

# 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	<b>22,500</b>
Average Monthly Sessions	<b>35,000</b>
Average Pages Per Session	<b>2.3</b>

## LinkedIn Audience

Organic Followers	<b>14,000</b>
LinkedIn Opt-In Subscribers	<b>7,000</b>

## WorkBoat365 Geographic

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

## LinkedIn Analytics

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

\* 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](http://www.work365.com)
- Newsletter Shared 3 Times To WorkBoat365 LinkedIn fFollowers

**One Week - £575**

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

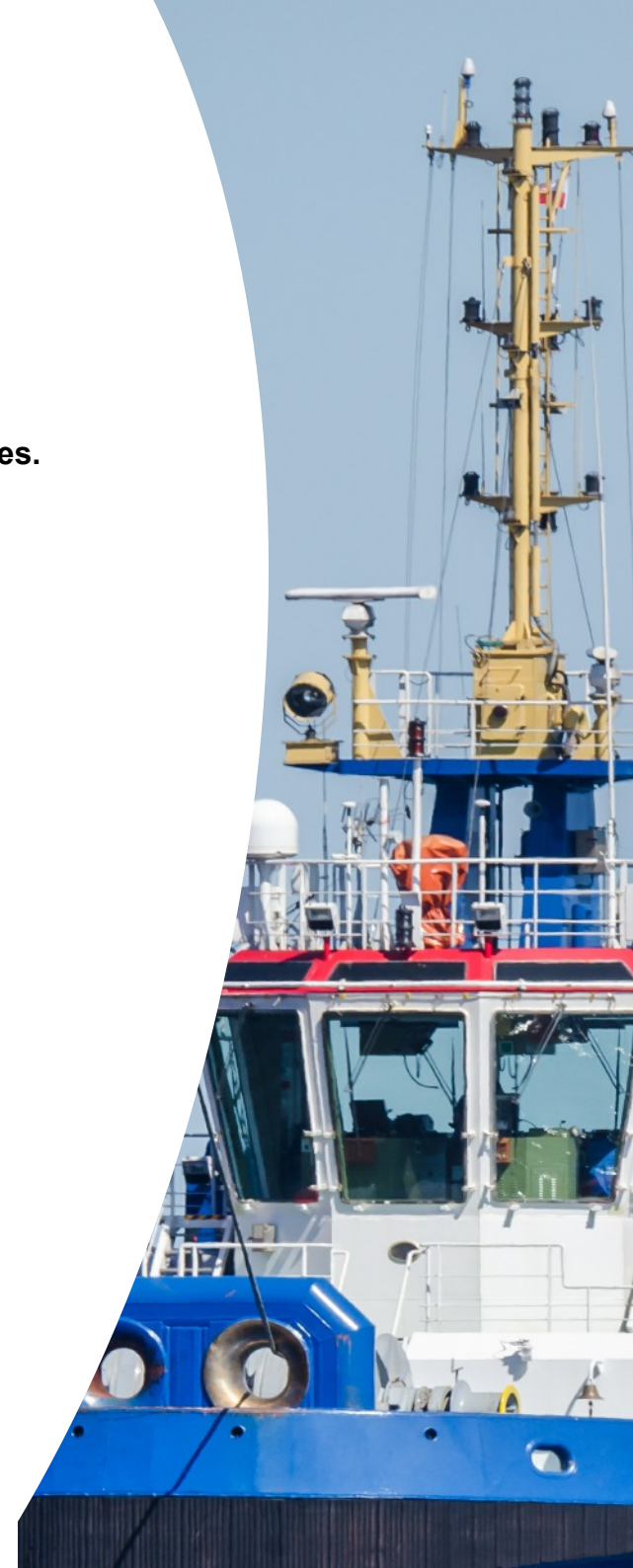
## Premium Showcase

- 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](http://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

