

Media Pack

2024





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

Average Monthly Visitors	22,500
Average Monthly Sessions	35,000
Average Pages Per Session	2.3

LinkedIn Audience

Organic Followers	14,000
LinkedIn Opt-In Subscribers	7,000

WorkBoat365 Geographic

United Kingdom	17%
Europe (Excluding UK)	45%
Americas	17%
Asia	14%
Australasia	4%
Africa	3%

LinkedIn Analytics

Post Impressions Per Month	275,000
Average Engagement Rate *	4%
LinkedIn Newsletter Open Rate	32%

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

Audience figures gathered from - Google Analytics & LinkedIn



Leaderboard Banner - Site Wide

- Top Headline Banner - Visible On Every Page - Size 1500px X 180px

£595 per month

Category Banner

- Headline Banner - Solus Position - Size 728px X 90px

£350 per month

Right Double MPU - Viewable Every Page

- Right Double MPU Banner - Site Wide - Size 300px X 600px

£595 per month

Right MPU - Banner - Viewable Every Page

- Right MPU Banner - Site Wide - Size 300px X 250px

£495 per month

Homepage Horizontal Banner

- Horizontal Banner Between News Articles - Size 1500px X 180px

£350 per month

Article Banner - Viewable Every Page

- Horizontal Banner At End of Every Article - Solus Position - Size 728px X 90px

£595 per month





LinkedIn Newsletter

Weekly WorkBoat365 LinkedIn Newsletter

- Top Banner - Size 728px X 90px

One Week - £150 Five Weeks - £600*

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

One Week - £100 Five Weeks - £400*

***Does not have to be continuous**

Bespoke LinkedIn Newsletter

- Dedicated LinkedIn Newsletter Written By You
- Sent To Our LinkedIn Opt-In Subscribers
- Newsletter Editorial Also Uploaded to www.work365.com
- Newsletter Shared 3 Times To WorkBoat365 LinkedIn fFollowers

One Week - £575

www.workboat365.com

All prices Exclude VAT



WorkBoat365 Newsroom PR Package

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

- Unlimited* Editorials Uploaded To www.workboat365.com Within 12 Months
- Each Article Shared Three Times On Social Media
- Reporting Included For Each Article

