

SuperYacht24

Il quotidiano online del mercato superyacht

SUPER YACHT 24 accelerates with over 433,000 page views and 201,000 users in 2024

Nicola Capuzzo · Wednesday, January 8th, 2025

For SUPER YACHT 24, 2024 proved to be the year of consolidation and, above all, of a marked change of pace in the growth path it had started. The addition to the team of journalists Alberto Mariotti and Giuseppe Orrù, two professionals known and appreciated in the industry for their experience and expertise, who join Nicola Capuzzo and Cinzia Garofoli, has given further impetus to a trend that since the start of publication in January 2022 has always been on the rise in terms of readership, page views, content published and events organised.

The numbers from Google Analytics offer this snapshot of 2024, a year that since December has seen a marked acceleration in conjunction with the expansion of the editorial team. From 1 January to 31 December there were 201,051 active users (readers who logged on to www.superyacht24.it), with an average engagement duration of 1 minute 13 seconds. A total of 1,215,512 events were recorded, broken down as follows: web pages viewed amounted to 433,014, while reading sessions totalled 330,341.

With regard to the acquisition of web traffic, more than 50 per cent (53.6 per cent to be precise) are readers who link directly to the SUPER YACHT 24 website, which denotes a high level of popularity and loyalty of the online newspaper among users; around 31.3 per cent of readers come from search engines, while the remaining 11.6 per cent come to www.superyacht24.it from social networks. In this regard, the LinkedIn page of our online newspaper has already reached 13,635 followers, in addition to 1,264 'followers' on Facebook and 858 on Instagram. The huge success in terms of followers that SUPER YACHT 24 can boast on LinkedIn is explained by the newspaper's readership represented by insiders and stakeholders in various capacities directly involved in the boating industry and its allied industries.

The daily newsletter sent out every morning at 8 a.m. now reaches a pool of 4,244 subscribers and can boast a very high average open rate of 46.5% over the past twelve months.

Finally, with regard to its geographical spread, SUPER YACHT 24, thanks to the possibility of reading its contents in English (the website is published with articles in two languages) or directly through the browser's translator, can boast over 62,000 readers (62,208 to be precise, or 30.9%) who in the last year have logged on from across the border to consult the news it publishes (in particular from the United States, Holland, Ireland, France, Austria, Germany, the United Kingdom

and Spain).

These numbers, more than any slogan or self-celebrating promotional campaign, certify how much and why SUPER YACHT 24, with its online newspaper, newsletter and B2B events organised throughout the year (two forums also in 2025 will be held in spring and autumn), is the best tool for gaining visibility with a targeted marketing and advertising campaign. ‘Readers are not counted but weighed,’ say some marketing and publishing experts.

**For your advertising on SUPER YACHT 24 and for more information
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THE CHANNEL
AND BE ALWAYS UPDATED**

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