

The First Owner's Reference

An annual publication for first-time superyacht buyers, where one typed content source produces both the website and a 120 page casebound book.

CLIENT

The First Owner's Reference

SECTOR

Editorial publishing

YEAR

2026

LIVE

firstownersreference.com ↗

SCOPE

Editorial system design, Web design, Development, Print typography, Press build pipeline

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01 The commission

This is a publication rather than a marketing site. The reader is someone approaching a first superyacht purchase and treating it as a private decision, and the work had to serve long reading on screen, accurate citation by other professionals, and a print edition of genuine quality, all from the same material.

Existing yachting media is written for the trade. The tone is breathless, the structure is that of an auction catalogue, and a first-time buyer reading it would learn little and trust less. The Reference was conceived to fill that gap, which meant the design problem was an editorial one before it was a visual one.

- Nine chapters, each a complete piece of editorial rather than a section of a brochure.
- One content source producing the website and a press-ready book, with no dual maintenance.
- Structured data on every chapter and every defined term, so the content can be quoted correctly.
- A publication that takes no advertising, recorded as a position in the colophon.

3 May 2026

First commit, and the wireframe

The structure of Edition One set out before any design work

3 May 2026

Lead essays drafted for every section

Editorial first. The publication was written before it was designed

8 August 2026

Print galley discipline

The imagery pass and the rule against mid-flow column spanners, both print typography problems

8 August 2026

Proof corrections, round two

Verifications, case arithmetic and the sources hazard checked again

8 August 2026

120 page proof built

230 by 300mm trim, the reading proof, the CMYK master and the press block from one command

10 to 11 August 2026

Studio editor

Content migrated to JSON with typed loaders, so the publication can be edited without a developer

COMMITTS

297

FIRST TO LATEST

15 weeks

CHAPTERS

9

PROOF EXTENT

120pp

Dates taken from the project's commit history. The proof date and extent are recorded in the print folder.

02 The masthead

The masthead is the wordmark. It is set in Newsreader at its light 300 weight, with the strap line, *A yachting field manual*, beneath it in the same face italicised. There is no drawn logo and nothing else identifies the publication.

It is typeset rather than drawn, and appears as live text wherever it is used. That keeps it selectable, searchable and accessible, and it means the masthead cannot drift out of step with the body typography, because it is the body typeface. On the print edition the same wordmark is foil stamped on the case.

