

 YACHTWORLD

# PRODUCT CATALOG



2022

*Exclusive & Limited Advertising Opportunities*  
[www.boatsgroup.com/our-brands/yachtworld](http://www.boatsgroup.com/our-brands/yachtworld)

# Welcome

YachtWorld delivers more brokerage sales around the world than any other source and is home to the world's largest Multiple Listing Service, boasting over 70,000 vessels available for co-brokerage.

With the highest consumer interest for boats over 40 feet, YachtWorld reaches 6 million monthly boat shoppers and delivers more leads than any other source – over 50,000 leads each month – of which, 1 in 8 ultimately purchases a boat.

## Contents

---

**1 PREMIUM FEATURED BOAT AD**

---

**2 FEATURED BOAT AD**

---

**3 PREMIUM PLACEMENT**

---

**4 BRANDED ENHANCED LISTINGS**

---

---

**8 BOAT DETAIL PAGE TAKEOVER**

---

**9 PROMOTED LISTINGS**

---

**10 LISTINGS 360**

---

**11 POWER PACK DISPLAY ADS**

---



## Premium Featured Boat Ad

# Be *the* Brand on the YachtWorld Homepage

### Here's how it works:

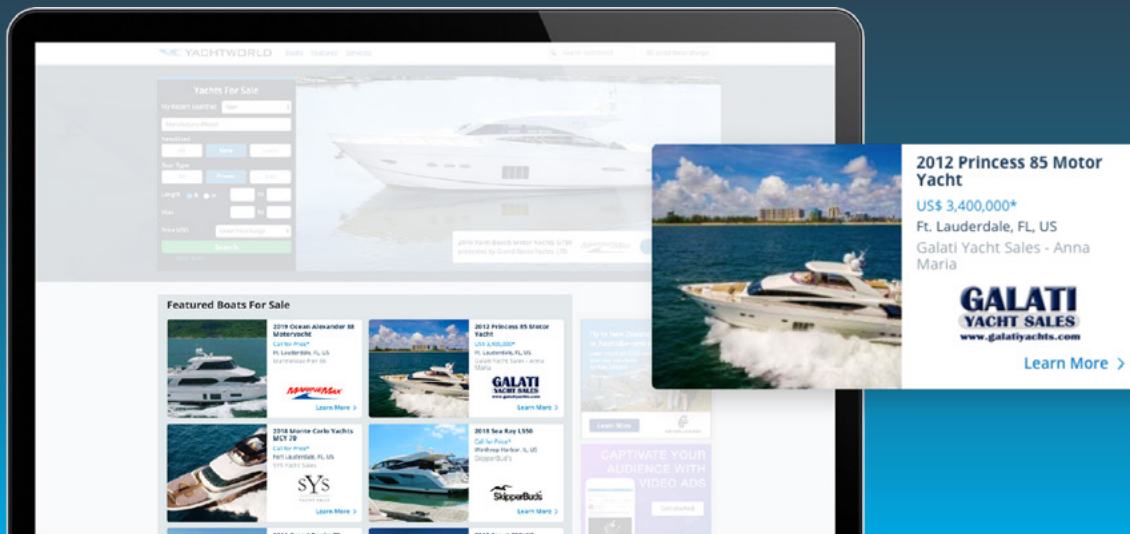
- 1 Select the region and week in which you would like to appear on the YachtWorld homepage.
- 2 Provide your ad image, logo, and click-through URL and our team of designers will build your ad.
- 3 Your ad will be served to all homepage visitors in your selected region, during your selected week.
- 4 Feature your brand in the most prominent position on YachtWorld.com.

