

BE

Inspired by Italian Genius



For new shores: new stories & fresh faces
An all new Benetti Magazine



Building on the Benetti name, wealth of experience and strong tradition.

Towards the future...

BE is the new Benetti magazine.

The historic Benetti shipyard has represented Italian excellence for more than 140 years and has been the leader of megayacht construction for the past 10 years.

The magazine discusses all the aspects of the Owners' world.

BE is targeted to the most affluent people on the planet.



A priceless opportunity that should not be missed

BE magazine represents an opportunity for advertisers to reach the richest and most affluent men and women in the world **directly from their desks and coffee tables**

The Benetti world includes everything that is connected to excellence and to dreams that have been realized and dreams that have yet to come true. BE also inspires new dreams.

BE is a precious platform where the Owners of the largest and most luxurious yachts in the world showcase their fondest memories, inspiring experiences and their most treasured collections.

Benetti megayachts can be found at the most exclusive marinas and islands all over the globe, but the Owners enjoy also sharing their private lives with friends and their professional life with business partners and associates. And they do this through **BE** magazine.

Benetti has been synonymous with excellence - perfect harmony between passion for the sea and comfort, combined with design and creativity - for 140 years and continues to meet to challenge to overcome both material and intangible limits.

Readership

Owners of Benetti super and megayachts are high to ultra high net worth individuals that own multiple properties, private jets, luxury cars and collect everything from art to rare jewels.



BE has opened the door.

Access the exclusive world of Benetti.

Our goal is to maintain and strengthen our trusting relationships; **BE is designed to communicate with our valued customers**

The new **BE** magazine has a large format and is printed on high-quality paper. It is characterized by high-impact graphics and is printed only in English with articles written by skilled English and American journalists. Photography is courtesy of some of the most well-known professional photographers in the nautical field. Contents of the magazine are focused on the luxury lifestyle and Italian excellence, with topics ranging from culture, travel, fashion and real estate to the latest VIP events going on in the Benetti world.

Content Examples

- *Welcome by Vincenzo Poerio*
- *Italy Bespoke: the Tailors of Naples*
- *Top Ten: Charming Luxury Properties in Italy*
- *Yachts: Benetti Classic Supreme 132'*
- *Italian Icons: Bottega Veneta*
- *Places: Secret Luxury in Apulia*
- *Agenda: Leonardo's Machines in Brazil plus Ten other top Events*
- *Food: Millionaires' Row - How the super rich invest in luxury wineries*
- *Accessories: Golden Minutiae*



Distribution

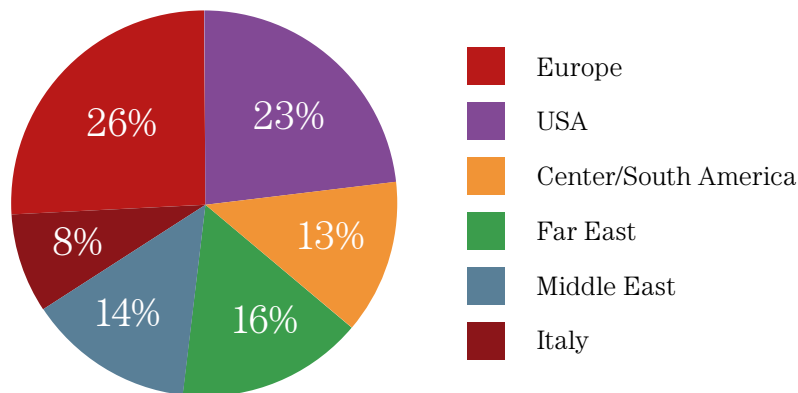
BE magazine is printed and delivered exclusively to those who are able to afford a megayacht, those fortunate enough to fully live the luxury lifestyle to the hilt.

3,000 copies are distributed worldwide, sent directly to Benetti Clients, prospects registered at worldwide boatshows and other high-profile contacts in their network.

BE magazine is also displayed by Benetti Yachts at the most important boat shows throughout Europe, Asia and America.

Two editions of **BE** magazine are printed yearly: a Spring/Summer issue and an Autumn/Winter issue in conjunction with the main international yacht industry events.

- Four and five star hotels and luxury residential buildings
- Selected private clubs
- Prominent art galleries
- Private airlines (on board and in VIP lounges)
- Luxury car showrooms
- Selective book stores



Elite and exclusive readership



Ready to join the Benetti world?



**Special readers unique magazine...
a world of gold**

BE magazine offers a range of advertising opportunities: single page, double page, an opening page or a centrally located position.

Our staff is responsible for strategically organising advertisements in relation to editorial content in order to highlight particular products or the connection to the pages directly before or after.

Advertising deadlines

The **BE** Magazine will be published each year in conjunction with all major yachting events worldwide.

Publishing schedule

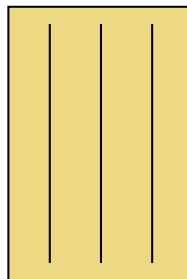
Issue Date

25 August 2017

Material deadline

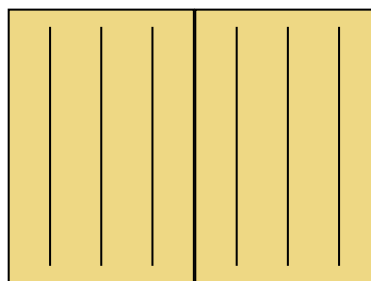
21 July, 10 2017

Formats



Single full page

240x335 mm + bleed 4 mm



Double page spread

480x335 mm + bleed 4 mm

Printed on Magno silk paper 170 gr, cover 250 gr.