

MEDIA KIT 2008

INTRODUCTION, KEY FACTS AND OPPORTUNITIES



Key Facts

- Advertising on YachtWorld.com and Boats.com puts your message in front of **3 million** affluent boating enthusiasts and boat buyers every month.
- An average of **Euro 70 million** boat sales each month are generated from our customer leads.
- Over **150,000 boats** for sale in **115 countries** from 4,000 yacht brokers and dealers.
- More than **450** of the world's most prestigious boat manufacturing **brands**.
- More than **100 million page views** per month.
- Average session time is **17 minutes**.

Source: Comscore

Introducing YachtWorld.com and Boats.com

Together, YachtWorld.com and Boats.com are the single most powerful and effective global marketing solution for the boating industry. YachtWorld.com is the premier online sales channel for yacht brokers around the world, providing a complete suite of online marketing services through BoatWizard™, its proprietary back-end tool. Boats.com provides marketing and web services to new boat dealers and builders, and offers a For Sale By Owner classified service. Headquartered in Seattle, Washington, YachtWorld.com and Boats.com have their European headquarters in the United Kingdom, with sales offices in France, Germany, Italy and Russia. Both companies are business units of Dominion Enterprises, based in Norfolk, Virginia.

Launched January 2008, YachtWorld.com now produces a monthly Magazine bringing the very best yachts for sale from around the world priced from £100,000.

Advertising Opportunities

Banner Advertising

- YachtWorld.com
- Boats.com
- BoatWizard.com

Print Advertising

- YachtWorld.com Magazine: 12,000 copies distribution via the news-stand at selected airports, travel points, marinas and outlets in key yachting areas throughout Europe.

Email Campaigns

- Personal Boat Shopper: reaches 30,000 boat buyers who have registered to be informed about newly listed boats each week by e-mail.
- Navigator Newsletter: bi-weekly products, news and reviews to 5,000 registered users.
- Scuttlebutt Europe: 12,000 European sailing enthusiasts e-mailed daily.

Call us on +44 (0) 870 890 0171
or e-mail us at: advertising@yachtworld-international.com

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DEMOGRAPHICS, TESTIMONIALS AND RATES

Demographics

UK / Europe:

- 60% of users are male and 40% female.

User age:

- 37% are between 16-34 years.
- 39% are aged between 35-54 years.
- 24% are aged 55+ years.
- 71% of visitors are ABC1s
- 88% are married or living with a partner.
- Average income is £75,100 (98,000 Euro).

Source: Comscore/Watersports and Leisure Participation Survey 06/IPC Reader Surveys 06

USA / Canada:

- 64% of users are male and 36% female.

User age:

- 22% are between 16-34 years.
- 51% are aged between 35-54 years.
- 19% are aged 55+ years.
- 71% are married or living with a partner.
- Average income is \$109,727 (85,000 Euro).

Source: Comscore / Reader Surveys 2006

Testimonial

“In 2006 we introduced a new, low cost, night time navigation tool we hoped would revolutionise the pleasure boating industry. We placed web advertising on Boats.com & YachtWorld.com. Our goal was to meet modest sales projections for the first year. The response from Boats.com and YachtWorld.com was so great and the product so well received that we exceeded our projections four fold. The click through process to our website has been flawless and their reporting has been superb giving us a much more accurate ROI report than we could ever calculate with print advertising.”

Wes Moore, Advertising and Public Relations Manager, FLIR Systems, Inc.

Advertising Rates

Banner Advertising is sold in units of 1,000 page impressions (CPM). Campaigns can be served run of site or to target pages/sections.

	Where used	Home Page/ Run of Site	Targeted Pages
Full Banner (468x60)	BC ROS, YW HP/ROS	8 Euro	10 Euro
Supersky (160x600)	BC, YW - All Pages	8 Euro	10 Euro
Video (300x250)	BC HP	12 Euro	15 Euro
Rich Media	BC, YW - All Pages	12 Euro	15 Euro

Format: .gif, .jpg, .swf (flash banners must be prepared to receive click-through parameters = **getURL(clickTAG)** and Window Variable= “**_blank**”). Maximum file size: 30K.

Key: BC = Boats.com Site YW = YachtWorld.com Site HP = Homepage ROS = Run of Site Rich Media = Banner ads which include audio, video and animation

- BoatWizard.com: 300 Euro per banner insertion
- Personal Boat Shopper Sponsorship: Euro 300 per insertion
- Scuttlebutt Europe: Euro 300 per insertion
- Navigator Newsletter: Euro 300 per insertion

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ADVERTISING CLIENTS



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