

DIGITAL MEDIA PACK 2024

BOAT

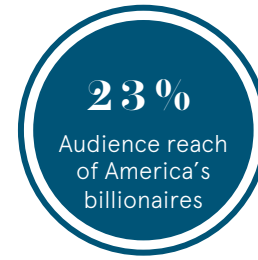
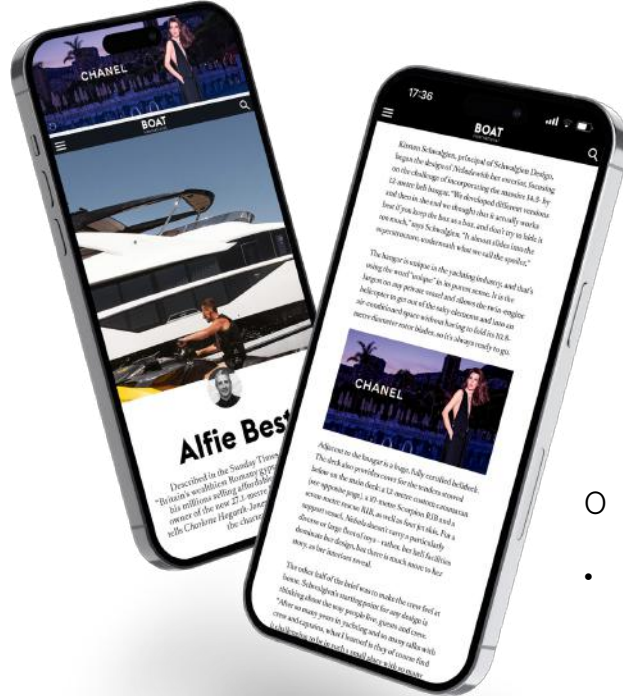
International

The definitive home for the world's most discerning audience

WWW.BOATINTERNATIONAL.COM

BOATINTERNATIONAL.COM

Boatinternational.com is the ultimate gateway to the world of superyachts and the lifestyle that comes with them. The site offers advertisers an unrivalled opportunity to connect with our discerning audience which had a summer peak of more than 1,000,000 sessions in 2022. Visitors peruse yachts for sale and charter and consume the latest news, reviews, design and sustainability trends, as well as destinations and luxury lifestyle inspiration. With a keen and engaged audience, boatinternational.com offers a unique and powerful platform for your brand.



OUR AUDIENCE

- An incredible 37% of our audience are VP-Level or C-Suite
- Our audience are made up of C-Level industries that include; Finance, Manufacturing, Luxury, Agency, Broker, Property, Retail, Business Services, Construction, Builder and Design.

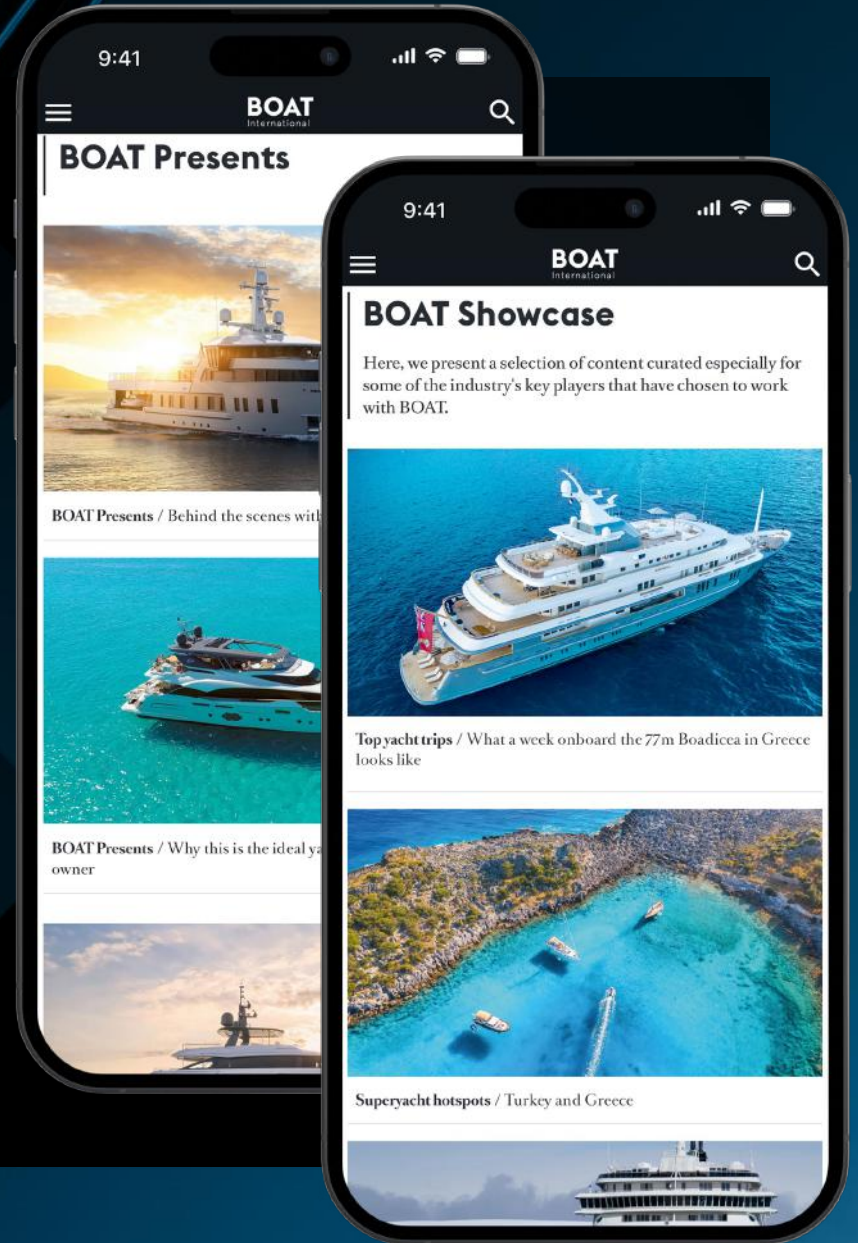
TOP 10 COUNTRIES

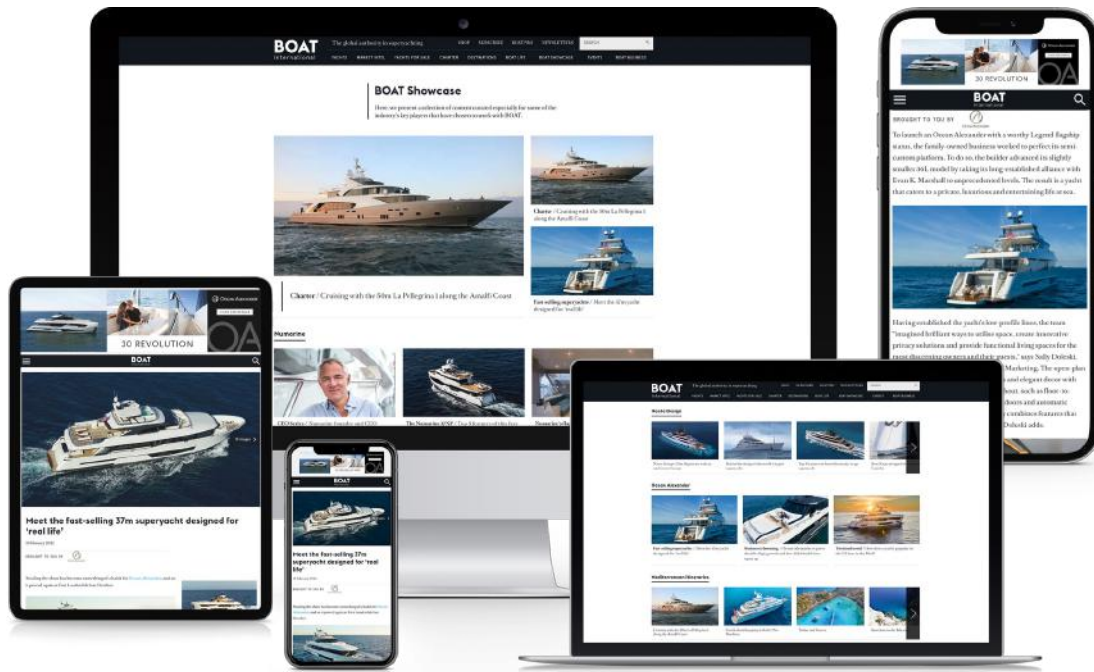
- 40.6% US
- 10% UK
- 6.8% Germany
- 4.3% Canada
- 3.9% Australia
- 3.6% Italy
- 2.5% the Netherlands
- 2.1% Spain
- 2% France
- 1.7% Greece