### Maximum Brand Awareness

Drive additional traffic to your website  
with premier placement on the  
YachtWorld homepage

#### Sold:

- Weekly
- 18 Regions
- 100% Share of Voice (SOV)
- Clicks Off-Site



## Featured Boat Ad

# Your Listing on the Homepage of YachtWorld

## Here's how it works:

- 1** Select the region in which you would like to advertise your listing on the YachtWorld homepage.
- 2** Provide your listing, logo, and click-through URL and our team of designers will build your ad.
- 3** Your ad will be served to all homepage visitors on YachtWorld in your selected region.
- 4** Feature your brand on the most prominent page on YachtWorld.com.

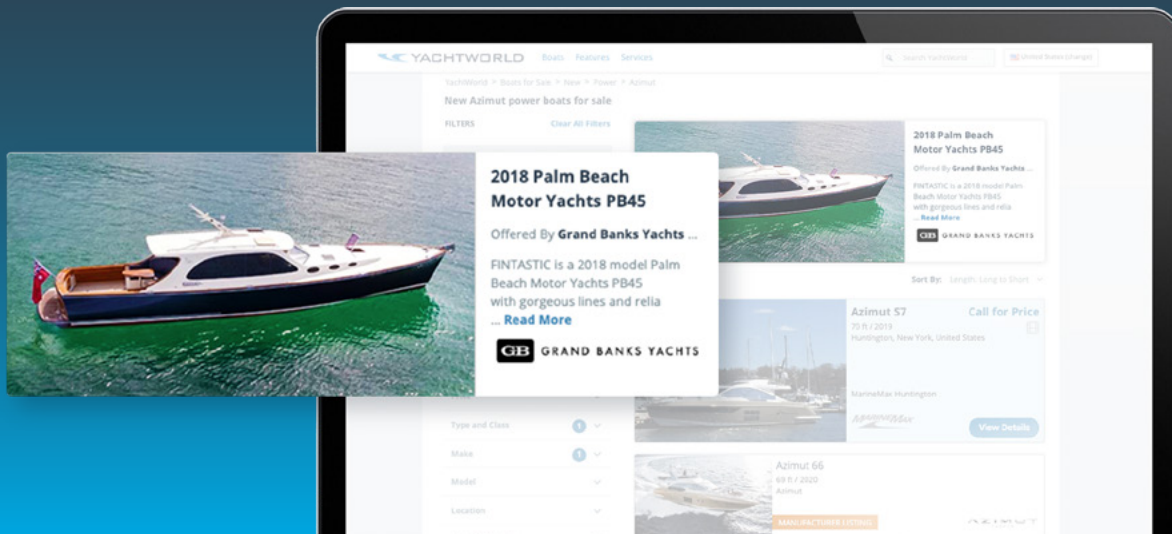
### Increased Exposure & Brand Awareness

