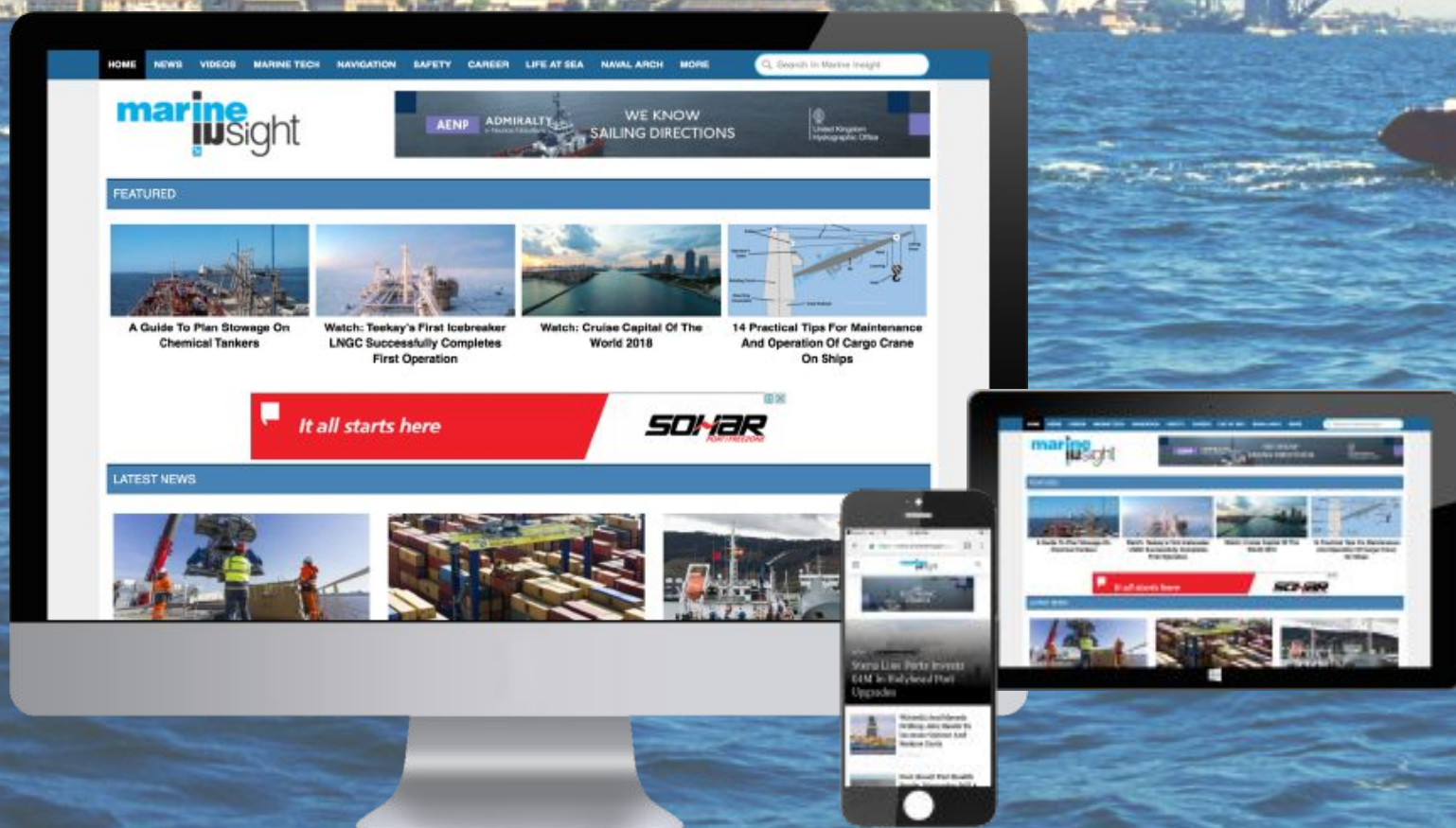


# marine insight

WWW.MARINEINSIGHT.COM

## ONLINE MEDIA KIT

2020



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# MARINE INSIGHT

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+91-99980-04027



+91- 96860-66544

info@marineinsight.com

*"With a highly qualified audience of industry movers and decision makers, Marine Insight is important to important people".*

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## World's Most Preferred Maritime Website

\*Alexa Global Website Ranking- Dec 2019



### What is Marine Insight All About?

Well, for starters, we're cool but approachable, fresh, opinionated, sometimes uncouth and always individual.

