



# PRODUCT SPOTLIGHT

## JUNE 2021

THE GLOBAL MARKETPLACE  
FOR BOATS™

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# 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.

I have been hugely impressed by the enthusiasm and 'can do' attitude of the entire team at TheYachtMarket.

**GRABAU INTERNATIONAL**  
ALEX GRABAU  
MANAGING DIRECTOR

## 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.

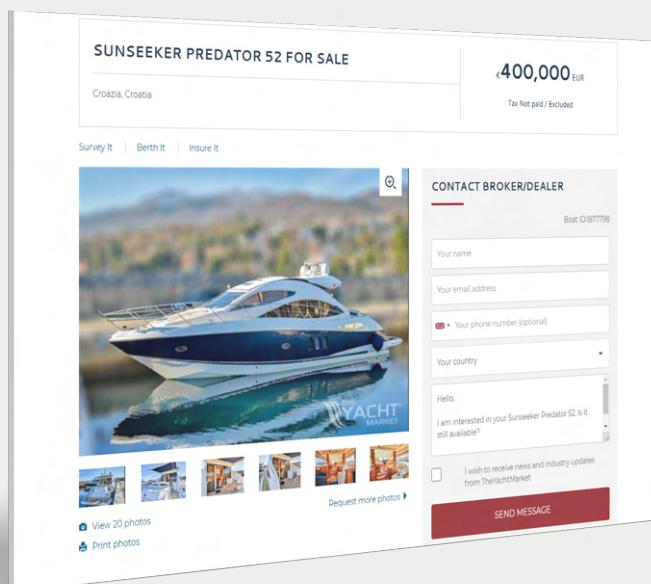
# SHOWCASE YOUR BROKERAGE BOATS

## 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

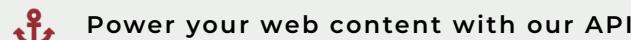
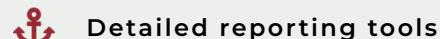
We invest in technology, so your listings load faster to be clicked by more people. Give your boats the limelight they deserve with unlimited large-format images, video and 360 virtual tours. And your customers can choose to reach you by phone, email or Live Chat.

- Fast loading website**
- Professional showcase for your boats**
- Communication choice for enquiries**

# SHOWCASE YOUR BROKERAGE BOATS

## Work smarter, not harder

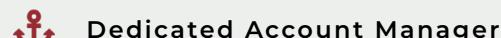
Our analytical tools enable you to improve listings and increase sales conversions. Ditch the double-entry and import your listings direct from another portal, or automatically share your listings on TheYachtMarket direct to your website.



## 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.



Search results (30,654 boats found)

SEALINE S335V  
CHERTSEY, UNITED KINGDOM  
€335,704 EUR  
LISTED PRICE £288,716 GBP

2001 | 2022 | 33'10" | NEW | POWER | AVAILABLE

VIEW DETAILS

CONTACT SELLER

SEALINE C335V  
CHERTSEY, UNITED KINGDOM  
€366,376 EUR  
LISTED PRICE £315,095 GBP

1701 | 2022 | 33'10" | DIESEL | NEW | POWER | AVAILABLE

VIEW DETAILS

CONTACT SELLER

BENETEAU SWIFT TRAWLER 35  
CHICHESTER MARINA, WEST SUSSEX, UNITED KINGDOM  
€362,043 EUR  
LISTED PRICE £321,369 GBP  
TAX NOT PAID / EXCLUDED

7701 | 2022 | 35'0" | USED | POWER | AVAILABLE

VIEW DETAILS

CONTACT SELLER

REFINE SEARCH

“ 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.

