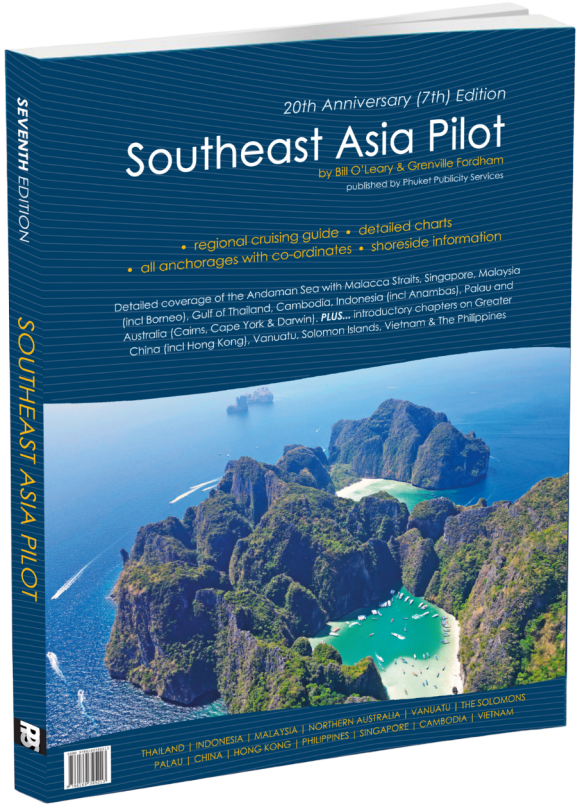
SEAP
Southeast Asia Pilot

Southeast Asia Pilot
Acquisition Opportunity



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Executive Summary

Southeast Asia Pilot (SEAP) is Southeast Asia's best-established specialist marine publication and the definitive cruising guide to the region. In continuous publication for more than 20 years, the award-winning title is offered for acquisition as part of an orderly retirement plan.

At the heart of the opportunity is a proprietary database of more than 600 anchorages, developed over successive editions and supported by pilotage notes, charts, coordinates, shoreside information and photography. The sale includes the publishing operation, transferable rights owned by the sellers, SEAP brand and goodwill, print and digital assets, website and commercial relationships.

Business at a Glance

Attribute	Description
Business	Specialist marine publishing
Current edition	Seventh edition (2024)
History	More than 20 years of continuous publication
Core asset	Proprietary database covering 600+ anchorages
Formats	Print and DRM-protected eBook
Distribution	More than 40 countries
Revenue model	Book sales and advertising
Reason for sale	Planned retirement

Product & Market Position

SEAP covers Southeast Asia and adjacent waters with detailed anchorage and pilotage information, GPS coordinates, charts, marina and shoreside information and photography. Its readers include private cruising yacht owners, charter operators and superyacht captains. Its combination of longevity, specialist editorial knowledge and comprehensive regional coverage distinguishes SEAP from other marine publications.

Proprietary Anchorage Database

SEAP's proprietary database encompasses more than 600 anchorages across Southeast Asia and adjacent waters, developed and refined over more than two decades.

Combining detailed pilotage notes, GPS coordinates, anchorage charts, shoreside facilities and extensive local knowledge, this unique resource represents a substantial investment in research, editorial development and regional expertise.

Beyond supporting future editions of the book, the database offers significant potential for digital cruising guides, navigation applications, subscription services and other marine information products.

Global Reach & Distribution

Southeast Asia Pilot enjoys established international distribution, reaching readers in more than 40 countries through direct orders, specialist nautical booksellers, marinas, chandleries and charter operators.

Estimated readership is around 60,000 over a typical 2-3 year edition cycle, reflecting the book's reach among private yacht owners, charter operators and marine professionals worldwide.

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Established Revenue Model

Southeast Asia Pilot generates revenue through two established channels: sales of its print and DRM-protected eBook editions, and advertising from businesses serving the leisure marine industry.

Publishing Revenue

SEAP is sold internationally through direct website orders, specialist nautical booksellers, distributors, marinas and marine retailers. The combination of print and digital editions provides access to an international audience of cruising yacht owners, charter operators and marine professionals.

Advertising Revenue

Advertising has historically been a significant contributor to the publication's income. Advertising content has deliberately been restricted to preserve editorial integrity and maintain a premium environment for marine industry advertisers.

Advertising occupies approximately 5% of the current edition's pages, demonstrating scope for expansion without fundamentally changing its editorial character.

Financial Track Record

SEAP has an established record of revenue and operating profitability across successive editions. Detailed historical financial results, operating costs and acquisition return calculations are available to qualified prospective buyers.

Digital Platform

The established Southeast Asia Pilot website provides a substantial library of specialist cruising information, attracting a highly targeted international audience.

The website supports direct book sales, brand recognition and engagement with the cruising community. It also offers opportunities for expanded digital publishing, advertising, sponsorship and integration with marine information services.

Commercial Development Opportunities

- Expand international distribution and direct sales through established nautical and marine networks.
- Develop digital information services using the anchorage database, subject to appropriate content verification and technical work.
- Expand print and website advertising, sponsorship and strategic partnerships.
- Integrate SEAP content and brand into an existing marine publishing or navigation platform.

Awards

Best Nautical Publishing House – Asia / Global Excellence Awards 2025 by LUXlife
Best Specialist Travel Guide – South East Asia / APAC Business Awards 2025
Premium Ocean Navigation Guide Excellence Award – Asia / Global Excellence Awards 2025 by LUXlife
Asia Ocean Expedition Guide of the Year / Innovation & Excellence Awards 2024 by Corporate Livewire
Best Asia Ocean Expedition Guide / Global Business Awards 2024 by Corporate Vision

Potential Strategic Buyers

Southeast Asia Pilot offers different commercial opportunities depending on the acquiring organisation's existing business and resources.

Marine & Specialist Publishers

An established publishing title with international distribution, recognised editorial authority and a substantial proprietary content library. SEAP offers an opportunity to expand an existing nautical or specialist publishing portfolio.

Marine Navigation & Technology Companies

The proprietary database of more than 600 anchorages, supported by charts, pilotage information and extensive editorial content, provides a potential foundation for digital cruising information products, navigation applications and subscription services.

Marine Media & Digital Publishing Businesses

SEAP combines an established specialist audience, industry advertising relationships, recognised brand and content-rich website, offering opportunities for integrated print and digital publishing, sponsorship and audience development.

Leisure Marine Industry Businesses & Entrepreneurs

Marina groups, charter operators, marine service businesses and independent entrepreneurs may benefit from acquiring an established publishing brand with international reach, established revenue streams and opportunities for further commercial development.

Assets Included

- Proprietary anchorage database covering 600+ locations and associated editorial content.
- Copyrights and publishing rights owned by the sellers, including relevant text, charts and production files.
- SEAP brand identity, associated goodwill and transferable rights arising from established use; the name is not represented as a registered trademark.
- Published and unpublished photographic archives, together with transferable rights held by the sellers.
- Print-ready layouts, eBook production files and available book inventory.
- Website, content and associated domains.
- Advertiser history, contacts, distributor relationships and contributor network, subject to any required consents.

Handover Support & Next Steps

The existing publisher and founder/co-author are prepared to provide structured handover consultancy, including introductions to contributors and information sources, transfer of publishing systems and guidance on editorial production and update cycles.

The sale forms part of a planned retirement programme and is not motivated by business distress.

Detailed financial information is available to qualified prospective buyers following an initial discussion.

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