

# **SailboatData.Com**



<b>Why Digital Advertising?</b> Does it make sense for you? <a href="#">Page 2</a>	<b>Google Analytics</b> Sailboatdata.com numbers. <a href="#">Page 3</a>	<b>Quantcast</b> Our audience demographics. <a href="#">Page 4</a>	<b>Advertising</b> What's available? <a href="#">Page 5</a>
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**SailboatData.Com** *the original* and most comprehensive database containing information on over 8900 production and semi-production sailboats dating back to the late 1800's. 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.



## 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

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## 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



## ***SailboatData.Com's audience...***



**One Month... August 2023**

**211,000 Unique Visitors**

**396,000 Sessions**

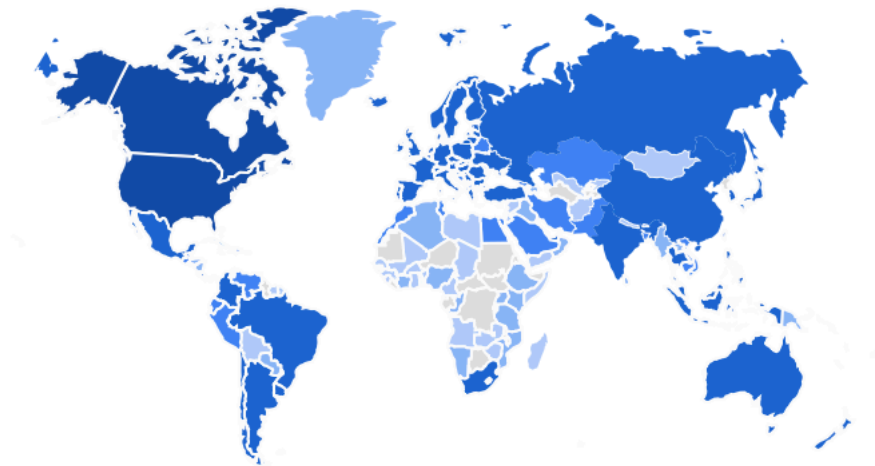
**944,000 Page views**

**2.38 pages / session**

**Avg Session Duration: 3m 51s**

***With global reach...***

Users ▼ by Country



**GEOGRAPHIC COVERAGE, AUGUST 1-31, 2023**

**qu $\alpha$ ntcast**

It's your audience. We just find it.™

## Demographics:

### Gender: Male

62%	Male	Index: 126
38%	Female	

### Age: 35-64

9%	18-24	
18%	25-34	
23%	35-44	Index: 102
25%	45-54	Index: 115
16%	55-64	Index: 116
9%	65+	Index: 121

### Household Income: Affluent

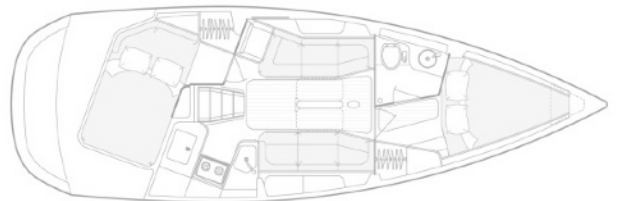
This site attracts an affluent audience.

21%	\$100-\$150k	Index: 135
19%	\$150k+	Index: 146

### Education Level: Graduate and Post Graduate

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

45%	College	Index: 107
19%	Grad. Sch.	Index: 127





### 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.

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

Additional leaderboards are available which display between the data boxes as indicated below:

The screenshot shows a web page for sailboat specifications. It features four 728 x 90 ad units (represented by red boxes with white text) placed between various data sections. The sections include:

- Sailboat Specifications** (with a 'DEFINITIONS' link):

Hull Type	Fin w/spade rudder
Rigging Type	Headmast Sloop
LOA	33.25 ft / 10.13 m
LWL	26.00 ft / 7.92 m
S.A. (reported)	479.00 sq / 44.50 m <sup>2</sup>
Beam	10.00 ft / 3.05 m
Displacement	9,000.00 lb / 4,089 kg
Ballast	3,750.00 lb / 1,701 kg
Max Draft	5.00 ft / 1.52 m
Construction	FG
Ballast Type	Lead
First Built	1975
Last Built	1976
# Built	108
Builder	Bangor Punta Corp.
Designer	C. William Lapworth
- Auxiliary Power/Tanks (orig. equip.)**:

Make	Westerbeke
Type	Diesel
HP	24
Fuel	20 gal / 75 L
- Accommodations**:

Water	20 gal / 75 L
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Pricing for these free standing ad units, strategically placed for engagement, is available upon request.



Our rectangle ads are 160px wide but can vary in height from 150px high to a skyscraper, which is 600px high. These ads will run in the left or right columns. Examples of each size can be seen on the website.

Available sizes as follows:

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



These ads will deliver between 800,000 to 1 million impressions per month globally. Regional geo-targeting is available. Inquire for details.

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

**Product Links:**  
A VERY AFFORDABLE OPPORTUNITY!

A product link is now available on the specific boat record pages of your choosing. This link is located in the Sailboat Links box on each page. The link takes visitors to a product page on Sailboatdata which will include your company logo, information, contact and company URL.

**Sailboat Links**

<b>Designers:</b>	Berret-Racoupeau
<b>Builders:</b>	Beneteau
<b>Products:</b>	M&B SHIPCANVAS CO.
<b>Download Boat Record:</b>	<a href="#">PDF</a>

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