We're a unique publication that's captured the hearts and minds of a devoted audience, niche in style with wide appeal.

### What We Offer to the Maritime Industry?

- High-Quality Content
- Training Materials
- Maritime Content Marketing
- Online Branding
- Social Media Management

# WE ARE ORGANIC

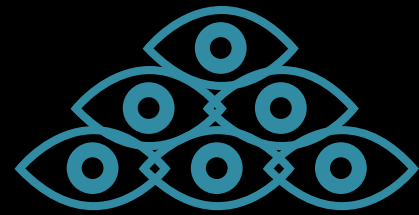


800K

MONTHLY UNIQUE  
VISITOR

MONTHLY PAGE  
VIEWS

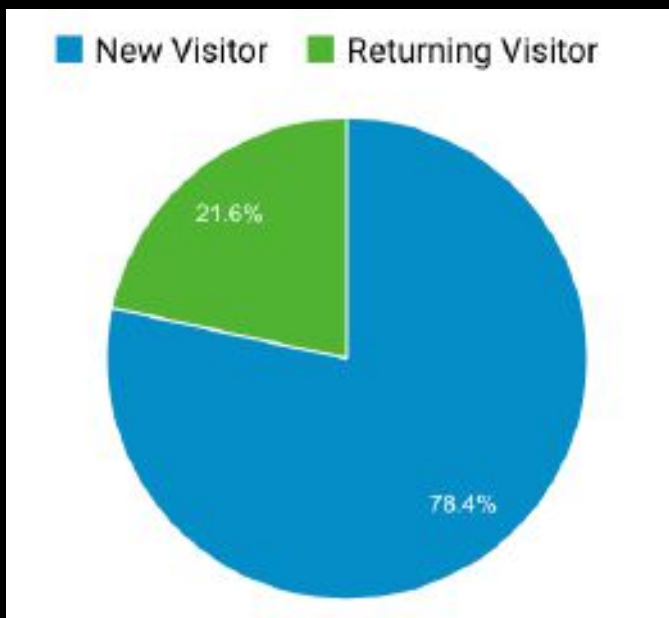
1.5M



TILL NOW, PEOPLE AROUND THE WORLD HAVE  
SPENT **1.4 MILLION** HOURS ON THE SITE,  
INCLUDING **114 MILLION** PAGEVIEWS



and Counting...



SEO Friendly:

78% New Visitors

Loyal Readership:

22% Returning Visitors

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# WE ARE SOCIAL

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WITH MORE THAN **1.1 MILLION** FOLLOWERS ACROSS VARIOUS SOCIAL MEDIA PLATFORMS, PEOPLE HAVE SHOWN LOVE TO US BY