Brand yourself and your listing with  
**135K monthly visitors\***

#### Sold:

- **Monthly**
- **18 Regions**
- **10 Ad Spots**
- **Clicks Off-Site**





## Premium Placement

# The Billboard on YachtWorld's Most Popular Pages

### Here's how it works:

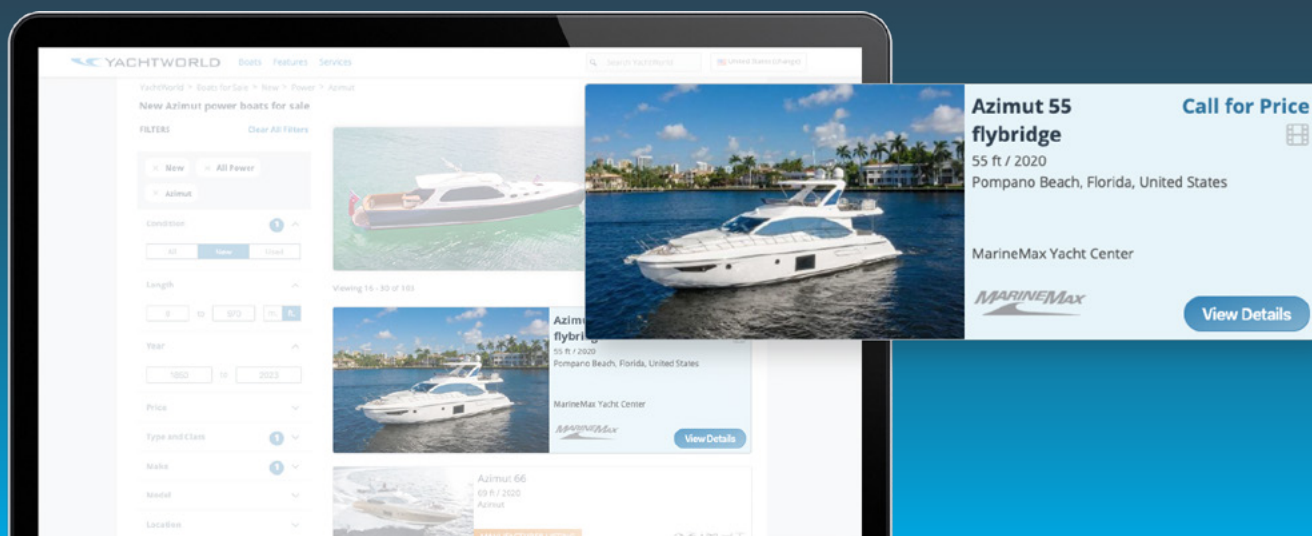
- 1 Select the region and class container you would like to target your advertisement to.
- 2 Provide your listing, logo, and ad description and our team of designers will build your ad.
- 3 Your ad will be served to shoppers who are searching for your selected class container, in your selected region on the search results pages.
- 4 Take top placement among all sellers on the search results page.

### Maximum Brand Awareness

Display your brand in your market's most prominent placement with  
**3M views of the search results page\***

#### Sold:

- **Monthly**
- **18 Regions**
- **7 Class Containers**  
 Center Console, Cruiser, Express Cruiser, Motor Yacht, Sail, SW Fish, and Super Yacht
- **Clicks On-Site**