CONTENT MARKETING

BOAT





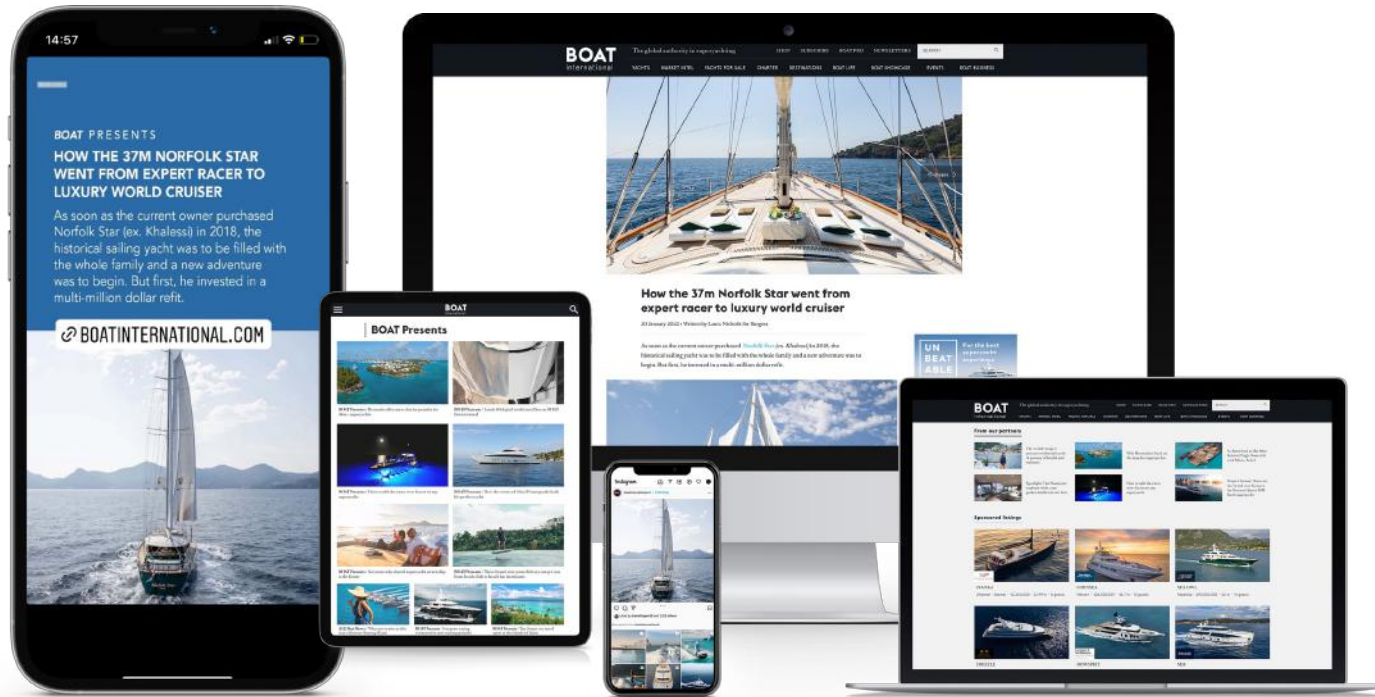
BOAT SHOWCASE six-month campaign

Launched after the success of the Virtual Boat Show, but adapted for a post-Covid world, BOAT Showcase is a content marketing campaign designed to provide a number of content pieces, marketed as individual articles but collated under one hub. These hubs are a showcase of your brand and are designed so that the user reads more than one article at a time.

Each campaign comes with significant media to promote the content and ultimately drive engagement and reach.

	MAJOR SHOWCASE	CLASSIC SHOWCASE
Number of long-form features	Nine + hub	Six + hub
Number of articles live at launch (phasing content allows for faster publishing and new projects to feature)	Three + hub	Three + hub
Content can include video	Yes	Yes
Length of time hub is live and promoted	Six months	Six months
Display ads on boatinternational.com per month included in package	20,000	10,000
Slots in BOAT Newsletters per month included in package	4	2
Social media posts on BOAT channels (with your handle tagged) per month included in package	10 (split between Facebook, Instagram and LinkedIn)	6 (split between Facebook, Instagram and LinkedIn)

Enhancements to the pages can be created as well using our premium templates (see page 7 for examples)



BOAT PRESENTS one-month campaign

BOAT Presents: content written by our commercial content editor specifically to a client brief. It is a paid-for article that is promoted across our website, newsletters and social media for a one-month period. When you buy a BOAT Presents article you are commissioning BOAT International to create authoritative content about your products and services to tell your stories. This fusion of our expertise with the brand's own credibility is key to their success.

EACH ARTICLE RECEIVES THE FOLLOWING PROMOTION:

- 10 social media posts (across BI social media channels), typically:**
- One Instagram wall post
 - 9 social posts across LinkedIn, Facebook, Instagram Stories

Four newsletter slots in the BOAT daily newsletter coverage on the BI homepage

The article is also promoted around our site through our "From our partners" content blocks

BOAT Presents articles can be fully branded with your ads

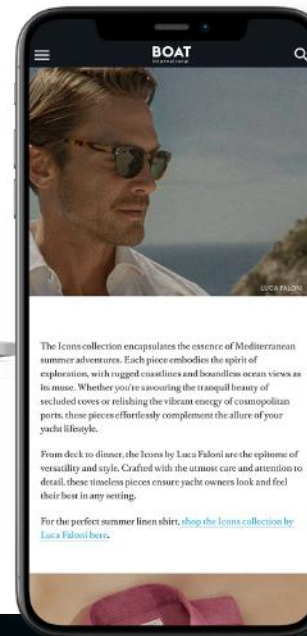
BOAT Presents articles typically receive 1,000+ page views

ENHANCED BOAT PRESENTS

Where you book a sponsored content piece, we can go one step further and make the piece even more interactive, offering the reader deeper engagement through the design. This is an extra design cost on top of your usual content package but really does help bring your brand to life.