“ 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**

## Features focus



### Premium positions

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



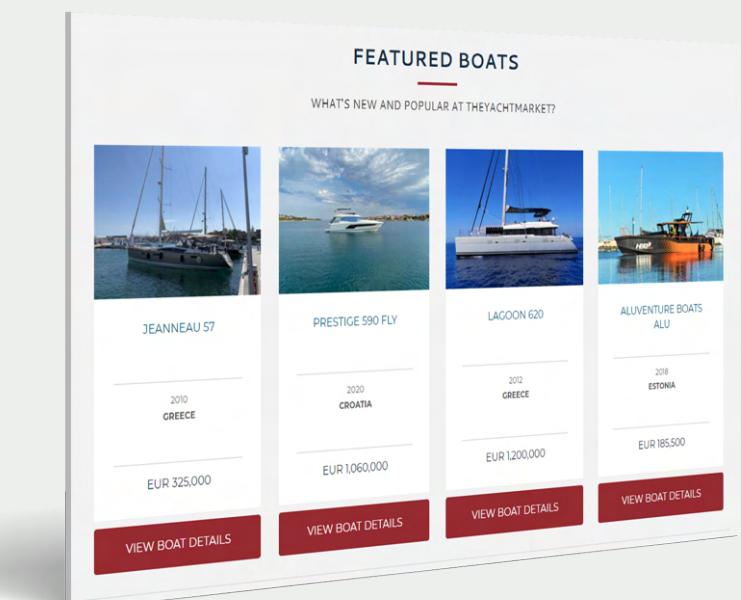
### Increase exposure

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.