The First Owner's Reference

A yachting field manual

The masthead

Newsreader Light 300, strap line italic



Publisher's mark

The Foreland lighthouse, charcoal on paper



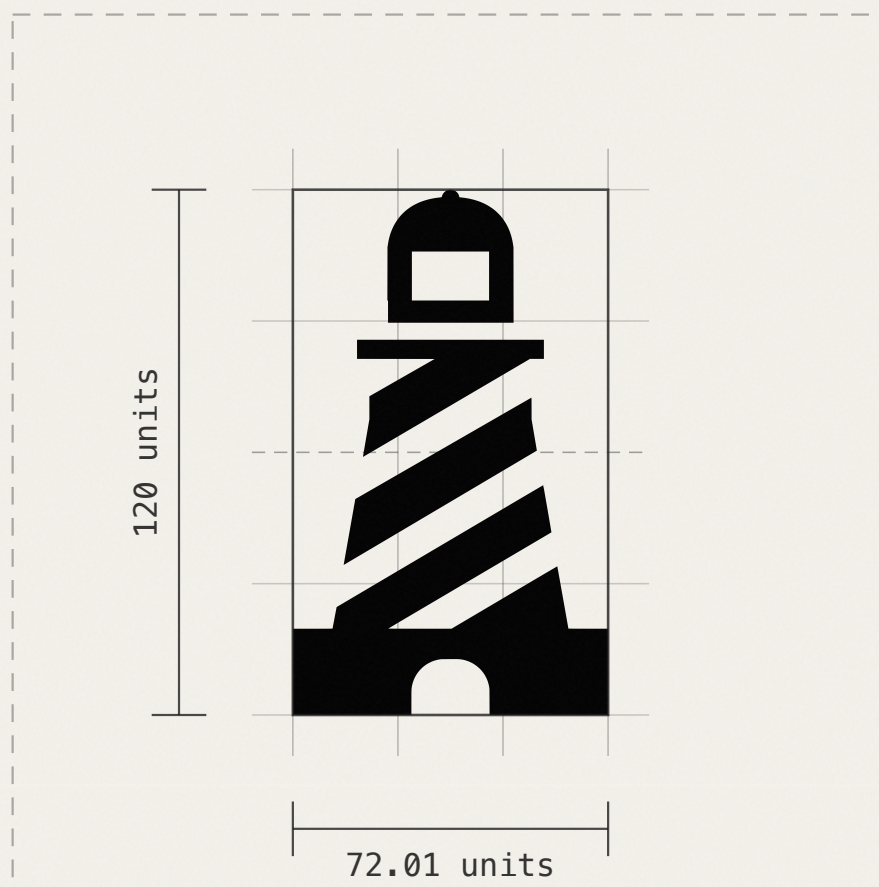
Reversed

Paper on charcoal, for dark grounds



On marine

Paper on the accent



The publisher's mark is the Foreland lighthouse. Measured from the path data it is identical to the mark on the parent company's site, 72.01 by 120 units on a 200 unit square, a ratio of 0.600 to 1. That is deliberate: the Reference is published under the Foreland Marine umbrella, and using the same artwork rather than a redrawing is what makes the relationship legible at a glance.

ASPECT RATIO

0.6 : 1

Measured from the drawn path

CONSTRUCTION MODULE

24 units

A fifth of the mark height

ARTBOARD

200 × 200

viewBox units

DRAWN INK

72.01 × 120

AIR, TOP AND BOTTOM

40 units each

AIR, LEFT AND RIGHT

64 and 63.99

COLOURWAYS

Charcoal and paper



01

The reality of ownership

What the first three years of yacht ownership actually look like, in time and in money.

[BEGIN THE CHAPTER](#)

[🔗 SHARE](#)

