



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.

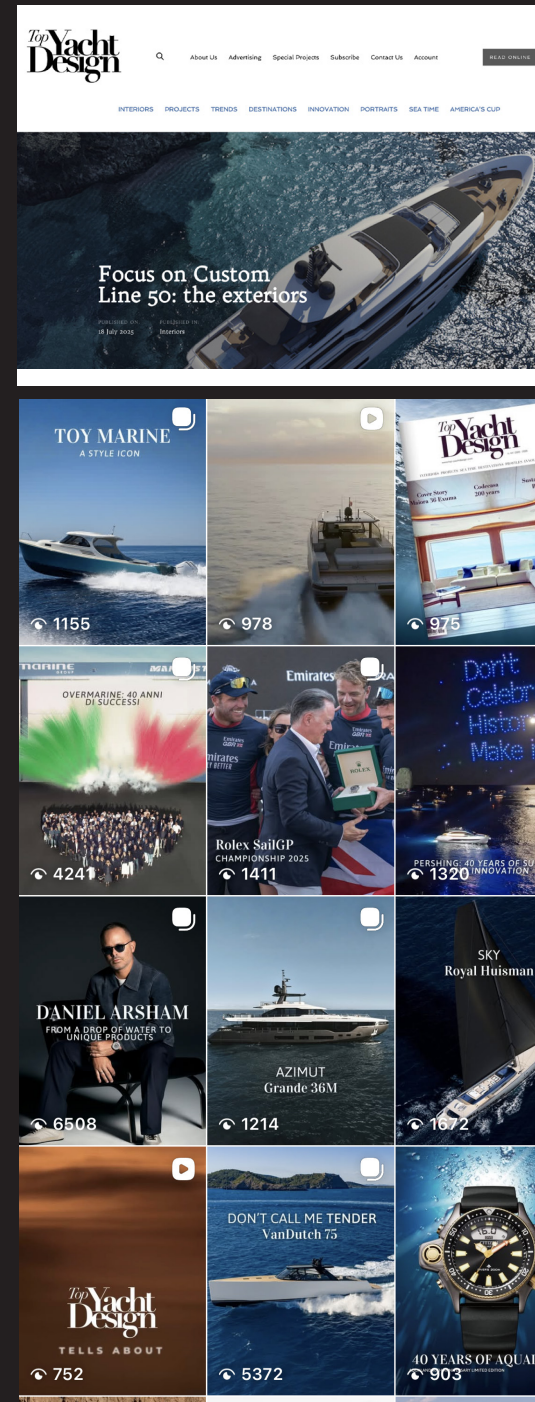
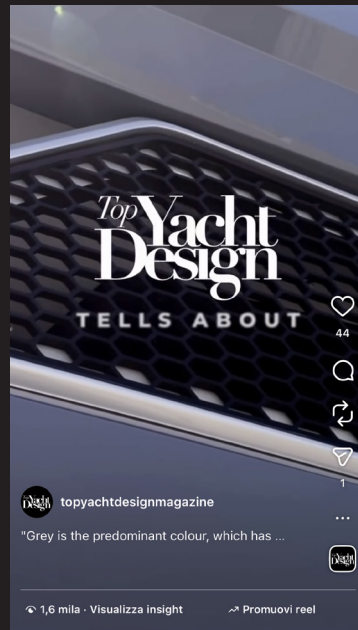
It is through design that the identity of large yachts, their cultural value, and the quality of the onboard experience are defined today. Exterior lines, naval architecture, interior design, materials, technology, and sustainability converge in a unified vision, where the project becomes the true space 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 Malgarini

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 Architettura is celebrating its twentieth anniversary, marking the rewards of over a decade and a half of successes achieved by its founder, Ligurian architect and entrepreneur Francesca Muzio, who over the years has demonstrated her ability to pair the right energy and ideas with

La sua creatura FM Architettura spegne quest'anno sedici candeline. Anni di ottimi uomini ed eccellente scuola. Perché lei, Francesca Muzio, architetto e imprenditrice ligure, ha saputo impastare energie e idee con tempismo e maestria creando un brand attorno al proprio nome. Una storia che ha inizio quando a dieci anni, già con le idee chiare sul suo futuro, sapeva di diventare architetto "perché immaginare qualcosa di nuovo incute". Dopo un'esperienza con Benati Piano e 3+1 Architetti Associati, poi una collaborazione con Giacomo Mortola nelle navi passeggeri di Princess Cruises, segue il sodalizio con il Gruppo Ferretti nel ruolo di direttore creativo dei marchi CRN e Caston Line.

