

*Together, **YachtWorld.com and Boats.com** are the single most powerful and effective global marketing solution for the boating industry. With 140,000 new and used listings worldwide, offered by over 4,000 brokers, dealers and builders in 115 countries, no one gives your business better exposure to the boat owner or boating enthusiast than YachtWorld and Boats.*

Site Metrics

YachtWorld.com comprises 90% of the yacht/yacht broker market. With over 125,000 boats for sale by 2,500 brokers, it provides our visitors with the largest photo database of brokerage boats for sale online. YachtWorld caters to a loyal and affluent audience seeking yachts and yacht charters.

YachtWorld Network of sites by country: US, UK, France, Italy, Germany, Spain, the Netherlands, Sweden, Norway, Denmark, Finland, Australia, the Russian Federation, and UAE.

Average monthly visitors: 1,850,000
 Average monthly page views: 42,000,000
 Average time spent on the site: 26 minutes

Boats.com is one of the industry's leading online sources for boating enthusiasts. An invaluable resource for the avid boater, Boats includes over 140,000 listings, representing 450+ boat manufacturers from around the world. We provide our visitors with a wide range of New and Used Boats to choose from, including boats from the Power, Sailing, Fishing and Water sports categories.

Boats Network of sites by country: US, Ca, UK, France, Italy, Germany, Spain, the Netherlands, Australia, and UAE.

Average monthly visitors: 800,000
 Average monthly page views: 16,000,000
 Average time spent on the site: 16 minutes



User Demographics

	US/Canada	UK/Europe
Gender	64% Male; 36% Female	60% Male; 40% Female
Age	16-34 yrs 22%	16-34 yrs 37%
	35-54 yrs 51%	35-54 yrs 39%
	55+ yrs 19%	55+ yrs 24%
Status	71% married or living with a partner	88% are married or living with a partner
Income	\$109,727 average	£63,100 or 92,000 Euro average

YachtWorld.com Advertising

Home Page

The Home page of YachtWorld serves over 1 million impressions each month and provides our visitors with immediate access to search options and invaluable industry information.

Skyscraper banner: 160x600 right side vertical
Full banner: 468x60 center page

Don't forget about YachtWorld's **global reach**. In a single buy, your campaign can be placed on all 14 of our country sites: US, UK, France, Italy, Spain, Germany, the Netherlands, Sweden, Denmark, Norway, Finland, Australia, the Russian Federation, and UAE.



YachtWorld US,
YachtWorld France

Search Results & Boat Details Pages

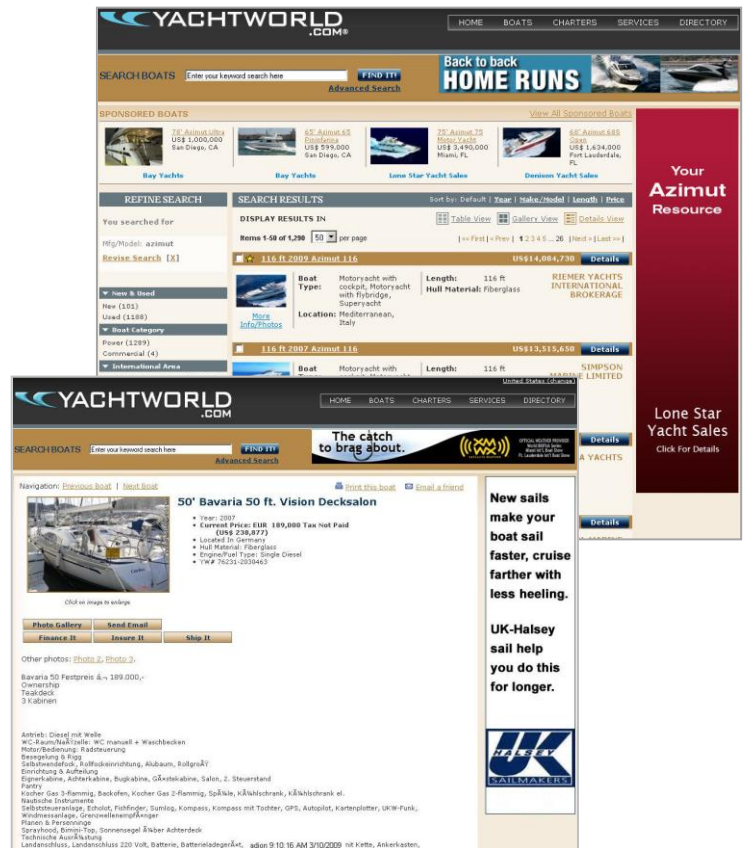
These two sections of YachtWorld are the most trafficked areas of the site, where visitors spend upwards of 26 minutes per visit.

The **Search Results** pages provide a list of yachts as defined by the user. The yacht listing includes: photo, boat make, type, year, price, length, location, seller information and introductory text.