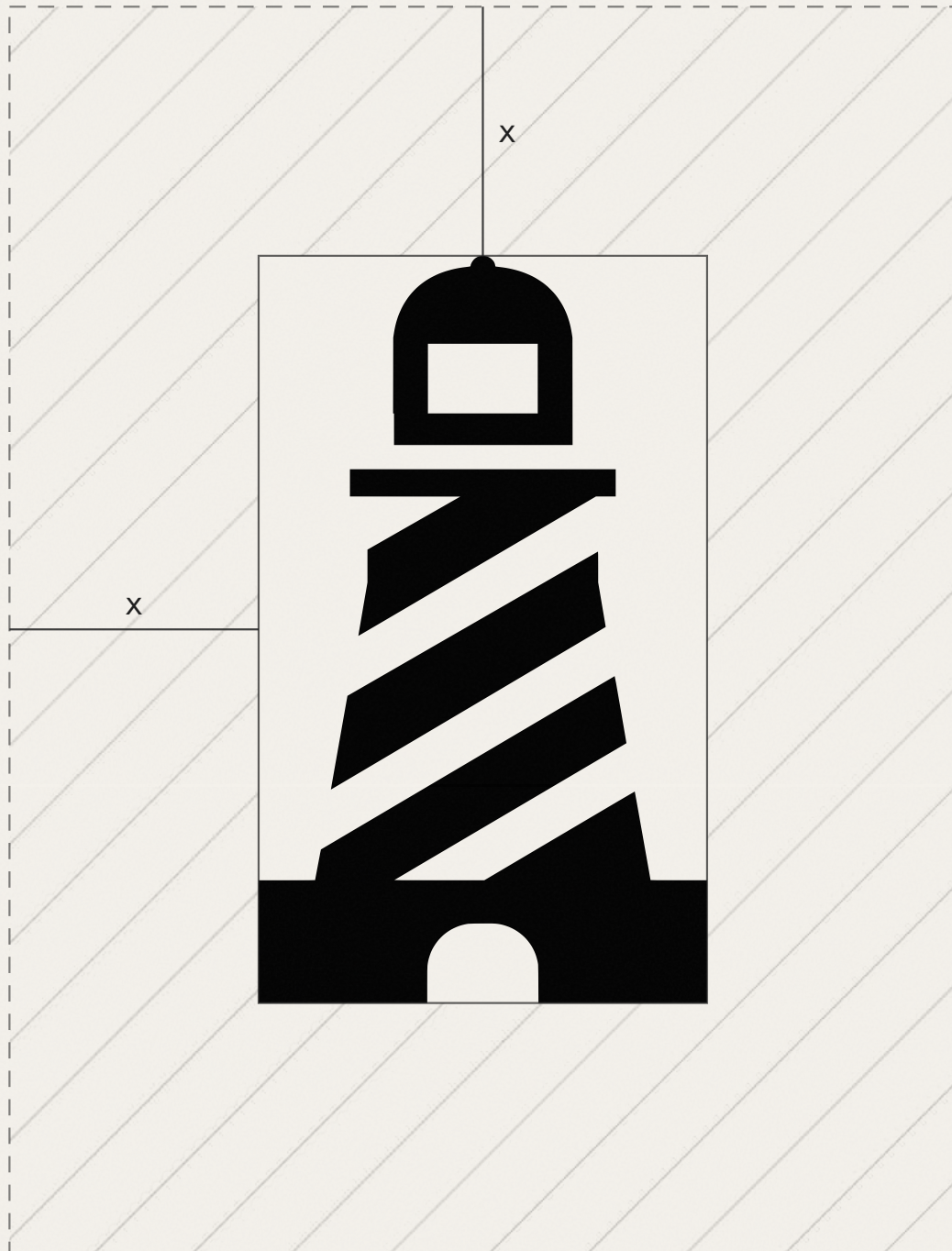
COORDINATES

39.5896°N 2.6502°E

READING TIME

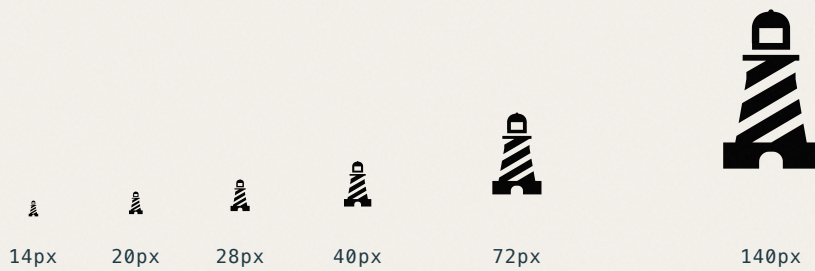
6 MIN READ

The masthead as live text at the top of a chapter opener, with the chapter numeral in marine and the metadata set in DM Mono



The mark carries its clear space on the artboard rather than in a written rule. Forty units of air sit above and below the drawing on a 200 unit square, so placing the file at any size and butting other elements to its edge still leaves a third of the mark height as breathing room. Clear space that is drawn into the file is clear space nobody has to remember.

x = the built-in artboard margin, 40 units on the artboard.



The publisher's mark down to favicon size. It is a narrow, vertical drawing at 0.600 to 1, so it is the height that runs out first rather than the width. The beam is the first detail to close up, which is why it is drawn as a small number of heavy strokes rather than fine rays.

Because the masthead is typeset rather than drawn, most of what would normally be logo misuse cannot happen here: there is no file to stretch and no artwork to recolour by accident. The restrictions that remain are about the two things that can still go wrong, which are the face and the ownership of the mark.



The mark is never scaled on one axis



Never rotated. It is a lighthouse



Charcoal, paper or marine only



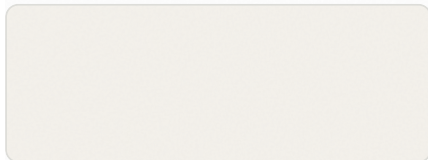
No effects. It is printed, blind debossed or not used

One further rule is editorial rather than visual. The masthead is set in Newsreader Light and nothing else, and it is never substituted with a display face for a campaign or a cover. Because it is live text in the body typeface, a substitution would be visible immediately against the prose beneath it, which is a useful property for a publication that will outlive whoever is setting it.

03 Colour

The palette treats the screen as paper. The ground is a warm off-white rather than white, text is near black rather than black, and a single marine blue carries headings, links and drop caps. Stone handles metadata and captions, and a warm rule colour draws the hairlines that structure the page.

Each colour has a deeper partner, so contrast can be raised without introducing a new hue. The print edition uses slightly warmer versions of the same tokens, because ink on uncoated stock reads cooler than the same value on a backlit screen.

