

Y
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.com



INTERNATIONAL YACHTING MAGAZINE

THE PROPOSAL

A magazine dedicated to your business, carrying your name

Y-MAG selects nautical businesses across the Mediterranean — marinas, yacht brokerages, charter agencies and other operators in the sector — to receive a dedicated editorial area, personalised with identity, references and up-to-date content. The partner doesn't need to build a newsroom, produce articles or manage a new editorial system. The content is already in place, ready to be read and shared with its community.



Zero cost for the partner, and new opportunities for value and revenue

Joining the network is free. The partner can also make the most of its own advertising space and develop opportunities with sponsors and local businesses.

Example partner: **Porto di Vallugola**

01

Always up-to-date content

News on yachting, lifestyle and events, with a strong focus on the Mediterranean.

02

Italian, English, Spanish and more

Every article is published in Italian, English and Spanish, and can be automatically translated into dozens of other languages: a story written once reaches an international audience.

03

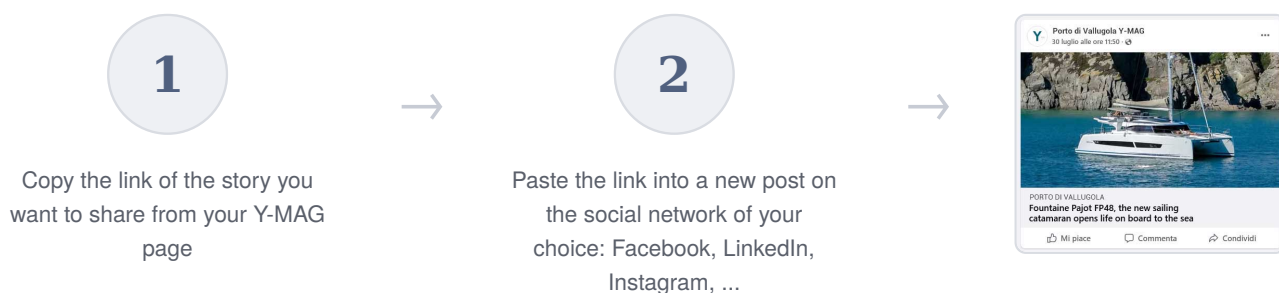
Ready for social, in one click

Every page is built on the Open Graph protocol: simply paste the link on Facebook, LinkedIn or WhatsApp and the image, title and description appear automatically.

OPEN GRAPH

Just a link — the rest is automatic

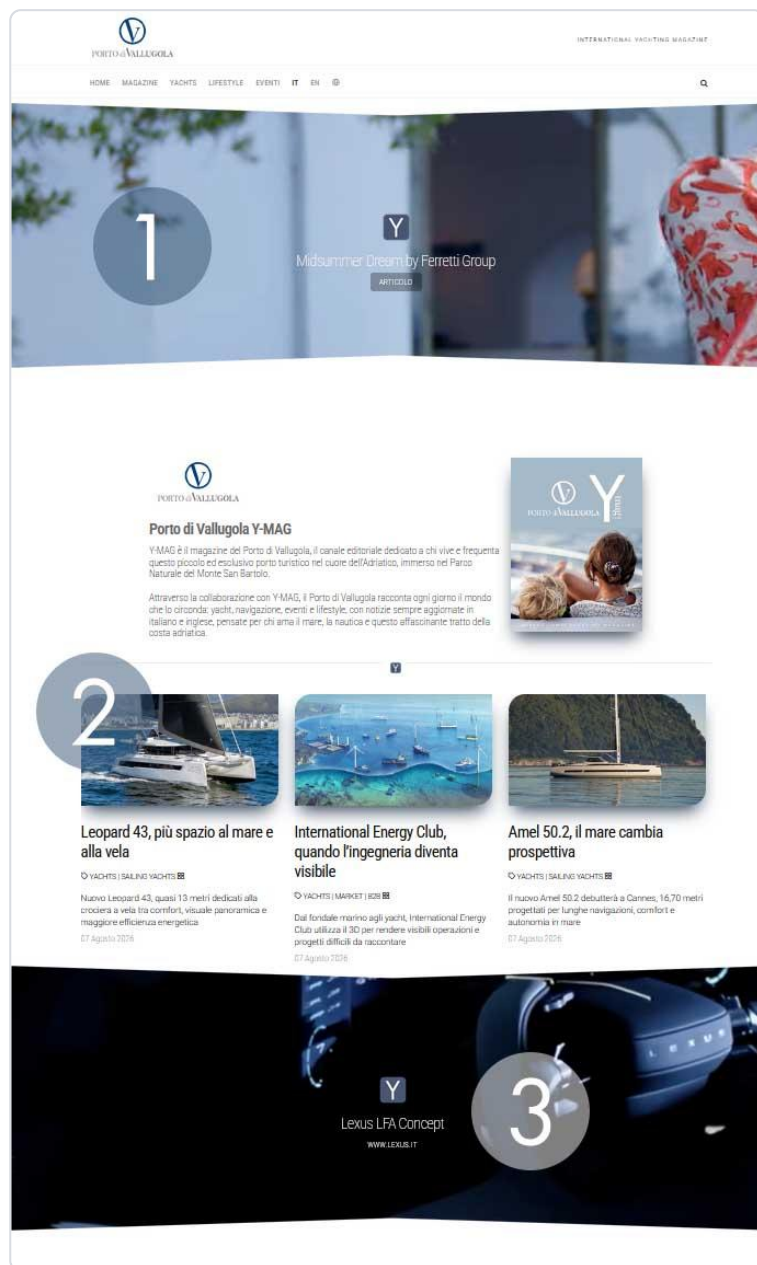
The partner doesn't need to create graphics, upload images or write captions to share a story on social media: simply copy the Y-MAG page address and paste it into a post. Facebook, LinkedIn and other social networks generate the preview on their own, with the article's image, title and description already in place. We want to make sharing on your social media as simple as possible. Here's an example of a Facebook post:



MAGAZINE LIST EXAMPLE

An example of how your magazine looks

An editorial homepage with the partner's branding, the latest news and tools to quickly choose what to read.



1 Featured story

Depending on the chosen area (Yachts, Lifestyle, Events), the latest featured stories are shown, ready to click through and read. The videos are not "sponsored" — they're part of the article itself, viewable within your magazine.

2 News sorted by date

The most recent articles are immediately visible and can be filtered by area: Yachts, Lifestyle and Events.

3 Sponsor space

At the bottom of the various pages (lists or detail) a dedicated video space is included, linking, for example, to a hotel, a restaurant or another business consistent with the page's audience. This "sponsor" space is entirely at the partner's discretion, who can manage it with full autonomy.

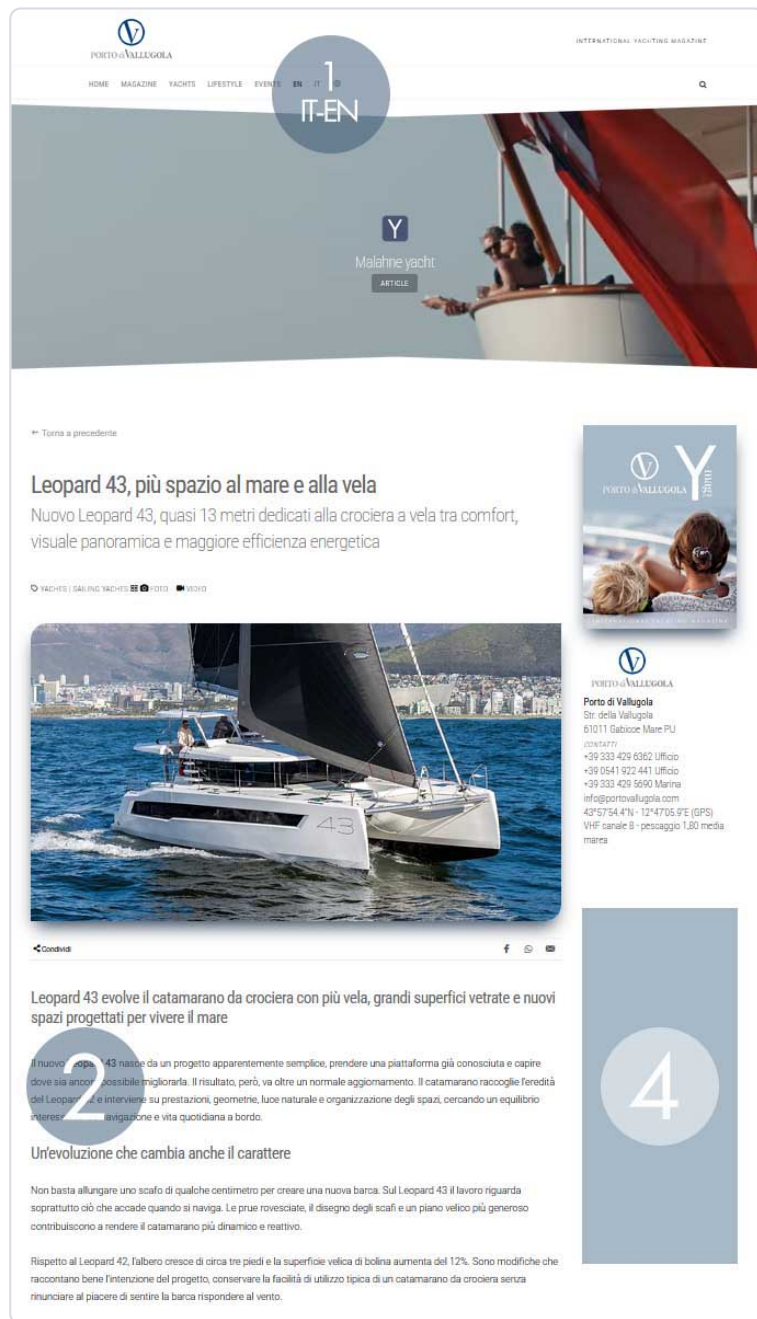
FREE SEARCH

Besides browsing by area, readers can freely search for a topic of interest.

ARTICLE DETAIL EXAMPLE

Every story has its own page

A single article can be shared directly on the partner's channels and read in multiple languages.



1 Italian, English and Spanish

Every article is published in all three languages, allowing the partner to communicate with a national and an international audience.

2 Automatic translation

Using the translator available at the bottom of the page, content can be automatically translated into numerous languages: from French to Chinese, from Dutch to German and dozens more.

3 Mobile responsive

Text, images and sharing tools are organised in a clear page, easy to read on mobile too. 80% of views come from mobile devices (smartphones and tablets).

4 Side sponsor space

The side column can host one or more sponsors (graphic banners) consistent with the partner's business and with the page's audience.

Banners created by us, free of charge

We take care of creating the sponsor banners, both video and graphic, at no cost. The partner only needs to tell us who they would like to promote.

COLLABORATION

A simple, concrete model

Y-MAG provides the partner with a complete editorial environment. The partner makes the most of it by bringing the news to its community and generating new visitors.

Y-MAG creates