Oggi nel suo studio di Ancona, fondato nel 2009, che definisce "una grande piattaforma dove i talenti si incontrano e si esprimono", lavorano una cinquantina di professionisti e si progettano non solo superyacht, 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 stanza parlano di nomi del calibro di Rossini, Benetti, The Italian Sea Group, Tankas, Mangusta, Lürssen, Frership... Accanto a lei, in qualità di managing partner, Luca Baldoni, professionista affermato con un passato in veste di sales and marketing director di importanti cantieri.

Chi è Francesca Muzio? «Sono la mia terra, la Liguria. La mia passione per la progettazione navale è senza dubbio eredità di quella per il mare che fa sempre parte dell'orizzonte di noi liguri. La sua è un'attitudine costante, così come le navi raccontano di viaggi lontani, culture nuove al cui fascino è difficile resistere. Questo per un architetto è humus che nutre e dà



Francesca Muzio and Luca Baldoni, founder and managing partner of FM Architettura, respectively.

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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
Photo by Lloyd Images & James Tomlinson

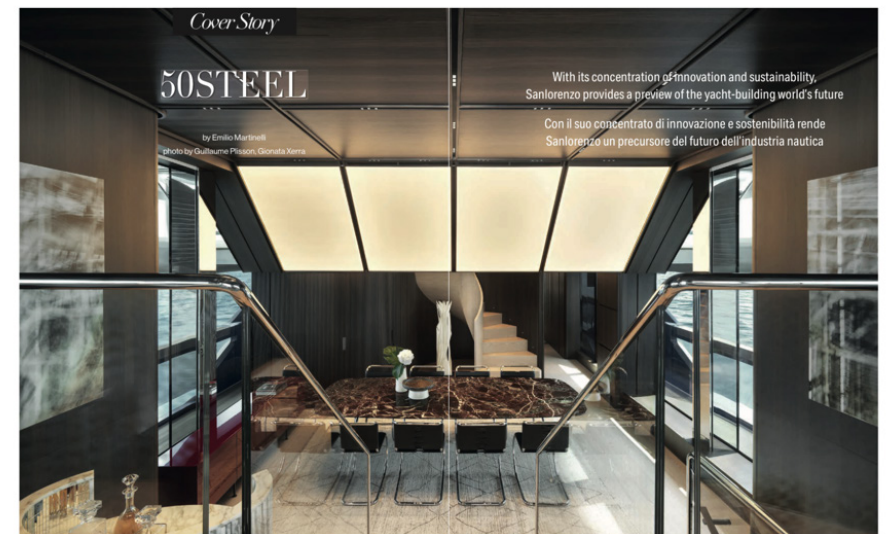
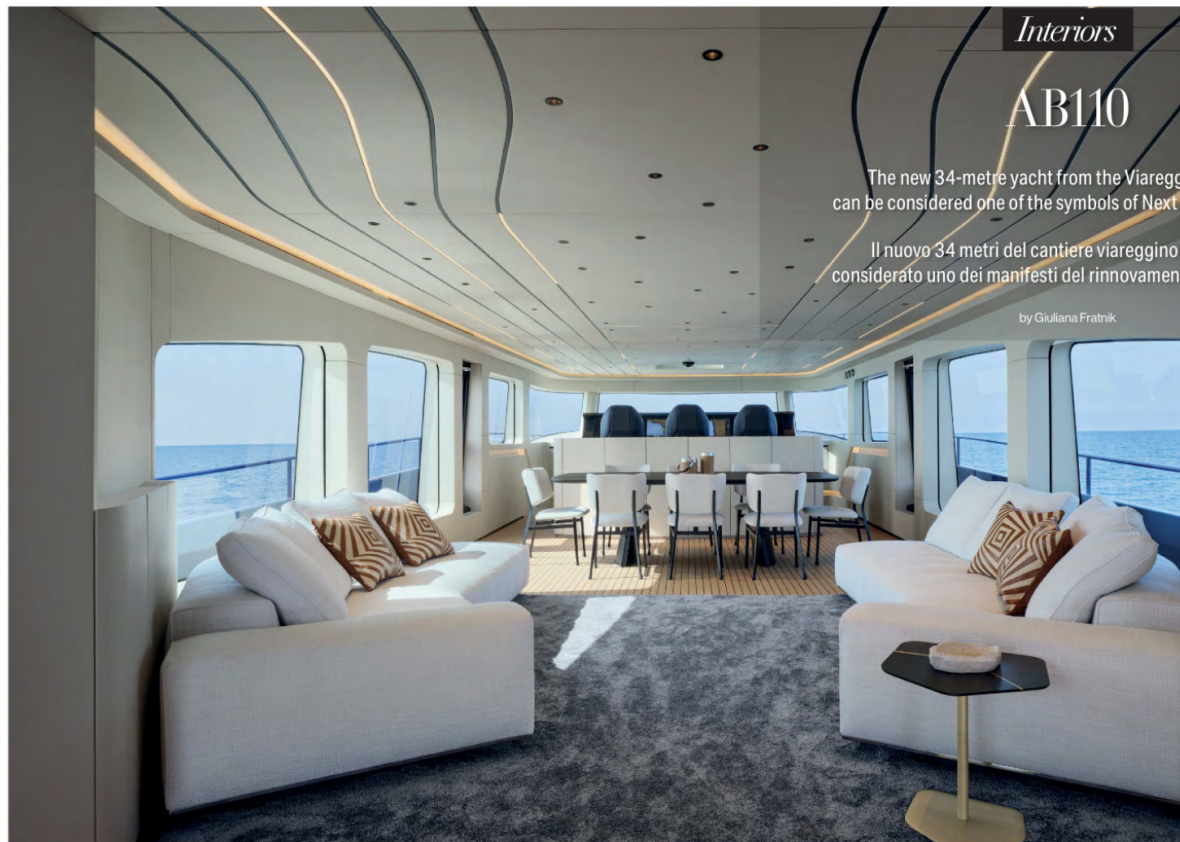


