



MEDIA KIT 2019 STARTUP



MEDITERRANEAN LUXURY YACHTING MAGAZINE



Med-Yachting is a digital publication in english and italian dedicated to yachting and hospitality in the mediterranean area.

An online magazine dedicated to an international, predominantly foreign and english-speaking audience, dynamic, mobile and social.

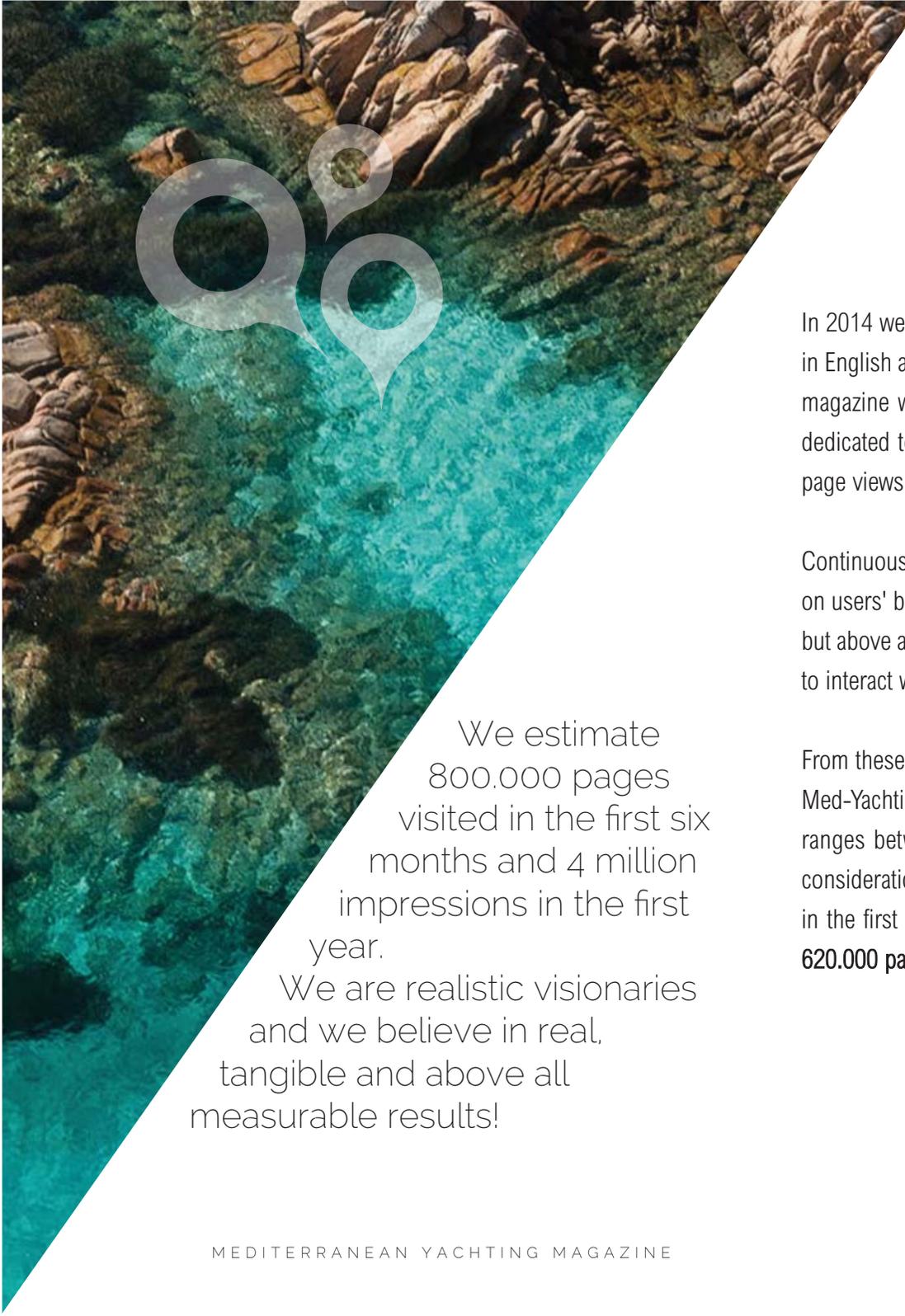
Mega yachts, events, hospitality, lifestyle ... in a unique place in the world: houses with colored walls perched on a rock spur, medieval villages, art, ancient temples, unique and unspoiled natural landscapes, glamorous sports and cultural events .. this - and not only this - is the mediterranean, the very definition of beauty, civilization, art and excellence.



