

Top Yacht Design



MEDIA KIT 2026

Top Yacht Design

www.top-yachtdesign.com

n. 43 / 2025

INTERIORS PROJECTS SEA TIME DESTINATIONS PROFILES INNOVATION



Cover Story
Azimut Grande 36M

Bluegame BGF45
Facing future

Dossier Tender
The best of



The philosophy of the magazine

In the world of contemporary yachting, design is no longer a decorative element: it is the very heart of the project.

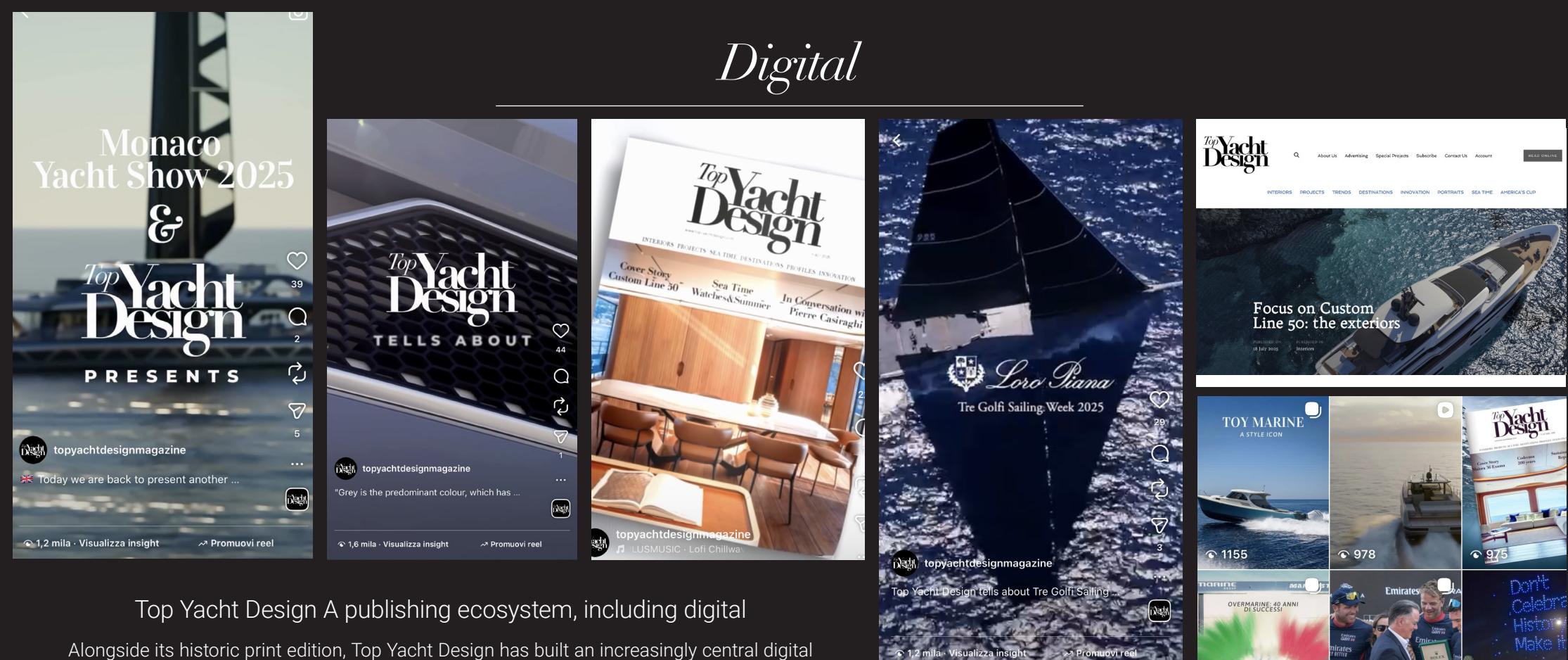
It is through design that the identity of large yachts, their cultural value, and the quality of the onboard experience are defined today. Exterior lines, naval architecture, interior design, materials, technology, and sustainability converge in a unified vision, where the project becomes the true space for innovation. This paradigm shift is profoundly redefining the sector, placing design at the center of the strategic choices made by shipyards, designers, and brands.

