

#1-2009 **CLUB  
SWAN**  
MAGAZINE

media kit

# #1-2009 CLUBSWAN MAGAZINE



The new **CLUBSWAN** MAGAZINE will tell the story of the world of Swan yachts, a world where apparent opposites such as luxury and sportsmanship, simplicity and sophistication, solitude and Club membership, coexist in perfect harmony. The Magazine will provide advertisers with a unique platform from which to communicate with a diverse network of high net worth individuals with a common bond: a passion for adventure, sport and their yachts.

The first issue of the new Swan Magazine, a highly visual brand magazine, is due out in November 2009. It will form the perfect window on the Swan world: a place where business, finance and luxury intertwine.

the Swan world

## CIRCULATION

Delivered directly to the doorstep of 10,000 individual contacts, the new Swan Magazine will also be distributed in limited quantities at the world's most exclusive yacht shows and events, for a total print run of around 12,500 copies.

## SWAN OWNERS

Swan yacht owners are discerning people who can afford to choose how to spend their money and their leisure time. Swan ownership both offers entry to an exclusive club that opens doors to a myriad of social opportunities and provides a haven for solitude and reflection.

Sophisticated yet practical, luxurious yet seaworthy, the world of Swan has for decades represented a blend of sport and recreation unique in yacht sailing and ocean navigation.

A Swan owner knows how to handle his yacht, and is proud of it. At the same time, the Swan community represents some of the most affluent people in the world. Even the owners of the smaller yachts will invest significant amounts of money to finance their racing season.

The Magazine will represent the Spirit of Swan, providing advertisers with a unique platform with which to communicate to a diverse network of high net worth individuals with a common bond: a passion for their yachts.

## NAUTOR'S SWAN

The company was founded by Pekka Koskenkylä in Finland in 1966. Since its inception the yard has built the most prestigious sailing yachts both for cruising and for racing. In 1998 Nautor's Swan received a boost in glamour when Leonardo Ferragamo and a group of new investors bought the company. The current Swan line represents that mixture of performance, style and comfort that epitomizes the Spirit of Swan.

## ADVERTISING

Advertising in this magazine ensures visibility in one of the most select and affluent readerships in yachting.



## Distribution

• Europe	68 %	• USA	22 %
<i>of which:</i>		• S. America	5 %
Italy	29 %	• Middle East	3 %
UK	19 %	• Far East	2 %
Germany	10 %		
France/Monaco	9 %		
Finland	7 %		
Benelux	7 %		
Sweden	5 %		
Denmark	3 %		
Norway	3 %		
Switzerland	3 %		
Spain	3 %		
Other	2 %		
Europe	100 %		

## Dates and deadlines

The Swan Magazine will be published twice annually. The first edition is planned for November 2009.

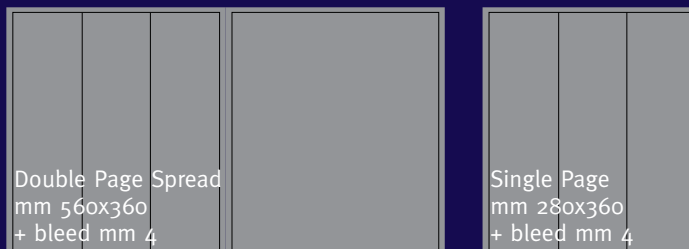
### 2009-2010 Deadlines

<i>Publication date:</i>	<i>Materials due in by:</i>
November 2009	October 16 <sup>th</sup> 2009
May 2010	April 7 <sup>th</sup> 2010
November 2010	October 8 <sup>th</sup> 2010

## Prices for colour pages

Single Page	€ 7.500,00
Double Page Spread	€ 13.500,00
Inside Cover Spread	€ 16.200,00
Back Cover	€ 11.250,00

## Spaces and formats



Printed on Magno Silk gr 150, 104 pagg.  
Cover in Magno Silk gr. 300  
All materials to be delivered in pdf or Indesign with colour proofs.

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