## Branded Enhanced Listings

# Promote Your Brokerage and Drive More Clicks

### Here's how it works:

**1** Select the listings you would like to enhance.

**2** Your listings will now appear 2X larger and with your logo.

**3** Experience increased market branding and listing interaction.

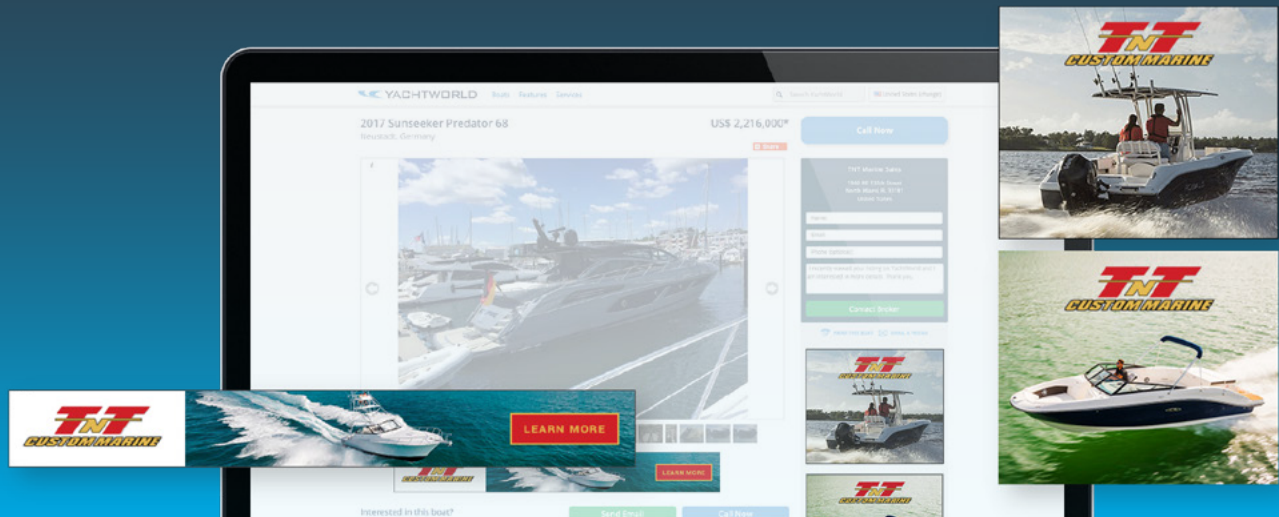
### Accelerate Listing Performance

**25%** more listing views and leads\*

**275,000** logo impressions per month\*

#### Sold:

- Monthly
- Clicks On-Site



## Boat Detail Page Takeover

# Own *the* Ad Placement on Your Boat Detail Page

### Here's how it works:

- 1 Based on your listing count, you will receive your BDP takeover package.
- 2 Provide your ad image, logo, and click-through URL and our team of designers will build your ad.
- 3 Your ads will surround your listings on all your boat detail pages.
- 4 Brand your listings and business to in-market shoppers looking for you.

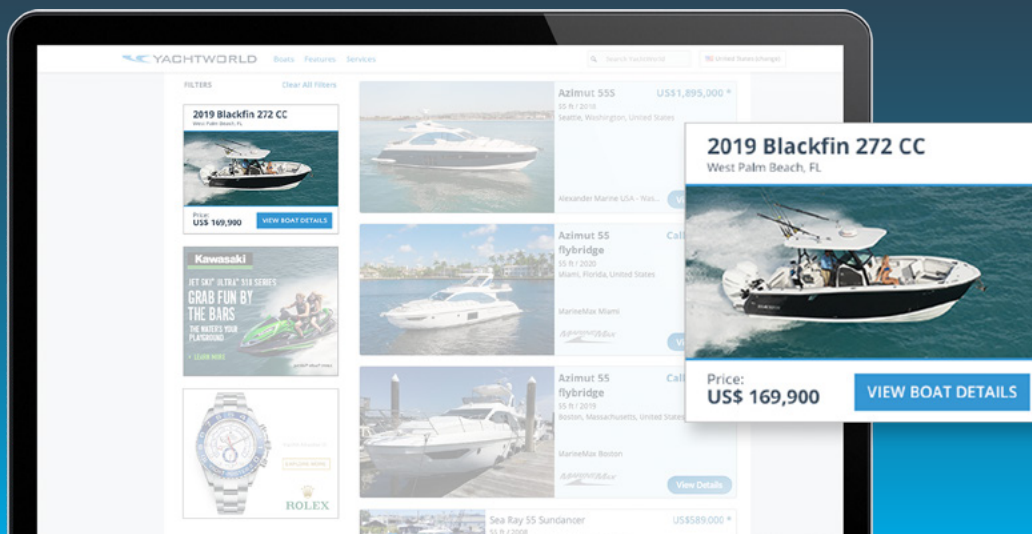
### Increase Listing Activity and Maximize Brand Awareness

Capture 100% of the page exposure

Maximum Lead Conversion

### Sold:

- Monthly
- Clicks Off-Site



## Promoted Listings

# Capture Your Competitors' Audience

### Here's how it works:

- 1 Select the boat you would like to advertise and your budget.  
*Ex. Standard package, \$500 will yield 100,000 impressions and an estimated 150 listing views.*
- 2 Our team of designers will build your ad and targeting based on your boat listing photo, details, class, and region.
- 3 Your ad will be served to shoppers who are searching for the class your boat is listed in, in your region, across the YachtWorld website.
- 4 Advertise your listings prominently across YachtWorld.com.

