

MEDIA KIT 2021

Offshore
i n d u s t r y

ShipBuilding
i n d u s t r y



SuperYacht
i n d u s t r y

Y&F Marketing Support

MARITIME
SERVICES
DIRECTORY





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Our Magazines

OFFSHORE INDUSTRY



Print

- 6,500 copies
- EU Counties 81%
- Rest of the World 19%

Digital Magazine

- 4,700 readers – average reading time 5.50 minutes
- 24% Netherlands/Belgium, 16% US, 11% UK, 10% Germany, 5% Italy, 4% Japan, 3% Taiwan and more

Digital Newsletter

6,239 readers per newsletter
Average opening rate: 18,7%

SHIPBUILDING INDUSTRY



Print

- 6,500 copies
- EU countries 78%
- Rest of the World 22%

Digital magazine

- 6,300 readers – average reading time 6.15 minutes
- 18% Netherlands/Belgium, 17% US, 11% UK, 9% Japan, 8% Germany, 6% Italy, 3% Spain, 3% France and more

Digital newsletter

5,981 readers per newsletter
Average opening rate: 19,8%

SUPERYACHT INDUSTRY



Print

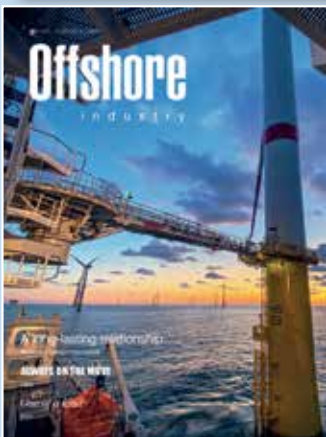
- 6,000 copies
- EU countries 80%
- Rest of the World 20%

Digital magazine

- 2,900 readers – average reading time 7.15 minutes
- 15% US, 12% Polen, 11% Italy, 9% Netherlands/Belgium, 8% Germany, 8% UK, 6% Sweden and more

Digital newsletter

3,672 readers per newsletter
Average opening rate 18,2%



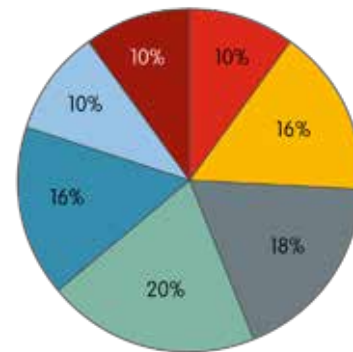
Offshore

i n d u s t r y

Readership

Now in its 14th year, Offshore Industry magazine has built up a strong reputation with its readers, including operators, contractors, offshore construction companies and their subcontractors in offshore oil, gas, wind and renewables. In many European countries, including Norway and the UK, as well as Asia-Pacific, Brazil and other markets, management, engineers and buyers choose Offshore Industry for its informative editorial, rich photography and high quality production. The magazine offers wider coverage via its digital edition, which is accessed via the dedicated website www.offshore-industry.eu

Reader Profile



- Oil & Gas companies 10%
- Contractors 16%
- Service, Support, Crewing & Manning companies 18%
- Design, Engineering & Construction companies 20%
- Suppliers 16%
- Heavy Lift & Transport companies 10%
- Decommissioning companies 10%

Worldwide Distribution

- 6,500 copies
- EU Countries 81%
- Rest of the World 19%

Bonus Distribution at Major Trade Shows 2021

- OTC Houston
- WindEurope Electric City Copenhagen
- Global Offshore Wind London
- Offshore Energy Amsterdam
- ADIPEC
- Europort 2021

Editorial Programme | Magazine

Vol. 14	Themes*	Deadline**	Dates
Issue 1	Diving services & equipment Marine energy Engineering, procurement, construction and installation Offshore vessels Offshore wind	Editorial copy Ad reservation Ad copy Release date	30-12-20 20-01-21 25-01-21 23-02-21
Issue 2	Heavy lifting & transport Offshore crew transfer / people & cargo transfer Coating & corrosion protection	Editorial copy Ad reservation Ad copy Release date	17-02-21 10-03-21 15-03-21 13-04-21
Issue 3	OTC Houston Blades & turbines Research, development & consenting Operations & maintenance Offshore region Nordic/Baltic	Editorial copy Ad reservation Ad copy Release date	13-04-21 04-05-21 09-05-21 08-06-21
Issue 4	SPE Offshore Aberdeen Global Offshore Wind London Offshore Energy Amsterdam Recruitment Training & education Ocean mining	Editorial copy Ad reservation Ad copy Release date	30-06-21 21-07-21 26-07-21 24-08-21
Issue 5	WindEurope Electric City Copenhagen ADIPEC 2021 Offshore region Latin America Automation, control & measurement technology Offshore equipment Safety & security	Editorial copy Ad reservation Ad copy Release date	01-09-21 22-09-21 27-09-21 26-10-21

