

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

All prices Exclude VAT * Fair Usage Policy



Showcase Marketing

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

www.workboat365.com

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