VIEW ARTICLE

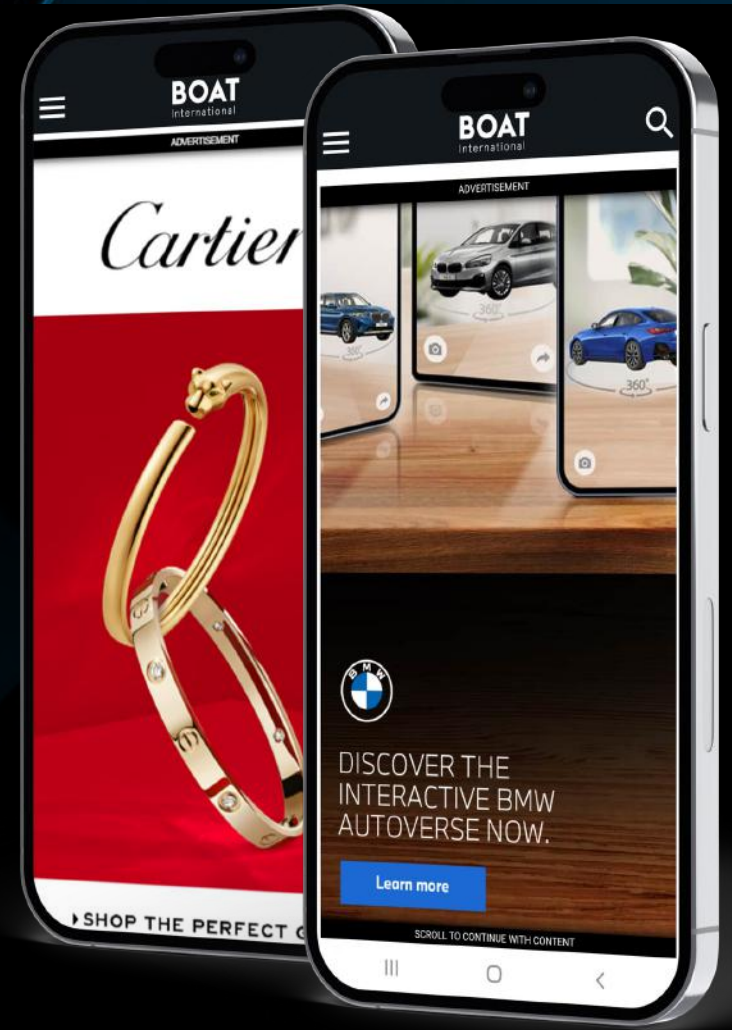


BOAT

THE POWER TO CONVENE UNPRECEDENTED GLOBAL INFLUENCERS AND AUDIENCES

DISPLAY

BOAT



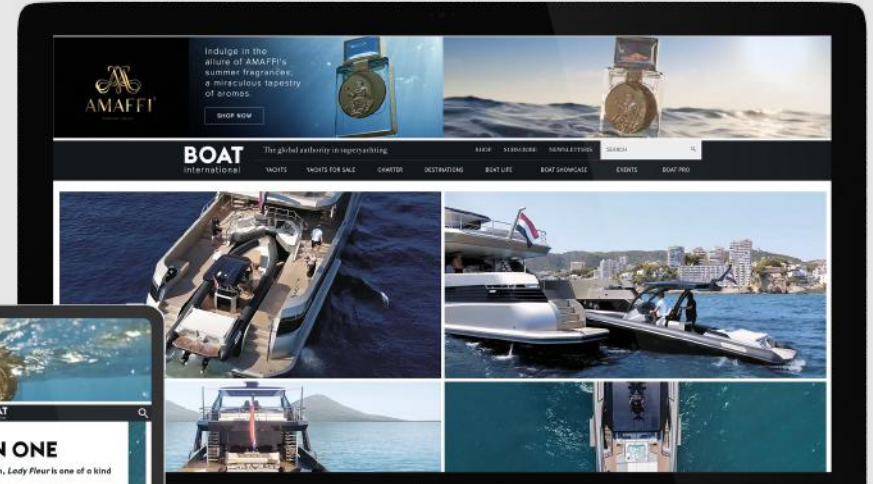
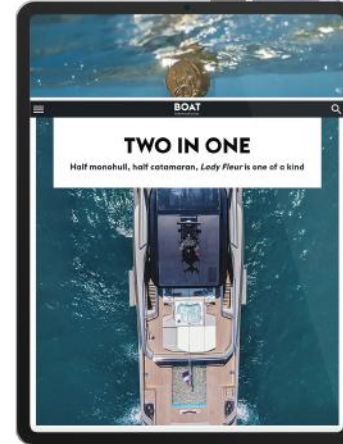
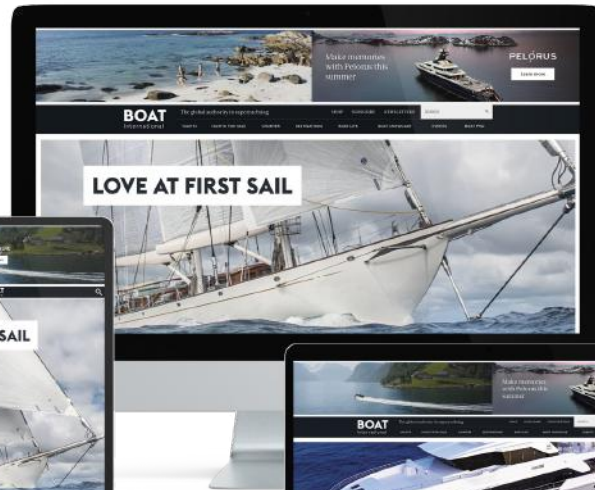
PREMIUM DISPLAY

Boatinternational.com now has a new, richer, more engaging format for its long read editorial content such as yacht reports, luxury content and Owners' interviews.

Around editorial content, we can now offer exclusive rich media display formats that include video. As a premium page partner, you will be one of only two advertisers on these pages for a month period. BOAT create the ads, using your own videos and images.



SEE EXAMPLE
HERE



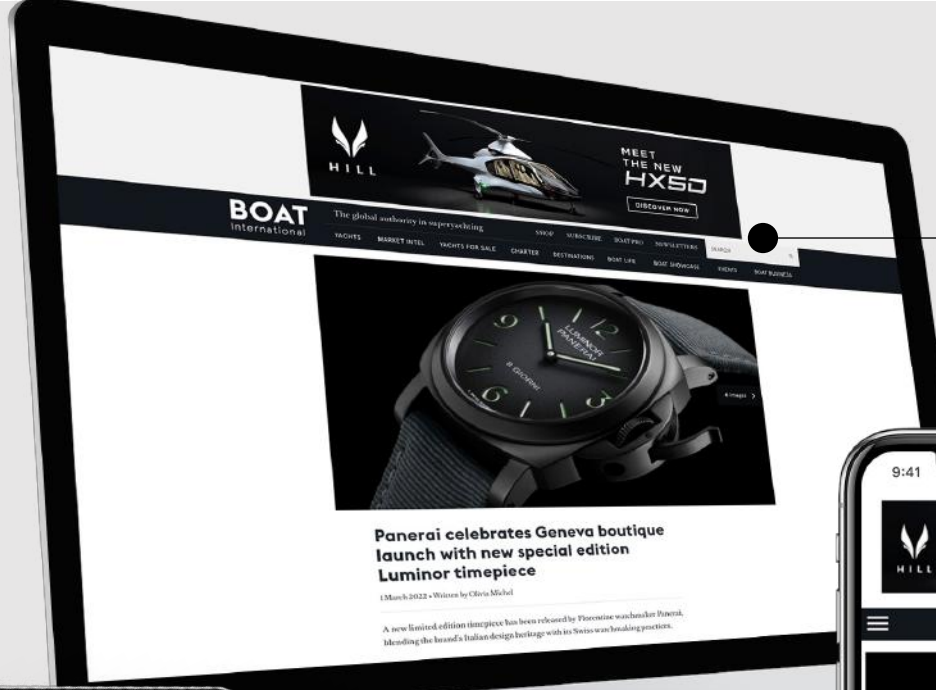
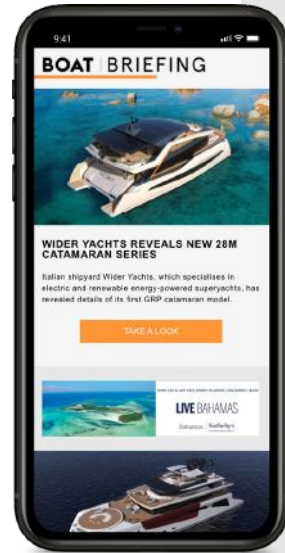
VIEW ARTICLE

DISPLAY

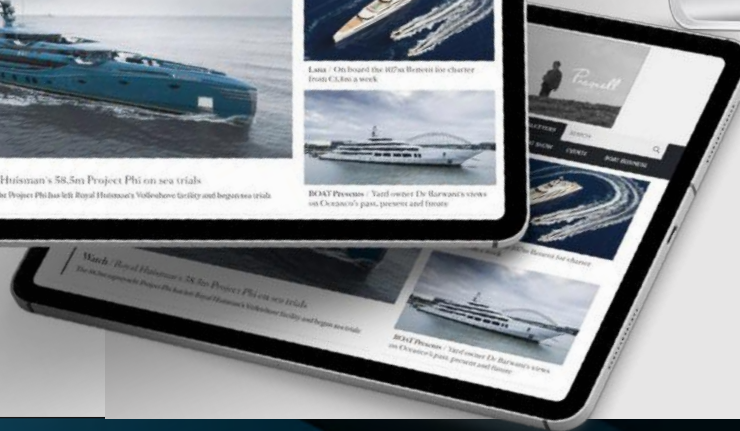
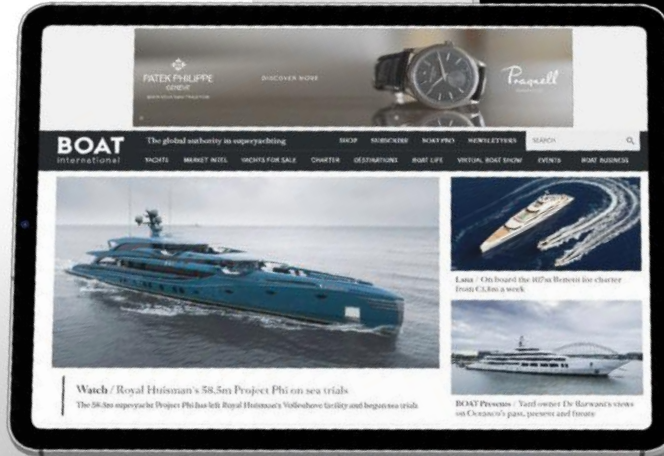
BOAT offers a range of solutions across our display advertising, from standard run of site to geo and keyword-targeted opportunities.

