



SEA+I

Media Pack 2016

1782

Camper &
Nicholsons
International

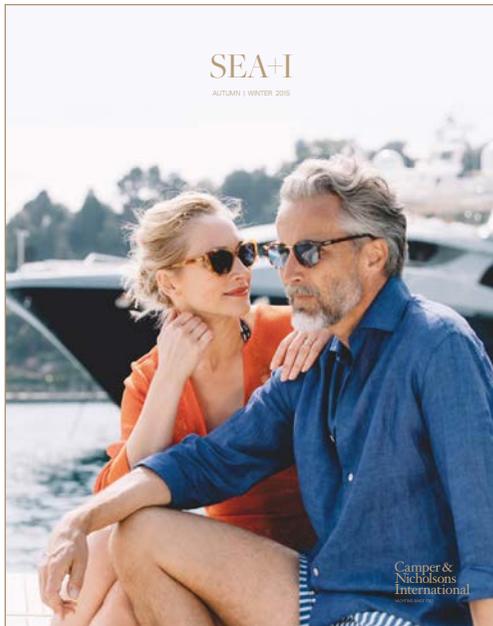
YACHTING SINCE 1782

SEA+I

Published by the international luxury yachting expert Camper & Nicholson's International, SEA+I is an editorial-led lifestyle magazine directed at – and personally delivered to – one of the world's most prestigious markets: the clients of Camper & Nicholson's International.

The clients of Camper & Nicholson's International are owners, investors and charterers of the world's largest, most exclusive and most exceptional private superyachts. As such, they expect the very best from life and travel, and for more than 50 years they have trusted Camper & Nicholson's International to inform, introduce and entice them with new ideas, information and innovations in every aspect of luxury yacht charter.

Camper & Nicholson's International has taken that wealth of experience and translated it into a unique and exclusive magazine for its clients.



The Magazine

Published for over a decade, SEA+I is a magazine for those who own and charter the world's most prestigious superyachts. It celebrates the lifestyles and interests of our elite readership, focusing on the exceptional, the extraordinary, the priceless, the indulgent, the esteemed and ultimate that the world can offer.

Our readers are an elite group – those who know how to live and travel with peerless style and spirit. Passionate about life aboard superyachts, they are avid world travellers, frequenting the most respected and outstanding resorts, islands, cities, hotels and spas. Wherever they are in the world, our readers demand the most exclusive and sought-after restaurants, boutiques, activities, fashion and culture, along with six star levels of accommodation and service.

Representing only the most respected companies and experts in their field worldwide, SEA+I enhances each issue with intelligent, stylish yet personal editorial, outstanding photography, and innovative, informative articles that solely focus on the things our readers want and need to read about.

The Publisher

Camper & Nicholson's International has been a leading authority in the world of luxury yachting since 1782. A family-owned company for generations, it has been instrumental in the design and build of many of the world's largest and most legendary private yachts and has pioneered the way forward in yacht charter since the 1960s.

Experts in every area of yacht charter, build, design, brokerage, charter marketing, yacht management and crew placement, Camper & Nicholson's International has generated an unequalled client list with an impressive number of loyal clients of many years standing. The head office of Camper & Nicholson's International is based in Monaco, but a network of nine multilingual offices stretches across Europe and North America, offering our clients peerless service the world over.

Camper & Nicholson's International draws on years of experience and expertise in yacht charter and travel and has established excellent contacts with the most prestigious and highly respected companies and specialists in every area of luxury travel and lifestyle.

Each issue of SEA+I presents more than 200 pages of inspiration and information. Editorial features, written by superyacht specialists, high profile travel writers and experts from the world of luxury, focus on everything from interviews with yacht owners, captains and designers to luxury lifestyle and travel.

Yachts

Editorial features profile the work of the world's leading yacht designers and shipyards, reviewing their greatest achievements and profiling their latest work. Each issue SEA+I searches out the latest and greatest of the superyacht fleet with a portfolio of the finest yachts available for charter and sale.