In this scenario of structural evolution, 2026 promises to be a decisive year. And Top Yacht Design is ready to report on it, strengthening its role as an editorial platform capable of interpreting and anticipating the transformations of contemporary yachting. Through a print and digital offering, the magazine observes the sector from a design perspective, linking design culture, industry, and future vision.

Specials and Dossiers: where analysis becomes narrative. In 2026, Top Yacht Design further expands its reach through specials and thematic dossiers designed to go in-depth, offering a comprehensive and authoritative reading of the phenomena that are redefining the world of yachting.

With **Outdoor at Sea**, the magazine explores one of the key themes of contemporary design: the evolution of open-air spaces on board large yachts, which are increasingly central to defining the lifestyle at sea. Designers, architects, and furniture companies discuss trends, solutions, and visions for a new nautical outdoor experience. With **Sea Time**, featured in every issue and the subject of an annual special, Top Yacht Design explores the deep connection between the sea and watchmaking, a dialogue of technology, adventure, and inspiration, where the hands of a clock become a metaphor for travel and precision. Great attention is also paid to major sporting and technological events, such as the America's Cup and SailGP, true laboratories of innovation where design, performance, and sustainability come together. These are accompanied by dossiers dedicated to tenders, increasingly sophisticated and strategic elements in yacht design, and in-depth articles on sustainability, understood not as a trend but as a design and industrial responsibility.

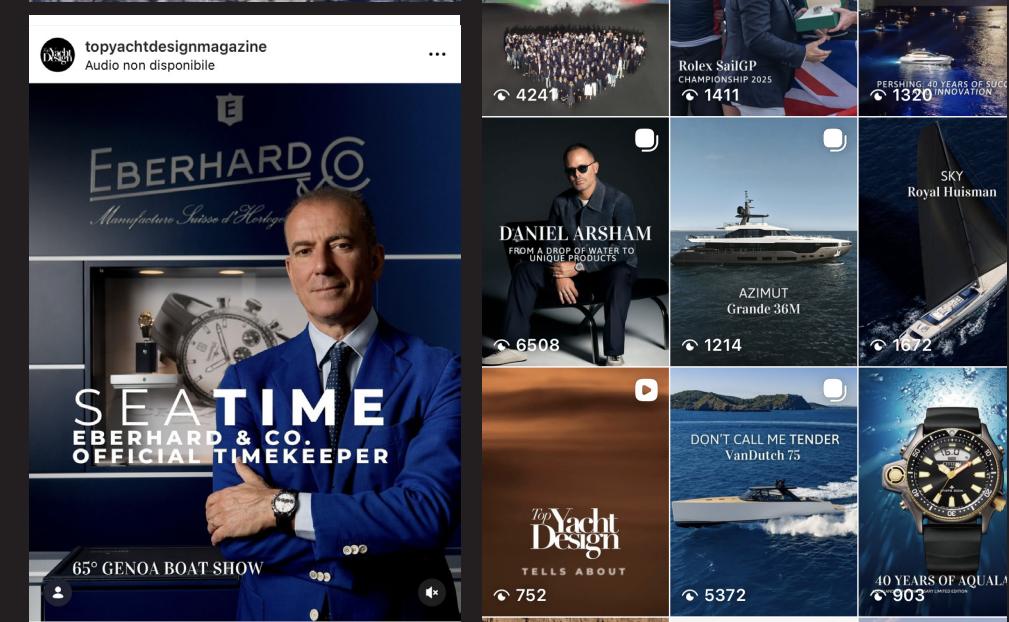
Digital



Top Yacht Design A publishing ecosystem, including digital

Alongside its historic print edition, Top Yacht Design has built an increasingly central digital universe, conceived not as a simple container, but as an autonomous publishing platform for exclusive and authoritative content. An environment in which in-depth analysis, expertise, and journalistic rigor find new forms of expression, designed for an international and highly qualified audience.

Today's nautical world requires different languages and faster access times, without compromising on the quality of information. This is why Top Yacht Design combines print with a structured and consistent online and social media presence, capable of translating editorial analysis into dynamic, timely, and visually engaging content. News, project focus, interviews, and reports are the result of solid editorial work and live on multiple platforms, maintaining the same level of authority that distinguishes the magazine. The result is an integrated ecosystem in which digital technology does not simply prolong the life of content, but broadens its perspectives, dissemination, and impact. It is a constantly evolving storytelling space, where nautical projects are interpreted, shared, and enhanced through a recognizable and credible voice on every channel.



