

ELITE TRAVELER SUPERYACHTS

ELITE TRAVELER SUPERYACHTS provides expert-level information as **Elite Traveler** editors do best, covering a range of categories devoted to the **Superyacht Experience**:

- In-depth profiles of top Superyachts available for charter year-round in various destinations worldwide
- Itineraries designed to fit the needs of various luxury segments (couples, families with young children, small groups, etc.)
- The best marinas in top ports, profiling the details and amenities they offer
- The most knowledgeable local guides in each port, providing guests with customized tours tailored to each group's needs

DISTRIBUTION: Elite Traveler Superyachts has a distribution of 15,000 copies in the most coveted locations to reach yacht enthusiasts and prospective charter clients:

- Top yachts and marinas in key locations worldwide
- Top Private Jet Terminals located near prime marina and Superyacht facilities
- Professional sports team locker rooms and training facilities
- Bonus distribution at the Miami, Palm Beach and Fort Lauderdale Boat Shows and the Monaco Yacht Show



Each weekly charter provides an average impact of \$500,000 to the yacht's destination.

PUBLISHING SCHEDULE

ISSUE	SPACE DEADLINE	MATERIALS DEADLINE	PUBLICATION DATE
Summer 2012	February 1	March 1	April
Winter 2012	June 1	July 1	August

ADVERTISING RATES

ADVERTISEMENT	RATE
Full Page, 4-color bleed ad	\$10,000
2 Page, 4-color bleed spread	\$14,120

Full rate card available upon request

Advertisers also receive:

- Ad included in the digital issue of **ELITE TRAVELER SUPERYACHTS** and featured on Elitetraveler.com
- Full page listing in Elite Connections section of Elitetraveler.com, including copy, logo, and link to website
- Luxury Spotlight feature on Elitetraveler.com, including copy and up to 4 images

YACHT RENTERS: ULTRA HIGH SPENDERS

CATEGORY	ANNUAL SPENDING
Fine art	\$819,000
Home improvements	\$601,000
Jewelry	\$312,000
Luxury cars	\$281,000
Events/Hotels	\$184,000
Villas	\$201,000
Hotels/resorts	\$174,000
Watches	\$119,000
Fashion/accessories	\$164,000
Spas	\$142,000
Wine	\$17,000

SOURCE: PRINCE & ASSOCIATES, the leading market research firm specializing in global private wealth and the spending habits of the Super Rich.