

NAMII 波

Partner guide

You launch it. We make the wave.

Shipyards, designers, brokers, charter fleets, boat shows, regattas and marinas: you build and sail them, we tell the world. This guide shows the one thing we ask back: our mark and our address, wherever your story travels.

THE DEAL

We write about your yacht. You fly our flag.

WHO IT IS FOR

Shipyards and builders

A launch, a hull, a refit, a new line, a delivery.

Designers and naval architects

Exteriors, interiors, concepts, studio news.

Brokers and charter

A listing, a sale, a fleet, a season, a destination.

Boat shows, regattas and marinas

Line-ups, race weeks, berths, awards, opening days.

Everyone else at sea

Tenders and toys, equipment, crews, schools, clubs.

A story on Nami is free and stays online, credited to you. In return: the Nami plate on your site, our name in your release, our mark on what you print and show.

IN FIVE STEPS

I

Send your tagged release with the Nami paragraph

II

We read it and, if it fits, publish

III

We send you the link and the plate files

IV

You place the plate within 7 days

V

You send proof to hello@namimag.com. Required

Sending us a press release, a review, an invitation or any other material does not mean Nami will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

THE LOCKUP

The mark never sails alone.

Wherever our mark appears, our address goes with it, and wherever you write our address, the mark sits next to it. Line version in rows and footers, stacked in squares and on print. Minimum: 24 px on screen, 8 mm in print. Clear space: the height of the N.



LINE LOCKUP · ON NAVY



LINE LOCKUP · ON IVORY



STACKED · ON BRASS



STACKED · ON SAND



WORDMARK · NAMI ALONE



LINE LOCKUP · NAMI AND ADDRESS, NO KANJI

- ✕ The mark without the address
- ✕ The address without the mark
- ✕ Retyped, stretched, recoloured
- ✕ “NAMI Magazine”, “Nami Mag”

THE PLATES

Badges that belong on a boat.

Five plates drawn from the dock: a transom name, a brass deck plaque, a burgee, a signal flag and a pontoon sign. Each carries the mark and the address.



01 TRANSOM PLATE · footers and about pages · 440 × 94 px



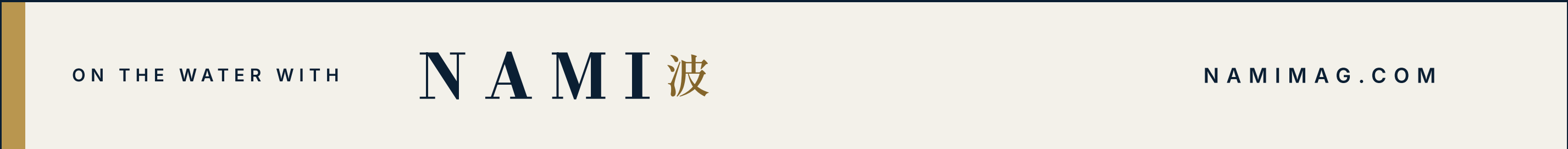
02 BRASS DECK PLAQUE · sidebars, product pages · 300 × 107 px



03 BURGEE · avatars, corners, small spots



04 SIGNAL FLAG N · press rows, newsletters · 520 × 146 px



05 PONTOON SIGN · page footers, thin spots, stands

Pick the one that suits your page. All five come in the kit as SVG, PDF, PNG and JPG; the logo is in outlines, no font needed.

THE STICKER SHEET

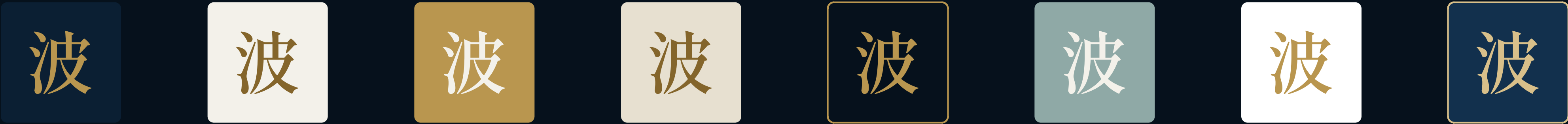
Pick one. Pin it to your site.

Thirty badges in our colours: rectangles and pills with the address, squares and circles carrying 波, our wave, for small spots and avatars. A badge without the address must link to namimag.com.