People

The sea at the center. The voices of the protagonists and the big names in yacht design



In Conversation with

Francesco Paszkowski

His fame and maturity allow the designer from the Florentine school to dedicate his time to future projects, which are always the ones that intrigue him the most.

La fama e la maturità consentono al designer della scuola fiorentina di dedicare il suo tempo ai progetti futuri, che sono sempre quelli che lo intrigano maggiormente

by Matteo Zaccagnino
photo by Giovanni Melaranci

In Conversation with

Francesca Muzio

A deep dive into the creative universe of this multifaceted designer whose core philosophy is founded on the dialogue between designer, owner and builder. On translating into reality the dreams of every client

Dentro l'universo creativo di questa designer poliedrica che basa la sua filosofia sul dialogo tra progettista, armatore e costruttore. Per proporre soluzioni in grado di realizzare i sogni di ogni cliente

by Marta Gasparini

This year, FM Architecture is celebrating its sixteenth anniversary, reaping the rewards of over a decade and a half of success achieved in the field. Lignaroli, architect and studio director, has proven that she over the years has demonstrated her ability to pair the right energy and ideas with the right location and client. On her sixteenth anniversary, we are looking forward to the next sixteen years, continuing to bring design and architecture to life in the Canton in 2009.

«I tempi di sign di resorts di Group, di management con il maggior es e si esprimono», lavorano una cinquantina di professionisti e si progettano non solo super yacht, ma anche ville, grattacieli, lussuosi resort ed elementi di arredo sempre con quel livello di cura e attenzione tipici della progettazione di alta gamma. Nella nautica parlano di nomi del calibro di Rossinavi, Benetti, The Italian Sea Group, Tankoa, Mangusta, Lürssen, Feadship... Accanto a lei, in qualità di managing partner, Luca Delbianco, professionista affermato con un passato in veste di sales and marketing director di importanti cantieri. M. S.

Chi è Francesca Muzio?
«Sono la mia terra, la Liguria. La mia passione per la progettazione navale è senza dubbio erede di quella per il mare che fa sempre parte dell'orizzonte di noi liguri. La sua eco è un sottosuolo costante, così come le navi raccontano di viaggi lontani, per un architetto è umanesco che nutre e dà resistere. Questo, per un architetto è umanesco che nutre e dà

Quando per un momento è tutto così facile e così

In Conversation with

Pierre Casiraghi

A great sailing enthusiast, at the helm of Jolt 6, the vice president of the Yacht Club de Monaco carried the club's pennant to the Admiral's Cup

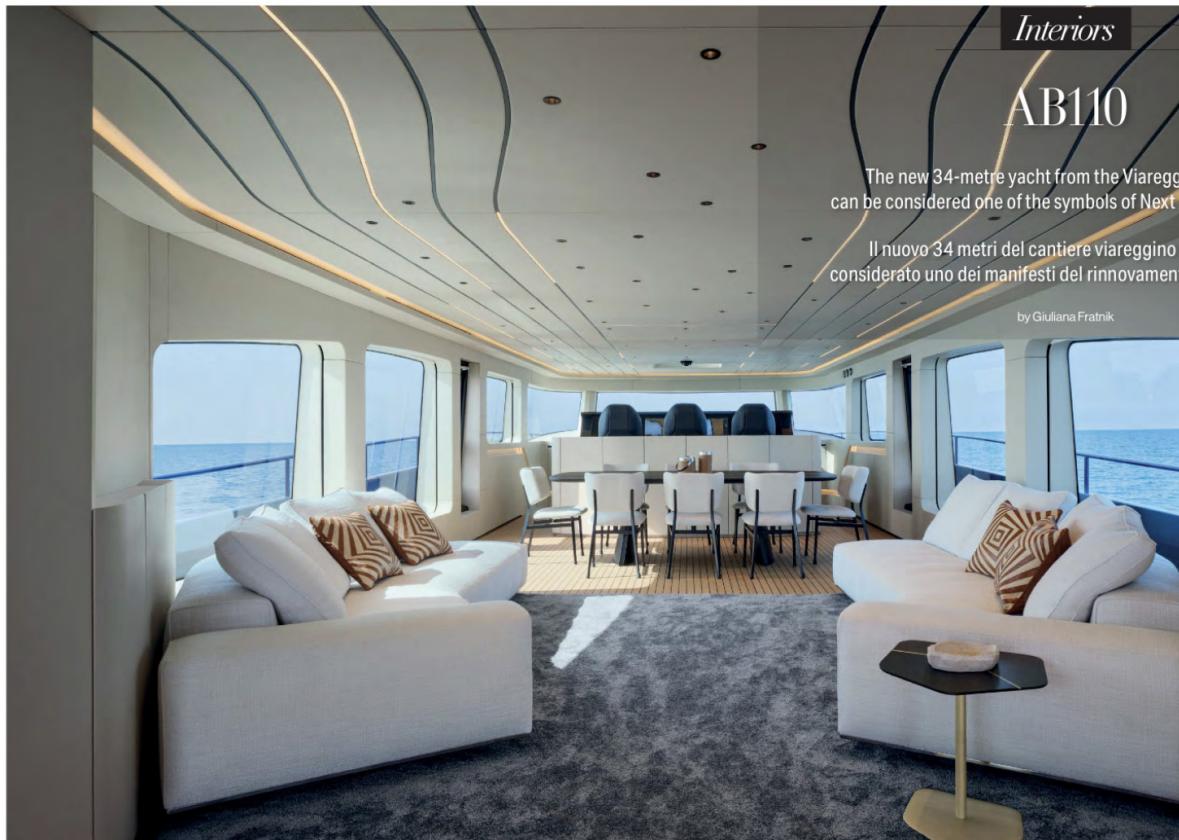
Grande appassionato di vela, al timone di Jolt 6, il vicepresidente dello Yacht Club de Monaco ha portato il guidone del club all'Admiral's Cup