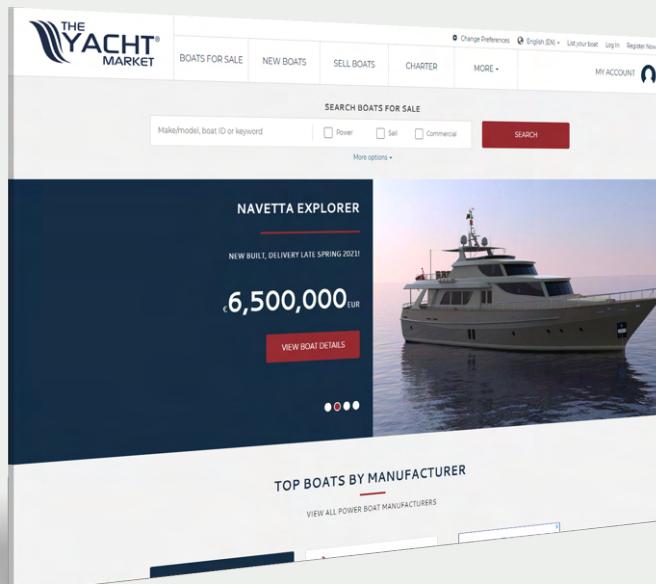
# FEATURED LISTINGS

## 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.

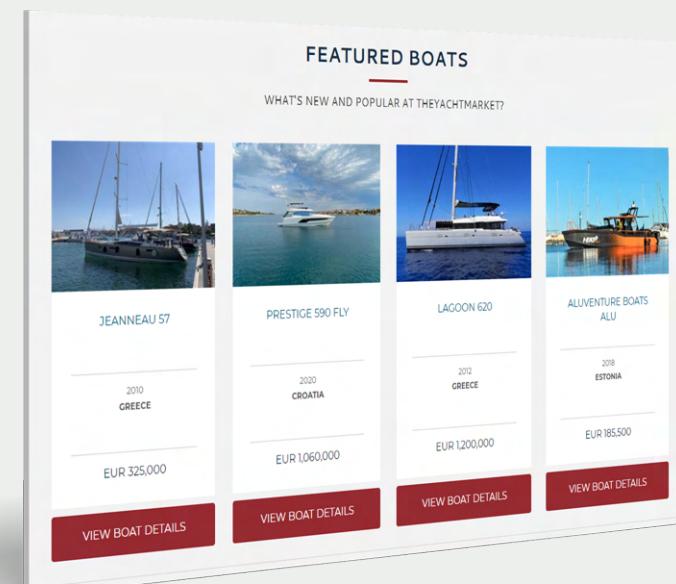
### Homepage Boat of the Month

-  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

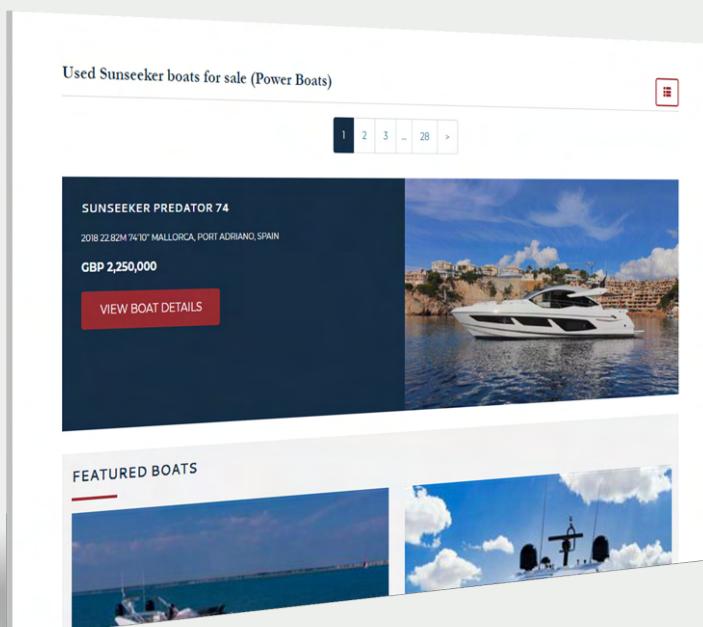
## Manufacturer Page Boat of the Month & Featured Boats

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.

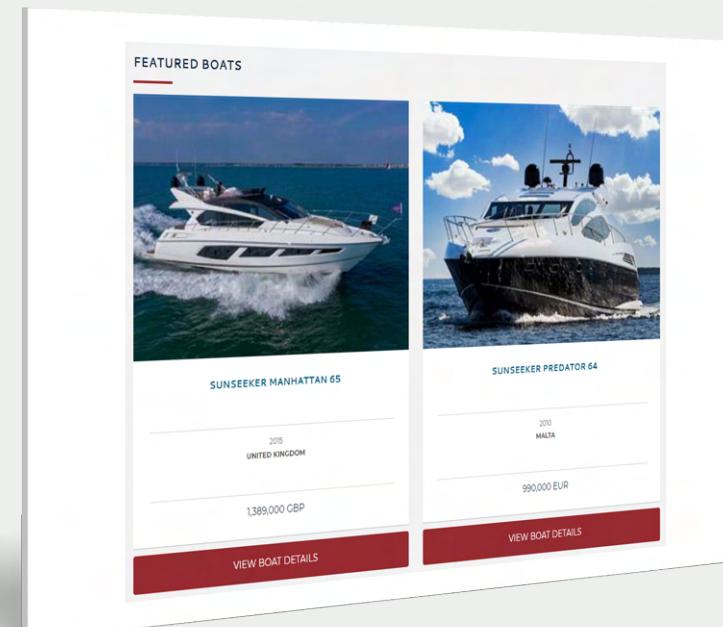
### Manufacturer Page Boat of the Month

-  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



# FEATURED LISTINGS

## 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

 USED BOATS NEW BOATS SELL BOATS

THIS WEEK'S TOP BOATS

We are the world's fastest and one of the largest boat sales platforms online



**SANLORENZO 92SD**  
EUR 3,250,000  
Spain



**BENETTI LEGEND 85**  
EUR 3,190,000  
France



**AZIMUT 80**  
EUR 2,980,000  
Hong Kong



**SCHOENER 2 MAST**  
EUR 1,200,000  
Netherlands



**JEANNEAU LEADER 46**  
EUR 390,000  
Italy

[VIEW DETAILS](#) [VIEW DETAILS](#)



[VIEW DETAILS](#) [VIEW DETAILS](#)

### Top Boats Newsletter Featured Boats

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

# MONTHLY EMAIL NEWSLETTER

## 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

 USED BOATS NEW BOATS SELL BOATS



OCTOBER EDITION

### #BOATCATION

With travel restrictions still in place around the world how about to getting away for a day—or an entire trip—without touching dry land. Start your aquatic adventure today.



The Best Location to Go Sport Fishing in America and Europe?

Sport fishing is both relaxing and entertaining and can be the foundation of a perfect vacation. But where is the perfect spot?