Cruising

Camper & Nicholsons yachts cruise to the most celebrated resorts, the most secluded island retreats and have the finest contacts in every port-of-call. Each issue, SEA+I creates outstanding cruising itineraries embracing the world's finest restaurants, boutiques, clubs, islands and cities brimming with inspiration for out-of-this-world experiences.

Expert opinion

SEA+I draws on expertise from leading authorities in their fields, presenting unique viewpoints and insider knowledge on the world of luxury.

Fashion

For those who have everything, SEA+I presents the ultimate style portfolio for both male and female readers: a discerning selection of fashion, jewellery, watches, communications and entertainment equipment, travel accessories, luggage, 'toys' and designer accessories.



Our readers

Readers of SEA+I are the world's connoisseurs of superlative travel and lifestyle, frequenting the finest hotels, resorts, restaurants, clubs and boutiques. They are highly discriminating and sophisticated with a passion for living life to the full, discovering innovations, exploring the latest destinations, indulging in exclusive, social sports, and collecting unique and priceless works of art.

Our readers are both male and female, ranging in age from mid twenties to late seventies. Highly successful, self-made professionals and entrepreneurs, they are, without exception, well travelled, intelligent and highly regarded in the most exclusive social circles worldwide. They have an insatiable desire to discover new places, people, products and pastimes. With an almost unlimited disposable income, they are, nevertheless, highly discerning – always in search of the unique and exceptional, whether that concerns a product, a place or an experience.

Distribution

SEA+I circulates between 10,000 – 12,500 copies bi-annually. 8,000 – 10,000 copies are sent directly to Camper & Nicholsons exclusive mailing list, comprised of A-list clients, who have purchased or chartered a yacht, are in the process of purchasing or chartering a yacht, or who currently have their vessel under management with Camper & Nicholsons. 1,000 copies are available free of charge at all the international boat shows and via various partnership networks. SEA+I is also distributed on over 500 yachts for charter clients. Any remaining copies are circulated throughout Camper & Nicholsons offices in Monaco, Geneva, Antibes, Palma, London, Fort Lauderdale, Miami, Palm Beach, New York and Newport.

Camper & Nicholsons mailing list age profile

2%
Age 20+

21.5%
Age 30+

34%
Age 40+

24.5%
Age 50+

16%
Age 60+

2%
Age 70s+

Camper & Nicholsons mailing list distribution

7,000
Americas

5,500
Western Europe

1,500
Eastern Europe

700
Asia Pacific

300
Africa & Middle East



Ulysse Nardin
Double-page advertisement



Aston Martin
Single-page advertisement



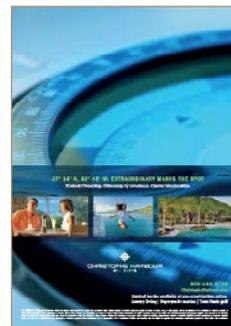
Officine Panerai
Single-page advertisement



J-Craft
Single-page advertisement



DeWitt
Single-page advertisement



Christophe Harbour
Single-page advertisement

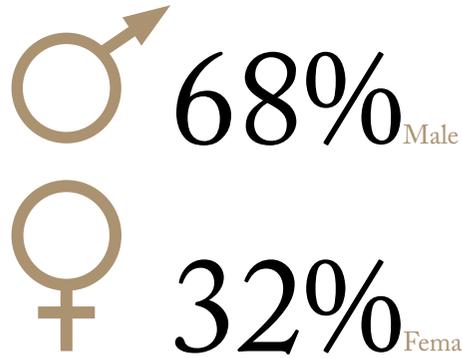


La Chèvre d'Or
Single-page advertisement



Benetti
Double-page advertisement

SEA+I breakdown



Average HHI

\$20.4 Million

Average Net Worth of readers

\$150 Million

3000

Yacht owners or potentials with inventory over 78ft receive Sea+I

Average real estate holdings

\$11 Million

6000

Charter clients or potential clients receive Sea+I

73%

Own a car over 200,00 USD

Readers on average own more than 4 cars and 80% are planning to acquire new vehicles within the next year