by Matteo Zaccagnino

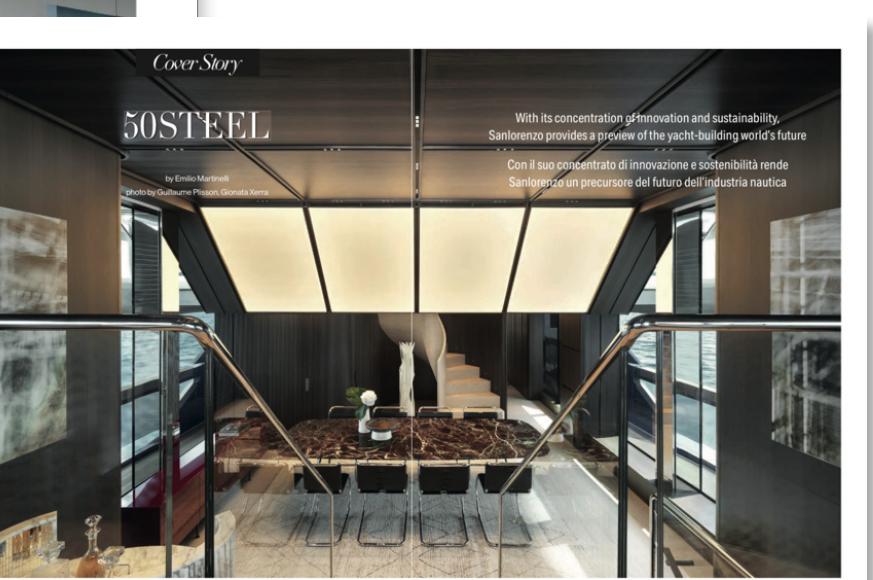


Interiors

Choices, materials, and furnishings: the design approach that defines the interior (and often the exterior) of a yacht.