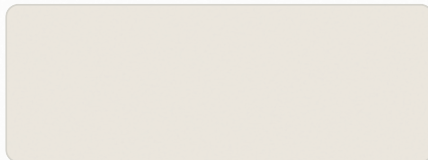


Paper

#F5F2EC

245, 242, 236

The page

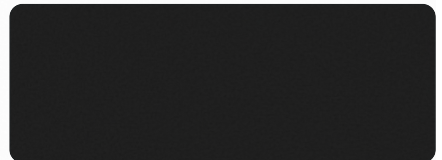


Paper deep

#EDE8DF

237, 232, 223

Alternating bands and callouts

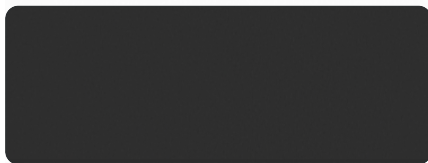


Charcoal

#1A1A1A

26, 26, 26

Editorial text



Charcoal soft

#2A2A2A

42, 42, 42

Secondary text on paper



Marine

#0F3B5C

15, 59, 92

Headings, links, drop caps



Marine deep

#0A2A44

10, 42, 68

Immersive grounds

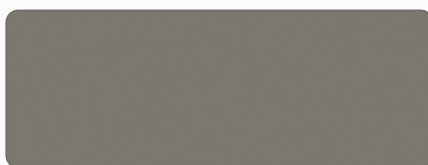


Sail

#4A7DA9

74, 125, 169

Links on dark grounds

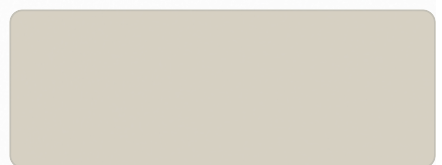


Stone

#7A756D

122, 117, 109

Metadata and captions



Rule

#D8D2C4

216, 210, 196

Hairlines and dividers

MEASURED CONTRAST

PAIR	SAMPLE	RATIO	WCAG 2.1
Charcoal on paper	Sample text	15.6:1	AAA
Marine on paper	Sample text	10.4:1	AAA
Stone on paper	Sample text	4.1:1	AA large
Paper on marine	Sample text	10.4:1	AAA
Sail on marine deep	Sample text	3.4:1	AA large

Ratios are computed from the hex values on this page under WCAG 2.1, not quoted from the brand document.

04 Typography

Three families divide the work. Newsreader carries the masthead and all editorial prose. DM Sans handles signposting, which is to say chapter numerals, navigation and metadata, set in letter-spaced capitals. DM Mono sets the numbers, tabular wherever money is involved, so a column of figures aligns on the decimal without anyone having to think about it.

Aa

Newsreader

MASTHEAD AND EDITORIAL PROSE

Light 300 for the masthead, up to 500 in chapter headings, italic for the strap line and pull quotes. It carries old-style figures and standard ligatures throughout.

Aa

DM Sans

SIGNPOSTING

Chapter numerals, navigation and metadata in letter-spaced capitals. It never sets a paragraph.

Aa

DM Mono

NUMBERS

Tabular numerals for cost tables and the calculators, where alignment matters more than colour on the page.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

0123456789 & £ €,.,:() “ ”

The first year of ownership is the year in which the assumptions made during the purchase are tested.

NEWSREADER LIGHT 300, THE EDITORIAL VOICE

STEP	SIZE	ROLE	FAMILY	WEIGHT	LINE HEIGHT	TRACKING	SET
display	clamp(3rem, 6vw, 6rem)	Display	Newsreader	—	1.02	—	Aa
headline	clamp(2rem, 3.5vw, 3rem)	Headline	Newsreader	—	1.1	—	Aa
title	clamp(1.5rem, 2.2vw, 2rem)	Title	Newsreader	—	1.2	—	Aa
subhead	1.125rem / 18px	Subhead	Newsreader	—	1.4	—	Aa
body	1.125rem / 18px	Body	Newsreader	—	1.65	—	Aa
small	0.875rem / 14px	Small	DM Sans	—	1.5	—	Aa
meta	0.75rem / 12px	Metadata	DM Sans	—	1.4	—	Aa

Body type is set at 18 pixels rather than the 16 that most sites use, on a 1.65 line height, because the reader is expected to stay with a chapter for twenty minutes rather than scan it. Paragraphs are hyphenated with limits set so that no word breaks with fewer than four characters on a line, which is a print convention rarely carried across to the web.

CHAPTER 03

39, 5690°N 2, 6502°E

IN THIS CHAPTER

1. Lead essay
2. Data spread
3. Case material
4. Checklist

In 2025 the global market for yachts above 24 metres turned over USD 8.5 billion, a 70 percent rise on the year before and eclipsed in the past decade only by the post-Covid surge of 2021. BOAT International identifies the largest single driver as the 100 percent depreciation provision in the United States' [One Big Beautiful Bill Act](#). The market grew because the tax code changed; the demand structure underneath did not.