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Interiors

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



Destinations

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



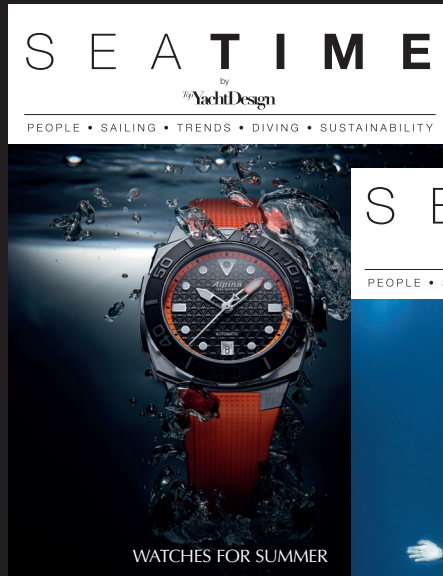
Projects

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



SeaTime

The world of the sea meets that of watch hands.



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 38ª America's Cup

Matteo Zaccagnini



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 Zaccagnini



SeaTime

Rolex SailGP Championship

From Rolex's first triumph in the Rolex Cup to the victory in 2025, the Rolex SailGP Championship has become a circuit that changed sailing

Dal primo trionfo britannico alla vittoria italiana di Matteo Grassi, il 2025 ha riscritto le regole di un circuito che ha cambiato la vela

by Matteo Zaccagnini



STORIES | ROCCA

Una strategia vincente che punta in alto

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

Matteo Zaccagnini

Rocca è un brand e una strategia vincente. Damiani è il direttore della rotta verso il grande mercato italiano e la strategia vincente. L'idea di portare il nostro design nei salotti di lusso e negli uffici di lusso, oltre a conferire valore all'azienda, sempre unita dal patrimonio internazionale, è sempre più un gioco fatto in questa categoria e crediamo che, con le risorse Damiani, Rocca sia in grado di realizzare la sua strategia vincente.