BOAT can also help create the ads including a suite of rich media formats for extra engagement.

We also offer ad units on BOAT BRIEFING, our daily newsletter. An advertiser receives 2 slots per newsletter and will be the only advertiser on there. These are bought on a daily basis.



Run of site



RICH MEDIA

These richer, deeper formats can include video, image galleries and done run of site on a cost per thousand basis.

There are a wide variety of ad sizes and formats available across mobile ad.

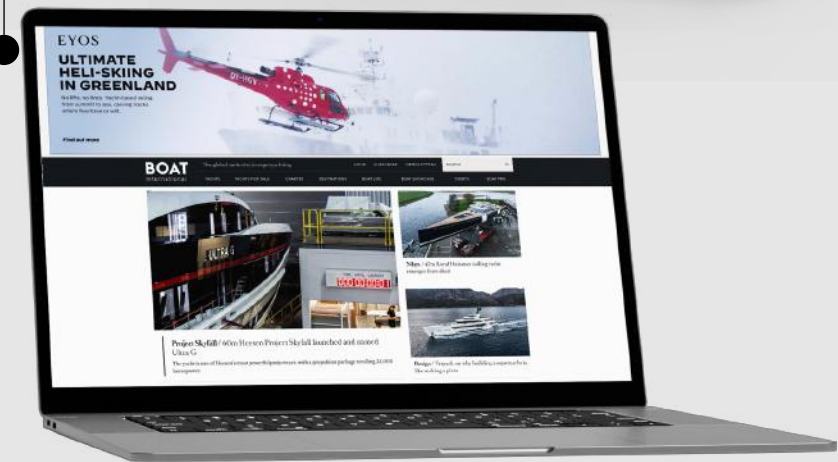
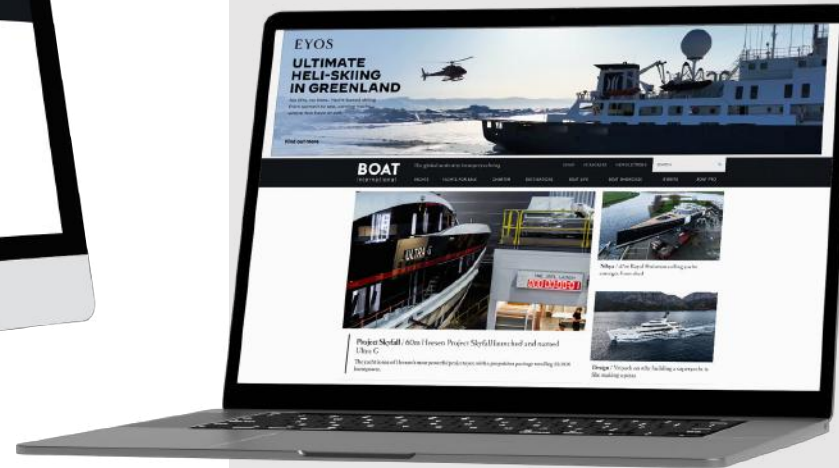
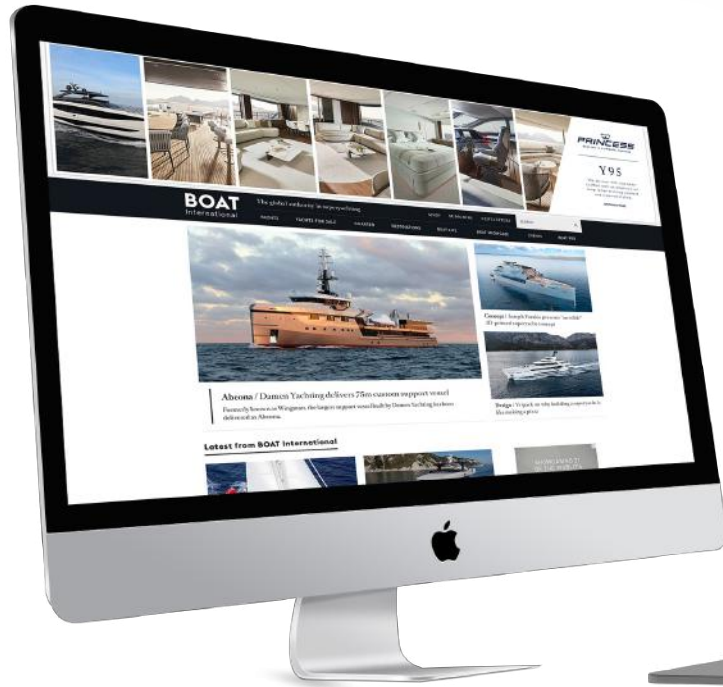


The Interscroller

In-read



Video



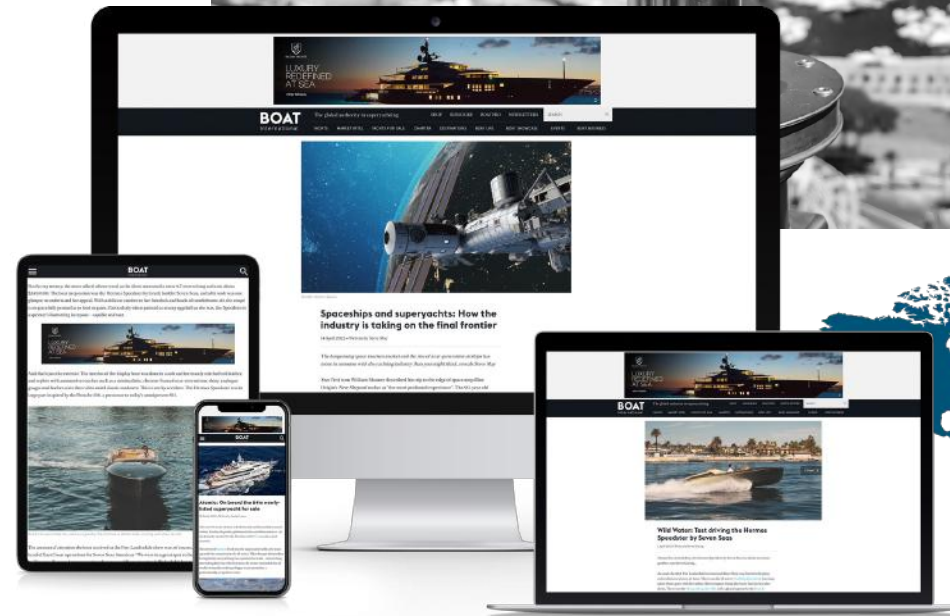
AUDIENCE TARGETING

BOAT offers a range of solutions across our display advertising on top of a run of site campaign.

Targeting to **specific content** such as Monaco or Fort Lauderdale Guides, or themes such as diving or design.

Geographic targeting, with the biggest audience being the US, followed by the UK, Australia, France and Italy.

Segment targeting. We have also developed specific segments where we have grouped people using cookie data dependent on the content they have consumed on the site. For example, if a person consumes charter content more than twice in a 30-day period, they are dropped into the charter segment so you can advertise with a purpose and very little wastage. Segments include users interested in Sailing Yachts, LOA 100m plus and yachts for sale. If there is a specific area or segment you would like us to explore, we can do.



