

BOATS GROUP

Brand Partnership Opportunities

2025

About Boats Group

At Boats Group, the boating lifestyle goes beyond the water—it's about how people choose to spend their time, their weekends, and their money. Our audience values freedom, adventure, and quality time with family. They're outdoors often, active by nature, and passionate about what they invest in—from the gear they use to the brands they trust. Whether cruising the coast, fishing at sunrise, or exploring new destinations, they're living fully and looking for products and experiences that align with that lifestyle.

We operate **the largest and most influential online boating marketplaces in the world**, including:



 **YACHTWORLD**

The premier global yachting marketplace.

Boat Trader

America's #1 boating marketplace.

boats
.COM

For the first-time boaters, gearheads, fish-chasers, and weekend warriors.



Plus: a portfolio of **leading European platforms** reaching international waters!



The Ultimate Audience

for Brand Growth

Our Reach is Unmatched:

20M+

users per month

1.7M+

social media followers

1.3M+

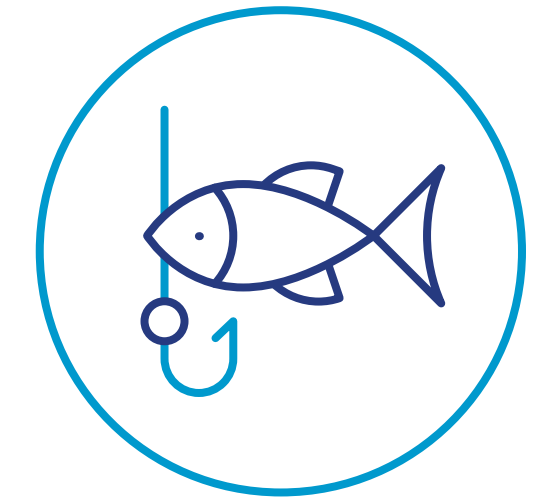
email subscribers



Affluent adventurers:
They own the gear, the homes, and the toys



Powerboat and yacht owners: From center consoles to luxury liveaboards



Die-hard anglers, wake junkies, island hoppers



Family-first cruisers and multi-generational explorers



New buyers and seasoned mariners, all actively planning their next adventure

They're not just shopping – they're imagining what's next.
Your brand can be part of that vision.



A Powerful International Presence

Anchored in Europe's Premier Boating Markets

Boats Group connects global brands to the most valuable boating audiences in the world, especially across Europe's most active coastal economies.

Boats Group operates the most trusted online boating marketplaces across Europe, giving brand partners unmatched exposure in high-income, marine-savvy markets:

- **Thousands of premium listings** across the UK, France, Spain, Germany, Italy, the Netherlands, and beyond
- **Deep engagement** with multilingual buyers and sellers from both local and cross-border markets
- **Dedicated content environments** tailored to European yachting, cruising, and brokerage culture
- **Massive reach across leading EU-based marketplaces**, including CosasdeBarcos, Boot24, TopBarcos, Annonces Du Bateau, Boatentekoop, and more

Whether it's a family in Palma planning their next sport cruiser or a buyer in the Côte d'Azur exploring motoryacht upgrades, Boats Group is the place they search, compare, and decide.

Boats Group gives you direct access to **tens of millions of high-intent consumers** across every screen, every channel, and every wave.



Why Boats Group?

We're not a publisher. We're not an ad network. We're the epicenter of the boating lifestyle, with a media ecosystem that connects:

- High-traffic websites and apps
- High-performing email campaigns
- Premium original video and streaming
- Engaged social communities
- Award-winning editorial with real storytelling power

- ✓ NO ONE REACHES MORE BOATERS.
- ✓ NO ONE KNOWS THIS AUDIENCE BETTER.

Trust Drives Influence, and 1 in 3 Boaters Trust Us Most.*

Boats Group brands are seen as the most trusted, reputable, and knowledgeable in the boating and yachting space – earning the highest brand perception scores across key traits:

Quality. Proven. Trustworthy. Reputable. Knowledgeable.

*Source: *Unravel*, Consumer Research, 2025

Boats Group Studio

High-Impact, High-Integrity Content Collaboration

Boats Group Studio is our most exclusive content opportunity, available to a select number of partners annually.