La conferma arriva dalla recente apertura in Cina del full della prima boutique di Rocca & Co., gestita da Rocca. In quell'area abbiamo già diversi negozi Damiani e un team di lavoro che, insieme al team di Rocca, ha lavorato a stretto contatto con il team di Rocca per la gestione della boutique. La Rocca è un brand che ha una storia di successo e di crescita in Italia, che ha una storia di successo e di crescita in Italia, che ha una storia di successo e di crescita in Italia.



Editorial Special Projects

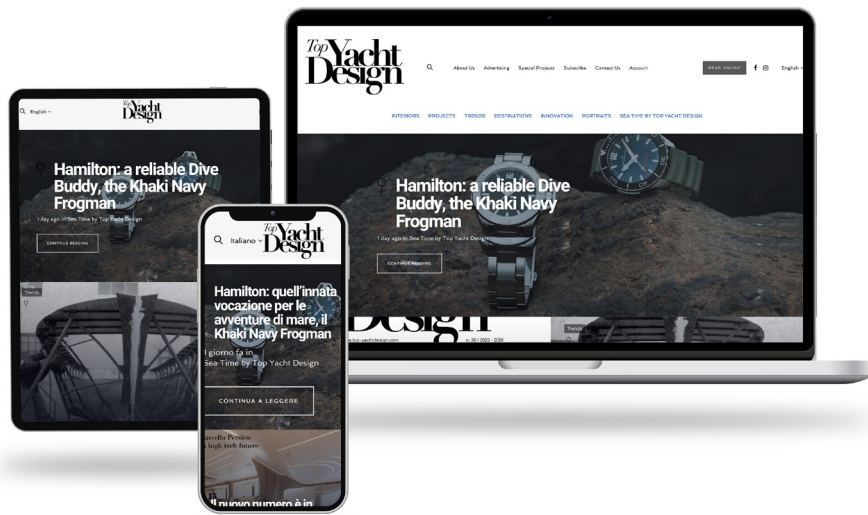
Publishing projects

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



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

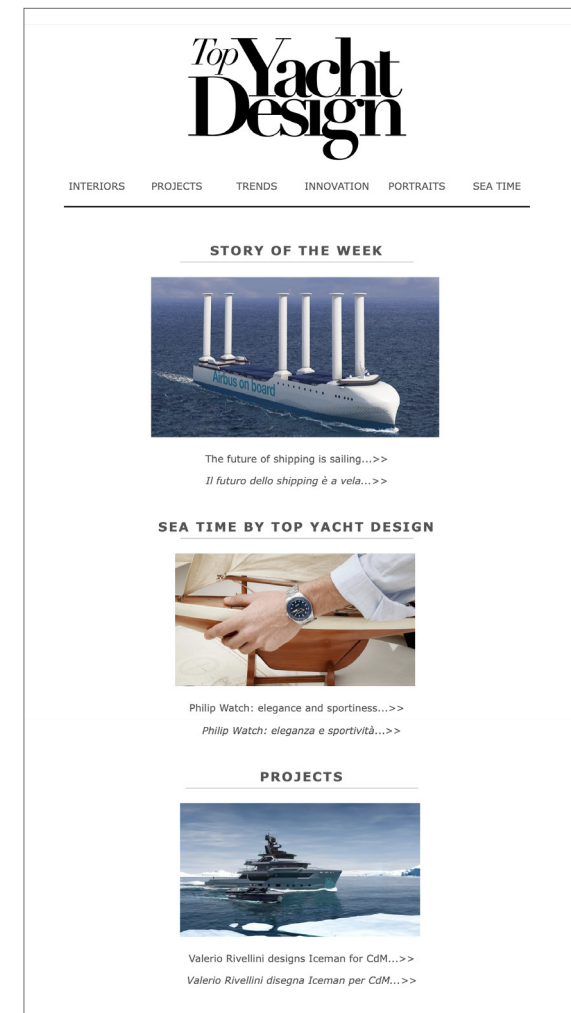
www.top-yachtdesign.com adapts to any computer/tablet/smartphone screen and has daily news updates (Italian-English) reposted on Facebook and Instagram.

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-yacht-design.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