72

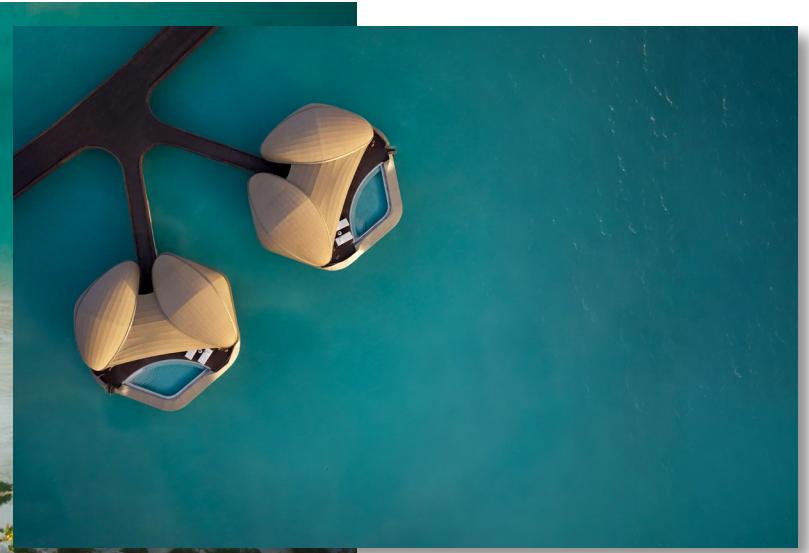


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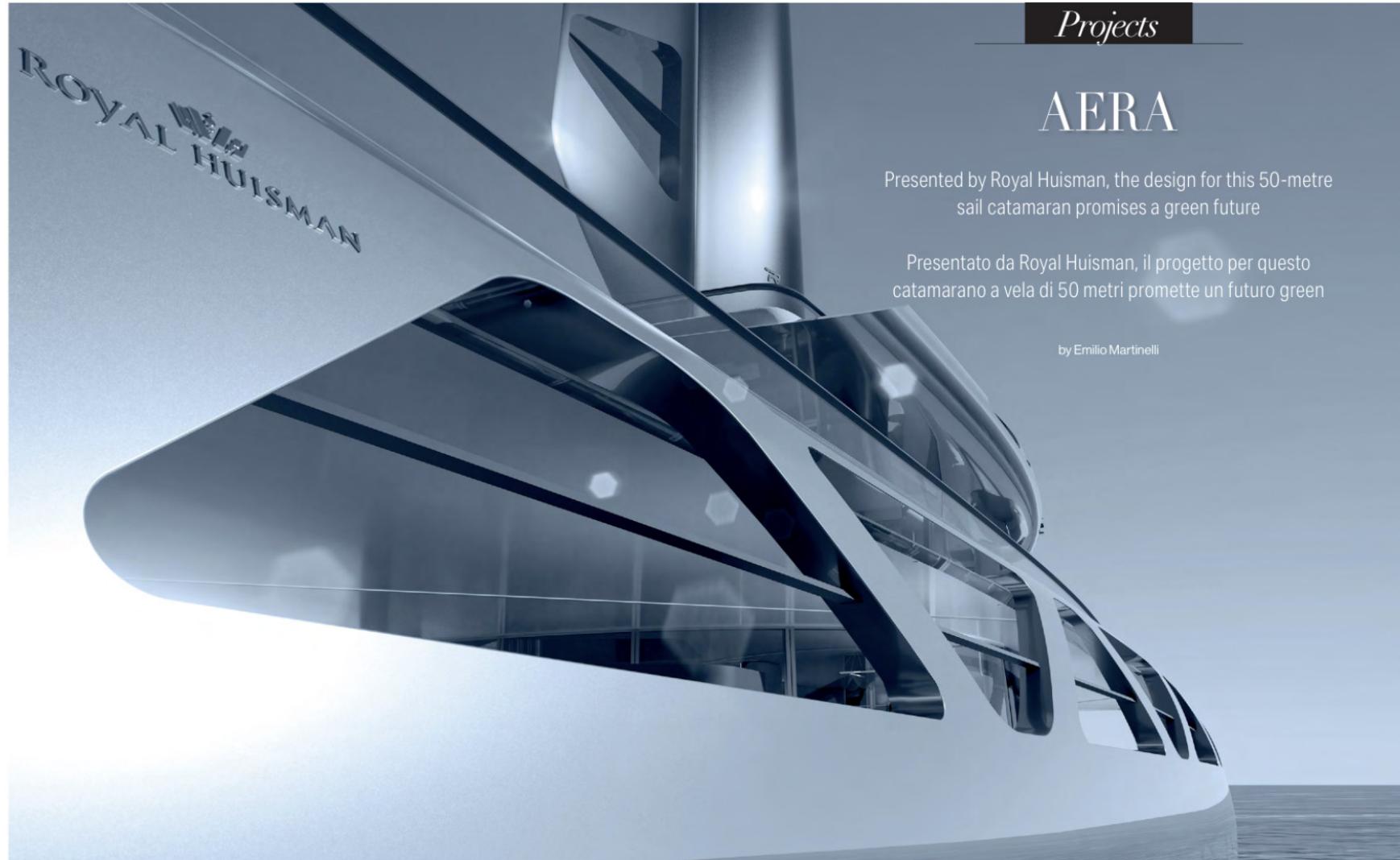
Destinations

The destinations. The haute hotellerie. When architecture and design draw inspiration from the sea and water and offer an extraordinary experience.



