The Monaco Yacht Show is the world’s premiere luxury event where billionaires and yacht owners can discover the greatest aspects of superyachting.

Each year, the MYS curates the exhibition of 125 extraordinary one-off superyachts and 44 new launches unveiled in worldwide debuts by the world’s most respected shipyards.

With 600 exhibiting companies, the Monaco Yacht Show provides the ultimate showcase for industry influencers from the most reputable superyacht builders, award winning yacht designers, luxury suppliers, influential brokerage houses to the most sought-after tenders and water toys, prestige cars, helicopter and private jet manufacturers.

Since 1991, the MYS has gratefully benefitted from the recognition and the support of His Serene Highness Prince Albert II of Monaco.
The Monaco Yacht Show Summer Magazine is the Show's official yearly publication distributed from June to October to the world’s top players in the superyachting industry and a high profile clientele that lauds the art of living.

The Summer Magazine provides relevant editorial coverage and lifestyle reports as well as a wide preview on the annual Monaco Yacht Show held in September.
120 pages of qualitative contents include trendy and relevant articles on the superyacht way of life written by experienced yachting journalists.

The magazine also features a wide preview on the forthcoming yearly edition of the Monaco Yacht Show with a presentation of the new highlights and a focus on the most outstanding superyachts that will be showcased at the September’s show.
DISTRIBUTION

PRINT RUN: 10,000 COPIES

4,000 copies directly mailed to high-worth individuals & key professionals attending the MYS.

2,500 copies hand delivered to superyacht leading companies and superyachts docked in the seaports of the Mediterranean Sea (certified distribution),

1,200 copies distributed in the main hotel palaces in Monaco (Hôtel de Paris, Hermitage, Méridien Beach Plaza, Monte Carlo Bay, Le Métropole, Fairmont Monte-Carlo, ...),

1,000 copies mailed to identified journalists interested in the Monaco Yacht Show and the superyachting market (lifestyle, yachting and business media/magazines),

1,000 copies distributed at the Monaco Yacht Show, distributed to the clientele of the Monaco-based partners,

300 copies mailed to the most influent representatives of the Monaco Authorities.
SPECIFICATIONS

• Full page: 207mm width x 275mm height (trim size) + 5mm bleeds on each side,
• Material for printing must be supplied in PDF file, all graphics must be supplied as 300 dpi,
• Material deadline: May 15, 2020
• Material must be sent to: info@monacoymachtshow.mc (if file size over 10Mb, please use www.wetransfer.com).
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For more information about our advertising opportunities, please contact:

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