[READ FULL ARTICLE](#)



Sunseeker Yachts for Sale: A Buyer's Guide

Take a deep dive into Sunseeker; one of the top names for yacht manufacturers, and for good reason. Is a Sunseeker yacht right for you?

[READ FULL ARTICLE](#)



Tips for Finding Better Used Boats for Sale

Buying a used boat can be a great way to save money while also gaining access to the boat of your dreams. Start your dream today.

[READ FULL ARTICLE](#)

**BOATS FOR SALE**

**COBALT R30**  
GBP 129,950  
United Kingdom  
[VIEW DETAILS](#)

**CRANCHI MEDITERRANEE 47**  
EUR 180,000  
Italy  
[VIEW DETAILS](#)

**COBALT 282**  
USD 27,500  
United States  
[VIEW DETAILS](#)

**PROWLER 23**  
USD 39,950  
United States  
[VIEW DETAILS](#)

**LOOKING FOR MORE?**

With such a huge range of all types of boats, you're sure to find your dream boat on TheYachtMarket.com.

[SEARCH BOATS FOR SALE](#)



[Home](#) [Used Boats](#) [New Boats](#) [Sell Boats](#) [Charters](#) [Find a Broker](#) [News](#)

TheYachtMarket.com Limited  
14 The Avenue | Southampton | Hampshire | SO17 1XF | United Kingdom

# MONTHLY EMAIL NEWSLETTER

## 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**



SEPTEMBER EDITION

Dear Follower,

September has been a very busy month for TheYachtMarket team. The Southampton International Boat Show has given us a fantastic kick-start to the autumn boat show season in 2019. We were delighted to be involved once again, this year as the official sponsor of the TheYachtMarket.com Champagne and Seafood Bar.

The bar was perfectly located at the new Quarterdeck, a fresh, modern eatery with waterfront views; the perfect spot to watch the on-water entertainment with room for more than 40 guests.

This year, the weather was simply glorious for the entire 10-day show, providing an ideal setting for visitors to relax with members of our team and find out how to buy and sell a boat. This was amplified by our hugely successful daily event, 'Fizz at Five', for which our team was on-hand every day to socialise with passers-by and clients.  
[Read full article](#)

Kind regards,  
TheYachtMarket Team

### ARTICLES



Antifouling the Environmental Way

Let's face it antifouling is annoying and expensive. You either have to have your boat regularly lifted cleaned...

[READ FULL ARTICLE](#)



Displaying Your Boat's Name

For most boat owners the name of their boat is important. Many sailors choose names of loved ones or...

[READ FULL ARTICLE](#)

BROKERS: NOT JOINED THEYACHTMARKET YET?  
CALL US ON +44 (0)23 8038 2440

## THE SOUTHAMPTON INTERNATIONAL BOAT SHOW

Post by: TheYachtMarket News 24 September 2019



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[Read full article](#)



There were multiple highlights of the show including the awards and exhibitor party with multiple pop-ups and activities, held in the Quarterdeck. We were also lucky to have the opportunity to watch beautiful sunsets from our very own bar throughout the week. Our team revelled in meeting customers face-to-face and learning about new launches and initiatives from the wide variety of exhibitors at the show. It was an educational as well as successful show and we look forward to our ongoing conversations with existing customers and prospects.

The next show we will be attending is Fort Lauderdale International Boat Show, starting on 30th October. We'd love to see you there so make sure to get in touch with us over the coming weeks to book a meeting.

For more information on FLIBS visit: <https://www.flibs.com/en/home.html>.