Projects

An editorial focus on an idea that interprets the future of yacht design through technique and style.



Projects

AERA

Presented by Royal Huisman, the design for this 50-metre sail catamaran promises a green future

Presentato da Royal Huisman, il progetto per questo catamarano a vela di 50 metri promette un futuro green

by Emilio Martinelli

SeaTime

The world of the sea meets that of watch hands.



SEA TIME SPECIAL COLLECTOR'S EDITION 2023



LEX
anni di maxi vela
years of maxi sailing

T OF
igliori diver dell'estate
divers of the summer

ESSIA ZECCHINI
record entrato nella storia
record that made history



THE HAMILTON: IL MARE TUTTO D'UN FIATO
and Hamilton: the sea in one deep breath

PEOPLE • SAILING • TRENDS • DIVING • SUSTAINABILITY



Sea Time is a magazine within a magazine: an independent and recognizable editorial project that explores Haute Horlogerie through maritime culture, developing in an integrated way across print and digital media. A format designed to build identity, continuity, and editorial value over time.

Alongside the special edition, the digital channel represents a strategic asset: a platform of premium content that amplifies visibility and engagement through dedicated storytelling, in-depth analysis, and exclusive formats. It is an ideal space for brands that want to speak to a qualified and passionate audience, strengthening their positioning in an authoritative, contemporary, and high-impact context.

SeaTime

STORIES | PANERAI

Una storia tutta da scrivere

Panerai firma la terza avventura con Luna Rossa: due nuovi Luminor celebrano la rotta verso la 38th America's Cup

Matteo Zucagnini



STORIES | HUBLOT

Un'estate da vivere al polso

Hublot lancia il Big Bang Unico Summer 2025. Un segnatempo che racconta i colori, l'energia e l'atmosfera luminosa della stagione più attesa dell'anno

Matteo Zucagnini



STORIES | ROLEX

Sea Time

Rolex SailGP Championship

From Britain's first triumph to Martini's historic victory, 2025 rewrites the rules of a circuit that changed sailing

Dal primo trionfo britannico alla vittoria storica di Martini Group, il 2025 ha ribaltato le regole di un circuito che ha cambiato la vela

Matteo Zucagnini



STORIES | ROCCA

Una strategia vincente che punta in alto

Espansione globale e rafforzamento in Italia: Giorgio Damiani, vicepresidente del Gruppo Damiani, traccia la rotta di Rocca, simbolo della gioielleria e orologeria d'eccellenza

Matteo Zucagnini

Rocca è una montagna e quindi altissima. Stessa è l'aspirazione della storia come di grande. Ma è anche un'esperienza di vita che trascina nel suo percorso di crescita e sviluppo di buone idee condivise. Infatti l'abbiamo sempre avuta. E questa è la nostra proposta: credere che i valori possano crescere e trasmettere, che i valori possano costruire e trarre vantaggio da un rapporto di crescita", racconta Giorgio Damiani, vicepresidente del Gruppo Damiani.

La confidenza arriva dalla recente apertura in Italia del suo primo boutique in Milan & Co., guidato da Riccardo "Ric" Sartori, ex direttore generale per l'area retail e retail design di Ferrero. "Ferrero è una grande azienda italiana con una storia e un'esperienza immenso. Ha aperto una boutique in una delle location più prestigiose di Sea. Vogliamo continuare a crescere e trasmettere questi valori, che sono sempre aperti e multietnici", prosegue Damiani che aggiunge: "Guardiamo con interesse all'India, mercato in forte crescita grazie alla riduzione dei costi, e stiamo lavorando



Editorial Special Projects

Publishing projects

Through its special features, Top Yacht Design offers a privileged and deeply authoritative perspective on the world of yachting. Projects designed to go beyond the news and the pace of current events, allowing for the development of tailor-made insights that tell stories, identify trends, and highlight major industry events with a broader and more articulated view. The special features

