SailboatData.Com

Why Digital Advertising?	Google Analytics	Quantcast	Advertising
Does it make sense for you?	Sailboatdata.com numbers.	Our audience demographics.	What's available?
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SailboatData.Com *the original* and most comprehensive database containing information on over 8000 production and semi-production sailboats going back as far as 1900. A majority include photos and or drawings from a library of original plans and brochures. Also included is information on the designer(s), original builder(s) and or links to related websites with a number of search options.

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WHY DIGITAL ADVERTISING?

Advertising online is now an essential element of a successful marketing strategy: responsive, versatile, capable both of building brand awareness and engagement and driving response and purchase behavior.

Advertising online is often seen as the greatest direct response strategy ever invented. And it is. But that's only part of the story. Online advertising campaigns are able to target consumers at any point in the purchase funnel, with a level of interactivity that today's consumers demand but which no other channel can deliver. Advertising online can build new levels of brand engagement and advocacy, generate almost immediate word-of-mouth, target audiences to an extent not available through other media and impact immediately on purchase behavior.

Digital has rapidly changed the way consumers relate to brands. For advertisers to respond, they arguably need to move on from the question of 'Why Digital?" and start to ask "How Digital?"

AFFLUENT CONSUMERS IN A DIGITAL WORLD

•*Generally the hardest to reach consumers via traditional media such TV and radio, affluents are the heaviest users of digital media, far outpacing non-affluents in Internet use.*

•*Digital advertising is essentially ubiquitous and most consumers – affluent and otherwise – recall seeing 15-20 digital ads each week. Affluent consumers view and recall more digital ads.*

•*Digital advertising is widely accepted by modern consumers with widespread understanding of the ad-supported free content model and a clear preference for ad-supported free content over paying for ad-free content.*

•*Affluents prefer relevant advertising and are more likely than the general population to share personal information in exchange for a personalized online experience.*

-Ipsos Mendelsohn

Economic Value of the Advertising Supported Internet

The Internet has become central to social and economic life and is, today, a mature and integral element of the U. S. national economy. It is not only vital infrastructure, it is a spur to entrepreneurship and social change. It has changed the way firms find customers, customers find information, and people manage social relationships.

    -IAB

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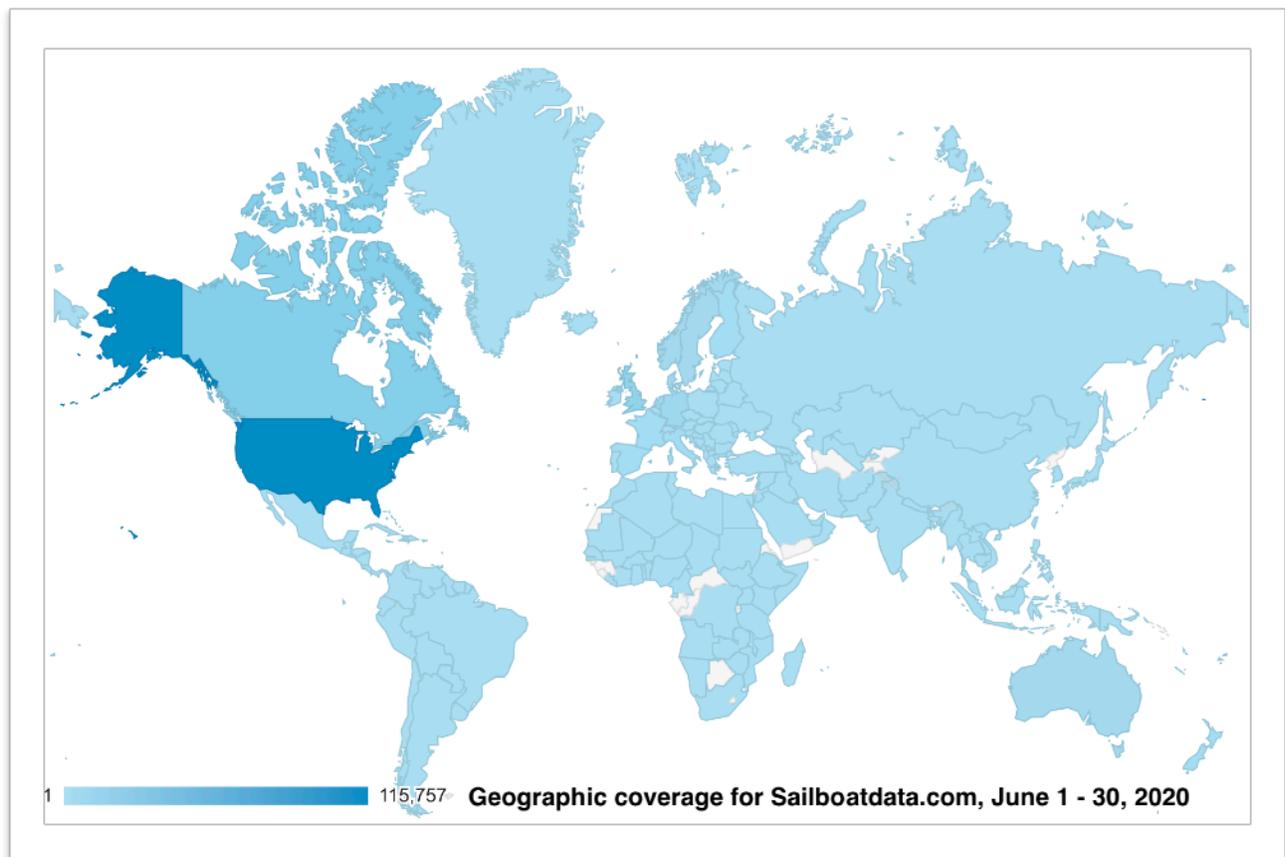## *SailboatData.Com*'s audience…