Designed for select brands that want to elevate their storytelling, Boats Group Studio offers end-to-end collaboration with our award-winning creative team to build bespoke and captivating content. It's the kind of content you forward to a friend, save for later, and can't scroll past.

What Makes Boats Group Studio Different:

- **Original series and docu-style features** shot in high-definition, multi-location formats
- **Full editorial and/or script development**
- **On-location marine production team with drones, gimbals, and underwater capabilities**
- **Cross-platform distribution:** Website, YouTube, email, social, and on-site marketplace integrations
- **Hands-on partnership** from creative pitch to post-production and analytics

Boats Group Studio remains exclusive by design, allowing us to deliver bold, masterfully crafted stories for brands that truly align.

*Boats Group Studio is invitation-only. To be considered for partnership, please contact our studio team to discuss eligibility and creative alignment.



Partnership Opportunities

Our Brand Partnerships are exclusive within key audience segments—like offshore anglers, luxury cruisers, freshwater adventurers, and family boaters—ensuring your brand reaches the right people without competing for attention.



Native & Sponsored Content

Position your brand alongside premium editorial, including native articles, interviews, how-to guides, and product reviews written by our content team.



Video Sponsorships & Features

Bring your brand to life through custom videos that reach audiences across YouTube, Instagram, Facebook, TikTok, and the Boats Group sites.



Social & Email Campaigns

Leverage our robust social media presence to launch targeted brand awareness, seasonal promotions, or product reveals.



Display Media

Access high-visibility placements across our marketplaces to drive traffic and conversions.



SUCCESS SNAPSHOT

WAJER

Luxury Meets Millions

A sleek Boats Group Studios campaign—just 5 posts and 10 stories—drove nearly **2 million views** across Instagram, Facebook, and TikTok. One reel alone showcasing Wajer’s cutting-edge onboard tech racked up **over 1 million views**, with **645K on Instagram** and **315K on TikTok**, plus **10K+ direct engagements**. Proof that beautiful boats and bold tech make for scroll-stopping content.

SiriusXM **MARINE**

Tech That Hooks the Right Audience

A targeted sea trial video featuring SiriusXM Marine’s Fish Mapping tech reached **35,000+ viewers** on YouTube, placing the brand directly in front of Boat Trader’s highly engaged fishing and boating audience—the ones who care most about where the fish really are.



Power That Moves

To spotlight Mercury’s Repower Centers, Boats Group Studios teamed up with influencers to produce an Instagram Reel that pulled in nearly **300,000 views**—bringing precision-engineered performance to a fresh wave of boating-minded viewers.



Behind the Build

In our most-watched Factory Fridays episode, **over 340,000 viewers** took a virtual tour through Viking Yachts’ manufacturing facility—an exclusive, behind-the-scenes look that celebrated craftsmanship and gave fans rare access to the brand’s build process.

Ad Placements

Standard Ads



Leaderboard
(728 x 90 pixels)



Medium Rectangle
(300 x 250 pixels)



Half-Page
(300 x 600 pixels)



Mobile Leaderboard
(320 x 50 pixels)

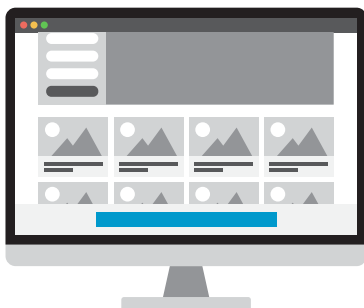
Homepage Ads



Homepage Hero
(1440 x 500 pixels)



Homepage Companion
(1054 x 184 pixels)



Homepage Sticky Bottom
(850 x 90 pixels)

Boat Details Page (BDP) Ads



Lead Form Ad
(540 x 220 pixels)

Search Results Page (SRP) Ads



Banner Top Make/Class
(1054 x 184 pixels)



Native Listing
(890 x 500 pixels)



Branded Top Banner
(540 x 220 pixels)



Questions?

For more information on ad placements and specs, please contact your Account Manager.

Get Started

Reach the largest, highest-quality boating audience in the world—with content that truly resonates.



www.BoatsGroup.com