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## An idea that starts from afar

In 2014 we carried out a first experiment of Social Media Marketing by creating an online magazine, in English and Italian, with a defined, but limited, target of enthusiasts and no advertising budget. The magazine was [www.bmw-moto.it](http://www.bmw-moto.it), a non-commercial site independent from the manufacturer and dedicated to the world of BMW two-wheelers. Startup: 1 jan. Total duration of activity: **11 months**, page views (impressions): **574.639** data certified by Google Analytics™

Continuous data analysis and interaction on social media have provided us with valuable information on users' behavior, on the most commonly used devices, on the language and "tones" to be used, ... but above all on what web users "want" to see when they view articles in an online magazine and how to interact with them in social networks.

We estimate  
800.000 pages  
visited in the first six  
months and 4 million  
impressions in the first  
year.

We are realistic visionaries  
and we believe in real,  
tangible and above all  
measurable results!

From these data we have obtained a statistical matrix that allowed us to simulate the performance of Med-Yachting in the first twelve months of activity. We have therefore obtained the average data with ranges between minimum and maximum values. As a precaution we have exclusively taken into consideration the minimum data that gave us an evaluation for a total of about **800.000** pages viewed in the first six months, over **4 million** pages in the first year and an average consolidation of over **620.000 pages/month** viewed by September 2020.

The simulation matrix and the real data - certified Google Analytics™ - will always be visible to the public on the site [med-yachting.com](http://med-yachting.com), while the partners will have total access to the statistics in real time.

## Editorial project

Med-Yachting wants to be a source of digital information on the main activities taking place in the mediterranean with a particular focus on the nautical world and on the hospitality of coastal areas, written not by journalists but by those who live the mediterranean every day for work : ports, marinas, shipyards, charter companies, tour operators ...

In most cases, a concise information will be given on the events, on the news of the nautical sector, on the yachts, on the lifestyle that can be further looked into through the official links. No long and boring articles but short news accompanied by photos, videos and social links of operators, producers, designers, companies ... that refer to the official pages where one can learn more about it.

### very mobile and social

Everything is designed and optimized for viewing even with mobile devices (smartphones, tablets, ...). A research conducted worldwide by Nilsen in 2018 has shown that 75% of internet surfers use mobile devices. Advertising with animated gifs, links to social media networks, landing pages ... everything is designed to be visible, engaging ... interactive, even on a simple smartphone.

### all for a target

If it is true that: "The difference between an adult and a child is in the cost of their toys", Med-Yachting is designed for an international audience, mainly abroad, with medium-high socio-economic conditions, and with a love for travel, yachting, glamor, luxury and for a wonderful place like the mediterranean.

Med-Yachting has  
born from the  
passion for boating,  
glamor and luxury, in a  
naturalistic and cultural  
context unique in the world:  
The mediterranean.



Being our partner means investing with us in an innovative idea that can grow and excite, bringing real and significant results to your company, in terms of visibility and brand reputation. All intended for an international audience.