### Increase Listing Activity & Brand Awareness in Your Market

**100,000** monthly ad impressions\*

**150** more listing views per month\*

#### Sold:

- **Monthly**
- **18 Regions**
- **7 Class Containers:**  
Center Console, Cruiser, Express Cruiser, Motor Yacht, Sail, SW Fish, and Super Yacht
- **Clicks On-Site**





## Listings 360

# Display Your Listings Across the Web & Bring Your Hottest Prospects Back

### Here's how it works:

- 1** Brokers with the qualifying amount of monthly boat detail pageviews, select the retargeting product - Listings 360.
- 2** Participating brokers will have their listings appear across the internet to visitors who previously viewed their boats.
- 3** Shoppers who are retargeted with these ads are more likely to convert to a lead.
- 4** Bring back your hottest prospects.

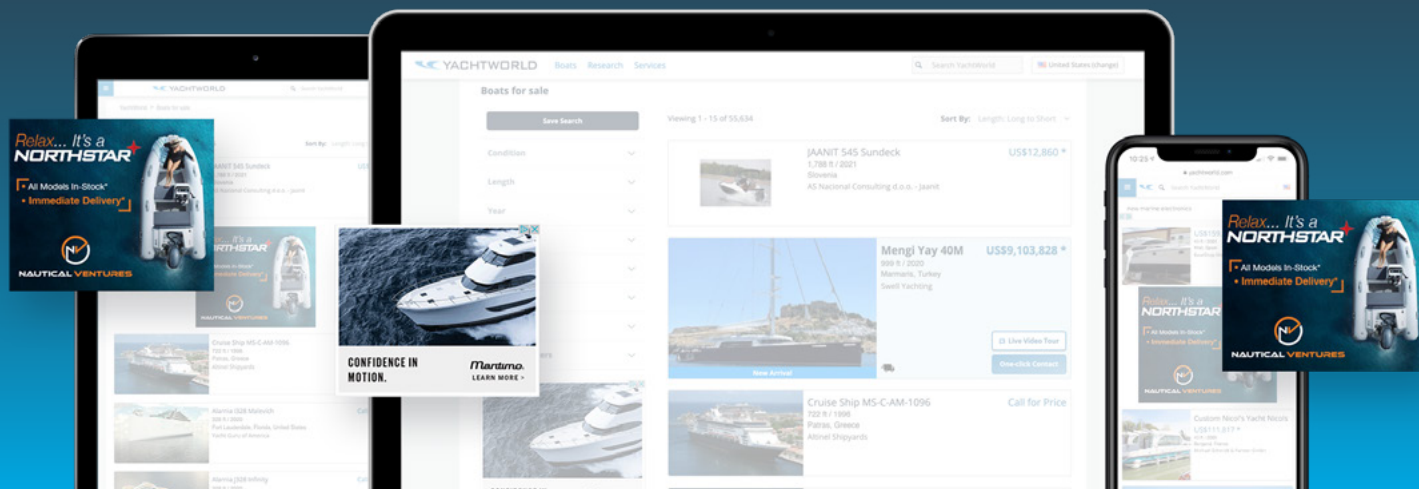
**Remarket Your Brand to an Engaged Audience to Increase Conversions**

**50,000** monthly ad impressions\*

**150** more listing views per month\*

#### Sold:

- Monthly
- Clicks On-Site



## YachtWorld Power Pack

# Promote Your Brand in Front of 100k Boat Buyers per Month

### Here's how it works:

- 1 Select your target market
- 2 Our design team creates brand-building display ads for your business
- 3 Your brand is positioned in front of 100k boat buyers per month. (*Tip - eliminate the competition by adding markets*)
- 4 Build your brand and drive more customers to your business

### Exclusive Opportunity to Promote ANY of Your Offerings

The low-cost Power Pack is designed to build brand awareness and promote your inventory, services or marina amenities **within your specific market** on all devices - the app, desktop, and mobile experiences!

#### Details:

- 300x250 banner, static or GIF format
- Inventory, services, or marina amenities may be advertised
- Share of voice and impression availability varies by market
- Ability to purchase multiple shares to bump out the competition
- No monthly minimums, ability to purchase multiple months