SOCIAL MEDIA

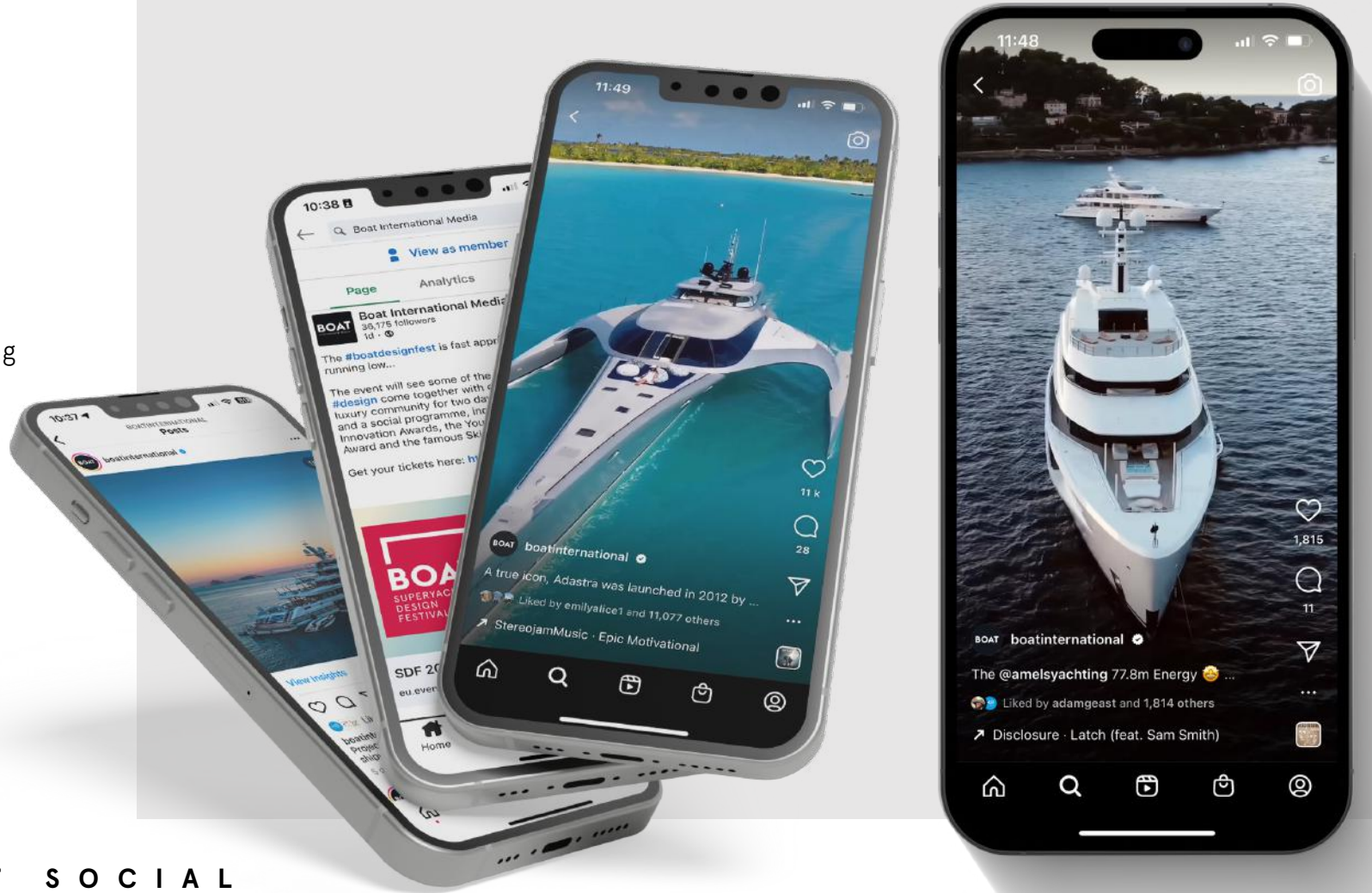
BOAT



BOAT SOCIAL PACKAGE

After creative consultation with BOAT's social media team, the brand will receive the following month-long campaign:

- 2 Facebook posts
- 2 Instagram stories
- 1 Instagram wall post
- 2 LinkedIn posts



THE IMPORTANCE OF SOCIAL



452,000 followers



479,000 followers



41,200 followers



43,000 followers



52,500 followers



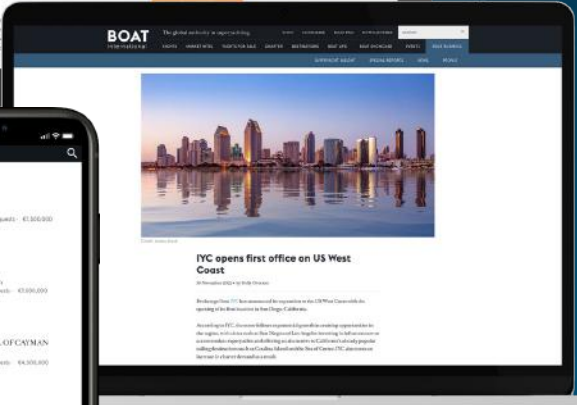
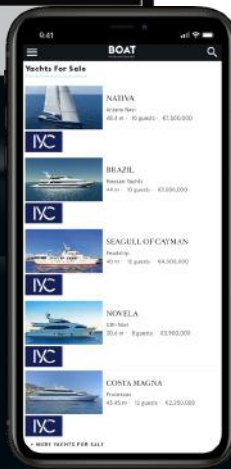
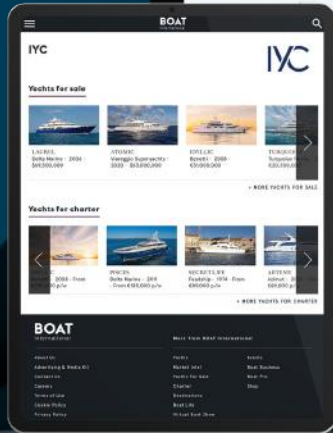
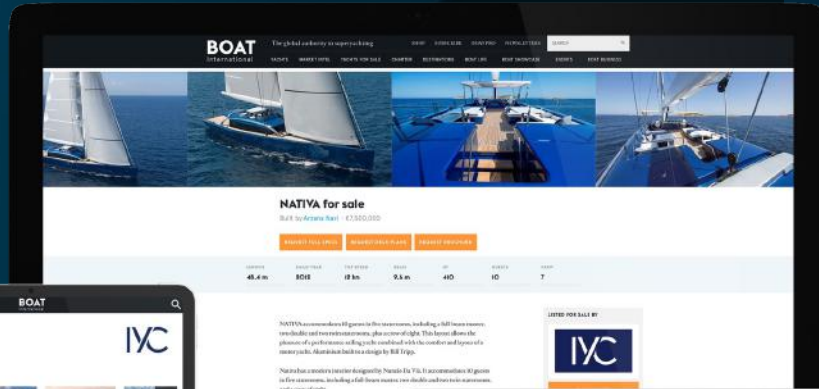
23,000 followers