Google Analytics

One Month… June 2020

228,596 Unique Visitors

417,430 Sessions

1,226,977 Page views

2.94 pages / session

With global reach…

1   115,757   Geographic coverage for Sailboatdata.com, June 1 - 30, 2020

SailboatData.Com

quantcast
It's your audience. We just find it.™

Demographics*:

Gender: Male

61%	Male	Index: 125
39%	Female	

Age: 35-64

12%	13-18
23%	18-34
21%	35-44
21%	45-54
25%	55-64

Household Income: Affluent

This site attracts an affluent audience.

22%	$100-$150k	Index: 174
17%	$150k+	Index: 191

Education Level: Graduate and Post Graduate

There is a high index of Graduate and Post Graduates here.

49%	College	Index: 117
17%	Grad. Sch.	Index: 113

* July 2020

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Ad Units and Policies:

Sailboatdata.com offers a wide variety of ad sizes and placements, developed in conjunction with the IAB ad unit guidelines. Unlike many other sailing websites, ads can run on every page.

Our above-the-fold banner, otherwise known as a Leaderboard is a standard **728 pixels x 90 pixels IMU**. This unit will run immediately below the Sailboatdata.com logo, above the menu.


Leaderboard pricing is monthly. Rate available upon request.

The Leaderboard is displayed 100% above the fold. Research shows ads that run above the fold are seven-times more effective at generating click-throughs.

Partial rotations are available to accommodate your budget. Inquire for rates.

We have added an ad unit that will run directly above the boat data section on each page as indicated below:
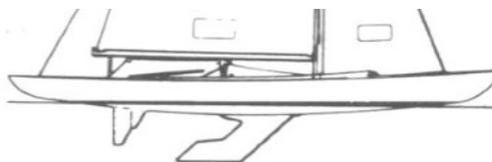
Hull Type:	Fin with rudder on skeg	**Rig Type:**	Fractional Sloop
LOA:	29.83' / 9.09m	**LWL:**	22.50' / 6.86m
Beam:	5.83' / 1.78m	**Listed SA:**	305 ft^2 / 28.33 m^2
Draft (max.)	3.83' / 1.17m	**Draft (min.)**	
Disp.	2300 lbs./ 1043 kgs.	**Ballast:**	1145 lbs. / 519 kgs.
SA/Disp.: 28.07	**Bal./Disp.:** 49.76%	**Disp./Len.:**	90.14
Designer:	C. Raymond Hunt		
Builder:			

Pricing for this high volume ad unit, strategically placed for engagement is available upon request. Ask about potential sponsorship opportunities available with purchase.

Our rectangle ads are 160w pixels but can vary in height from 75h pixels to a skyscraper, which is 600h pixels. These ads will run on either side of the content. Examples of each size can be seen on the website.

Available sizes as follows:

        160w X 75h
        160w X 150h
        160w X 300h
        160w X 450h
        160w X 600h

These ads will deliver between 850,000 to over 1 million impressions per month globally. Regional buys are also available.

Research shows that ads shown five or more times are 12 – 14 times more effective.

Sponsorships

Many sponsorship opportunities are available. Each are created specifically for your unique business. Whether you are a **broker**, a **manufacturer**, represent a **class** or are looking to reach upscale sailors, we can build a package designed to attract your best customers.

Contact:

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