Twelve Month Newsroom PR Package - £595

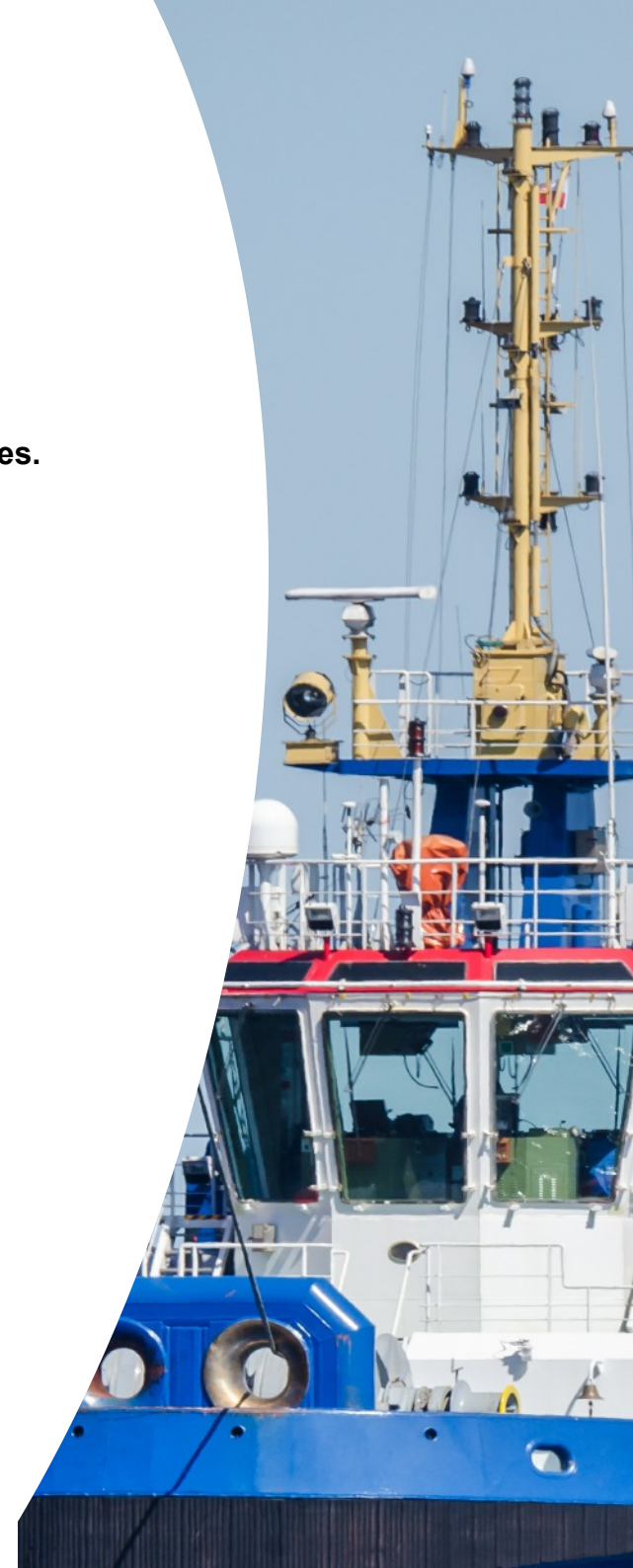
Premium Showcase

- 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

Twelve Month Premium Showcase - £495

www.workboat365.com

All prices Exclude VAT * Fair Usage Policy



Combined Premium Showcase & Newsroom12 PR Package

- Company Profile
- Company 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

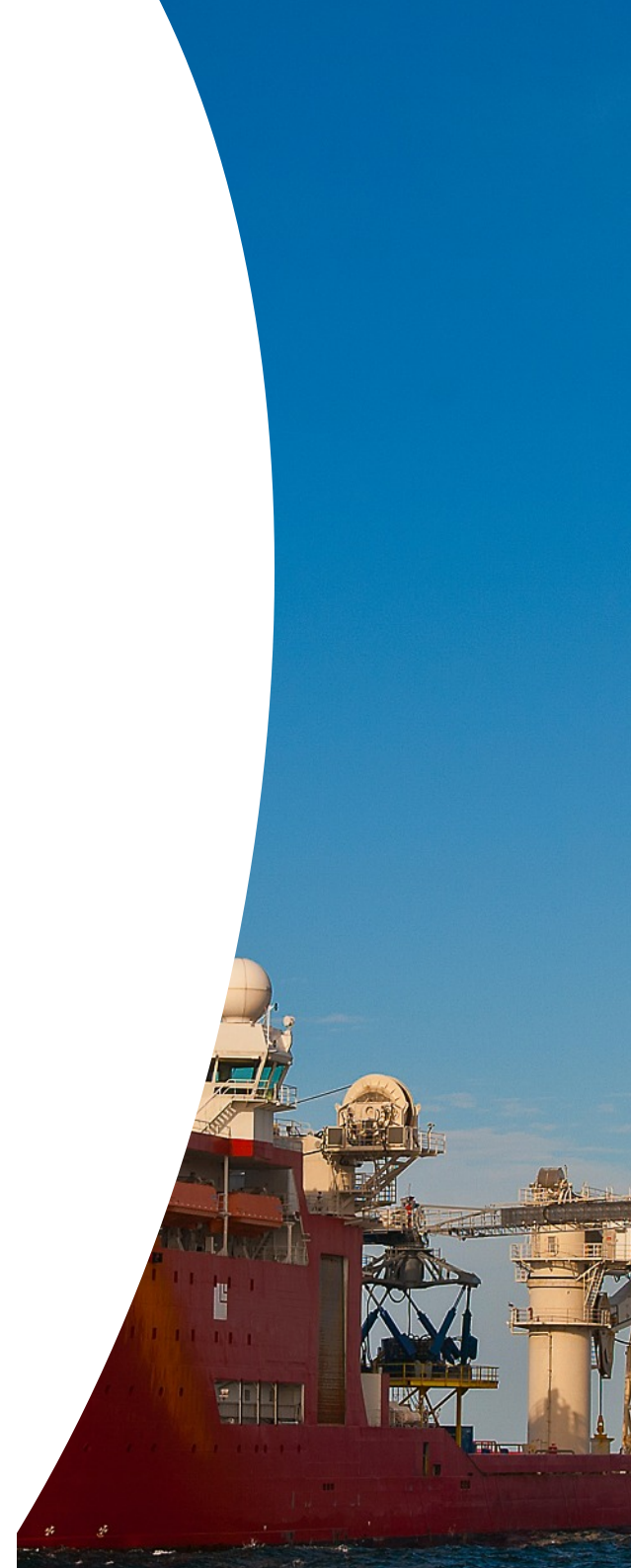
Newsroom12 PR Package

- Twelve Editorials Uploaded To www.workboat365.com Within 12 Months
- Each Editorial Shared Three Times On Social Media
- Reporting Included For Each Article