BOAT

THE POWER TO CONVENE UNPRECEDENTED GLOBAL INFLUENCERS AND AUDIENCES

BROKERAGE OPPORTUNITIES

BOAT



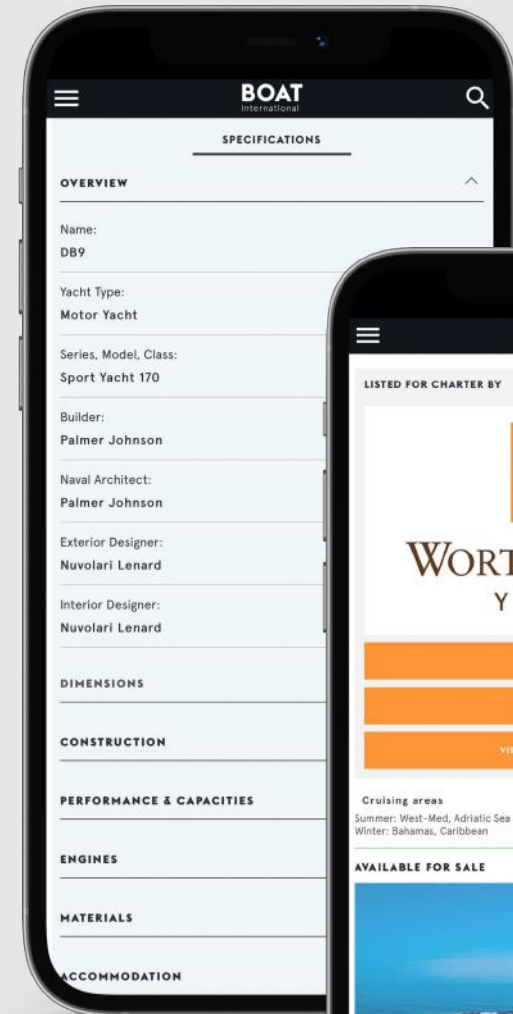
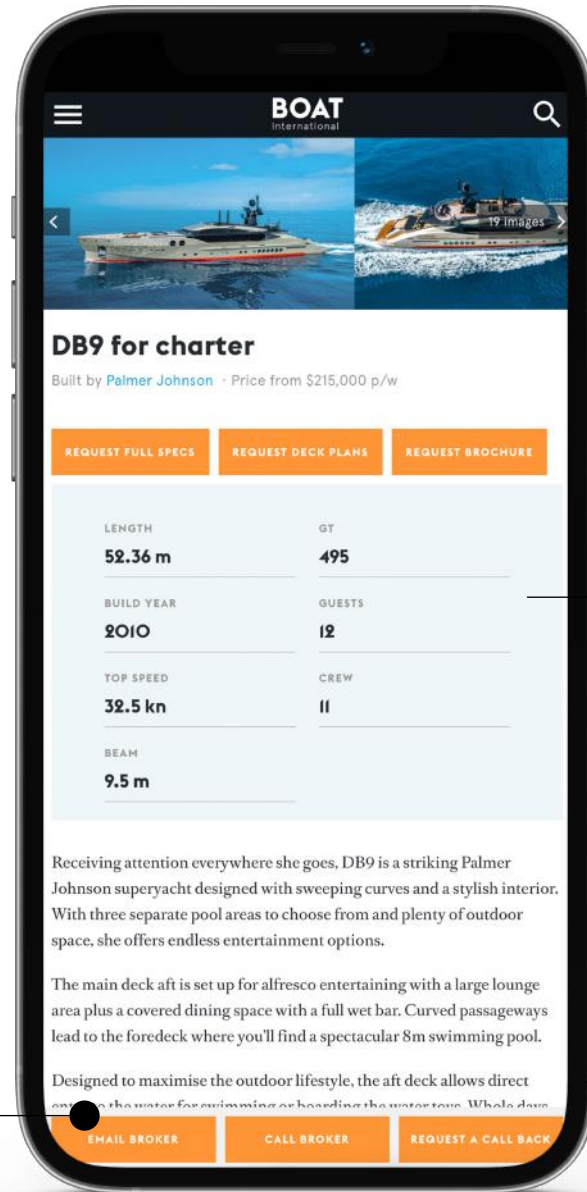
LISTINGS

With 800 yachts over 24m for sale on the site, BOAT International offers a trusted platform for users to research their next purchase.

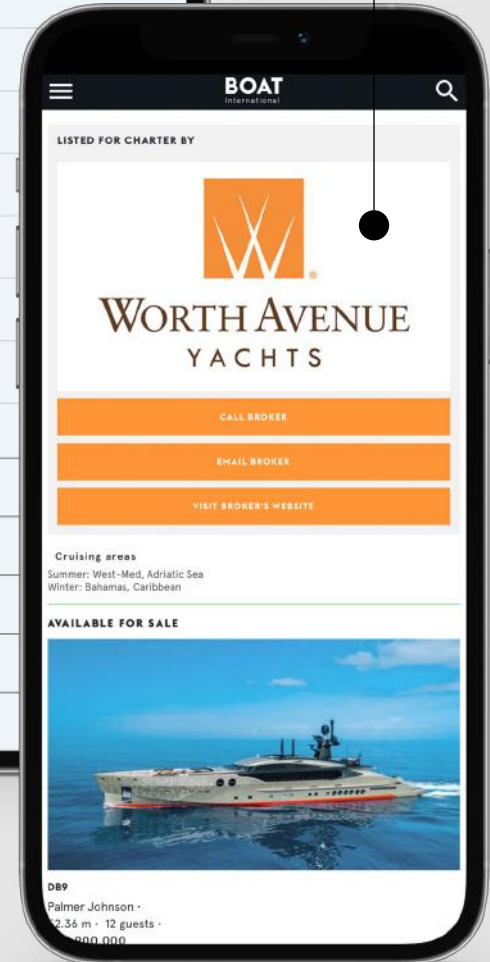
Each listing includes:

- Full description
- Six calls to action
- Full gallery of images and video

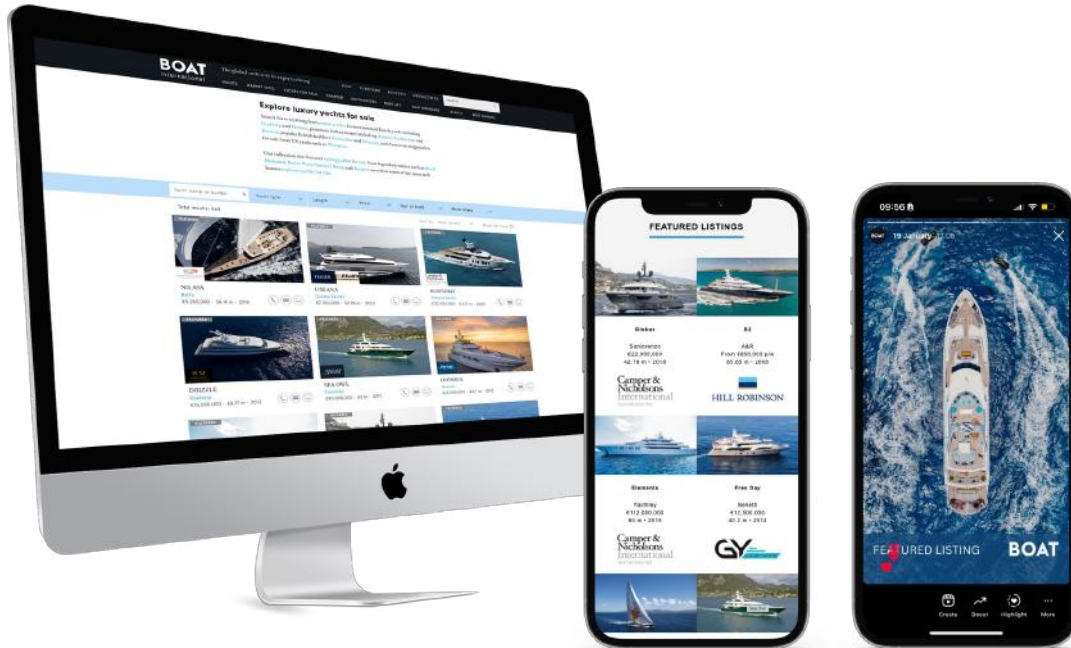
Calls to action



Calls to action

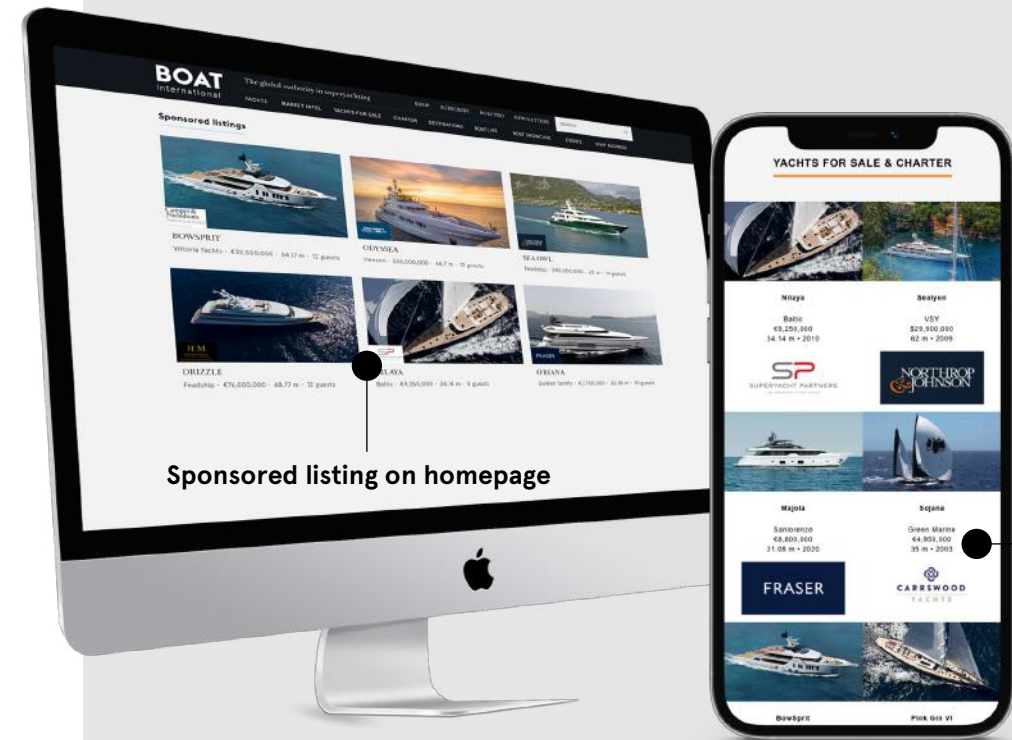


ENHANCED LISTINGS



FEATURED

- This is lower funnel enhanced listing, seen at the top of search – with strong conversation from reader seeing the listing to reading the full details page.
- Included on the Saturday newsletter
- Receives an Instagram story for each month of featured