Editorial Programme | Digital Newsletter

Digital Newsletter	Themes*	Ad Copy Deadline**	Release Date
Issue 1	Offshore Industry Newsletter 1	13-04-21	20-04-21
Issue 2	Offshore Industry Newsletter 2	04-05-21	11-05-21
Issue 3	Preview OTC Houston	15-06-21	22-06-21
Issue 4	Preview Offshore Aberdeen	17-08-21	24-08-21
Issue 5	Preview Offshore Energy	28-09-21	05-10-21
Issue 6	Preview Offshore Energy	30-09-21	07-10-21
Issue 7	Review Offshore Energy	12-10-21	19-10-21
Issue 8	Outlook 2022	16-11-21	23-11-21

Editorial Regulars

- Offshore Wind
- Oil & Gas Upstream
- Decommissioning
- Innovation & Development
- Trade Shows
- QHSE, Certifications & Regulations

* Subjects can be changed without prior notice.
 ** Please note deadline dates may be subject to change.



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ShipBuilding

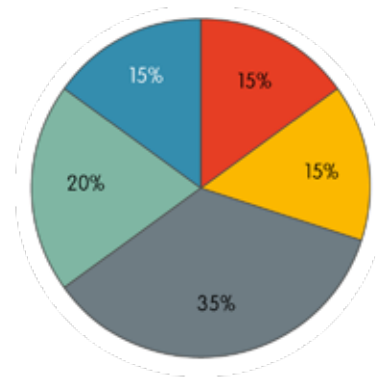
industry

Readership

Global yards, engineers and fleet managers read ShipBuilding Industry magazine's coverage of high-spec vessels built around the world. Like shipbuilding suppliers & co-makers, ShipBuilding Industry crosses borders to provide news on technology solutions for new builds, conversions and repairs in both commercial & non-commercial vessels.

With a clean design and high-quality production, ShipBuilding Industry stands out with its use of strong photography. The trade journal's international editors talk to the key players and visit vessels and yards. The magazine offers wider coverage via its digital edition, which is accessed via the dedicated website www.shipbuilding-industry.eu.

Reader Profile



- Shipyards 15%
- Designers & naval architects 15%
- Suppliers 35%
- Ship owners 20%
- Brokers as well as charter companies and manning & crewing agencies around the world 15%

Worldwide Distribution

- 6,500 copies
- EU Countries 78%
- Rest of the World 22%

Bonus Distribution at Major Trade Shows 2021

- Electric & Hybrid Marine World Expo 2021
- NEVA 2021
- Europeport 2021
- ADIPEC 2021

Editorial Programme | Magazine

Vol. 15	Themes*	Deadline**	Dates
Issue 1	Refit & conversions Marine propulsion & power generation Cruise vessels / river cruise vessels NAVCOM	Editorial copy Ad reservation Ad copy Release date	28-01-21 18-02-21 23-02-21 23-03-21
Issue 2	Workboats & tugs Ship design & naval architecture Focus Northern Europe Deck equipment & machinery	Editorial copy Ad reservation Ad copy Release date	23-03-21 13-04-21 18-04-21 18-05-21
Issue 3	Electric & Hybrid Marine World Expo Amsterdam 2021 Green ship technology Shipboard automation & marine electronics Repair & maintenance	Editorial copy Ad reservation Ad copy Release date	05-05-21 26-05-21 31-05-21 29-06-21
Issue 4	Paint & coating systems Hoisting & lifting equipment Safety & security Heavy lift vessels	Editorial copy Ad reservation Ad copy Release date	07-07-21 21-07-21 26-07-21 24-08-21
Issue 5	EUROPORT 2021 ADIPEC 2021 Focus on the Netherlands Dredging vessels & equipment Big data	Editorial copy Ad reservation Ad copy Release date	25-08-21 15-09-21 20-09-21 19-10-21

Editorial Programme | Digital Newsletter

Digital Newsletter	Themes*	Ad Copy Deadline**	Release Date
Issue 1	ShipBuilding Industry Newsletter 1	19-01-21	26-01-21
Issue 2	ShipBuilding Industry Newsletter 2	18-05-21	25-05-21
Issue 3	ShipBuilding Industry Newsletter 3	14-09-21	21-09-21
Issue 4	Preview Europort	19-10-21	26-10-21
Issue 5	Preview Europort	21-10-21	28-10-21
Issue 6	Review Europort	02-11-21	09-11-21

* Subjects can be changed without prior notice.

