

MEDIA/PUBLISHING

## Burgess Magazine sees refresh with new publisher

August 9, 2018



*Making waves with content. Image credit: Archant*

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By STAFF REPORTS

Superyacht brokerage Burgess Yachts is refreshing its editorial coverage through a new publishing partnership.

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Archant Dialogue will work with Burgess to revitalize the 12-year-old publication dedicated to the world of yachting. The magazine focuses on publishing content to keep as a collectable, rather than acting as a periodical, a factor that its refresh will help continue.

"Burgess is a very exciting brand to work with and I am delighted they selected Dialogue," said Zo Francis-Cox, agency director at Dialogue, in a statement. "We won this by demonstrating an understanding of both the Burgess brand and the superyacht world, which is a natural extension of our other work in luxury content marketing.

"Our project management skills, global focus and attention to detail were also key factors in the win, alongside Dialogue's proven editorial and design excellence," she said.

### Yachting in print

For the year 2019, Burgess Magazine will see a new design, imagery and content.

While Archant Dialogue will take over publishing responsibilities for the magazine, the Burgess brand will still remain intact and apparent throughout its pages.

"Archant Dialogue approached us with a compelling proposal that combined a clear understanding of our brand and the luxury sector, along with an impressive design pitch," said Nicci Perides, head of PR and communications at Burgess, in a statement. "As a specialist in luxury content, with a global mindset, we are delighted to be working with Dialogue on Burgess Magazine."



*Burgess' current magazine. Image credit: Burgess*

Burgess is a well-known authority in managing superyachts, but like its editorial push, the brand is often expanding into other sectors.

The brokerage recently extended the aquatic theme of one of the most iconic boat-racing competitions to accommodations and events tailor-made for affluent guests.

Burgess offered a series of packages to provide attendees with an unparalleled experience while staying in Bermuda for the month-long America's Cup May 26 to June 27. Packages included stays on superyachts, as well as entry to various events for the competition ([see story](#)).

Hotelier and editorial efforts are only small fractions of what Burgess has incorporating yachting into, but this new magazine refresh will likely excite fans and heighten advertising for yacht brokers.

"With our multi-sector in-house advertising team, we have an unparalleled track record in delivering advertising revenue against content that makes Dialogue a compelling choice for brands that want to monetize their owned content," said Craig Nayman, executive director of Archant, in a statement. "This was a key consideration for Burgess and I'm delighted that this was recognized by its management team, alongside our award-winning content and design."

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