Sponsored listing on homepage

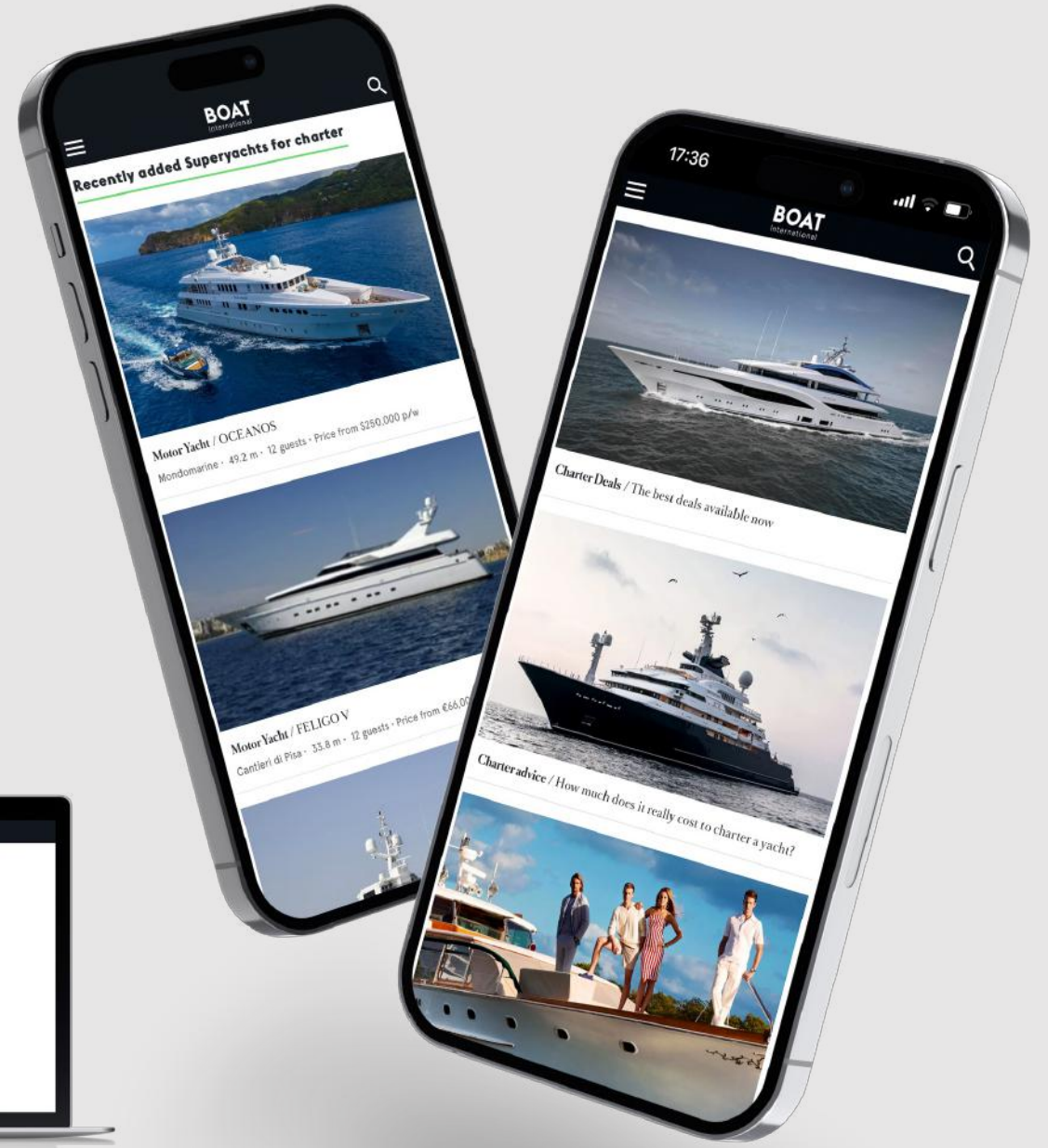
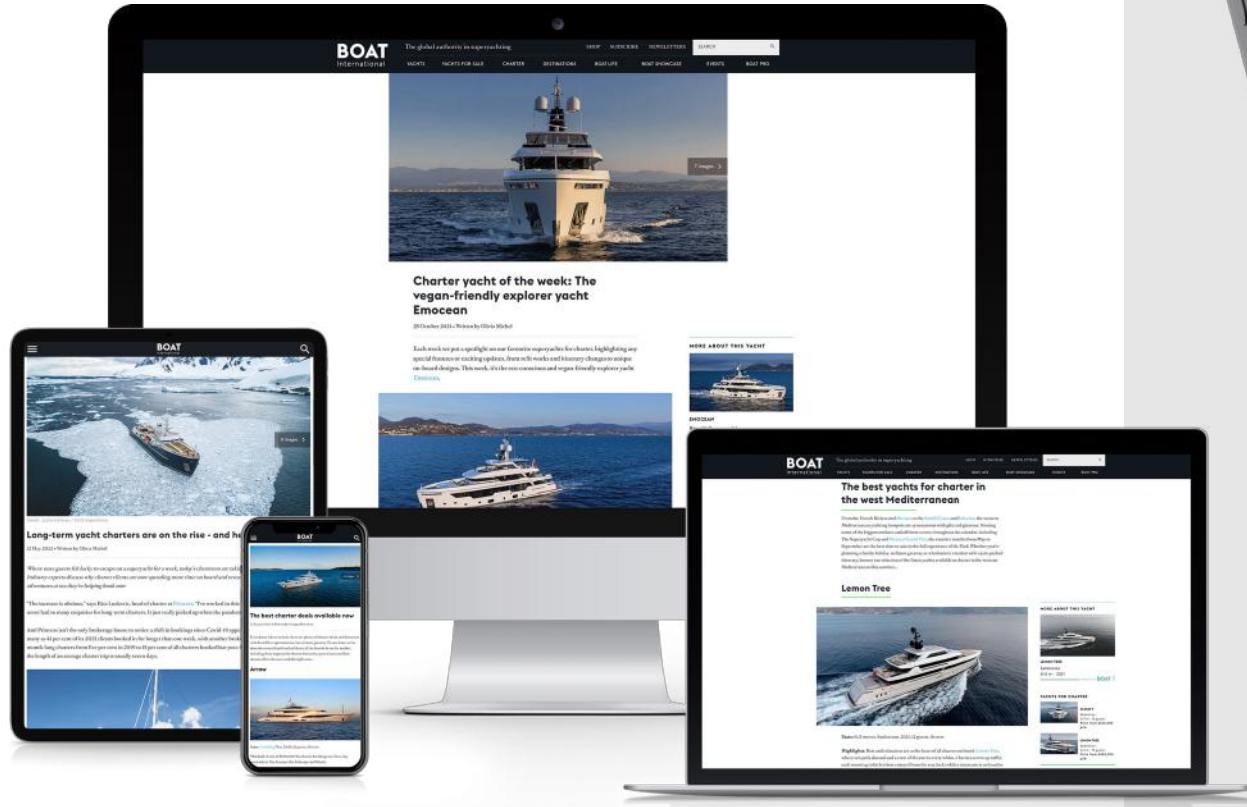
Sponsored listing on daily newsletter

SPONSORED

- BOAT's most dominant listing and, limited to just 6 monthly positions. This is listing seen on almost all BOAT content pages
- Included on daily newsletter
- On the homepage
- Highest reach

CHARTER LISTINGS

More than 35,000 people look at our charter listings, with editorial support pushing those yachts listed. For 2023, BOAT will focus further on the charter listings to grow the number of people that see them.