** Please note deadline dates may be subject to change.

Editorial Regulars

- Refit, Repair & Conversions
- Ship Reports
- Innovations
- Regulations & Certifications
- QHSE, Certifications & Regulations
- Trade Shows

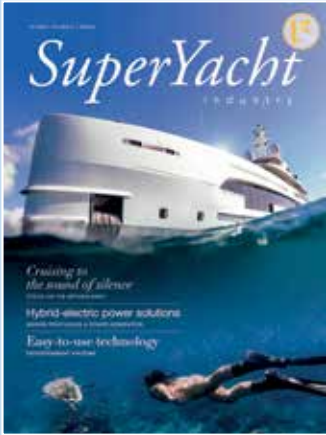


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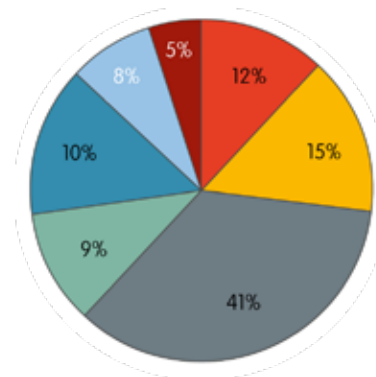


SuperYacht industry

Readership

The world's leading charterers and brokers as well as select owners read SuperYacht Industry magazine not only for the yachting lifestyle, but the technical innovations, designs and products that propel this high-end market. SuperYacht Industry highlights the finest yacht builders and designers, profiles newly completed yachts and details innovative refits for readers. The magazine covers the industry's yacht builders, designers, naval architects, suppliers, and manning & crewing agencies around the world. The magazine offers wider coverage via its digital edition, which is accessed via the dedicated website www.superyacht-industry.com.

Reader Profile



- Shipyards 12%
- Naval architects/Designers (interior/exterior) 15%
- Suppliers 41%
- Yacht owners/Owners representatives 9%
- Captains/Chief engineers 10%
- Brokerage & Chartering 8%
- Manning & Crewing 5%

Worldwide Distribution

- 6,000 copies
- EU Countries 80%
- Rest of the World 20%

Bonus Distribution at Major Trade Shows 2021

- MYBA Charter Show Barcelona 2021
- Palma Superyacht Show 2021
- Cannes Yachting Festival 2021
- Monaco Yacht Show 2021
- FLIBS Fort Lauderdale 2021
- METS Amsterdam 2021
- Genoa Boat Show 2021

Editorial Programme | Magazine

Vol. 16	Themes*	Deadline**	Dates
Issue 1	Palma Superyacht Show 2021 Focus on Italy Refit & conversions NAVCOM & marine electronics Safety & security	Editorial copy Ad reservation Ad copy Release date	24-02-21 17-03-21 22-03-21 20-04-21
Issue 2	Focus on the Netherlands Marine propulsion & power generation Entertainment systems Crew & manning Repair & maintenance	Editorial copy Ad reservation Ad copy Release date	28-04-21 19-05-21 24-05-21 22-06-21
Issue 3	Monaco Yacht Show 2021 Deck equipment & machinery Tenders & toys Naval architecture & design interior/exterior Explorer yacht & yacht support vessel	Editorial copy Ad reservation Ad copy Release date	14-07-21 04-08-21 09-08-21 07-09-21
Issue 4	METS Amsterdam 2021 Focus on Germany Masts, spars, sails & rigging Paint & coating systems Green ship technology	Editorial copy Ad reservation Ad copy Release date	08-09-21 29-09-21 04-10-21 02-11-21

Editorial Programme | Digital Newsletter

Digital Newsletter	Themes*	Ad Copy Deadline**	Release Date
Issue 1	Palma Superyacht show preview	13-04-21	20-04-21
Issue 2	Monaco Yacht Show preview	07-09-21	14-09-21
Issue 3	METS Amsterdam preview	02-11-21	09-11-21

* Subjects can be changed without prior notice.

** Please note deadline dates may be subject to change.

Editorial Regulars

- Refit & Repair
- Superyacht Reports
- Brokerage & Chartering
- QHSE
- Superyacht Shows



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Will be released
at EUROPORT 2021

MARITIME SERVICES DIRECTORY

"The ultimate maritime services directory for quick reference, product information, purchasing, general research, networking, as well as sales and marketing."

Readership

With the Maritime Services Directory, the maritime world fits in your hand. It contains information and profiles of shipyards, classification bureaus, government institutions, branch associations as well as ship owners and operators. Maritime Services Directory offers valuable information industry professionals rely on to grow their business and serves as an industry buyer's guide. This comprehensive resource gives an overview of the primary shipyards for both new building and repair and of maritime suppliers and services – conveniently arranged for quick reference. Entry to this Maritime Services Directory is not restricted to 'Members Only'. It is a dedicated reference source open to any company involved in the maritime industry. The annual directory also includes a news review and considers the trends and forecasts for the main sectors of the marine industry. It is the ultimate services guide for quick reference, product information, purchasing, general research, networking, and sales and marketing.