## Financial plan

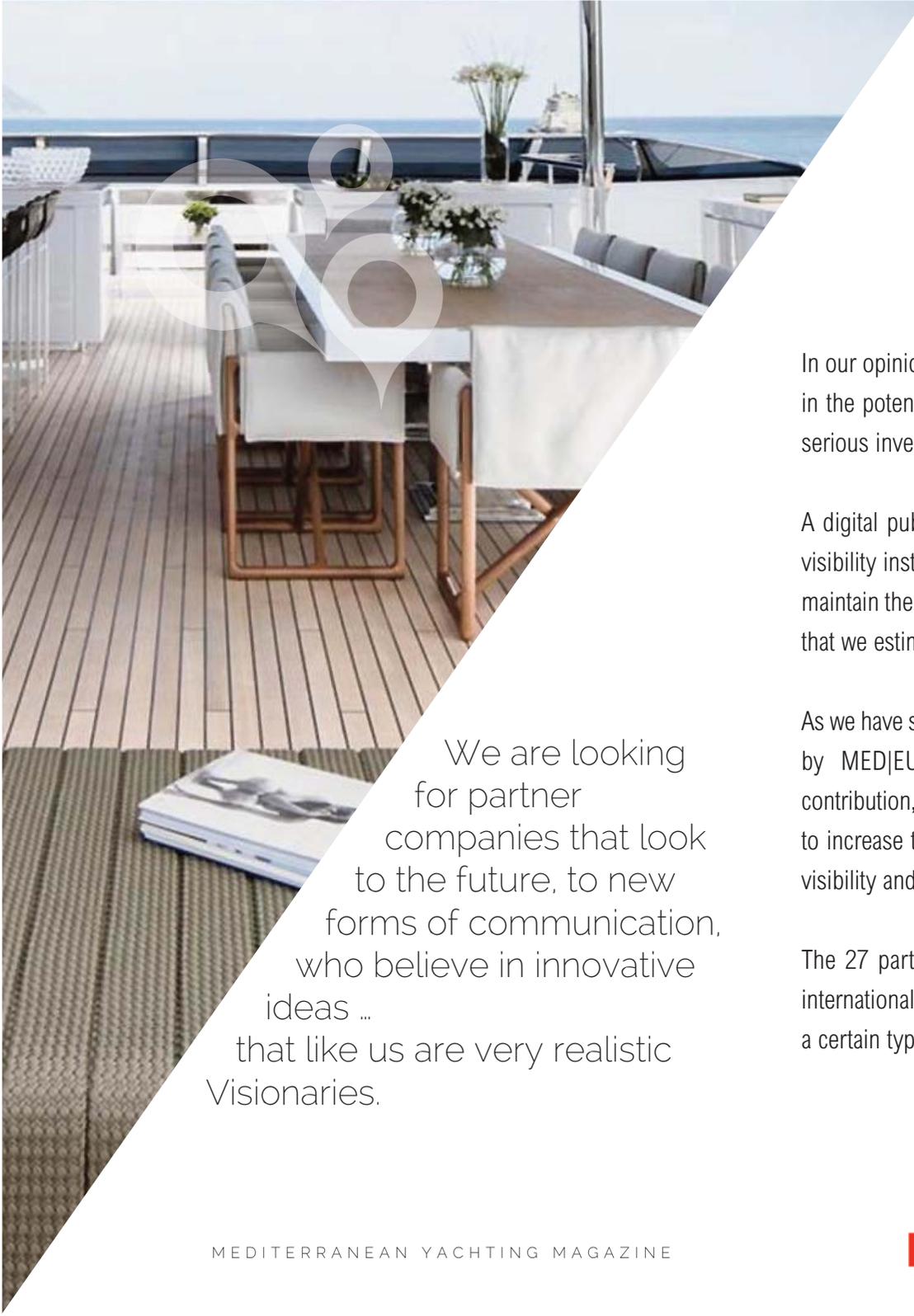
Ideas are important but not sufficient to carry out a competitive project on an international level, so we have invested time and money to have a high level technological infrastructure. Multi-processor UNIX servers suitable for mass broadband reception, multiple mirrors systems and backups linked to the primary internet backbones (Europe - America - Asia - Australia), Oracle database systems with relational management of information and immediate responsiveness up to tens of thousands clicks simultaneously.

### However, the most advanced technology has a limit

the human factor, understanding what users want, analyzing and anticipating expectations. For this we have formed a team of young creatives, content editors and digital marketing analysts capable of dreaming the future and able to realize their dreams.

### Partner ... the advantages of believing in an idea

Our financial plan has provided full and autonomous coverage of all costs for the first twelve months. All revenues from the advertising 2019-2020 "Partners" will be used for the advertising budget on social networks abroad and in English. Our goal for the first year is solely to reach and exceed the expectations.



We are looking for partner companies that look to the future, to new forms of communication, who believe in innovative ideas ... that like us are very realistic Visionaries.

## Partners and not customers

In our opinion, talking about customers when we are in a startup phase is premature. We can believe in the potential of an idea, in its future development, we certainly cannot evaluate or hypothesize a serious investment, nor a quantifiable return.

A digital publication has a limited number of advertising spaces. In our case we have focused on visibility instead of quantity, so we evaluated a maximum of 27 partners. Furthermore, our idea is to maintain the partner campaign active for a six-month periods: this contributes to an excellent visibility that we estimate for the first year of over 4 million impressions.

As we have said, the financial plan for the first year, to give a solid basis to the project, will be supported by MED|EUROBLU INTERNATIONAL Srl. The 27 partners who want to join with their economic contribution, will exclusively finance the advertising campaigns on social media abroad and in english, to increase the magazine's visibility at an international level, therefore indirectly favoring their own visibility and increase their Brand Reputation.

The 27 partners will be selected among the companies that reflect mediterranean excellence at international level, as well as the most important and consolidated in their sector. This is to maintain a certain type and consistency of image and excellence among the project partners.



We invite you to add the email of our editorial team to the list of your media contacts so that we can provide our users with the latest information on your activities ...  
Thank you!

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If possible, avoid printing this brochure. Less paper, more Mediterranean.

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