SHARE THIS ARTICLE



### YOU MIGHT LIKE



Readyng Your Boat for Selling



Buying a boat



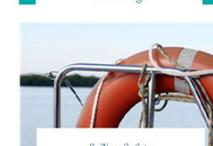
Selling your boat - avoiding fraud



Mooting To A Pontoon Or Dock



Gmation yachts "Dual Speed" Hull Design



Sailing Safety

# 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.

## 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

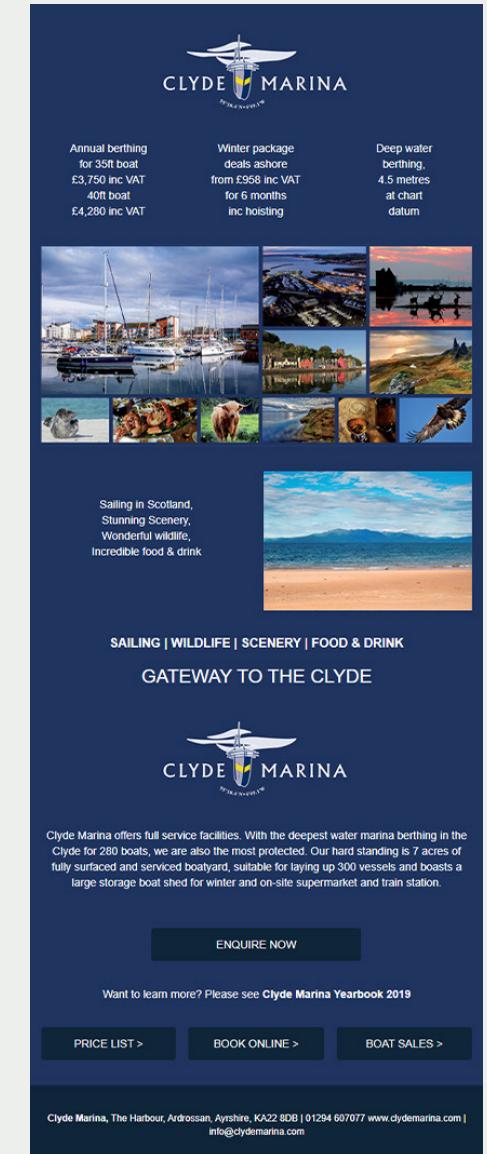
See how subscribers react and tweak the design for next time.

## Subscribers

 **UK & Ireland: 16,000**

 **UK & Europe: 36,000**

 **Worldwide: 50,000**



The image shows a marketing email template for Clyde Marina. At the top is the Clyde Marina logo with the slogan "SAILING | WILDLIFE | SCENERY | FOOD & DRINK". Below the logo are three columns of text: "Annual berthing for 35ft boat £3,750 inc VAT", "Winter package deals ashore from £958 inc VAT for 6 months inc hoisting", and "Deep water berthing, 4.5 metres at chart datum". Below this are several small images of boats, landscapes, and animals. A large image of a sandy beach with mountains in the background follows. At the bottom are buttons for "ENQUIRE NOW", "PRICE LIST >", "BOOK ONLINE >", and "BOAT SALES >". The footer contains the address "Clyde Marina, The Harbour, Ardrossan, Ayrshire, KA22 8DB | 01294 607077 www.clydemarina.com | info@clydemarina.com".