Full-page fc company profile	(2,000 characters incl. spaces, company logo, 1 high res image and contact details)	€ 650
Spread-page fc company profile	(2,500 characters incl. spaces, company logo, 2 high res images and contact details)	€ 950
Full-page fc advertisement	170 x 240mm (width x height, excl. 3mm bleed)	€ 1,450
Inside Front Cover	170 x 240mm (width x height, excl. 3mm bleed)	€ 2,000
Inside Back Cover	170 x 240mm (width x height, excl. 3mm bleed)	€ 2,000

Please note the following deadlines

- Reservation company profiles: 19 June 2021
- Material company profiles: 1 July 2021
- Advertisement reservations: 19 June 2021
- Artwork material: 1 July 2021
- Release date: 2 November 2021

Artwork as well as material for your company profile can be directly forwarded to advertising@ynfpublishers.com.

Worldwide Distribution

- 4,000 copies
- EU Countries 90%
- Rest of the World 10%

Trade Show Packages

OFFSHORE INDUSTRY



Photo courtesy of Port Pictures.nl

OFFSHORE INDUSTRY TRADE SHOW PACKAGE

- 3x ½ page advertisement in Offshore Industry
- Vol 14 Issue 2 OTC Houston, WindEurope
 - Vol 14 Issue 3 Global Offshore Wind
 - Vol 14 Issue 4 SPE Offshore Aberdeen, WindEnergy Hamburg, Offshore Energy

3x ¼ page editorial in preview show or news in brief section

Total investment for this package is **€ 4,020**

or

3x Full Page package at **€ 7,725**

SHIPBUILDING INDUSTRY



Photo courtesy of Port Pictures.nl

SHIPBUILDING INDUSTRY TRADE SHOW PACKAGE

- 3x ½ page advertisement in ShipBuilding Industry
- Vol 15 Issue 2 NorShipping
 - Vol 15 Issue 3 Electric & Hybrid
 - Vol 15 Issue 5 Europort

3x ¼ page editorial in preview show or news in brief section

Total investment for this package is **€ 4,020**

or

3x Full Page package at **€ 7,725**

SUPERYACHT INDUSTRY



SUPERYACHT INDUSTRY TRADE SHOW PACKAGE

- 3x ½ page advertisement in SuperYacht Industry
- Vol 16 Issue 1 Palma Superyacht show
 - Vol 16 Issue 3 Monaco Yacht Show
 - Vol 16 Issue 4 METS

3x ¼ page editorial in preview show or news in brief section

Total investment for this package is **€ 4,020**

or

3x Full Page package at **€ 7,725**

Of course a mix between our publications is also possible.

Branded Content

Order branded content for Offshore Industry, ShipBuilding Industry and/or SuperYacht Industry.



3 PAGES ARTICLE + COVER PHOTO

- Photo + company logo on the cover.
- A 3/1 page article.
- Photo courtesy and description on the 'contents page'.

This package is

€ 4,500

* The photo has to be approved by Yellow & Finch Publishers. Guidelines are available upon request.



3 PAGES ARTICLE

- A 3/1 page article.

This package is

€ 3,750



2 PAGES ARTICLE

- A 2/1 page article.

This package is

€ 3,100



1 PAGE ARTICLE

- A 1/1 page article.

This package is

€ 2,280

Promotional Packages

As a leading and experienced publisher of maritime business magazines, we realise that the commercial gain to be had is highly increased by continued visual recognition by our readers. Therefore we offer a range of packages to maximise networking and promotional opportunities for you.

These packages are aimed at ensuring continued visual recognition for you within the magazine(s) and online. Each package should be taken within 12 months. Your article transformed into a virtual and printed brochure can be tailor-made for you. Ask us about this special opportunity.

TURN-KEY SOLUTION

Turn-key communication solution:

- A tailor-made promotional campaign, whereby our total magazine portfolio can be used and you benefit of the opportunities our Y&F Marketing Support can offer you.

Total investment for this package is determined in consultation with you.

PLATINUM

You will receive the following:

- 8 full page advertisements or 16 half page advertisements.
- 2 times a 2/1 page article.
- Spread page company profile in the Maritime Services Directory 2022.
- 6 banners in digital newsletters.
- Leaderboard to appear on our homepage or magazine page for 12 months.

Total investment for this package is € 20,000

GOLD

You will receive the following:

- 5 full page advertisements or 10 half page advertisements.
- A 3/1 page article.
- A full page company profile in the Maritime Services Directory 2022.
- 4 banners in digital newsletters.
- Leaderboard to appear on our homepage or magazine page for 6 months.