RECTANGLE
WITH ADDRESS



SQUARE
THE WAVE



CIRCLE
THE WAVE



PILL
WITH ADDRESS



ON YOUR WEBSITE

Keep the plate on. Keep the course.

I Footer

The transom plate or the pontoon sign in your site footer, on every page. The permanent spot.

II Yacht or news page

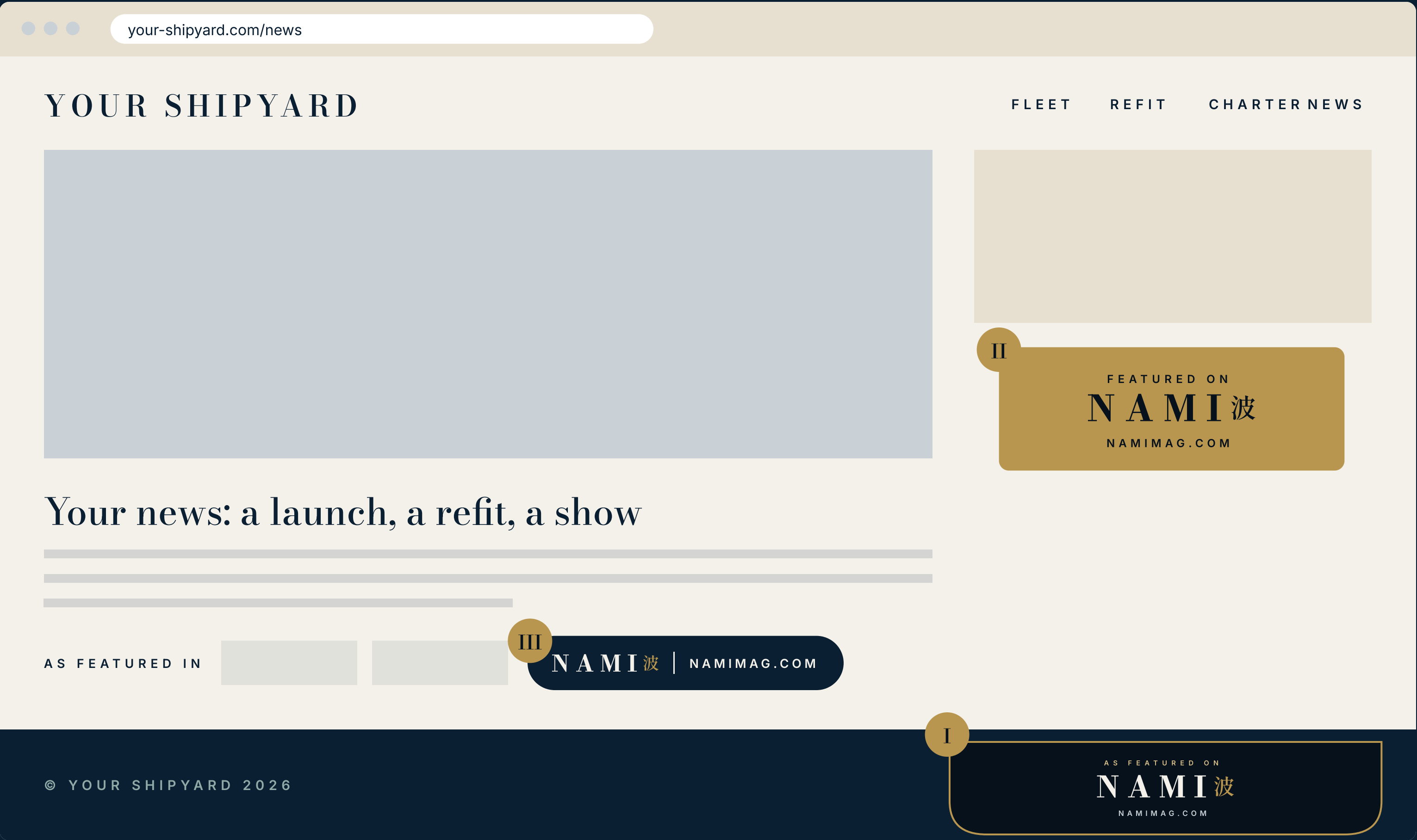
The brass plaque next to the yacht, the listing or the event we wrote about, linked to our story.

III “As featured in” row

A pill or the line lockup, at the same height as the other press logos.

WANT US TO KEEP WRITING?

