<table>
<thead>
<tr>
<th>Contents</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome</td>
<td>03</td>
</tr>
<tr>
<td>About us</td>
<td></td>
</tr>
<tr>
<td>Showcase Your Brokerage Boats</td>
<td>4-5</td>
</tr>
<tr>
<td>Find buyers</td>
<td></td>
</tr>
<tr>
<td>Featured Listings</td>
<td>6-9</td>
</tr>
<tr>
<td>Promote selected boats</td>
<td></td>
</tr>
<tr>
<td>Monthly Email Newsletter</td>
<td>10-11</td>
</tr>
<tr>
<td>Steal the spotlight</td>
<td></td>
</tr>
<tr>
<td>Marketing Emails</td>
<td>12</td>
</tr>
<tr>
<td>Reach our subscribers</td>
<td></td>
</tr>
<tr>
<td>Social Media Marketing</td>
<td>13</td>
</tr>
<tr>
<td>Sponsored posts</td>
<td></td>
</tr>
<tr>
<td>Banner Advertising</td>
<td>14-16</td>
</tr>
<tr>
<td>Display your brand</td>
<td></td>
</tr>
<tr>
<td>‘It’ Tabs</td>
<td>17</td>
</tr>
<tr>
<td>Make customers do it</td>
<td></td>
</tr>
<tr>
<td>Website Stats</td>
<td>18</td>
</tr>
<tr>
<td>Stats for 2020</td>
<td></td>
</tr>
<tr>
<td>Let’s Talk</td>
<td>19</td>
</tr>
<tr>
<td>Contact us</td>
<td></td>
</tr>
</tbody>
</table>
I have been hugely impressed by the enthusiasm and ‘can do’ attitude of the entire team at TheYachtMarket.

GRABAU INTERNATIONALALEX GRABAU
MANAGING DIRECTOR

Welcome

About us

Since 2003 TheYachtMarket.com has delivered targeted and effective online marketing for marine companies.

Over 1,100 yacht brokers in 120 countries use our online boat listings marketplace to advertise 50,000 new and used boats. That’s a whole lot of successful sales and happy boat owners.

More than 4 million boat buyers browse our website each year - a priceless audience for any organisation selling boats, equipment or services.

Our marketplace, technology and expertise can showcase your business to exactly the right customers.

What we can do for you

Global reach – We’ve got a world-wide audience interested in yachts and boats.

Targeted – We can get your message to exactly the right segment without wasting time or money.

Trackable – We provide feedback so you can tailor and adapt your campaigns to reap the best rewards.

Consistent – Our digital channels work 24/7 boosting your brand profile.

Evolution – We don’t stand still; we’re continually developing new features that add value to our clients. And we’re proud of these innovations.
SHOWCASE YOUR BROKERAGE BOATS

Find buyers

Get in front of 4 million boating enthusiasts worldwide. Generate enquiries and sales leads beyond your usual reach and ultimately sell more boats faster.

We've designed our award-winning website to make your listings look great on phone, tablet or desktop. The website is fast, maybe the fastest marine classifieds site in the world, and we constantly improve the experience for buyers and sellers.

Join 1,100 professional yacht brokers from 120 countries who sell boats with TheYachtMarket.com. We’re a trusted partner for new and used boat sales.

Maximise your opportunities

If you want to sell boats, it pays to focus on people who want to buy boats – it’s what we do. Because we’re global, your listings reach further than you could imagine, and accurate adverts plus clever search tools equals more quality leads.

- 4 million unique website visitors
- Website available in six languages
- Quality sales leads

Our technology works for you

We invest in technology, so your listings load faster to be clicked by more people. Give your boats the limelight they deserve with unlimited large-format images, video and 360 virtual tours. And your customers can choose to reach you by phone, email or Live Chat.

- Fast loading website
- Professional showcase for your boats
- Communication choice for enquiries
SHOWCASE YOUR BROKERAGE BOATS

Work smarter, not harder

Our analytical tools enable you to improve listings and increase sales conversions. Ditch the double-entry and import your listings direct from another portal, or automatically share your listings on TheYachtMarket direct to your website.

- Detailed reporting tools
- Simplified listings management
- Power your web content with our API

The support you need

To ensure you make the most of every opportunity, you’ll get tactical insights and advice from a dedicated Account Manager.

All this and no commission. Just a simple fixed subscription fee based on the number of boats listed at one time.

- Dedicated Account Manager
- Broker Directory listing
- No commission, just a subscription

We highly recommend potential buyers and our fellow yacht brokers to use TheYachtMarket. We found TheYachtMarket staff helpful, knowledgeable and eager to assist in our marketing efforts.

