

# 2023 Media Pack





# Our Audience

*"Workboat365 really is one of the best news sources in the specialized / workboats vessels market. Good job on that!"*

Radu Procop, Marketing & BD Manager, GLO Marine

## Website Audience

### 12,000+ Monthly Unique Visitors

Europe	63%
Americas	17%
Asia	14%
Australasia	4%
Africa	2%

## Seniority

Director/VP/CXO	29%
Partner/Owner	8%
Senior	25%
Manager	10%
Entry	28%

## LinkedIn Audience

### 8,000+ Followers - (Growing at an ave of 100 per week)

Europe	66%
Americas	15%
Asia Pacific	13%
Australasia	4%
Africa	2%

## Job Functions

Operations	31%
Engineering	19%
Project Management	14%
Sales	13%
Business Development	9%
Military and Protective Services	6%
Information Technology	5%
Education	3%

**Ave. LinkedIn Engagement Rate\*** 4%

\* Experts consider any engagement rate above 2% is good and anything over 10% to be mind-bogglingly brilliant.



## Leaderboard Banner -Site Wide

- Top Headline Banner - Visible on Every Page. Solus Position - Size 728px X 90px **£595 per month**

## Category Banner

- Headline banner. - Solus Position - Size 728px X 90px **£350 per month**

## Right Double MPU

- Right Double MPU Banner - Site Wide - Size 300px X 600px **£495 per month**

## Right MPU - Banner

- Right MPU Banner - Site Wide - Size 300px X 250px **£350 per month**

## Homepage Horizontal Banner

- Horizontal Banner Between News Articles - Size 1500px X 180px **£350 per month**

## Article Banner - Every Post

- Horizontal Banner at End of Every Article. Solus Position - Size 728px X 90px **£595 per month**



## Weekly eNewsletter

**Workboat365.com Weekly eNewsletter Sent Every Wednesday**

- Top Banner - Below Workboat365.com Logo - Size 728px X 90px

**One Week - £100 Five Weeks - £400**

- Banner Within eNewsletter Articles - Size 728px X 90px

**One Week - £75 Five Weeks - £300**

## Email Marketing - eShot

**Your Branded Content eShot To Our Database of over 3,000 Opt In subscribers**

- Dedicated eShot about your product/service
- Content written by yourselves
- Your own HTML email or we can design it for you
- Report supplied

**eShot Service - £595 each**



## WorkBoat365 Newsroom Package

**Ideal for Press Releases, Product launches, Promoting Events, White Papers and Case Studies.**

- Unlimited\* uploads to **www.workboat365.com** for 12 months
- Each article shared three times over a month on our social media - Over 8,000 followers
- Reporting included for each article

**12 Month PR Package - £595**

## Vessel Sales & Charter

**Ideal for Charter, Products and Vessel Sales**

- Vessel, charter or product uploaded to **www.workboat365.com**
- Each advert promoted three times per month on our LinkedIn & Twitter channels
- Reporting included for each advert

**One Month - £165**

**[www.workboat365.com](http://www.workboat365.com)**

All prices Exclude VAT \* Fair Usage Policy





## Premium Showcase

- Company Profile
- Description Including "Back Linking" (Three Links) To Your Website (SEO)
- Images and Videos Can Be Included
- Personnel Profiles
- Five Categories
- Showcase Promoted Quarterly on Social Media
- Reporting Included
- We Create Your Showcase

**12 Month Premium Showcase - £595**



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