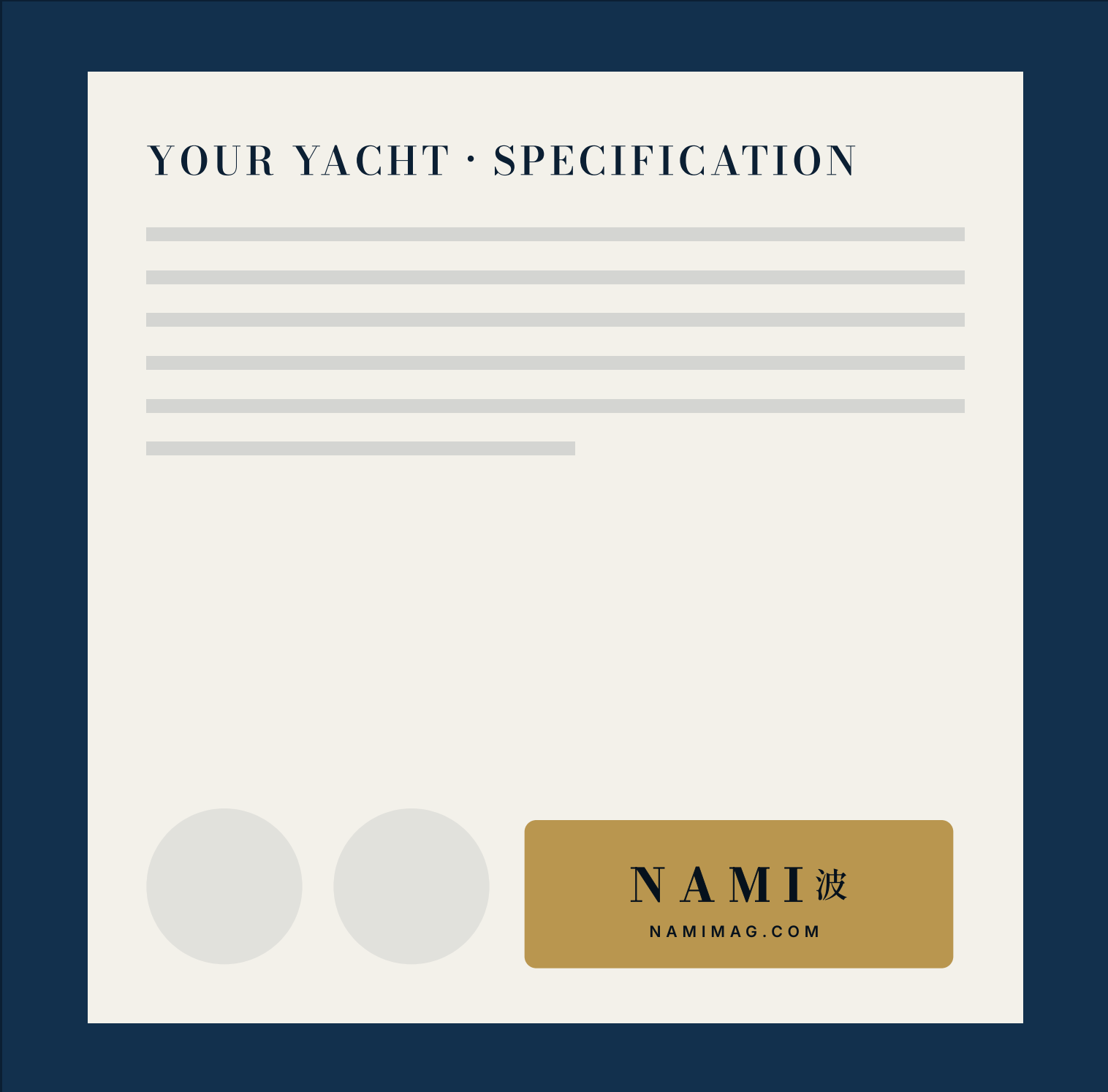
Keep the plate in your footer for good, linked to namimag.com. Partners who keep it on are the first we read.



