

**10th
Anniversary**

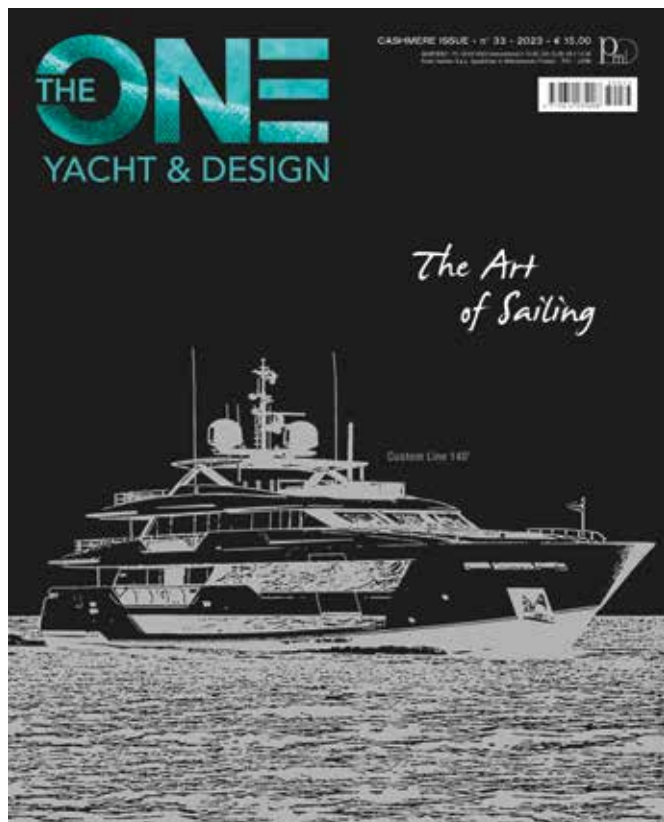
platinum
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THE ONE
YACHT & DESIGN 2024

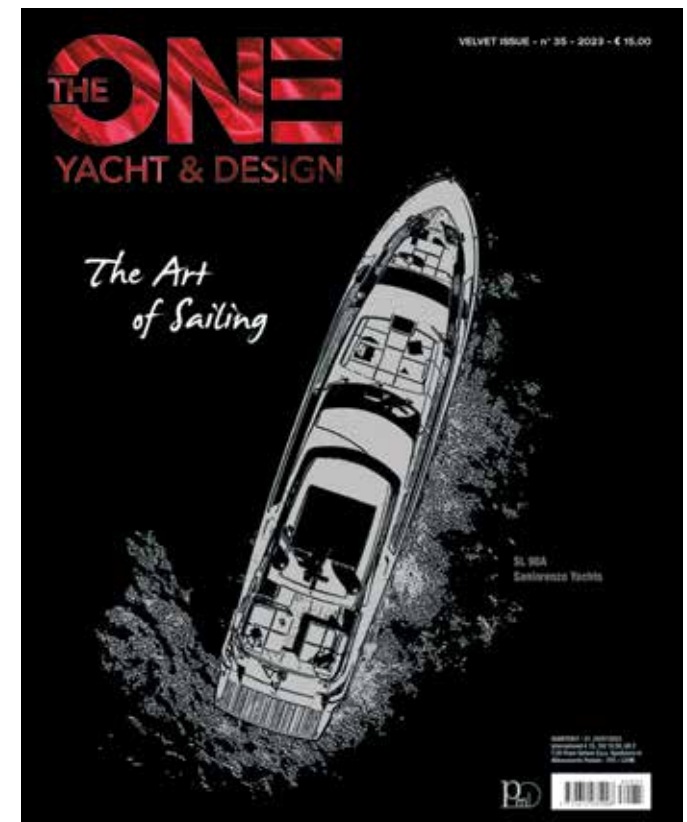
Emotion
Uniqueness
Innovation

The other megayacht-oriented magazines on the international publishing scene focus on luxury. **THE ONE** takes a different tack, to underscore emotional impact