\$190,000

Average yacht charter transaction value

Average yacht sales transaction value

\$8.8 Million

90% Purchase fine jewelry every year

45% Purchase luxury watches every year

90% Purchase fashion and accessories every year

69% Stay in a hotel/resort every year

38% Rent villas or chalets every year

36% Purchase fine art every year

80% Make home improvements every year

Rate card

Print Run

10,000 - 12,000

Frequency

Spring/Summer
Autumn/Winter

Publication & closing dates

Issue	Cover date	Advertisement booking deadline	Copy deadline	Publication
34	S/S 2016	January	January	February
35	A/W 2016/2017	July	July	September

Rates for 2016

Single page	£7,000	€10,000	US\$11,000
Double page spread (DPS): (Discounts available for multiple bookings)	£10,000	€14,500	US\$15,600
2nd cover DPS/ inside front cover DPS:	£16,000	€22,500	US\$25,000
3rd cover/ inside back cover:	£8,000	€11,300	US\$12,500
4th cover/back cover: (No frequency discounts given on cover positions)	£12,000	€17,000	US\$18,750
Inserts (limited to 1 per issue)	Please contact us		

Technical specifications

Cover

Stock 300gsm Silk

Advertising Copy

High resolution pdf supplied on CD with colour proof

Text Pages

Stock 150gsm Silk
Single page trim size 240mm x 300mm
Single page type area 200mm x 270mm
Double page trim size 480mm x 300mm
Double page type area 450mm x 270mm
Bleed 3mm
Margins 15mm top and bottom
25mm inside
15mm outside

Conditions of acceptance

In these conditions Camper & Nicholson's International, the official publisher of SEA+I, is referred to as 'Camper & Nicholson's International'. The 'Advertiser' applies to the person or entity booking the space whether an advertising agency or client

Rates & Costs

- All rates quoted are exclusive of VAT, which is only applicable in Switzerland.
- Rates do not include possible technical charges for modification or creation of an advertisement.

If the advertiser requires artwork, sketches, layout, photography or processing, or other services or requirements (collectively 'production work'), it shall pay Camper & Nicholson's International for same.

- Rates are subject to change with 60 days notice.

Orders & Payments

- Cancellations cannot be accepted from Advertisers within two months of publication date.
- Promotions cannot be cancelled.
- Orders for next or facing positions can only be accepted subject to availability.
- It is the Advertiser's responsibility to notify Camper & Nicholson's International within seven days of receipt of any order acknowledgement if the booking details are incorrect.
- Payment terms are 30 days prior to publication release, by cheque or bank transfer. In the event of a delay superior to 60 days, the Advertiser will be invoiced additional fees of 2.5% of the contract rate for administration charges, up to 90 days.
- If non-appearance of the advertisement occurs because of the actions or fault of the Advertiser or his agents, then the Advertiser shall still be liable to pay in full.

Copy & Materials

- All copy supplied by the Advertiser is held at the owner's risk, and should be insured against loss or damage.
- If the Advertiser does not provide finished copy by the scheduled press date Camper & Nicholson's International is entitled but not obliged to repeat copy carried for preceding period.
- All advertising material is subject to the approval of Camper & Nicholson's International.
- Camper & Nicholson's International will use reasonable efforts to comply with the wishes of the advertiser but do not warrant the position, reproduction quality and wording.
- The Advertiser shall indemnify Camper & Nicholson's International against all claims, actions, fines, penalties, damages, losses, liabilities, costs and expenses made, brought against or incurred by Camper & Nicholson's International, our agents, representatives or employees or by our group companies, or agents, representatives or employees of our group companies which are in any way connected with the provision by you to us (including our respective agents, representatives and employees) of libellous, inaccurate, false or misleading information.
- The validity, construction and performance of this agreement shall be governed by UK law.