BREWER YACHT SALES
FEATURED LISTINGS

Steal the spotlight

Turn the spotlight onto selected boats with **Featured Boats** or **Boats of the Month**.

Features are a great way to increase exposure for the boat, your company and your wider brokerage listings. Whether you’ve got an eye-catching top-of-the-line model to market or something unique or unusual, features will drive traffic to the listing.

With a selection of placements on our website and email newsletters, we’ve got what you need for audience targeting, visibility and engagement.

Features focus

- **Premium positions**
  Featured listings occupy high-return locations on the homepage, landing pages and our newsletters.

- **Increase exposure**
  Make specific boats stand out from the crowd and drive traffic straight to the listing.

- **Multiple placements**
  Target different customer segments with a choice of feature locations.

---

"TheYachtMarket is a great instrument to boost your yacht sales enquiries, they have helped us to generate retail enquiries. They are very professional and ready to work. West Nautical are happy to work with them!"

WEST NAUTICAL
FEATURED LISTINGS

Homepage Boat of the Month & Featured Boats

Stand out from the crowd with a homepage feature. Homepage Boat of the Month takes pride of place at the top of the homepage, a showstopping full-width advert. Just below that, Featured Boats is an attractive grid layout with plenty of space to shine.

Homepage Boat of the Month

- Premium location with maximum visibility
- Geotargeting available
- Exclusivity – Only 12 advertisers per region

Homepage Featured Boats

- Fantastic exposure on the homepage
- Displayed 8 at once, in rotation
FEATURED LISTINGS

Manufacturer Page Boat of the Month & Featured Boats

The manufacturer pages are where customers browse boats from a particular brand. Plus, these are usually the landing pages for customers directed from search engines, so you get excellent, targeted traffic.

The Manufacturer Page Boat of the Month is located in prime headline position, with the Featured Boats just underneath.

Manufacturer Page Boat of the Month

- Exclusive – limited to one per manufacturer
- Prime position at the top of the page

Manufacturer Page Featured Boats

- Semi-exclusive – only four per manufacturer
- Located just under Boat of the Month
Email Featured Boats

We have an active newsletter audience of 50,000 contacts, most of whom subscribe while searching our website, keeping the list current and relevant.

We offer Featured Listings in two email publications, the Top Boats Newsletter and our Monthly Newsletter, giving you more options to reach potential buyers and drive more enquiries.

Monthly Newsletter Featured Boats

- Semi-exclusive – only six (approx.) featured boats per edition
- Excellent newsletter open rate
- Sent once per month

Top Boats Newsletter Featured Boats

- Dedicated newsletter for featured boats
- Sent twice per month
- Various options to suit all budgets
Delivered direct

Every month our newsletter pings into the inboxes of 50,000 subscribers around the world. An appealing mix of articles and features on all things boaty, TheYachtMarket newsletter reaches a relevant audience of engaged boat seekers and owners.

Ping! We deliver

- **Global reach**
  50,000 subscribers worldwide.

- **Up-to-date**
  Database is continually refreshed.

- **Engaging**
  Great open and click rates.

- **Options**
  Choice of promotional opportunities.

“We’ve been amazed and the effectiveness of the campaigns as well as the quality of the service the team provide.”

BEDS ON BOARD
Email Newsletter Sponsorship

Maximise your impact with a punchy full-width content block that really grabs attention. Fully customisable with space for 200 words, your logo and a direct link of your choice.

- Exclusive - only one per edition
- Super impactful position
- Highly cost-effective

Sponsored Article

Sponsored articles are a great way to get your message across without being pushy or overtly advertising. Tell a story that makes your brand compelling by focusing on the ‘why’.

- Only five articles per edition
- Early position in the newsletter
- Plus - published on TheYachtMarket.com for three months
MARKETING EMAILS

It’s all about you

Make it all about your message, brand, launch or event with a dedicated email direct to our subscriber base. With total freedom over design and content, you can drive traffic to your website, encourage sign-ups, elicit feedback or whatever floats your boat.

The subscribers are all opt-ins from our website, interested in boats, and many are high net-worth individuals. Focus on the UK, Europe, or go global and tell supporters about your yachts, marine services or luxury goods.

Subscribers

- UK & Ireland: 16,000
- UK & Europe: 36,000
- Worldwide: 50,000

Reach our subscribers

- Complete freedom
  You choose your content. Send us the HTML file, or we’ll design it for you.

- Target by region
  Go global or target regional audiences to suit your need.

- Campaign reports
  See how subscribers react and tweak the design for next time.

- Measure conversions
  Use UTM tracking to drill down to clicks on your website.

- Look good - always
  We test your email on a plethora of platforms before sending.