THE CONCEPT



THE ONE has an instantly recognisable cover featuring a sleekly contrasting print of a white yacht on a black background with silver detailing. A strong, clear, charismatic message: EXHILARATING AND UNIQUE. The megayacht coverage offers an unusual perspective, presenting the story of each craft, how it grew from thoughts in a designer or owner's head to a very real creation, taking readers through each phase of production: the idea, design, building, decoration and, finally, launch. Ample space is also devoted to the philosophy that inspired each yacht with an emphasis on the input of all of those involved: designers, yards, architects, interior decorators, suppliers, even the owner's emotional impetus. Each feature will introduce a plethora of elegantly-presented design solutions and technological innovations: **THE ONE** doesn't list technical specifications, it brings ideas, inspirations, emotions alive.



THE MAGAZINE

The range of subjects embraced by **THE ONE** was selected specifically to immerse readers in a truly extraordinary adventure. The megayacht features are clear and well-developed, spanning both sailing and motor craft, and are always followed by an interior-focused piece which provides readers with a rich source of ideas and solutions for their own boats. We also place great emphasis on the selection and presentation of the most exciting and innovative projects on the international scene. However, the pleasure of spending time aboard also depends how magical an atmosphere has been created, so we include the Mise en Place and Wine and Chef sections to help readers do just that. We also cover Ports and Marinas, exploring not simply their facilities but the surrounding areas, the world's most exclusive yacht clubs, their unique features and traditions as well as keeping an eye on the real estate market by presenting a series of unique, highly exclusive residential options.



THE ONE is not simply a nautical magazine. Each issue also includes an indepth look at the world of private jets, specifically from a design perspective.

We also cover car design, watches and jewellery to provide an intriguing yet comprehensive read. One distinguishing feature of **THE ONE** is our focus on the sector's protagonists: designers, architects, decorators are all given scope to express their thoughts, talk about themselves, their projects and how these develop from intuitive feelings into magnificently complex ideas that seduce and stimulate our creativity. We not only involve established and internationally-renowned talents but also up and coming young pens who represent the future of design and style.



TARGET READERSHIP

THE ONE readers are either existing or potential owners of world-class megayachts of over 40 metres, the leading international design studios, architects and companies involved in creating everything and anything found aboard such large yachts.

The average reader is a HNWI (High Net Worth Individual) in the 35/55 year old age bracket: entrepreneurs, professionals, executives with an exclusive lifestyle and who travel extensively.

Target readers: 65% male and 35% women

THE ONE DIGITAL

THE ONE YACHT & DESIGN DIGITAL ISSUE

An exciting window onto the exclusive worlds of Megayachts, Design & Lifestyle.

The theoneyd.com digital platform goes live in September 2018. An extension of the print version of the magazine and imbued with the same emotional tone, it will be constantly updated and accessible from devices of all kinds.

The site content, which can be downloaded in PDF format and is shareable, will further boost the circulation and visibility that we offer our partners through the print version. The site will retain the same visual impact, unique graphic design and authoritative content that have made The One Yacht & Design so successful.

We will also be sending out a newsletter to the large and constantly-evolving international database we have built up over the years. The newsletter, which will feature a combination of the latest news and stunning graphic design, can be sponsored also.



Followers

3.564* data recorded on dec.13/12/2023



Followers

11.026* data recorded on dec. 31/12/2023



Annual

page views

55.818* data recorded on dec. 31/12/2023



Monthly e-mail

17.200

theoneyd.com



DISTRIBUTION

Because of its UNIQUE niche, **THE ONE** targets an elite readership with significant purchasing power, a desire for a strong emotional impact and to follow their passions. Print run: 12,500 copies, of which around 3,500 will be distributed at boat shows (Miami Boat Show, Dubai International Boat Show, Singapore Yacht Show, Salone del Mobile, Milan, Cannes International Boat Show, Monaco International Yacht Show, Fort Lauderdale International Boat Show) as well as all the events and initiatives organised by the Group (information available online at www.platinummedialab.com).

THE ONE is also distributed to sector professionals: designers, architects, shipyards and companies associated with the design world.

YACHT CLUB

Copies distributed with exclusive agreements at the Republic of Singapore Yacht Club, Marina One 15° Singapore, Royal Thames Yacht Club of London.

