



# SUNSEEKER

MAGAZINE MEDIA PACK

2018





# about SUNSEEKER

SUNSEEKER INTERNATIONAL LEADS THE FIELD IN THE DESIGN AND MANUFACTURE OF LUXURY MOTORYACHTS. NATURALLY, THE MAGAZINE DESIGNED FOR CUSTOMERS OF THE PRESTIGIOUS MARQUE SETS THE STANDARD FOR STYLISH DECADENCE

## SUNSEEKER

From their UK base, Sunseeker produces over 280 luxury craft every year, each one expertly engineered and skillfully built to the highest specification. Sunseeker craft range from 40' to 155' in length, covering offshore cruisers, flybridge motoryachts, and high-performance motoryachts.

*Prices range from £300,000 to in excess of £22,000,000.*

*Ownership of a Sunseeker is the ultimate lifestyle statement.*

## THE MAGAZINE

A quarterly magazine with a unique outlook, Sunseeker Magazine demonstrates exceptional design, photography and presentation. From cover to cover, this luxury lifestyle publication is the very essence of style and sophistication. The magazine speaks, on the level, to a high-society crowd, covering topics of interest and appeal to this select audience. Regular features include travel, motoring, fashion, watches, jewellery, gastronomy and sport. For readers for whom money is no object, only the very best will do.





# Readership

OUR DISCERNING AUDIENCE CAN AFFORD TO PURCHASE WHATEVER THEY DESIRE, INCLUDING DESIGNER CLOTHES, FAST CARS, FINE ANTIQUES, EXCLUSIVE TIMEPIECES AND STYLISH HOMES DECORATED TO IMPRESS. OUR READERSHIP SPANS ALL AGE GROUPS WITH MANY ENJOYING CELEBRITY STATUS.

## DEMOGRAPHICS

- 84% received by Mr. & Mrs. Sunseeker owner
- 98% financial worth in excess of £5m
- 97% own at least two residences
- 78% own a property in two or more countries
- 100% travel for business or pleasure at least four times per year
- 27% charter or own their own private aircraft
- 86% usually travel business or first class
- 82% enjoy cultural activities like the opera, theatre and exhibitions
- 73% enjoy outdoor sports like golf, polo, horse-riding and shooting

## INTERESTS

- Food and drink 100%
- Cars and motoring 89%
- Fashion 91%
- Designer fashion and shopping 86%
- Watches and jewellery 88%
- Aviation 48%
- Art and design 49%
- Financial services 79%
- Property 89%



# Circulation

SUNSEEKER MAGAZINE IS PUBLISHED GLOBALLY IN ENGLISH WITH SEPARATE USA AND UK EDITIONS. IT IS ALSO PUBLISHED IN MANDARIN SPECIFICALLY FOR THE FAR EASTERN MARKET. ALL THREE TITLES ARE CIRCULATED TO THEIR TARGET AUDIENCE USING A STRATEGIC MIX OF DISTRIBUTION CHANNELS, EACH CAREFULLY MONITORED TO ENSURE THE BEST MARKET EXPOSURE FOR OUR ADVERTISING CLIENTS.



## THE FIGURES

On average 25,000 copies in total per quarter (60,000 per annum), of which:

**9,000**  
copies mailed to Sunseeker owners and potential owners worldwide

**5,000**  
copies distributed to over 20 Sunseeker dealerships worldwide

**3,000**  
copies distributed to 4\* and 5\* hotels throughout London and UK

**500**  
copies distributed to chartered superyachts worldwide

**2,000**  
copies within VIP and first-class lounges at UK international airports

**500**  
copies onboard Ocean Sky private jets and passenger lounges

**5,000**  
copies in BA first-class lounges at Gatwick and Heathrow Airports including 'Concorde Lounge'

*Additional copies printed for London, Southampton and global boat shows*

Figures correct at time of print but are subject to change and may alter in the future





# Rate card

SUNSEEKER MAGAZINE OFFERS DISCREET ADVERTISEMENT  
FEATURES AND COMPETITION SPONSORSHIP  
OPPORTUNITIES AS WELL AS CONVENTIONAL DISPLAY  
ADVERTISING. WE ALSO ARRANGE AFFINITY AND  
NETWORKING EVENTS AT SUNSEEKER BOAT SHOWS  
(VIP INVITATION)

## PAGE RATES

— Inside front cover DPS	£17,000
— Double page spread 1st 20%	£15,500
— Double page spread	£13,950
— Inside front cover	£12,750
— Outside back cover	£15,950
— Inside back cover	£9,950
— Single Page	£7,950
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Specified position	+20%
Agency commission	10%

## CONTACT

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## **SPECS**

Single page

Page trim: 239mm (w) x 327mm (h)

Page bleed: 249mm (w) x 337mm (h)  
*(trim plus 3mm bleed on each edge)*

Double page

Page trim: 478mm (w) x 327mm (h)

Page bleed: 488mm (w) x 337mm (h)  
*(trim plus 3mm bleed on each edge)*

# Specification

WE WANT YOUR ADVERTISING TO LOOK ITS BEST, SO PLEASE TAKE NOTE OF THE FOLLOWING SPECIFICATION DETAILS AND CONTACT US AHEAD OF PUBLICATION DEADLINES IF YOU HAVE ANY QUERIES

## **TECHNICAL**

Artwork should be supplied as a high resolution PDF, it must be to the PDFX1A industry standard pdfs for print.

Please refer to [www.ppa.co.uk/pass4press](http://www.ppa.co.uk/pass4press) for settings that are downloadable.

PDFs must be supplied as a spreads for DPS advertisements. Please ensure the file is the correct trim size, has crop marks, bleed on all edges and fonts appear accordingly.

All images used should have the colour profile ISO Coated 300% v2 applied as the publication is printed onto uncoated stock. Files that are not prepared to these guidelines will be rejected.

## **CONTACT**

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## **ENQUIRIES**

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