Total investment for this package is € 15,000

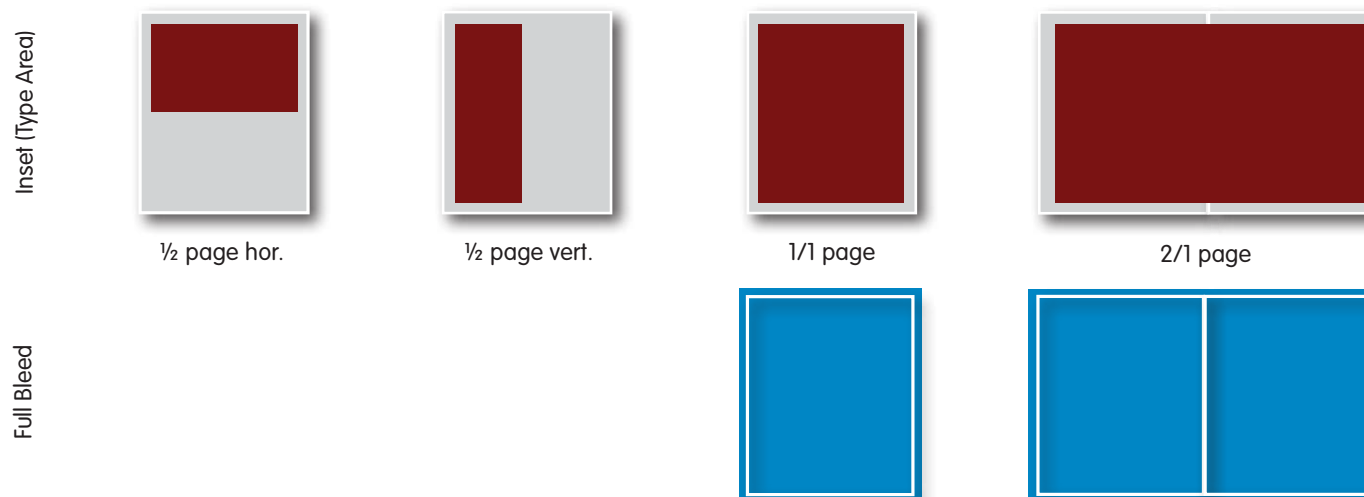
SILVER

You will receive the following:

- 3 full page advertisements or 6 half page advertisements.
- A 2/1 page article.
- A full page company profile in the Maritime Services Directory 2022.
- 3 banners in digital newsletters.

Total investment for this package is € 10,000

Advertising Rates



Nos of Inserts	1x	3x	6x	Type Area (mm) width x height	Bleed* (mm) width x height
Ad Formats					
1/2 page horizontal	€ 1,575	€ 1,340	€ 1,180	193 x 132	–
1/2 page vertical	€ 1,575	€ 1,340	€ 1,180	95 x 267	–
1/1 page	€ 2,940	€ 2,575	€ 2,280	193 x 267	229 x 303*
2/1 page	€ 4,725	€ 4,160	€ 3,700	416 x 267	452 x 303*
inside front cover	€ 3,785	€ 3,310	€ 2,995	–	223 x 303*
inside back cover	€ 3,785	€ 3,310	€ 2,995	–	223 x 303*
back cover	€ 3,995	€ 3,545	€ 3,205	–	229 x 303*

Rates are per insertion / All mentioned rates are excluding VAT.

Right handpage ad = basic rate + 10%

Premium display ad = basic rate + 10% (placed in the first quarter section of the magazine)

*Including 3 mm extra overfill on all sides

Subscription Rates

One-year Subscription	€ 110
Two-year Subscription	€ 180
Three-year Subscription	€ 225
Trial subscription	€ 35
Back Copies	€ 17

– Including shipping & handling costs

Customised Services

Y&F Pages Buyers' Guide per year	€ 600
Logo (b/w) on address carrier	€ 500
Reprints (starting at)	€ 275
Inserts (starting at)	€ 3,150
Design artwork	Upon request

– Excluding shipping & handling costs

Production Data

Supplying Digital Artwork

Only digital artwork is accepted for all advertising. Please supply in one of the following ways:

- E-mail: artwork under 8 MB in size can be send by email to:
advertising@ynfpublishers.com.
- Internet: artwork larger than 8 MB via
www.wetransfer.com or any equivalent service.

Artwork should be supplied as Certified PDF.

When supplying artwork as a PDF please make sure the settings are set at high resolution PDF for Press Quality. If Artwork has bleed please include trim marks within the PDF.

There will be a surcharge for changes to delivered material.



Digital Rates Newsletter

AVERAGE OPENING
RATES 2020
Open: 19%

READERS
94,498

Enlarge your worldwide visibility!

Through the Yellow & Finch Publishers digital newsletters, you are able to reach more than 94,498 industrial professionals at a very comfortable rate.

By placing banners in one of our digital newsletters enables you to easily and flexibly target your advertising campaign around relevant content to an international audience. Or combine the best of both digital worlds with an advertorial in one of our digital newsletters and on the website. With a combined reach of more than 530,000 viewers, your advertisement text will be seen by your target audience through direct email as well as on our website.