YACHT CHARTER FLEET

The successful collaboration with Floating Life International SA, a Swiss company that is a leader in the yacht charter and management industry, also continues. This exclusive partnership means that copies of the magazines will be placed in every cabin on board the eighty yachts managed in the Caribbean and Mediterranean. They will also be sent directly to owners' homes in a personalised packaging.

POLO CLUB

In its role as Media Partner, Platinum Media Lab distributes copies at the Polo Cortina d'Ampezzo and the Hon President Malta Polo Club.

THE ONE is distributed through a select network of newsagents in Italy, Switzerland, Belgium, Brazil, Slovenia, Poland, Hong Kong, Portugal, The Nederland, Greece, Malta, Taiwan, Germany, Austria, United Kingdom, Principality of Monaco, Spain, Sweden, France, United Arab Emirates, Turkiye, United States, Singapore, Luxembourg, as well as in international airports. The magazine will also be placed in VIP lounges in private aviation facilities and in the clubhouses of the world's most prestigious Yacht Clubs. It will also be present in 5* and 5*L Hotels belonging to the leading chains, thanks to partnership agreements between the publishing house for the Group magazines.



PRIVATE JET / **Sky Service**
Distribution inside Vip Lounges based in Milan Linate, Milan Malpensa, Verona Villafranca, Venezia Tessera, Siena Ampugnano, Napoli Capodichino, Bari Palese, Brindisi Casale and Roma Fiumicino.



Olbia Costa Smeralda Airport is the FBO terminal of Eccelsa Aviation based in the heart of Costa Smeralda. Distribution inside Vip Lounge
Movements*: 12.000
Passengers*: 40.000
* year 2019

Milano Linate Prime

PRIVATE JET / **SEA Milano Prime**
VIP gateway to Europe
Distribution in the exclusive Vip Lounges based in Milano Linate Prime and Milano Malpensa Prime
Movements*: 24.502
Passengers*: 50.359
* year 2019



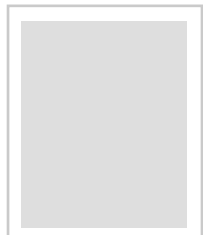
YACHT CHARTER FLEET / Floating Life International
YACHT CHARTER FLEET / Floating Life International
Exclusive partnership with the Swiss based company leader in Charter and Yacht management. Distribution onboard the yachts based in the Caribbean and Mediterranean sea.



Company leader in rental for short and long terms of premium vehicles, based in Olbia and operating through out all Europe. Distribution of the magazines onboard to all vehicles managed.

ADVERTISING MATERIALS

Published	quarterly
Language	English
Cover price	10 euro
Cover paper	300 g./m ²
Inside paper	115 g./m ²
Planographic	printing
Cover	5 colours
Perfect bound	
Pages	4+160 p. / 4+176 p. / 4+192 p. / 4+208 p.
Distribution	Newsagents in Italy and abroad



SINGOL PAGE

Full-bleed
230x285 mm.
(+ 5 mm margin)



DOUBLE PAGE

Full-bleed
460x285 mm.
(+ 5 mm margin)

All material must be emailed in PDF format to:

adv@platinummedialab.com

Material relating to advertising pages must be accompanied by control colour proofs (Cromalin). If these are not provided, we cannot be responsible for colour matching.

Upcoming issues 2024

PINK FLUO ISSUE n.37

January - February - March 2024
(distributed at the Miami and Dubai Show)
Material delivered by 17 January 2024
On newsstands 31 January 2024

BLUE FLUO ISSUE n.38

April - May - June 2024
(distributed at the Singapore Show)
Material delivered by 14 March 2024
On newsstands 31 March 2024

GREEN FLUO ISSUE n.39

July - August - September 2024
(distributed at the Cannes and Monaco Show and International Furnishing Accessories Exhibition Milan)
Material delivered by 8 July 2024
On newsstands 25 July 2024

ORANGE FLUO ISSUE n.40

October - November - December 2024
(distributed at the Fort Lauderdale Show)
Material delivered by 14 October 2024
On newsstands 31 October 2024

www.platinummedialab.com



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