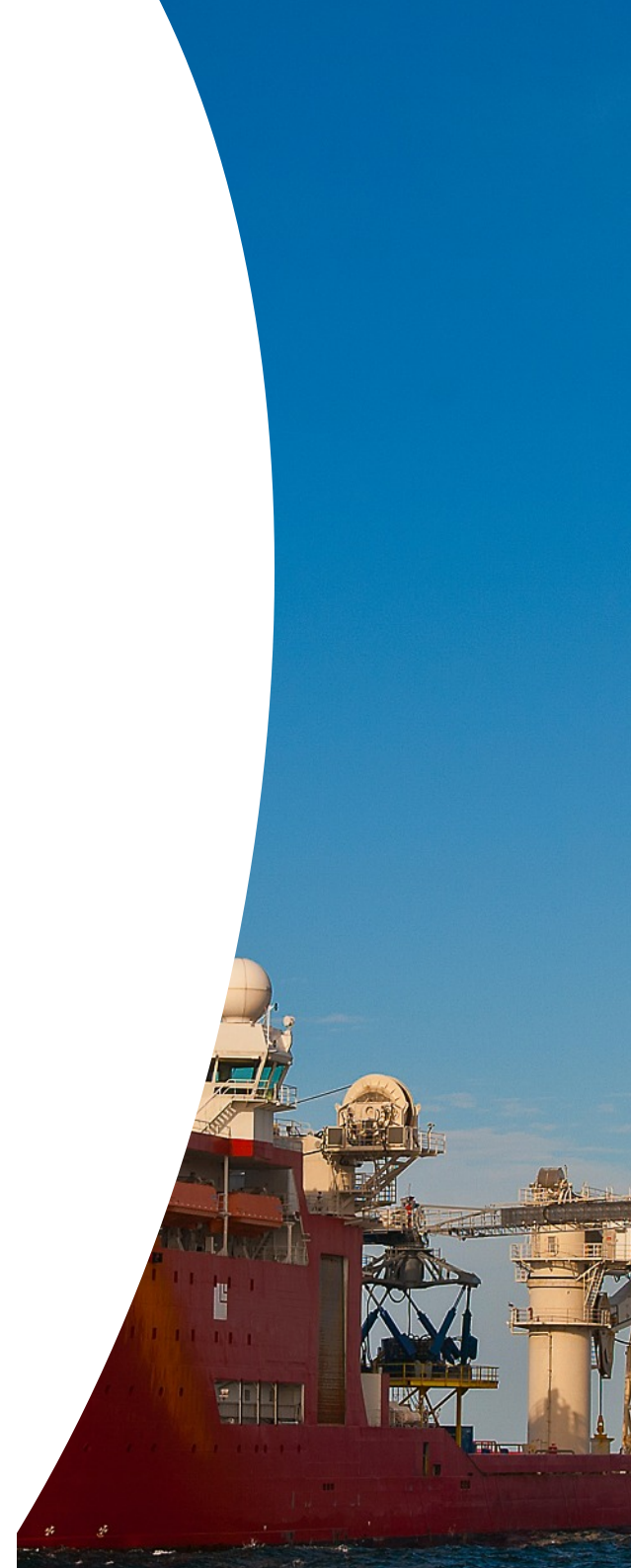
### Newsroom12 PR Package

- Twelve Editorials Uploaded To [www.workboat365.com](http://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](http://www.workboat365.com)

All prices Exclude VAT \* Fair Usage Policy



## Product Or Company Announcement

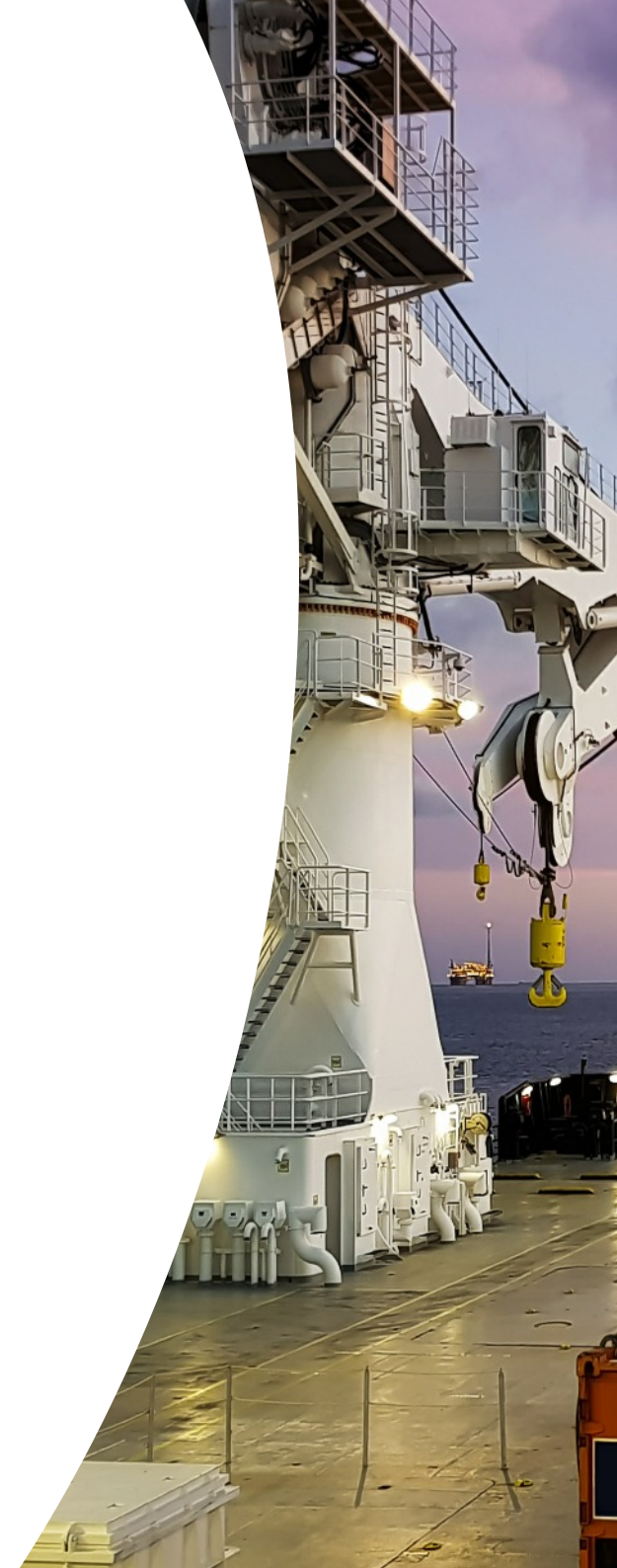
- Editorial Uploaded To [www.workboat365.com](http://www.workboat365.com)
- Editorial Promoted Three Times On Social Media
- Promoted On One Workboat365 Weekly Newsletter
- Square Banner One Month (Optional)
- Reporting Included

**Announcement Package - £325 or With Square Banner £450**

## Newsroom 12 PR Package & Banner

- Twelve Editorials Uploaded To [www.workboat365.com](http://www.workboat365.com) Within 12 Months
- Each Editorial Shared Three Times On Social Media
- Square Banner Two Months
- Reporting Included

**Twelve Month Package - £650**



*“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



Telephone: **+44 191 810 0470**

General Enquires: [sales@workboat365.com](mailto:sales@workboat365.com)

Editorial: [editor@workboat365.com](mailto:editor@workboat365.com)

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