Rate Card | Newsletter

Horizontal banner **	1x	3x	6x
600 x 80 pixels	€ 500	€ 450	€ 400
Advertorial + image **	1x	3x	6x
Article: 300 words + 1 image Image min: 600 x 450 pixels	€ 550	€ 500	€ 450

** Rates per banner or advertorial, excluding VAT.

Digital Rates Websites

ANNUAL
VISITORS
435,972

The Yellow & Finch Publishers websites.

www.yfnpublishers.com, features breaking maritime news from around the globe and top industry analysis by in-house experts. With a state-of-the-art, cross-platform design the website is a sure way to get your product seen by leading decision-makers.

- 828.346 page impressions annually
- 435,972 visitors annually

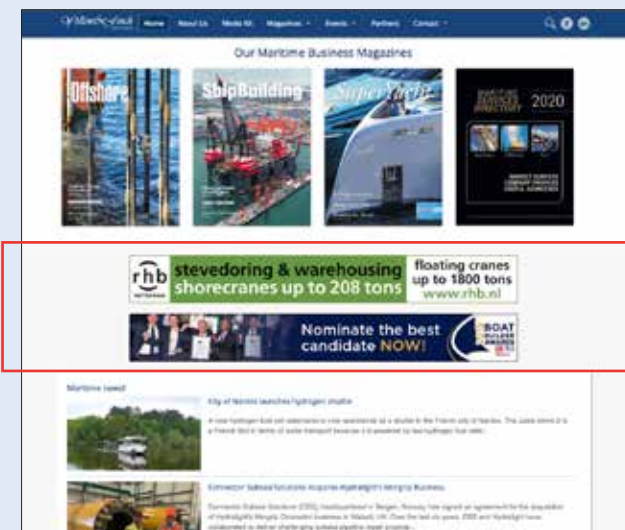
Based on publisher's statement September 2019 until October 2020.

Rate Card | Website

LEADERBOARD* per publication

1 month period dimension 728 x 90 pixels	€ 750
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* Leaderboard is a rotating banners hosted on our website.



Y&F Marketing Support

Marketing communication challenges?

With an all-round assortment of marketing and communication services, Y&F Marketing Support helps you to focus on developing your business. Whether you want a press release, website content, social media posts, a product brochure, a newsletter or magazine, our in-house team of editors and strategic marketing communication experts can help you out.

Our marketing support services complement the versatile portfolio of trade journals of Yellow & Finch Publishers. The benefit for you is extensive knowledge of, and experience in, your markets. We speak the logistics, maritime, and port language and are up-to-date with recent industrial developments.

Y&F Marketing Support uses its publishing and marketing communication experience to support your marketing communication strategy in the most efficient way. Rest assured – your identity is in good hands.

Our services

- Writing press releases and articles
- Producing brochures, (digital) newsletters, and corporate magazines
- Content support for websites and social media
- Turnkey communication solutions



Marco Geels

Contact me for a non-binding appointment to discuss your marketing communication needs and the solutions that we can offer.

You can reach me on my mobile number at +31 6 10 29 14 45, or via e-mail, marco@ynfpublishers.com

I hope to talk to you soon!



EUROPORT 2021

OFFICIAL EXHIBITION GUIDE

Exhibition for maritime technology
2-5 November 2021 | Ahoy Rotterdam



This handy exhibition guide has a circulation of ca. 20,000.

The EXHIBITION GUIDE is a compact, pocket-sized booklet giving clear and succinct directions to the exhibitors you wish to visit.

- It contains:
- alphabetical list of exhibitors per hall with the respective booth number
 - programme schedule
 - overall floor-plan of the halls & detailed floor-plan of each individual hall

Advertising Rates

EUROPORT Exhibition Guide		
1/2 page	85 x 80mm (width x height, excl. 3mm bleed)	€ 600
1/1 page	100 x 170mm (width x height, excl. 3mm bleed)	€ 1,000
2/1 page	200 x 170mm (width x height, excl. 3mm bleed)	€ 1,700
Inside Front Cover / Inside Back cover	100 x 170mm (width x height, excl. 3mm bleed)	€ 2,000
Back Cover	100 x 170mm (width x height, excl. 3mm bleed)	SOLD

Please note the following deadlines

- Advertisement reservation deadline: 2 October 2021
- Advertisement material deadline: 9 October 2021

Trade Show Packages

OPTION 1

Europort package 1/2 page ads

- 1x 1/2 page advertisement in Europort Guide
- 1x 1/4 page advertisement in ShipBuilding Industry issue 5
- 1x 1/4 page editorial in ShipBuilding Industry issue 5

This package is **€ 1,500**
(standard € 1,750)

OPTION 2

Europort package 1/1 page ads

- 1x 1/1 page advertisement in Europort Guide
- 1x 1/2 page advertisement in ShipBuilding Industry issue 5
- 1x 1/4 page editorial in ShipBuilding Industry issue 5

This package is **€ 2,450**
(standard € 2,775)

Europort package 1/1 page ads

- 1x 1/1 page advertisement in Europort Guide
- 1x 1/1 page advertisement in ShipBuilding Industry issue 5
- 1x 1/1 page editorial in ShipBuilding Industry issue 5

This package is **€ 3,750**
(standard € 4,140)



Photo courtesy of Europort.

