



**CYPRUS**  
**yachting**  
BILINGUAL MAGAZINE ABOUT YACHTING & LIFESTYLE IN CYPRUS



# MEDIA KIT

## 2018

Cyprus First established and specialized magazine for Yachting, Sailing and Lifestyle. Free to read or download via internet and our web page in Greek and English language.

[www.cyprusyachtingmagazine.com](http://www.cyprusyachtingmagazine.com)

PRODUCED BY

**DACOR**  
advertising & media ltd



Following the market's needs and the needs of Yachtsmen, we have created and established the Cyprus Yachting Magazine. It is a free press magazine and it is available for download from our web page [www.cyprusyachtingmagazine.com](http://www.cyprusyachtingmagazine.com). Readers can be informed on various yachting and other interesting issues. Our web page is used as a useful and flexible tool from the professionals of the industry to promote their products and services, as also from the Yachtmen who wish to be informed on the developments in the field of Yachting.

### **Magazine contents**

- News from the Yachting sector
- Boat Presentation
- Reviews from Boat Shows
- Boat Races
- Boatyards presentations
- Car presentations
- Navy Life and Fashion style
- Gourmet
- Technical issues

Circulation at Limassol Boat show and Beirut Boat Show

**3,000** (Free distribution)

Electronic reading from web page and e-platform [www.cynewsstand.com](http://www.cynewsstand.com)

**2,654**

## Web page statistics for 2016

Unique visitors  
**17,540**

Users  
**9,564**

Cyprus  
**45%**

Greece  
**35%**

Other  
**20%**

Men  
**55%**

Women  
**45%**

Age  
**30-65**

## Facebook Page



**1369**  
Page Likes



**6.5K**  
Reach



Posts last year  
**305**



**1540**  
Followers



Facebook group  
**945** members



Linked social Media



# PHOENICIAN BOAT

All about Boats & Yachts

# CYPRUS YACHTING

the largest digital network in the region



## Cyprus Yachting and Phoenician Boat join forces

The widest targeted digital or online platform in the Region of East Mediterranean and Middle East Phoenician Boat, the largest Marine digital media in the Area of Middle East, joins forces along with the specialized digital platform, printed magazine Cyprus Yachting, to create the largest Marine media platform regarding yachting in the region of East Mediterranean and Middle East.

Through our company you can obtain unique promotional packages to reach thousands of potential customers along the region.

## Phoenician Boat Web Page Statistics

Listings for Sale and Charter	Sharing	page views per month	subscribers per month
<b>250+</b>	<b>1.3 K</b>	<b>55.000</b>	<b>5.000</b>

## Phoenician Boat Social Media Statistics (monthly reach)

Facebook: <b>23.000</b> views	Twitter: <b>12.000</b> impressions	Instagram: <b>25.000</b> impressions
Google Plus: <b>40.000</b> views	LinkedIn: <b>33.000</b> views	

[www.phoenicianboat.com](http://www.phoenicianboat.com)

## PRICES AND SPECS

MAGAZINE	PRICE	WEB BANNERS	PRICE
Full Page	€400	Head Banner (545 x 100 pixels)	€100/month
Half Page	€200	Side Banner (200 x 280 pixels)	€75/month
1/3 Page Vertical	€150	Classified Ads per Boat	€70/boat
Spread (two pages)	€650	Product Presentation per Product	€100
Inside Front Cover	€700	per service (photos - video - text)	
Inside Back Cover	€500	All new advertisements will be promoted for free in our Facebook and Twitter groups and followers	
Back Cover	€800	In the above prices are not included: Translation, Photography cost, Video cost, Design cost.	
Product Presentation (3 pages)	€800	All advertising material must be delivered 10 days prior to the day that information will be uploaded.	
Classified Ad 1/8 of a page	€70		

Design your advert from	€100
Translation into Russian / English	€50
Photos or video taken by us	€80
Social Media Post Boosting in Targeted Audience	€50

If you have a new or a used boat for sale, you can now upload a video or photos of your boat in our special classified ads section in our web page. You will have your own unique page with all the specifications of the boat, video and many photos.

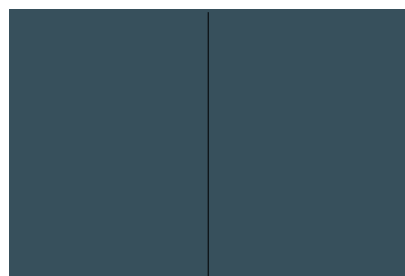


FULL PAGE



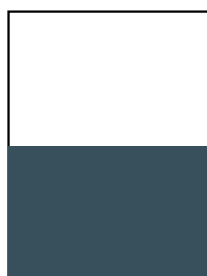
22.5 X 30cm

SPREAD



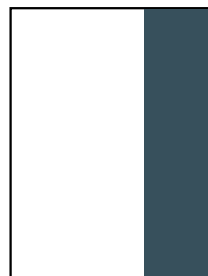
45 X 30cm

HALF PAGE



22.5 X 15cm

1/3 PAGE



7.5 X 30cm

All finished artwork must be delivered in a digital format 300dpi TIFF (RGB) or in PDF format with all photos in RGB and embedded, 0.5cm bleed and all fonts as curves.

## SUBMISSION FORM

Please carefully fill out your details in the form below and fax us back the form or hand it over to one of our representatives.

Name ..... Surname .....

Position ..... Company .....

Address .....

P.O.Box .....

Company's Register Name .....

Tel: ..... Fax: .....

E-mail: ..... Website .....

Issue Insertion.....

.....

Total amount .....

Prices do not include V.A.T

By signing this document I certify that I understand and accept all the terms and conditions of Cyprus Yachting magazine (which belongs to DACOR Advertising and Media Ltd). All ads have to be delivered 20 days prior the upcoming edition.

.....  
Date .....

**SIGNATURE** Advertiser

**SIGNATURE**

For Dacor



**DACOR**  
advertising & media ltd

**Visit us at:**

5, Apostolou Varnava,  
Office 3, CY-3065,  
Limassol - Cyprus

**Contact us at:**

T: +357 25 577 750  
F: +357 25 577 760  
E: info@dacor.com.cy

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