The folklore of the 10 percent rule

The industry shorthand for annual operating cost is 10 percent of the yacht's purchase price per year, quoted by brokers and management companies alike. The rule has no traceable origin. It survives because it is roughly correct for new, mid-sized, lightly used yachts, and because it is easy.

It is also wrong for most readers of *The First Owner's Reference*.

YachtBuyer calls the rule "at best, obsolete or even misleading" for older or larger crewed vessels. As the asset depreciates, the percentage rises mechanically: running cost is a function of size and complexity, not residual value. A 50m yacht worth EUR 30 million eight years after a EUR 50 million build does not become 40 percent cheaper to operate; the EUR 5 million annual run rate that was 10 percent of value at purchase is now nearly 17 percent.

Working ranges from independent practitioner sources (*Fraser Yachts*, *Ocean Independence*, *Foreland Marine*) cluster between 8 and 15 percent for the first decade. For yachts over 40 metres, or older than seven years, the figure is closer to 12 to 20 percent. Charter-active vessels run higher still.



39 5690°N 2.6502°E

Everything the typography section describes, in one screen: the marine drop cap, the measure, hyphenation across line ends, the chapter rail in DM Mono and a figure sitting in the outer margin

05 Layout

The layout serves long reading above everything else. A single column runs at a 38rem measure, which lands between sixty and seventy-five characters a line at body size. A rail of 22rem carries footnotes, sources and figures alongside the text at desktop width and folds beneath it on a phone. The page container stops at 80rem.

Desktop

12 columns



Prose column plus a 22rem rail for notes and sources

Tablet

6 columns



Rail folds beneath the prose

Mobile

4 columns



Single column, notes inline

PROSE MEASURE

38rem

NOTE RAIL

22rem

PAGE CONTAINER

80rem

BODY SIZE

18px

BODY LINE HEIGHT

1.65

DROP CAP

Marine, chapter opener

- Drop caps are set in marine on the first paragraph of each chapter, matching the print edition.
- A scroll progress bar runs across the top of a chapter, because a reader who has committed twenty minutes deserves to know where they are.
- Navigation strips between chapters carry the previous and next chapter titles rather than arrows alone.
- Every defined term in the glossary is auto-linked on first use in the body, without an editor marking it up.

06 The publication

Nine chapters form the spine, running from the reality of ownership through the market, how the industry works, acquisition, new build against brokerage, refit, operations, motor against sail, and a closing decision framework. Each chapter is a complete piece of editorial in its own right: a lead essay, a data spread, a guest opinion, an anonymised case and a printable checklist.

Around them sit a glossary of fifty defined terms, each with its own page and its own structured data, a search that covers the whole publication, and four working tools built on published industry data.

WHAT WAS SHIPPED

Nine chapters

Essay, data spread, guest opinion, anonymised case and checklist in each

Glossary

Fifty terms, each with a page and DefinedTerm schema

Running cost calculator

Built on sourced industry figures

Captain and crew salary, 2026

Published pay data by role and vessel size

Order book tracker

The new build market, by yard

Yacht VAT, 2026

Import and charter positions by jurisdiction

Search

Compiled at build, runs in the browser, queries never sent anywhere

Colophon and press kit

How the publication is made, and how to cite it

1ST EDITION / GLOSSARY

Glossary

Plain definitions of the terms that recur in The First Owner's Reference. Linked from every chapter. Citable.

58 TERMS · A TO Z

AIS

Automatic Identification System. A continuous radio broadcast of vessel position, course, speed, identity, and dimensions, mandatory on most yachts above 300 GT.

AIS Class A transponders are mandatory on commercial vessels above 300 GT under SOLAS Chapter V Regulation 19. Class B is voluntary on smaller yachts. AIS data is publicly available through MarineTraffic, VesselFinder, and similar services, which is an operational consideration for owner privacy. Owners can request flagging changes to limit publicly displayed data within the constraints of the regulation.

DISCUSSED IN [Chapter 07](#)

SEE ALSO [ECDIS](#) [ISM Code](#)

[Back to Glossary](#)

The glossary. Every term carries its own page and its own structured data, and is auto-linked on first use in the chapters

What does it actually cost to run a superyacht?

Ownership is more than the purchase price. The calculator below produces a realistic annual running-cost estimate, broken down by category, against named source assumptions.