# 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



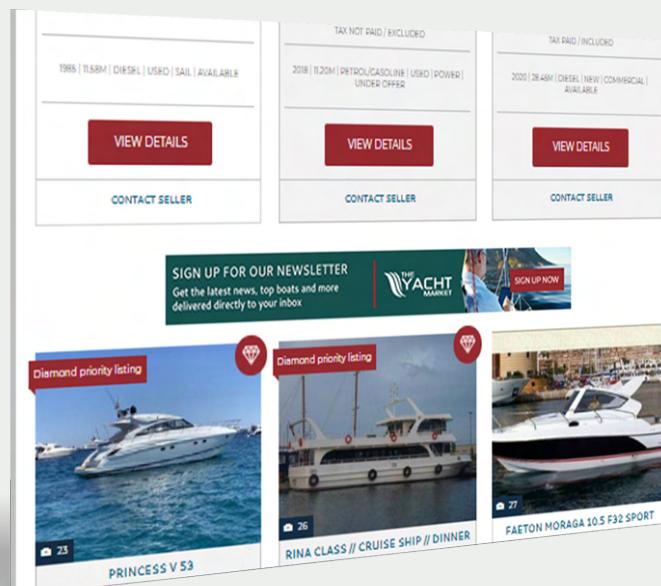
# BANNER ADVERTISING

## 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

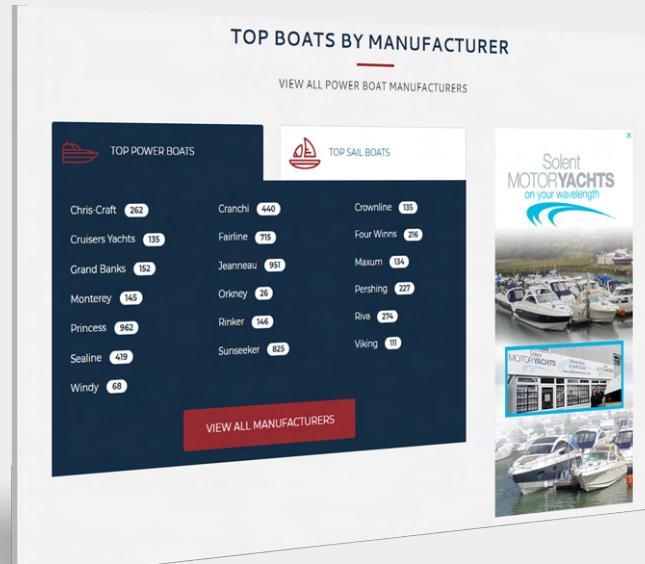
Eye-catching locations and custom design.

### 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

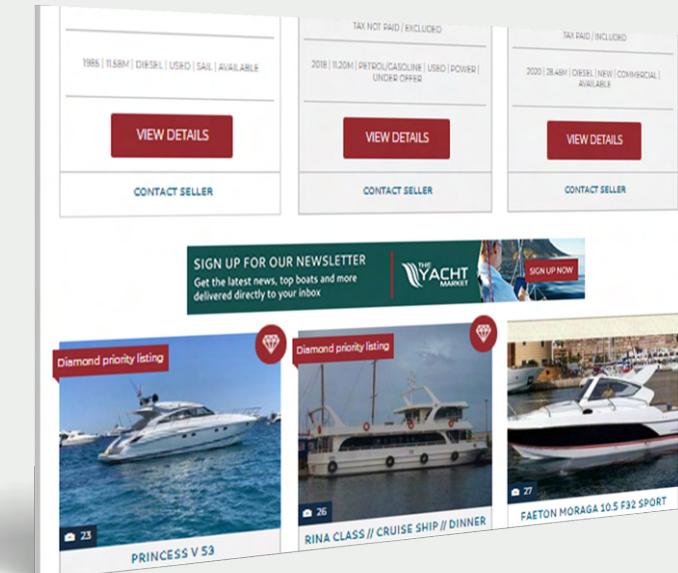
Upwards of 40,000 banner impressions per month.

### Best value placement

Cheaper than banners sold on cost-per-thousand (CPM).

### Semi-exclusive

One of 20 (max) adverts appearing in rotation.