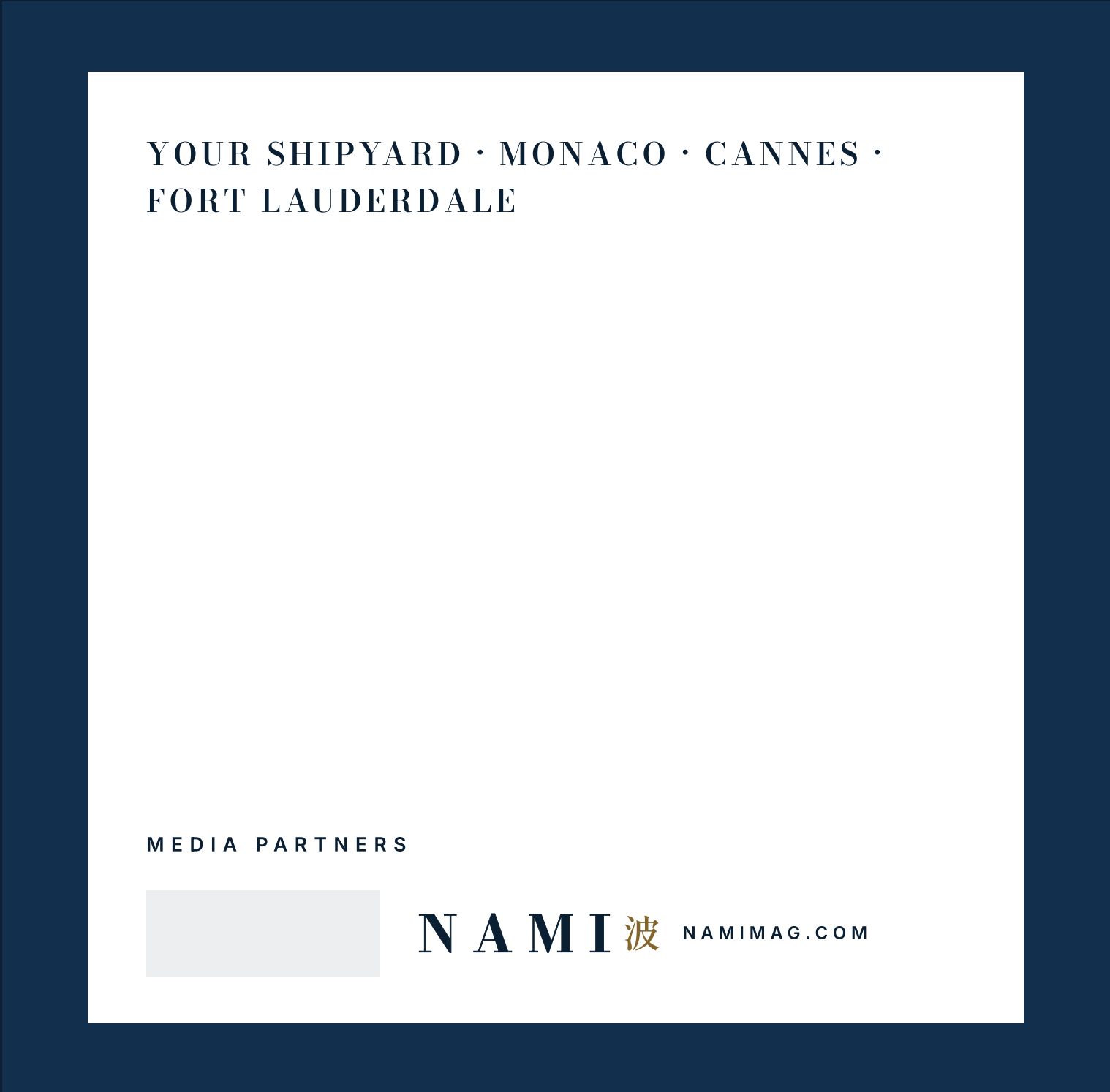
IN PRINT AND AT SEA

On the brochure, the stand, the regatta.

Brochures and spec sheets: the plaque on the back page. Boat shows: the lockup in the partner row of the stand. Regattas: the burgee or the signal flag in the programme. Never on the hull, never bigger than your own name.



BACK OF THE BROCHURE · plaque 25–35 mm, in the row of awards



BOAT SHOW STAND · the lockup in the partner row, never alone



REGATTA PROGRAMME · the burgee or the signal flag, with the address

YOUR PRESS RELEASE

Tag it first. Credit us last.

TO HELLO@NAMIMAG.COM

A Subject: For Nami · PRESS RELEASE · LAUNCH — [Shipyard] launches [Yacht], [length] m

PRESS RELEASE · FOR IMMEDIATE RELEASE · VIAREGGIO, 2026.11.03

[Shipyard] launches [Yacht], a [length]-metre [type] designed by [Studio]

[Placeholder text lines]

C Photos by [Photographer], courtesy of [Shipyard]. All may be published with the story, credited as above. Full-size files: [link].