The pages in **Boat Details** provide additional boat specifications, access to video brochures and a gallery of photos, full boat specifications, and brokerage info.

Targeting within the Search Results and Boat Details section enables the advertiser to target visitors based on their searches – target by boat type, class, make/brand, price, length, etc.

Skyscraper banner: 160x600 right side vertical
Full banner: 468x60 top of page



Boats.com Advertising

Home Page

The Home page of Boats.com serves approximately 400,000 impressions each month.

A common entry point for many visitors, it provides the user with invaluable content and search tools: Boats for Sale; Dealers, Builders and Brokers; quick access to Research, Popular Searches, and Content. Visitors have access to a variety of Insurance, Finance and Transport providers; a Marine Directory; as well as the option to Sell Boats!

Video/Rectangle: 300x250 middle right
Skyscraper banner: 160x600 right side vertical



Search Results & Boat Details Pages

These two sections of Boats.com are the most trafficked areas of the site, navigated by the serious boating enthusiast and shopper!

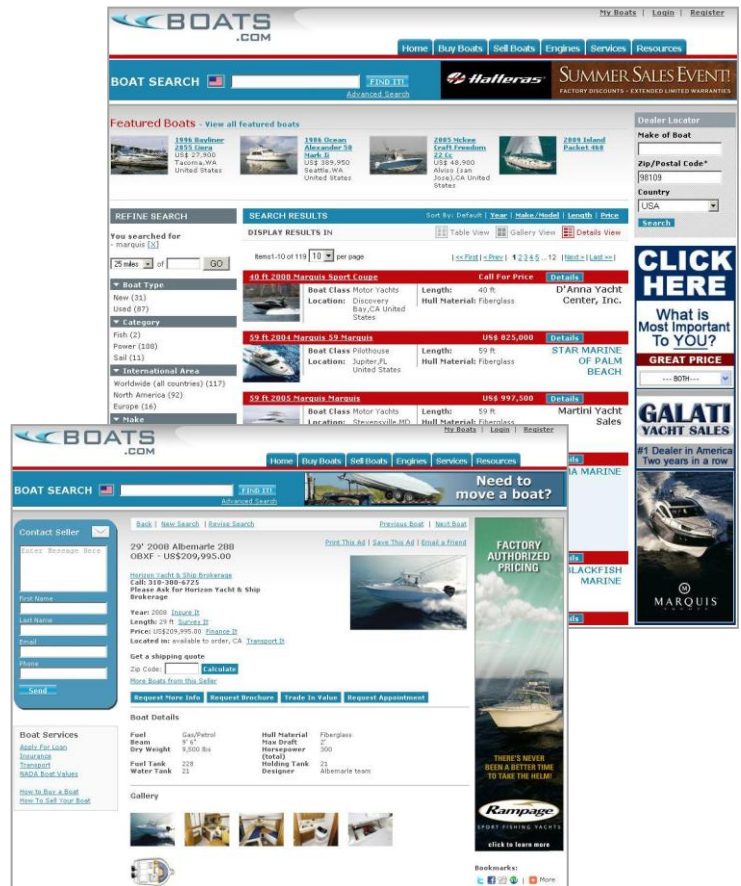
The **Search Results** pages provide a list of boats as defined by the user. The boat listing includes: photo, boat make, type, year, price, length, location, seller information and introductory text.

The left rail includes our Guided Navigation that helps our visitors through the search process, categorizing the Results by new/used boats, boat category and class, make/brand, location, price, etc.

The pages in **Boat Details** provide extensive boat specifications, aftermarket information, and a gallery of photos.

Targeting within this section enables the advertiser to zero in on a specific audience – target users by boat class, brand/make, price, length, etc. There are no wasted impressions here!

Skyscraper banner: 160x600 right side, vertical
Full banner: 468x60 top right (all internal pages)



Creative Requirements

Website	Size	Formats
Full Banner	468x60	Standard, animated gif, flash, expandable – all pages.
Skyscraper Banner	160x600	Standard, animated gif, flash, expandable – all pages.
Rectangle - Video	300x250	Standard, animated gif, flash – Boats.com Home pg only.
Newsletters		
Boats-Navigator Newsletter		300x250 banner
YW-Personal/Professional Boat Shopper		Text+ links (420 characters + spaces)

File Size/Formats: 40kb maximum; jpg or animated gif; Flash (.swf) files require an adjustment to getURL to enable tracking; 3rd party Rich Media accepted. IAB guidelines apply for all banner formats.

Timeline: Materials for Standard creative are due 2 full business days prior to campaign start; Flash and Rich Media are due 3-4 full business days prior to campaign start.

Targeting Capabilities

Search Results & Boat Details pages: Boat Category, Class, Make/Brand, Year, Length, Price, Fuel, or Hull type.

Geo-targeting: Available on all pages.

Contact Information

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