EUROPORT 2021

DAILY NEWS

Exhibition for maritime technology
2-5 November 2021 | Ahoy Rotterdam

The EUROPORT Daily News will be published every day of the show and distributed to visitors and exhibitors at EUROPORT. Every morning, the EUROPORT Daily News will provide the latest news of the maritime industry for the international trade fair visitors in English language.

- Work with the exclusive official publisher of EUROPORT Daily News.
- Advertisers and sponsors will benefit from 6,000 distributed copies per day.
- Distribution at the entrances and to every booth.
- Distribution before and during the trade fair.
- Your way to reach 30,000 visitors and more than 1,100 exhibitors.

Advertising Rates

EUROPORT Daily News		
1/8 page	183 x 30mm (width x height, excl. 3mm bleed)	€ 650
1/4 page	183 x 63mm (width x height, excl. 3mm bleed)	€ 1,000
1/3 page	183 x 83mm (width x height, excl. 3mm bleed)	€ 1,300
1/2 page	183 x 125mm (width x height, excl. 3mm bleed)	€ 1,900
1/1 page	183 x 251mm (width x height, excl. 3mm bleed)	€ 3,500

Partnership rates per exhibition day

There are three excellent opportunities to integrate the EUROPORT Daily News in a comprehensive marketing mix. You can choose between a Premium Partnership (1), a Hall Plan Presentation Package (2) or a Presentation of the Daily Calendar of Events (3).



OPTION 1 – PREMIUM PARTNERSHIP



- Partnership logo placement at the top of the front page
- 1/4-page-strip advertisement on the front page
- To gain high-level presence during the entire EUROPORT, we will upgrade the package with three additional 1/4-page-ads (one per remaining show day)!

Day 1 **€ 5,900** Day 3 **€ 4,900**
Day 2 **€ 5,300** Day 4 **€ 4,500**

OPTION 2 – HALL PLAN



- Company logo placement at the top of the page Hall Plan
- 1/4 page strip advertisement Hall Plan page
- Company logo and booth reference
- To gain high-level presence during the entire EUROPORT, we will upgrade the package with three additional 1/4 page ads (one per remaining show day)!

Day 1 **€ 4,100** Day 2 **€ 3,800** Day 3 **€ 3,500** Day 4 **€ 3,200**

OPTION 3 – EVENTS CALENDER



- Company logo placement at the top of the page Hall Plan
- 1/4 page strip advertisement Hall Plan page
- To gain high-level presence during the entire EUROPORT, we will upgrade the package with three additional 1/4 page ads (one per remaining show day)!

YELLOW & FINCH MARITIME CHARITY GOLF EVENT

AUGUST/SEPTEMBER 2021

SPONSOR PACKAGES

The event sponsor is Yellow & Finch Publishers

Main Sponsor

€ 2,500



1. 4 participants included.
2. Sponsoring lunch or refreshment point.
3. Placement of banner or other promotion materials in the restaurant or at the refreshment point.
4. Company logo on the cover of the event brochure.
5. Company logo on all promotional material, incl. website.
6. Company logo communicated in a range of positions in the clubhouse and restaurant.
7. Option to place 2 flags at the resort.
8. Option to place sponsor sign/banner at the golf resort.
9. Option to give company give-aways in the goodie bag.
10. Company logo on the editorial review page of the event in the magazine Offshore Industry, ShipBuilding Industry and SuperYacht Industry.

Sponsor

€ 1,000



1. 2 participants included.
2. Company logo in the event brochure.
3. Company logo on all promotional material, incl. website.
4. Company logo communicated in a range of positions in the clubhouse and restaurant.
5. Option to place 1 flag at the golf resort.
6. Option to give company give-aways in the goodie bag.
7. Company name on the editorial review page of the event in the magazine Offshore Industry, ShipBuilding Industry and SuperYacht Industry.

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General Terms & Conditions Yellow & Finch Publishers (Y&F)

1. Rates and Costs

- 1.1. Rates are quoted exclusive of VAT and may be increased at any time upon 3 months' written notice.
- 1.2. In addition to the rates quoted on the Rate Card. If the Advertiser requires artwork, sketches, layout, photography or processing or other services or requirements (collectively 'production work') it shall pay Y&F for the same, at the cost + VAT quoted at the time of request.
- 1.3. Copyright in any production work provided by Y&F shall vest in Y&F.
- 1.4. Retail rates are only available to retailers who are not making references to brands, manufacturers' names or trade marked goods of any kind in their advertising save for merchandise available from a single outlet.