- We take privacy seriously
  We only send your email to our organic opt-in database. Subscribers actively want to receive your offers - and that means better conversion metrics.
SOCIAL MEDIA MARKETING

Facebook

Facebook has the perfect demographics for the boating community. TheYachtMarket community is nearly 100,000 people strong, so if you want to engage boat owners and aspiring boat owners, start here.

Social media is just that - social. Your communications can be more relaxed, like having a chat. It’s a great way to tell a different type of story about your brand.

Sponsored Posts

- One of the largest marine communities on Facebook
- A different way to engage customers
- Posts on our page usually reach 1,000 - 3,000 people
- Includes a paid boost for extra reach

97,000 likes / followers
BANNER ADVERTISING

Display your brand

Display banners deliver your brand to the 4 million people who visit our website, and, unlike glossy mags, every advert is trackable.

Visitors to TheYachtMarket.com are looking for boats to buy and charter, so they’re also interested in related matters like marine equipment, marinas, finance, holidays and clothing.

Many of these individuals’ high net worth makes banners particularly suitable for luxurious, high-end or bespoke marine or lifestyle products and services.

Banner benefits

- **Multiple placements**
  Reinforce your message by repeating adverts during the customer’s journey.

- **Engagement metrics**
  We track every impression and engagement so you can optimise your message.

- **Creative impact**
  You have complete control over the design, or our in-house team can help.

- **Make changes**
  You’ve got the freedom to flex, tweak or change your banner during the campaign.

- **Rich and responsive**
  Use a static image, animated GIF or super-slick HTML5. All formats are mobile responsive.

“TheYachtMarket has proved to be a real asset for us. Friendly and professional guidance by the employees.”

BOOTBEMIDDELING
BANNER OPTIONS

Homepage Banner
With 4 million visitors to our website last year, why wouldn’t you want your brand to feature on the homepage? What a way to maximise brand awareness or reinforce your message.

- **Premium placement**
  Eye-catching locations and custom design.

- **Extra exposure**
  Ads appear on the homepage and used boat search homepage.

- **Semi-exclusive**
  One of ten (max) adverts appearing in rotation.

Search Banner
Boats for Sale is the most popular section on our site - your banner advert will appear in the top-three position on every search. Perfect for hitting aspiring boat owners.

- **Get results**
  Upwards of 40,000 banner impressions per month.

- **Best value placement**
  Cheaper than banners sold on cost-per-thousand (CPM).

- **Semi-exclusive**
  One of 20 (max) adverts appearing in rotation.
BANNER OPTIONS

**Boat Details & Gallery Banner**

When customers click to view a boat, they’ll see your advert. We’ll make your audience super-relevant by targeting by boat type, brand, length, price or location.

**Gallery banners** display on the pop-out photo gallery in the boat listing, making them a great way to reach serious boat hunters. Target by boat type, brand, length, price or location.

- **Highly targeted**
  Refine your audience to reach the right people.

- **Cost per Thousand (CPM)**
  Suits any budget - buy any number of blocks.

- **Pick your time**
  Choose the duration - intense hit or trickle campaign.

**Promote your brand in front of up to 334,000 global boat buyers per month**
Make customers do it

Insure It, Finance It, Survey It, Berth It – the ‘It’ Tabs on every boat advert are a powerful call-to-action for customers. One click and they’re straight into your website.

It Tabs drive traffic and engage cross-sells. They’re completely customisable and more sophisticated than an advert. And as you’d expect from a premium product, It Tabs are exclusive.

How it delivers

- **Effective cross-selling**
  Perfect for offering boat-related products and services.

- **Exclusive opportunity**
  If you have an It Tab, your competitors can’t.

- **Customisable**
  You choose the ‘it’ based on your product or service.

- **Trackable results**
  Measure click-throughs to conversion with UTM tracking.

- **Superb value**
  On average, It Tabs generate 1,000 monthly clicks.

The relative web traffic before and during a customer’s It Tab campaign.
Our already popular website has seen a surge in success over the last year, meaning now is the perfect time to advertise with us.

**2020**

- **4,000,000**
  - In 2020, over 4 million people visited our website.

- **100,000**
  - We generated almost 100 thousand sales enquiries for our customers.

**2020 vs 2019**

- **55%**
  - Over 1.4 million more users.

- **62%**
  - 38,000 more sales enquiries generated for our customers.

**WEBSITE STATS**

Over 1,100 professional yacht brokers in 120 countries list their boats for sale on TheYachtMarket.com.
LET’S TALK

It’s all about you

We’d love to put you in the spotlight.
Contact us today and let’s talk about how we can help your brand to shine.

Contact details

TheYachtMarket.com
+44 (0)23 8038 2440
sales@theyachtmarket.com

Find us on

facebook.com/TheYachtMarket/
instagram.com/theyachtmarket/
youtube.com/c/TheYachtMarket/