SPONSORED CHARTER ITINERARIES



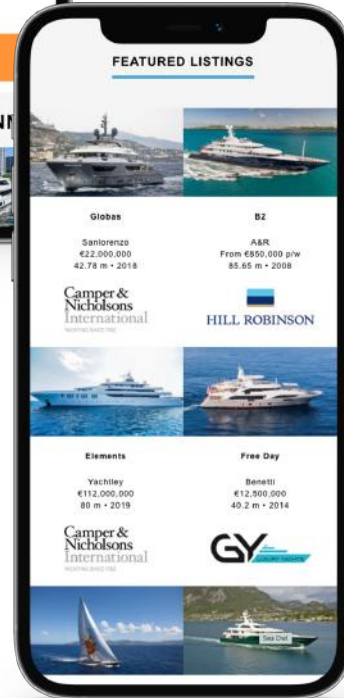
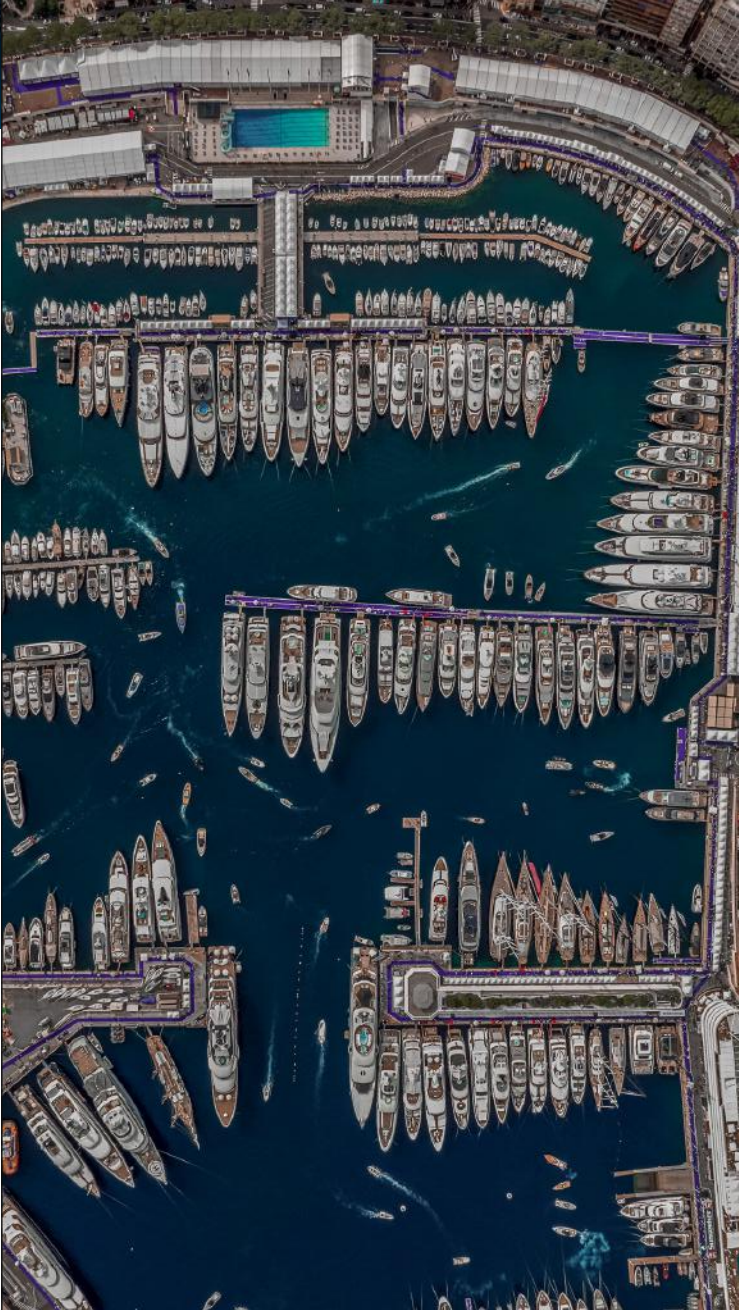
This new product is a beautifully curated way to entice the BOAT audience with a full itinerary for a specific yacht.

The itinerary will be designed by BOAT from a brief supplied by broker and then promoted on the Charter home page, newsletter and social media.

These will give brands the opportunity to showcase both individual charter yachts and expertise alike.

Each itinerary will come with a full social media package and charter home page presence as well as placement in once newsletter per week.

The specific yacht will also be pinned at the top of listings.



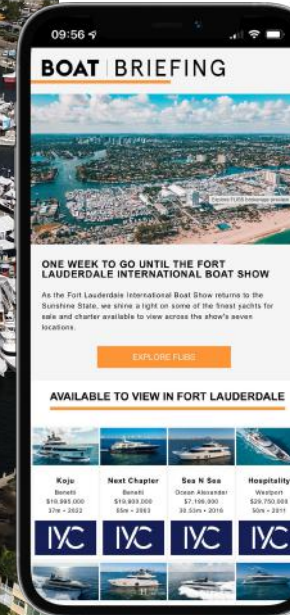
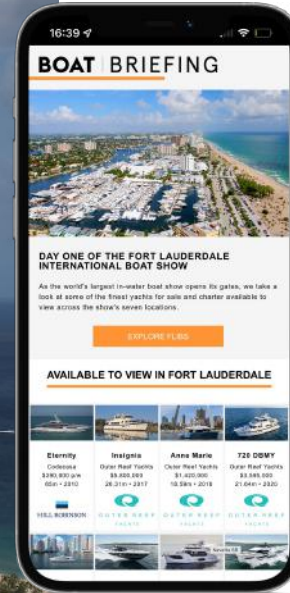
BOAT SHOW BROKERAGE PREVIEW EMAIL

PREVIEW EMAILS FOR EACH
OF THE BOAT SHOWS

For the first time ever, BOAT International will create one off BOAT SHOW preview emails for each of the shows sent out to the daily newsletter audience of over 15,100. This will happen for Cannes, Monaco and FLIBS.

The email will comprise of an editorial lead piece followed by 4, 8, 12 or 16 yacht listings.

This will go out the week before the show starts as a preview to the brokerage boats you can see with a follow up email the day before the show.



BROKERAGE NEWSLETTERS

NEWSLETTER EMAIL THEMES FOR 2024

- **January** – New Year New Yacht
- **March** – Palm Beach Boat Show
- **April** – Best Charter Yachts for the Med
- **July** – Supercats
- **August** – Life under Sailing – The Best Sailing Yachts for Sail
- **September** – Monaco Yacht Show
- **October** – FLIBS
- **November** – Best Refit Yachts

1-4 yachts £750 per yacht

5+ yachts £500 per yacht

INVESTMENT RATES

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
DIGITAL			
Standard formats (billboard, MPU, mobile leader)	34	39	45
Premium display (per month including design and built)	5,000	5,800	6,650
Rich media	65	76	87
Production from	1,687	1,957	2,250
NEWSLETTER			
Daily rate	332	385	442
Daily rate (Aug, Sep, Oct and 1st week Nov)	463	538	617
SOCIAL MEDIA			
Instagram paid post (wall, story)	1,434	1,664	1,912
Social Media Month Campaign	3,937	4,567	5,249
“BOAT PRESENTS” SPONSORED CONTENT			
Single content piece	6,085	7,059	8,113
Enhanced content piece	POA	POA	POA
3+ content pieces (price per piece)	4,572	5,304	6,096
Aug/Sept/Oct single content piece	6,704	7,776	8,937
BOAT SHOWCASE			
Major – 9 features	40,000	48,000	54,000
Classic – 6 features	25,000	30,000	33,750

STANDARD RATE PER ISSUE	GBP £	EURO €	US \$
YACHTS FOR SALE			
1-10	94	110	126
11-20	84	98	112
21-35	74	86	99
36-50	65	76	87
51+	56	65	75
Featured listing	935	1,084	1,246
Featured listing plus	1,434	1,664	1,912
Sponsored listing	2,806	3,255	3,742
Sponsored listing (Aug/Sep/Oct)	3,087	3,581	4,117
YACHTS FOR CHARTER			
Unlimited listings	655	759	873
Sponsored Charter Itinerary	3,800	4,560	5,130
BOAT SHOW BROKERAGE PREVIEW EMAIL			
1-4 Yachts (per yacht per show/theme)	750	870	999
5+ Yachts (per yacht per show/theme)	500	580	665

CONNECT WITH US

BOAT International (HQ)

First floor, 41-47 Hartfield Road, London, SW19 3RQ, UK

Telephone +44 (0)20 8545 9330

info@boatinternationalmedia.com

WWW.BOATINTERNATIONAL.COM

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International