Dedicated editorial area, up-to-date content, Italian, English and Spanish, automatic translation and space reserved for commercial partners.

The partner shares

The partner chooses the most interesting stories and shares them through its own social channels, keeping the relationship with its community alive.

The network grows

Shares bring new readers to the partner's pages, progressively increasing visibility, traffic and value across the whole network.

Zero cost for the partner

No joining fee and no editorial cost. Y-MAG builds and feeds the partner's area with content ready to be read and shared.

Sponsor revenue stays with the partner

Space can be offered by the partner to hotels, restaurants, nautical services or other local businesses consistent with its audience. Any revenue stays entirely with the partner: Y-MAG does not ask for royalties or percentages.

WHAT WE ASK

Share the news on your own social channels

Joining the network is based on mutual collaboration: we ask the partner to consistently share the stories from its own Y-MAG that it considers most relevant to its audience on their social channels, and to spread the word about its own Y-MAG magazine.

Every share works in both directions at once: it brings new readers directly to the partner's pages, strengthening its online visibility, and at the same time helps the entire Y-MAG network grow, making it richer and more authoritative for every partner involved.

The more the magazine is read, the more visibility the partner gains, and the more the network grows, for everyone's benefit.

A SELECTIVE NETWORK

For many, not for everyone ... because we want to win together!

Y-MAG isn't a service offered automatically to whoever asks for it: we carefully select the operators we work with, because the value of the project comes precisely from sharing. A partner who doesn't share the news on its own social channels isn't genuinely engaged with the project and generates no reciprocal benefit — neither for itself nor for the network — and isn't a fit for this business model.

That's why we ask for a genuine commitment — not just a formal one, and certainly not a financial one — to keep the content alive within your own community: it's the condition that makes it possible to offer the service for free to those who truly deserve it.

We win together.

Interested? Get in touch: network@y-mag.com