



THE SUPERYACHT REPORT & SUPERYACHTNEWS.COM EDITORIAL GUIDELINES

THE SUPERYACHT REPORT SCHEDULE

© THE SUPERYACHT GROUP

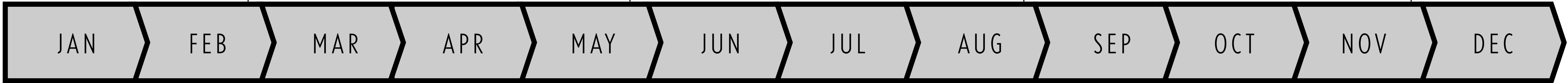
2026

THE SUPERYACHT NEW
BUILD REPORT 228

THE SUPERYACHT
CAPTAINS REPORT 229

THE SUPERYACHT
OWNERS REPORT 230

THE SUPERYACHT
REFIT REPORT 231



The Superyacht New Build Report
The industry’s definitive analysis of the new-build market returns. This will be our most in-depth assessment of the global new-build dynamic and presentation of proprietary forecasting of its future. This report remains the industry’s new-build bible, as well as a platform for the technological developments that will be the foundation of a sustainable future of superyacht industry growth.



The Superyacht Captains Report
This edition of The Superyacht Report focuses on captains, crew and operations. This is the perfect opportunity to position your brand in front of captains and senior crew within our network and reach the most influential decision makers operating the existing fleet, just in time for the summer season.



The Superyacht Owners Report
The show season edition will remain a centrepiece of the year. Released and widely distributed in September, this edition is a must-read for owners and advisors. It gives our editorial team the time to direct the most pertinent analyses, feature writing and interviews, and is the perfect platform to reach the industry’s key decision makers.



The Superyacht Refit Report
The end of the year is the busiest time for the most active sector in the market – refit. The edition links the most active shipyards with the suppliers that underpin the refit sector. Looking ahead to winter cruising in the Caribbean, Pacific and beyond, this last edition of the year will lay the platform for the next generation of cruising and infrastructure worldwide.

EDITORIAL AND CONTRIBUTOR GUIDELINES

Editorial mission

SuperyachtNews and The Superyacht Report are committed to delivering independent, accurate and fair editorial coverage across the superyacht sector. We publish reporting, analysis and commentary from a wide range of voices, supporting informed and constructive industry dialogue.

Editorial independence

Our editorial judgment is independent of commercial influence. Coverage cannot be bought and advertising partnerships do not determine editorial outcomes. All content is selected and shaped based on relevance, quality and value to the sector.

Content types and labelling

We clearly distinguish between reporting, analysis and opinion. Opinion pieces are intentionally labelled and reflect the author's own views; they do not represent the editorial stance of the publication or The Superyacht Group. We provide space for challenging and diverse viewpoints that contribute meaningfully to broader industry understanding.

Accuracy, fairness and oversight

All published content must meet our standards for accuracy, fairness, clarity and relevance. Submissions may be edited for structure, readability, tone, length and verification. Contributors are encouraged to declare relevant professional interests or potential conflicts, and disclosures will be included where appropriate. Corrections are made promptly and transparently when needed.

Right of reply

We welcome right-of-reply contributions. If an article references an individual, organisation or position in a way that may require clarification, rebuttal or further context, we will consider publishing a reply that meets our editorial standards. We encourage respectful, evidence-based debate that strengthens understanding and accountability within the sector.

Industry engagement

We actively encourage engagement from experts, practitioners, crew, leaders and stakeholders across the industry. We value original thinking, lived experience and clear insight. Submissions should reflect the author's authentic perspective and contribute constructively to the ongoing development of the sector.

EDITORIAL AND CONTRIBUTOR GUIDELINES

Use of AI tools

The use of AI tools is permitted but not encouraged. AI may assist with initial drafting or organisation, but submissions must reflect the author's own voice, expertise and reasoning. We do not accept content generated solely by AI or content that misrepresents AI-assisted material as original analysis.

Ethics and contributor expectations

Contributors should ensure that:

- Information is accurate and, where possible, supported by evidence or experience
- Claims are proportionate and responsibly framed
- Sources are cited where relevant
- Sensitive topics are handled with care and respect
- Personal attacks, discriminatory language or unsubstantiated allegations are avoided

We reserve the right to decline submissions that do not meet these expectations or that undermine constructive industry dialogue. All content is subject to editorial oversight, and revisions may be requested to ensure clarity, accuracy and tone.

Our commitment

We believe the industry benefits from open, honest and well-informed conversation. Our goal is to maintain a platform where the sector can share insights, challenge assumptions, address complex issues and contribute meaningfully to the future of the superyacht ecosystem.

Images, illustrations and Visuals

With all submissions we would appreciate a good quality headshot and any suitable diagrams, illustrations, photography or even data to support any key statements or references. Please ensure that all images are copyright free or with stated permission to publish with no fee.

EXECUTIVE SUMMARY

- **The Superyacht Group**

An independent and intelligent portfolio that is respected by the superyacht market's decision makers.

- **The Superyacht Report**

A market-leading quarterly report that is read and respected by the people that matter.

- **SuperyachtNews.com**

A serious news channel that is not afraid to share content, opinions and insights that others won't report.

- **SuperyachtNews Week**

A weekly bulletin that keeps our audience engaged with our real journalism, not congesting anyone's inbox.

- **The Superyacht Group Socials**

Instagram and LinkedIn channels that inform, inspire and interact with the market.

- **The Superyacht Agency**

A consultancy that understands the superyacht market and helps clients understand where they fit.

The Superyacht Group

thesuperyachtgroup.com

linkedin.com/company/the-superyacht-group

[Instagram: @thesuperyachtgroup](https://www.instagram.com/thesuperyachtgroup)

The Superyacht Report

superyachtnews.com/reports

linkedin.com/company/the-superyacht-group

[Instagram: @thesuperyachtgroup](https://www.instagram.com/thesuperyachtgroup)

Superyacht News.com

superyachtnews.com

linkedin.com/company/the-superyacht-group

[Instagram: @thesuperyachtgroup](https://www.instagram.com/thesuperyachtgroup)

The Superyacht Group

linkedin.com/company/the-superyacht-group

[Instagram: @thesuperyachtgroup](https://www.instagram.com/thesuperyachtgroup)

The Superyacht Agency

thesuperyachtagency.com

linkedin.com/company/the-superyacht-agency

[Instagram: @superyachtagency](https://www.instagram.com/superyachtagency)