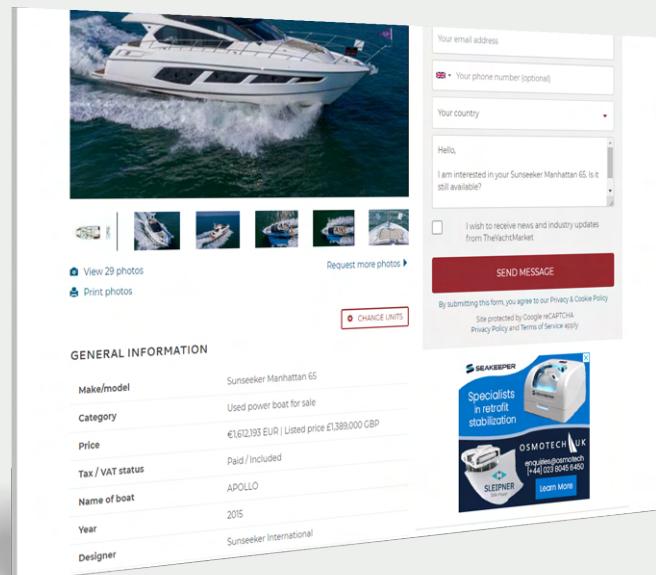


# BANNER OPTIONS

## 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.



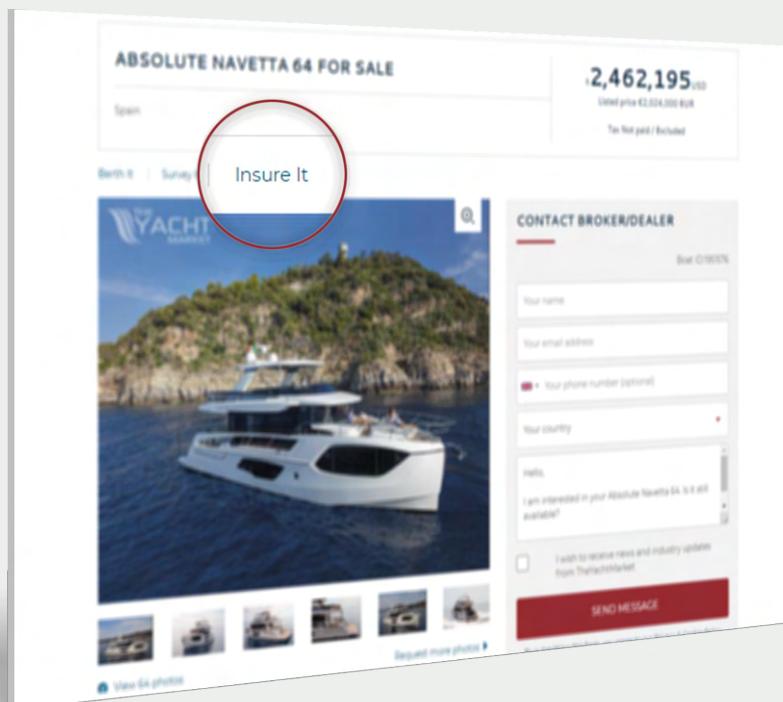
Promote your brand in front of up to **334,000** global boat buyers per month

# 'IT' TABS

## Make customers do it

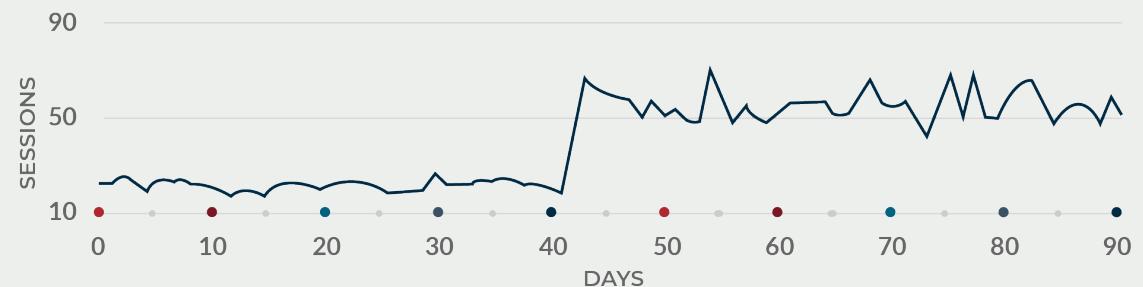
Insure It, Finance It, Survey It, Berth It – the 'It' Tabs on every boat advert are a powerful call-to-action for customers. One click and they're straight into your website.

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.

# WEBSITE STATS

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.

**2020 vs 2019**



**55%**



Over 1.4 million more users.



**100,000**

We generated almost 100 thousand sales enquiries for our customers.



**62%**



38,000 more sales enquiries generated for our customers.



**1,100 Brokers**

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



**120 Countries**

# LET'S TALK

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## It's all about you

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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

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TheYachtMarket.com



+44 (0)23 8038 2440



sales@theyachtmarket.com

### Find us on

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[facebook.com/TheYachtMarket/](https://facebook.com/TheYachtMarket/)



[instagram.com/theyachtmarket/](https://instagram.com/theyachtmarket/)



[youtube.com/c/Theyachtmarket/](https://youtube.com/c/Theyachtmarket/)

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Southampton, SO17 1XF, United Kingdom