Twelve Month Showcase & Newsroom12 - £650

www.workboat365.com

All prices Exclude VAT * Fair Usage Policy



Product Or Company Announcement

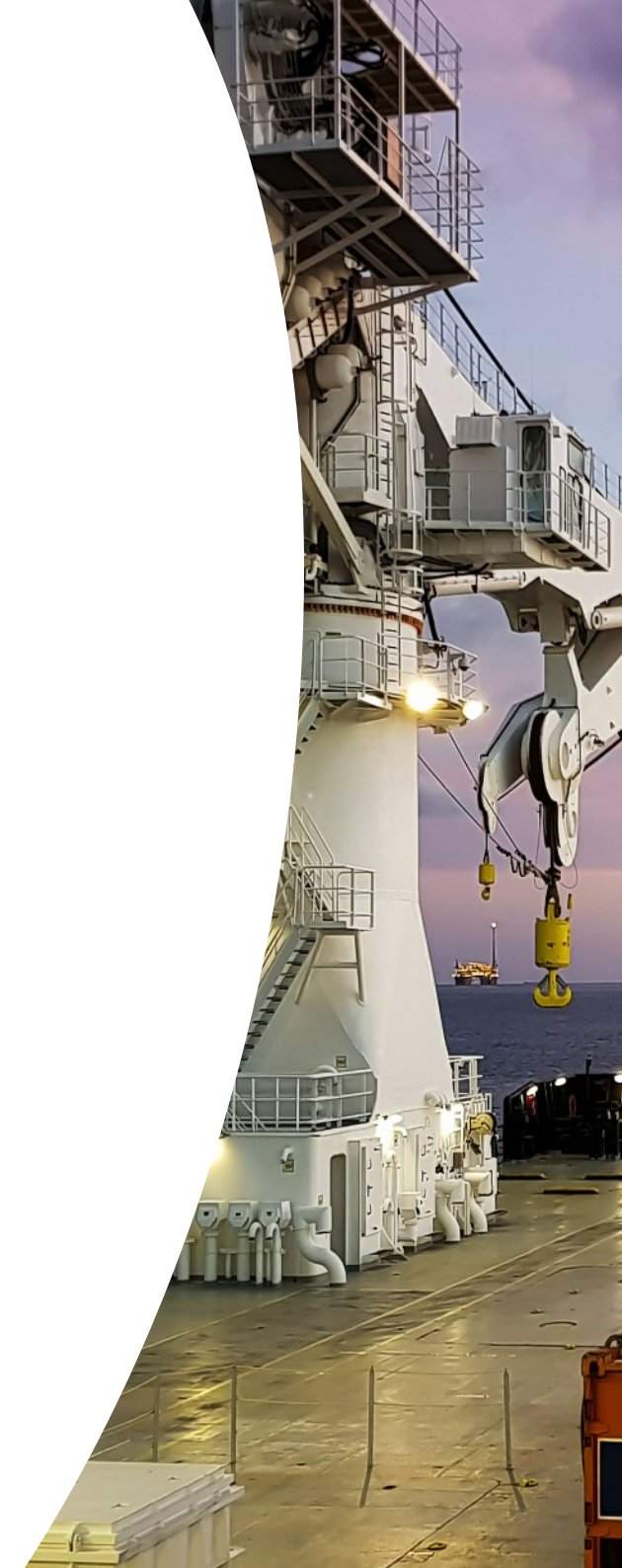
- Editorial Uploaded To www.workboat365.com
- Editorial Promoted Three Times On Social Media
- Promoted On One Workboat365 Weekly Newsletter
- Square Banner One Month (Optional)
- Reporting Included

Announcement Package - £325 or With Square Banner £450

Newsroom 12 PR Package & Banner

- Twelve Editorials Uploaded To www.workboat365.com Within 12 Months
- Each Editorial Shared Three Times On Social Media
- Square Banner Two Months
- Reporting Included

Twelve Month Package - £650



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Telephone: **+44 191 810 0470**

General Enquires: sales@workboat365.com

Editorial: editor@workboat365.com

Website www.workboat365.com