ABOUT [SHIPYARD]

[Placeholder text lines]

FOR NAMI

B When this story runs on namimag.com, [Shipyard] will place the Nami plate on its website footer and on the [Yacht] page, linked to the story, will credit “Nami (namimag.com)” wherever the coverage is shared, and will send proof to hello@namimag.com.

CONTACT · PRESS@[SHIPYARD].COM

A · ONE TAG, FIRST LINE

- YACHTLAUNCHREFITDESIGN
- SHIPYARDBROKERAGECHARTERBOAT SHOW
- REGATTAMARINATENDEREQUIPMENT

B · THE NAMI PARAGRAPH, LAST

For Nami: when this story runs on namimag.com, [Name] will place the Nami plate on [its website / the yacht page], linked to the story, will credit “Nami (namimag.com)” wherever the coverage is shared, and will send proof to hello@namimag.com.

C · PICTURES

3 to 10 photos, 2000 px or more, each credited and cleared for the story. Large files as a link, nothing over 10 MB. Specifications as a table, not a picture.

THE NAMI PARAGRAPH

Copy the one that fits you.

Put it at the end of the release under “For Nami”. Change the words in brackets, keep the rest. Can’t place the plate anywhere? Say so in the same paragraph.

SHIPYARDS AND DESIGNERS

For Nami: when this story runs on namimag.com, [Shipyard] will place the Nami plate on the [Yacht] page and in the site footer of [shipyard.com], linked to the story, will quote it with the lockup in the press section, and will send proof (a screenshot, links or photos) to hello@namimag.com.

BROKERS AND CHARTER

For Nami: when this story runs on namimag.com, [Company] will add the Nami plate to the [Yacht] listing and to the news page of [company.com], linked to the story, will credit “Nami (namimag.com)” in the newsletter that announces it, and will send proof to hello@namimag.com.

BOAT SHOWS, REGATTAS, MARINAS

For Nami: Nami is a media partner of [Event]. The Nami lockup with namimag.com will appear in the partner row of the poster, the programme, the screens and the website footer of [event-site.com] from [date] to [date], and [Event] will send proof to hello@namimag.com.

EQUIPMENT, TENDERS, CREWS

For Nami: when this story runs on namimag.com, [Name] will post it on [Instagram / LinkedIn / the website] with the Nami mark and the line “via Nami · namimag.com”, will add the plate to the press page of [site.com], and will send proof to hello@namimag.com.

MENTIONS AND PROOF

Say our name right. Then show us it’s on.

IN TEXT

✓ Nami (namimag.com)

✓ as featured on Nami

✓ Source: Nami — namimag.com/...

✗ NAMI Magazine · Nami Mag

✗ Nami Yachts · NamiMag

✗ nami.com · www.NAMIMAG.COM

One word, capital N. The first mention carries the address and the link to our story.

PROOF · REQUIRED

Show us it’s on.

Within 7 days of our story, write to hello@namimag.com, subject “Proof · [Yacht or name]”, with:

- a screenshot of your page and its link
- links to your posts
- photos of the stand, the poster or the programme
- a photo of the brochure or the flyer

No proof, no next story.

Until our mark is up, we do not publish your next release.

CHANGES AFTER PUBLICATION

Everything in the first email

The exact yacht name, the links and the credited photos. We publish what you send.

One correction

A wrong fact or a broken link, fixed once, within 30 days of the story.

A new name is not a rewrite

Renamed the yacht? The story stays as published. A refit or a sale is a new press release.

Our call

We may decline a change without giving a reason.

BEFORE YOU HIT SEND

Plot the course. Then press send.



Subject says “For Nami · PRESS
RELEASE · [TAG]”



The Nami paragraph is at the end of the
release



Photos are credited and cleared for the
story



You know where the plate goes on your
site



Send to hello@namimag.com



After: proof sent once our mark is up
(required)

Sending us a press release, a review, an invitation or any other material does not mean Nami will publish it. We choose what we publish, when and how, and we may decline or edit without giving a reason.

NAMI波

Fair winds.

HELLO@NAMIMAG.COM · NAMIMAG.COM

No part of this guide is a press credential. Every credit in it is given by us, in writing, story by story.