

SuperYacht24

Il quotidiano online del mercato superyacht

SUPER YACHT 24 achieved almost 60 thousand readers and 118 thousand viewed pages in 7 months

Nicola Capuzzo · Wednesday, August 24th, 2022

After the first 7 months since the launch of our online newspaper SUPER YACHT 24, the end of August is the right time to take stock of the activities carried out and of the goals achieved in the first half of this yachting season.

Since our “go live” day (Friday 21 st January 2022) to date, our editorial staff published 616 articles (both in Italian and English) read by 59,118 readers, resulting in 86,719 reading sessions, for a total of 118,168 pages viewed (source: Google Analytics). At present, 834 professionals already subscribed to our daily newsletter (sent every morning at 8 o’clock) in order to receive the news published in our online newspaper directly to their mailbox on a regular basis. Our newsletter achieved a 43.1% viewing rate (source: Mailchimps), which is a very high percentage compared to other general or specialised media, thus confirming the great appreciation on the part of those who every day receive our news to keep updated about the latest developments in the super yacht industry, both in Italy and in the Mediterranean.

We are also particularly proud about our high number of followers on LinkedIn – already 2,677 – with an especially high engagement rate among the experts, as proved by the “likes” to our articles, and especially by the comments and considerations posted under the interviews, as well as with the in-depth news published by SUPER YACHT 24 in the first seven months of its activity.

As concerns geographical data, Google Analytics surveys showed that 81.77% of readers visiting our website www.superyacht24.it are Italian, while the remaining 18.23% are foreigners (British, French, Dutch, German, Spanish and Turkish readers). With regard to their market, 78.5% of SUPER YACHT 24 readers reside and work in Italy, while most of the remaining readers are based in the U.S., France, Holland, United Kingdom, Spain, Switzerland, Germany, Monaco and Ireland (these being only the first ten countries). The online newspaper www.superyacht24.it was launched to provide experts with in-depth technical and economic news related to the mega-yacht industry, thus promoting the super-yacht sector and its related activities, as Italy is one of the most important production sites worldwide. With the upcoming boat shows scheduled for September (Cannes, Genoa, Monaco and Barcelona), we will increase our editorial contents for those who work in the super yacht industry or who are interested in it: shipyards, suppliers, shipowners, ship masters, crews, consultants and enthusiasts. Between the end of September and the beginning of October, SUPER YACHT 24 will publish also the first edition of its special supplement entitled

“Super Yacht: the best of Made in Italy”, which will include the best of the Italian shipbuilding, supply and service sectors, as well as the market figures and trends that will be presented to the public during the upcoming boat shows.

Full steam ahead and enjoy your reading!

Nicola Capuzzo

Editor in chief

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