



LAUNCH OF NAUTICEXPO'S E-MAGAZINE

April 7, 2016, Marseilles

NauticExpo, a VirtualExpo Group company, is proud to announce the launch of its first magazine, NauticExpo e-magazine, in English. On the strength of its three other specialized publications, the Group is consolidating its leading position in web-only magazines targeting a primarily B2B audience and focusing on technological innovation in industry, architecture and design, medical equipment and now, the boating and maritime sector.

Directed at boating and maritime professionals, this new e-magazine is **free** and available in an **entirely digital format**. Interactive and easy to read, 100% web and compatible with mobile devices, the format of NauticExpo e-magazine is designed for modern modes of information access.

It targets a primarily B2B readership in the following sectors: yachting, power boating, sailing, equipment, sports and leisure, the maritime world, marinas and vessel construction. The magazine has an **international distribution of 230,000 copies**, mostly in Europe (76%), South America (9%) and North America (7%).

NauticExpo e-magazine intends to give its readers an early look at technological innovations in the boating and maritime sectors. Each issue will offer sector trends and innovations from its main players, including the newest start-ups, the most exciting projects, the most advanced developments, interviews with industry leaders, etc. NauticExpo e-magazine also will cover the principal international trade shows.

With the goal of becoming a magazine of reference for professionals, it relies on NauticExpo's team of boating and maritime experts, all passionate devotees of innovation.

This issue is devoted to connected vessels, one of the primary trends in the boating industry. Sensor-rich, benefiting from standardization and the Internet of Things, modern vessels are now able to share large volume of information and turn them into useful guidance for seafarers. In this issue, you'll also learn about the next step, beyond monitoring and guidance, with online remote tools making it possible to control almost everything in a boat.

VISIT NAUTICEXPO E-MAG

ABOUT VIRTUALEXP GROUP

After proving its worth with [DirectIndustry](#), the company quickly conquered the world of nautics and the maritime sector ([NauticExpo](#)), of architecture and design ([ArchiExpo](#)) and of medical equipment ([MedicalExpo](#)). In 2016, VirtualExpo broadened its activity to include the fields of aeronautics ([AeroExpo](#)) and agriculture ([AgriExpo](#)). Today, the six online exhibitions feature nearly 28,000 stands displaying over a million products. Every year, they receive 90 million unique visitors.

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