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.
MonacoYachtShow.com delivers news about the show’s yearly edition and relevant contents to best experience a visit at the MYS.

The platform also features the detailed profiles of the 600 leading companies of the industry exhibiting on docks and highlights the outstanding fleet of 125 superyachts and 55 luxury tenders on display.
AUDIENCE

PROMOTE YOUR BUSINESS TO A TARGETED AUDIENCE

- The top business decision-makers in the luxury yachting market,
- High-worth profiles interested in purchasing or renting a superyacht,
- The world’s most influential media in superyachting, business and lifestyle.
KEY FIGURES IN 2018
2,849,516 VIEWED PAGES
1,007,482 UNIQUE VIEWED PAGES
561,000 UNIQUE VIEWERS
4‘10 MN AVERAGE TIME OF VISIT

4 PACKAGES FOR YOUR ONLINE CAMPAIGN

<table>
<thead>
<tr>
<th>PACKAGE</th>
<th>BANNER IMPRESSIONS</th>
<th>PERIOD</th>
<th>2017/2018 STATS (AS A REFERENCE)</th>
<th>RATES (VAT EXCLUDED)</th>
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</table>
| WINTER PACKAGE   | 150,000            | BETWEEN OCTOBER 1 AND FEBRUARY 28 | • 190,532 VISITS  
• 990,972 VIEWED PAGES  
• 296,938 UNIQUE VIEWED PAGES | € 2,700 |
| SPRING PACKAGE   | 150,000            | BETWEEN MARCH 1 AND JULY 31   | • 179,233 VISITS  
• 1,155,887 VIEWED PAGES  
• 316,112 UNIQUE VIEWED PAGES | € 3,000 |
| SUMMER PACKAGE   | 250,000            | BETWEEN AUGUST 1 AND SEPTEMBER 30 | • 242,109 VISITS  
• 1,210,664 VIEWED PAGES  
• 496,807 UNIQUE VIEWED PAGES | € 6,250 |
| 1-YEAR           | UNLIMITED          | 365 DAYS (FROM THE FIRST DAY OF THE ONLINE CAMPAIGN) | • 242,109 VISITS  
• 1,210,664 VIEWED PAGES  
• 496,807 UNIQUE VIEWED PAGES | € 9,530 |
SPECIFICATIONS

We recommend your ad banner to respect specific guidelines to best fit the design layout of the MYS website. Our creative team will design your bespoke web banner (offered).

The web banner is an animated GIF file that runs on the website during 9 seconds.

The quantity of banners is limited to 8 advertisers on a same period.

Material to supply:
• Logo of your company (vector format)
• The official colours of your company (RVB)
• A selection of 3 images (Jpeg format)

Material must be sent to:
info@monacoyachtshow.mc
For more information about our advertising opportunities, please contact:

Laura Mangraviti  
Sales Executive  
laura@monacoyachtshow.mc  
T. (+377) 93 10 41 70