37th America's Cup
SPECIAL



THE CUP
Names and numbers
Numeri e protagonisti

LOUIS VUITTON
Returning with style
Un ritorno con stile

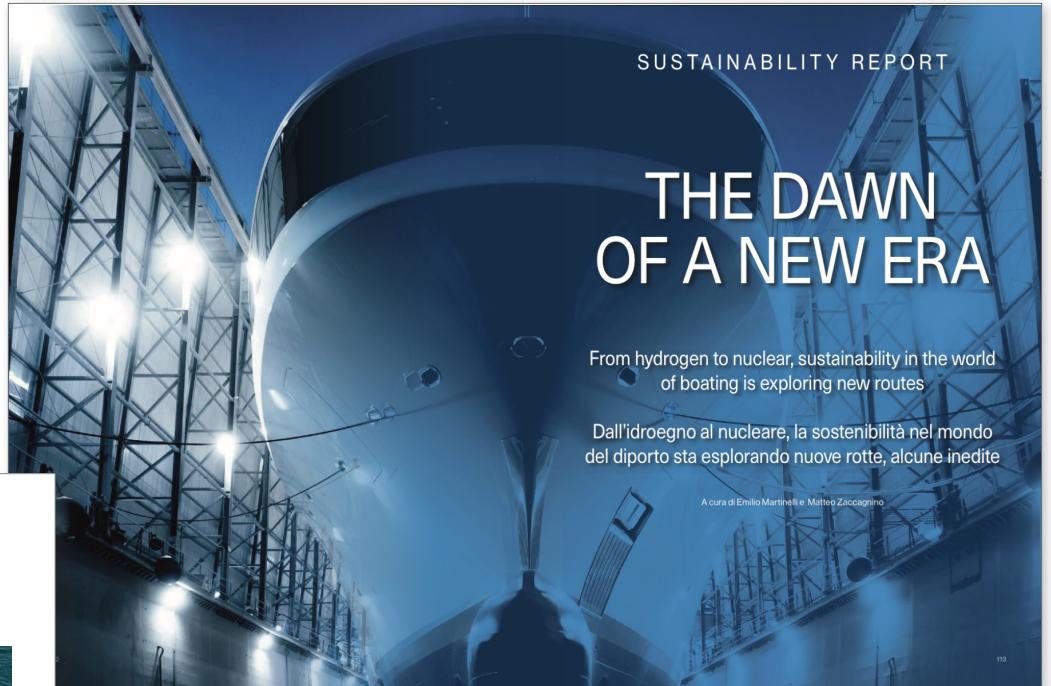
SEA TIME
In time with the Cup
Il tempo della Coppa

Wally: 20 years ahead



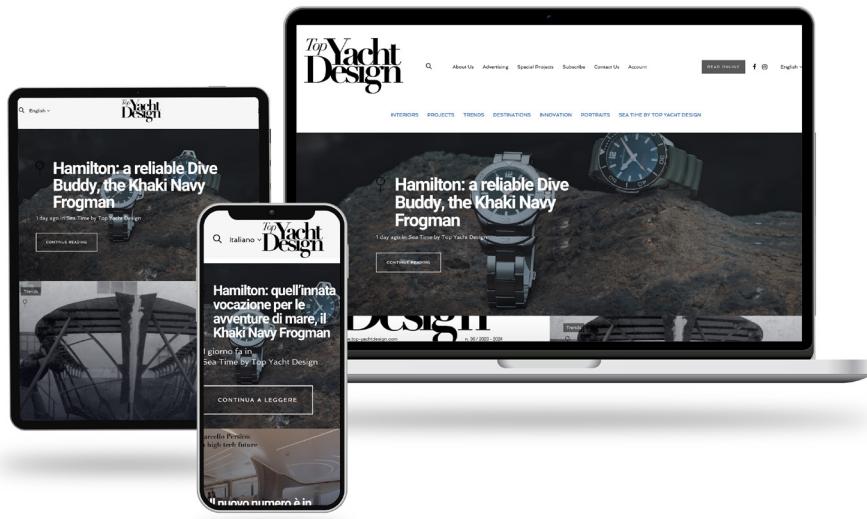
In Conversation with Luca Bassani
In Conversation with Stefano de Vivo
Wally: Thirty Years of Innovation

In Conversation with Luca Bassani
In Conversation with Stefano de Vivo
Wally: trent'anni di innovazioni



thus become an autonomous editorial space, capable of analyzing key industry issues with greater narrative and strategic freedom: an ideal context for reading the present, interpreting current trends, and offering the market valuable, lasting, and distinctive content.

