Page with Header Banner
- * Header Banner on either Home Page, Search Page or News Page
- * Side Banner on Destinations Page
- * FP Advert + Feature in 2 issues of 'Yacht Charter & Cruise' Magazine (Winter / Summer)

► Silver Partner - £990 / €1089 / \$1287*

- * Rotating Side Banner on 2 x YC&C Website Main Pages for 1 year
- * Rotating Header Banner on 2 x YC&C Destination Pages for 1 year
- * Company Profile Page with Header Banner
- * Side Banner on either Home Page, Search Page or News Page
- * HP Advert + Feature in 2 issues of 'Yacht Charter & Cruise' Magazine (Winter / Summer)

* Prices above are the TOTAL Price for One Year's Continuous Promotion.

WEB BANNERS & PRIME LISTINGS



Prime Listings appear at or near the top of Searches

Header or Side Web Banners are highly visible on Main Pages or Destination Pages

CONTINUOUS PROMOTION FOR ONE YEAR

To Book these Promotions, please contact us on:
Europe & Int'l T: +44 (0)203 488 4170
USA: +1 (954) 900 1974
Email: enquire@chartereye.com

YACHT CHARTER & CRUISE

Search & Compare Yacht Charters, Holidays & Cruises

Make your promotions on the Yacht Charter & Cruise Website stand out from the crowd, with a Web Banner (Main Page or Destination Page) or with a Prime Listing, which places your yachts / cruises at the top of the Search Pages.

All prices below are the Total Cost for One Year

PRIME LISTINGS

Push your yacht or cruise at or near the top of the Search Page
Price below is for a Prime Listing for One Whole Year!

Price per Vessel: **£210 / €231 / 273***
Total Price for One Year

HOME PAGE PRIME LISTING

Feature your yacht or cruise on the Home Page of the Yacht Charter & Cruise Website as well as a Prime Listing on the Search Pages for One Year!

Cost per Vessel: **£710 / €781 / \$923***
Total Price for One Year

WEB BANNERS

Make your company stand out from the crowd with a Header or Side Banner on one of the Main or Location Pages on the Yacht Charter & Cruise Website

HEADER BANNER

SIDE BANNER

MAIN PAGE: **£1990 / €2189 / \$2587*** **£1290 / €1419 / \$1677***
(Home / Search / News / Company / Locations)

LOCATIONS PAGES:

Main Locations: **£1590 / €1749 / \$2067*** **£990 / €1089 / \$1287***
(e.g: West Mediterranean, Caribbean)

Sub-Locations: **£890 / €979 / \$1157*** **£490 / €539 / \$637***
(e.g: The French Riviera, The Leeward Islands)

* Prices above are the TOTAL Price for One Whole Year!

YACHT CHARTER & CRUISE

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CHARTER EYE DESIGN

CREATIVE, EFFECTIVE MARKETING

Nothing promotes a yacht, charter, holiday or cruise better, than a high quality digital brochure combined with a professionally edited attractor video and a beautiful library of images, all designed and produced using the latest modern technology and all for a very competitive price.

CharterEye Design are specialists at providing:

- ▶ **BEAUTIFUL IMAGES** - A fully edited portfolio of images, including: Exterior, Interior, Aerial (drone) & Lifestyle images
- ▶ **VESSEL ATTRACTOR VIDEOS** - A 3-minute 'Attractor Video' complete with Aerial (drone) footage, on-screen titles and stock music background. Perfect for promoting a Yacht Charter, Holiday, Cruise or Yachts for Sale on Youtube or on any website, including CharterEye.
- ▶ **360° 3D VIDEO TOURS** - This ultra-modern facility gives the viewer a 360° 3D tour, as if they were standing on the vessel. Quite astonishing!
- ▶ **360 DEGREE IMAGE TOURS** - With hotspot links on vessel plans to navigate from area to area.
- ▶ **ANIMATED WEB BANNERS** - Ideal for web and social media promotions and available in a wide variety of sizes.
- ▶ **STYLISH BROCHURES** - Fully edited PDF Brochures, Digital ISSUU Brochures, complete with Links and embedded Video, as well as traditional high quality printed brochures.

For further details, go to: chartereye.com/design/ or [Download](#) the CharterEye Design Brochure (PDF).





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USA: +1 (954) 900 1974

Email: enquire@chartereye.com

yachtcharterandcruise.com - yachtcharter.show - yachtbrokerage.show

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