YOUR YACHT

Configure the basics.

YACHT LENGTH

35 m

34 m

60 m

YACHT TYPE

Sailing

Motor

USE

ESTIMATED ANNUAL COST

€1,502,301

35 m motor yacht, private, single season, Western Mediterranean, moderate use

COST BREAKDOWN

Crew +

33%

€570,733

Insurance +

13%

€190,444

The running cost calculator. Figures are set in DM Mono tabular, so a column of money aligns without anyone thinking about it



The same publication at 390 pixels

07 The print edition

The same content renders a second time as a book. There is no separate print file and no page layout application in the chain: the print edition is a route on the website, rendered through a print stylesheet that runs to 2,565 lines, and printed by a headless browser.

The proof as built on 8 August 2026 runs to 120 pages at a 230 by 300 millimetre trim. The sheet is 236 by 306 millimetres, which is the trim plus three millimetres of bleed on each edge, with mirrored margins so the gutter is wider than the fore-edge on both verso and recto.

PAGE

Trim	230 × 300mm
Sheet with bleed	236 × 306mm
Margins, verso	29 / 27 / 29 / 27mm
Gutter margin	29mm
Extent	120pp

TEXT

Body	12.5 / 17pt
Columns	Two at 91.5mm
Column gutter	7mm
Running heads	7 to 8pt
Folios	9.5pt
Head and foot padding	11mm

MATERIALS

Text stock	Munken Pure 120gsm
Binding	Smyth-sewn, casebound
Case boards	Colorplan
Wordmark	Foil stamped
Lighthouse	Blind debossed
Edition	500 hand-numbered

The build is a two-pass print rather than a single render, because a document with contents folios cannot know its own page numbers until it has been laid out once. The first pass discovers where each chapter falls and writes the real folios and the verso and recto parity spacers back into the project. Later passes verify that the pagination has stopped moving.

Full-bleed pages are handled separately. A full-page image box placed mid-document fragments against the root page master and shows a seam at the join, so the cover, frontispiece, chapter openers and closing page are each printed standalone from their own route and merged over placeholder pages in the flow document. The result is then stamped with TrimBox and BleedBox, converted to CMYK, and padded to a multiple of eight pages to give the printer a clean press block.

SOURCE

Typed content

Chapters, essays, glossary and checklists in TypeScript and JSON

Print stylesheet

2,565 lines of CSS Paged Media

Image manifest

Curated assignments, resized to 2700px long edge, sRGB



RENDER

Chrome, via Puppeteer

Native paged media, no pagination library

Pass one

Discovers chapter positions, writes real folios and parity spacers

Pass two

Verifies pagination has stabilised

Full-bleed pages

Printed standalone, merged over placeholders



PRESS

TrimBox and BleedBox

Stamped with pypdf

CMYK conversion

Ghostscript, generic prepress profile

Press block

Cover dropped, padded to a multiple of eight

Case artwork

Printed flat from its own route for the binder

One command produces the reading proof, the CMYK master, the press block and the case artwork. Nothing in the print folder is edited by hand.

08 Built to be cited

A reference work is only useful if other people can quote it correctly, which is a design problem as much as an editorial one. Twenty distinct schema types are in use across the publication, from Article on each chapter and DefinedTerm on each glossary entry through to Dataset on the data spreads and SoftwareApplication on the tools.

Every numerical claim in the text carries a source, and the structured data carries a suggested citation format, so an answer engine quoting a figure has both the number and where it came from.

- The search index is compiled at build time and shipped with the page, so a query never leaves the reader's browser. For a publication whose readers are researching a purchase they have told nobody about, that is a feature rather than an optimisation.
- Each chapter's checklist has its own single-page print layout, intended to be printed and carried into a meeting.
- The colophon records how the publication is made and states that it takes no advertising.
- A press kit provides the masthead, the mark and the correct citation format, so third parties reproduce it accurately.

WHAT A FULL CHAPTER WEIGHS

Transferred	1.7MB
Requests	49
DOM nodes	781

WHEN IT PAINTS

First contentful paint	208ms
Largest contentful paint	208ms
Load complete	200ms

Measured on 25 August 2026 by loading firstownersreference.com/01-reality-of-ownership twice in headless Chrome at 1440 pixels with the cache disabled, and keeping the better run. This is a desktop connection on a fast line, so the paint figures are a floor rather than a field measurement. The transfer weight and request count are the numbers worth comparing, because they do not change with the connection.