THE PLATFORM



WEB & SOCIAL

www.top-yachtdesign.com adapts to any computer/tablet/smartphone screen and has daily news updates (Italian-English) reported on Facebook and Instagram.

MAGAZINE

Published quarterly, the magazine is distributed in 22 countries through selected newsstands, airports, hotel chains, yacht clubs, and international boat shows. Top Yacht Design is also sent to a targeted mailing list of trendsetters with a passion for the sea and boats. Digital application: through its free app, it can be downloaded to tablets and smartphones. Available on the App Store, Apple Newsstand, and Google Play for Android devices.

NEWSLETTER

Weekly appointment with a selection of the most important news gathered in a newsletter and sent to a mailing list of approximately 10,000 selected addresses of enthusiasts and operators with the possibility of personalized DEM (Direct Email Marketing).

INSIGHTS, DATA & DISTRIBUTION

NEWSLETTER

Every week, a Top Yacht Design newsletter is sent to a mailing list of approximately 10,000 selected addresses of enthusiasts and operators. Personalized DEM (Direct Email Marketing) messages can be sent to the same address file.

DIGITAL - WEB&SOCIAL

The responsive platform www.top-yachtdesign.com adapts to any computer/tablet/smartphone screen and is updated daily with news.

All contents are reposted on Instagram, Facebook and X.

Languages: English and Italian.



2026 PUBLICATION CALENDAR

May/July

TYD NO. 45 SPECIAL OUTDOOR AT SEA

August/September

TYD N. 46 SEA TIME

End of September/November

TYD N. 47 SPECIAL 20TH ANNIVERSARY

December/April 2027

TYD NO. 48 DOSSIER TENDERS AND SUSTAINABILITY

DISTRIBUTION OF THE PRINTED MAGAZINE

Top Yacht Design is distributed in 22 countries (Australia, Belgium, Brazil, Canada, Cyprus, Germany, Great Britain, Greece, Hong Kong, Italy, Japan, Luxembourg, Netherlands, Malta, Monaco, Poland, Portugal, Spain, Sweden, Switzerland, Taiwan, USA). It is available at selected newsstands, airports, hotel chains, yacht clubs, and boat shows. It is sent directly by mail to a targeted mailing list of trend setters..

DISTRIBUTION OF THE DIGITAL MAGAZINE

Top Yacht Design is distributed through its app, which can be downloaded free of charge for Apple devices (tablets and smartphones) from the App Store and Apple Newsstand. For devices using Android, it is available on Google Play.

TOP YACHT DESIGN

THE PUBLISHER

Panama Editore is the only publisher in Italy that publishes three magazines in the nautical sector, covering the entire world of boating (sailing/motorboats/superyachts). Since 1975, it has published *Giornale della Vela*, a recognized leader for all sailing enthusiasts and those curious about the sport for more than 50 years. Its website is consistently among the top five most viewed in the sector worldwide. Since 1990, it has published *Barche a Motore*, which was completely revamped in 2018 and is a reference point for all boats up to 24 meters. Today, it is published in two languages – Italian and English – and is distributed in Italy and 36 countries around the world. Since 2006, Panama Editore published *Top Yacht Design*, which illustrates the world of yachts from the point of view of design and innovation. Published in two languages – Italian and English – it is distributed in Italy and 22 countries around the world.

THE PUBLISHER'S TOTAL AUDIENCE

Each of the three publications is an information platform available through: Print magazine, digital magazine, website, social media (Facebook/Instagram), and newsletter. The total audience of our three boating publications reaches 2,000,000 enthusiasts per month (total audience). Foreign contacts are constantly growing.

TOP YACHT DESIGN TOTAL AUDIENCE 2025:

110.000 UNIQUE CONTACTS PER MONTH

Magazine (print + digital): 6,000 copies, 30,000 contacts
(60% Italy - 40% abroad)

Website: 30,000 contacts per month

Newsletters & DEM: 10,000 selected contacts

Instagram reach: 20,000 contacts per month

Facebook reach: 20,000 contacts per month