2. Orders

- 2.1. Agents must disclose the name of their clients and the nature of the advertising at the time of booking. Any mistaken disclosure or failure to disclose entitles Y&F to reject or cancel the order.
- 2.2. Cancellations can not be accepted from Advertisers within 14 days of Ad Copy deadline date. Covers and promotions are noncancellable.
- 2.3. Orders for next or facing positions can only be accepted subject to availability at the time of going to press.
- 2.4. The Rate Card is not an offer to contract. A contract is made only by the publisher's acceptance of the Advertiser's order.
- 2.5. It is the Advertiser's responsibility to notify Y&F within 7 days of receipt of any order acknowledgement if the booking details are incorrect.

3. Copy Artwork and Materials

- 3.1. All copy, artwork and materials ('copy') shall comply with the specifications set out on the Rate Card.
- 3.2. If the Advertiser does not provide finished copy by the scheduled press date, Y&F is entitled but not obliged to repeat copy from the preceding period.
- 3.3. Y&F is not responsible for corrections to copy after the scheduled date. Nor for key numbers.
- 3.4. All copy supplied by the Advertiser is held at the owners risk and should be insured against loss or damage; it may be collected after 7 days following Publication Date on the giving of reasonable notice. If it remains uncollected for 6 months Y&F is entitled to scrap it. None of the above shall be deemed to have any other value other than the cost of the materials.

4. Editorial Content

- 4.1. The publisher, contributors, editors and related parties are not responsible in any way for the actions or results taken any person, organisation or any party on basis of reading information, stories or contributions in our publications, website or related product.
- 4.2. The publisher, contributors and related parties are not engaged in providing legal, financial or professional advice or services. The publisher, contributors, editors and consultants disclaim any and all liability and responsibility to any person or party, be they a purchaser, reader, advertiser or consumer of the publications or not in regards to the consequences and outcomes of anything

done or omitted being in reliance whether partly or solely on the contents of our publications and related website and products.

- 4.3. The publisher, editors, contributors and related parties shall have no responsibility for any action or omission by any other contributor, consultant, editor or related party.

5. General

- 5.1. The Advertiser accepts that the Advertiser is a principal in law and accordingly warrants that all copy (and its constituent parts) when submitted to Y&F for production and upon publication shall 1. Be neither defamatory nor obscene and comply in all respects with the requirements of the Dutch Code of Advertising Practice and other relevant industry codes; and 2. Comply with and not contravene the requirements of (a) any act of parliament statutory instrument code of practice or regulation promulgated thereunder including any law of the European Community for the time being in force or applicable in The Netherlands; and (b) any acts decrees regulations or authorities in those markets in which the advertisement (and in particular comparative advertising) may be assessed; 3. Not breach any contract or violate any copyright trademark or any other personal or propriety of any person or entity or render Y&F liable to any proceedings whatsoever, wheresoever.
- 5.2. Y&F is entitled in its absolute discretion to reject or exclude any advertisement submitted or previously accepted for publication.
- 5.3. The Advertiser will indemnify Y&F fully in respect of any costs, damages or losses suffered by Y&F arising directly or indirectly from the production or publication of an advertisement conformed with the copy instructions and/or approval given by or on behalf of the Advertisers or which is in breach of any of the warranties above.
- 5.4. Any complaint concerning the production or publication of an advertisement must be lodged in writing at Y&F's offices within 4 weeks of the publication date.
- 5.5. Y&F will exercise reasonable care in preparing and publishing an advertisement but if such advertisement is not published in accordance with the Accepted Order (other than through the act or default of the Advertiser) or pursuant to Y&F's rights. Y&F's maximum liability shall be limited to the amount of any payment made for the advertisement. No compensation shall be payable for any error, misprint or omission which does not materially distract from an advertisement. Y&F may at the Advertisers request carry a further or corrective advertisement of a similar type and standard to the advertisement which has not been published in accordance with the Accepted Order in lieu of any monetary claim by the advertiser.
- 5.6. The Advertiser may not recharge a client for advertising space at an increased rate without Y&F's written consent.
- 5.7. For advertising including a sponsorship competition or special offer, the Advertiser must provide all details when placing its order.
- 5.8. These conditions shall be construed under and governed by the law of The Netherlands and the parties submit to the exclusive jurisdiction of the Dutch Court in Middelburg.
- 5.9. The client agrees with Yellow & Finch Publishers' (Y&F's) terms of payment (14 days after invoice date).

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Contacts

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**MARITIME
SERVICES
DIRECTORY**

Y&F Marketing Support