SHARING OUR PHOTOS ON FB > 500K TIMES



WATCHING OUR VIDEOS > 50 MILLION VIEWS



RETWEETING OUR CONTENT > 200K TIMES



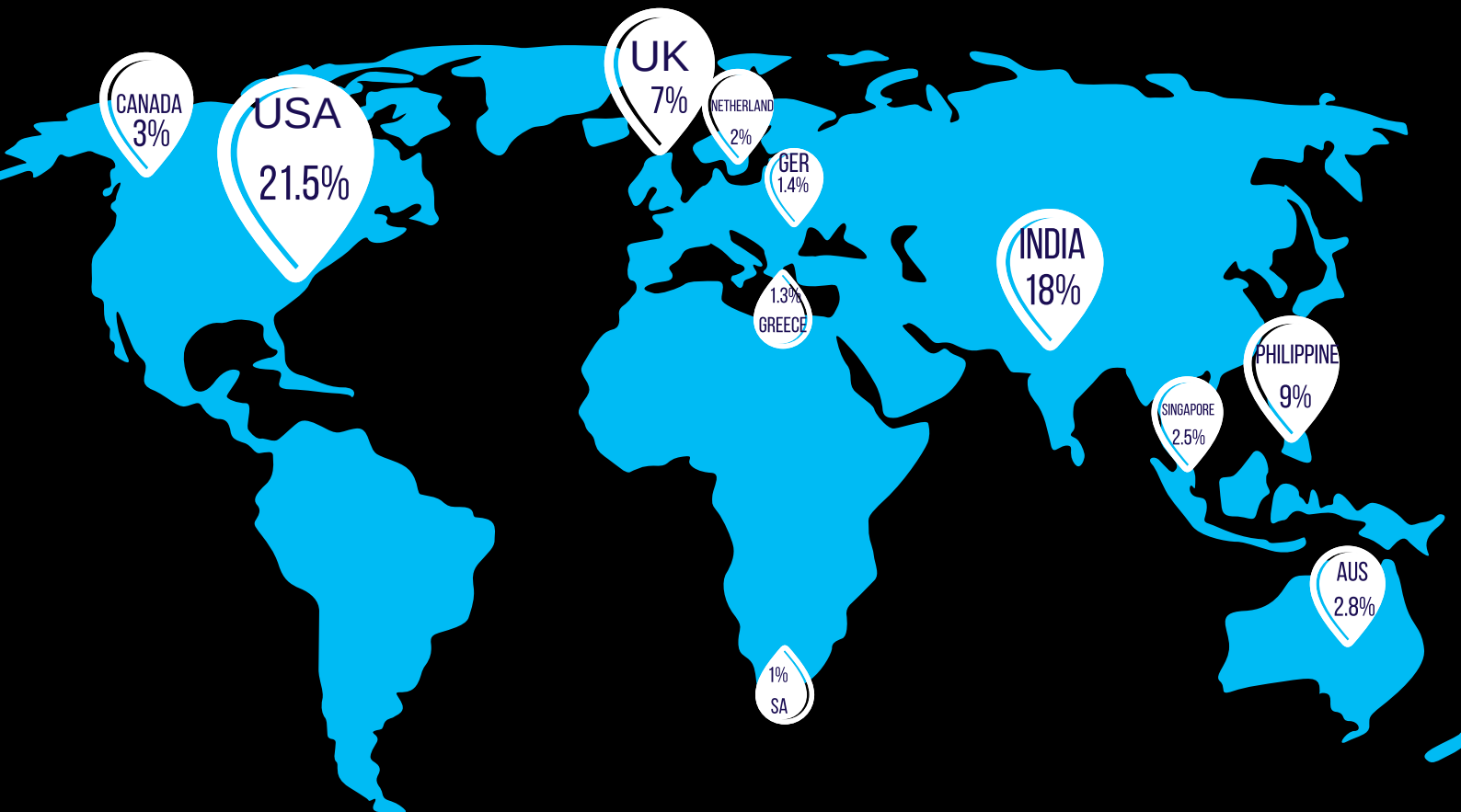
SHARING CONTENT DIRECTLY FROM WEBSITE > 2.0 MILLION TIMES  
and Counting...

WITH A VARIETY OF ADVERTISEMENT OPTIONS TO OFFER, WE TAKE YOUR BRAND IN FRONT OF OUR MOST TRUSTED ADVOCATES - LOYAL READERS"

OUR HYBRID CONTENT STRATEGY (TEXT/VIDEOS/IMAGES) HELPS TO GROW YOUR BRAND LEVERAGING OUR SOCIAL MEDIA CHANNELS.

# WE ARE GLOBAL

MARINE INSIGHT IS THE ONLY MARITIME WEBSITE BRAND WITH A GLOBAL REACH OF MARITIME PROFESSIONALS



Marine Insight is the global maritime news distributor for NASDAQ



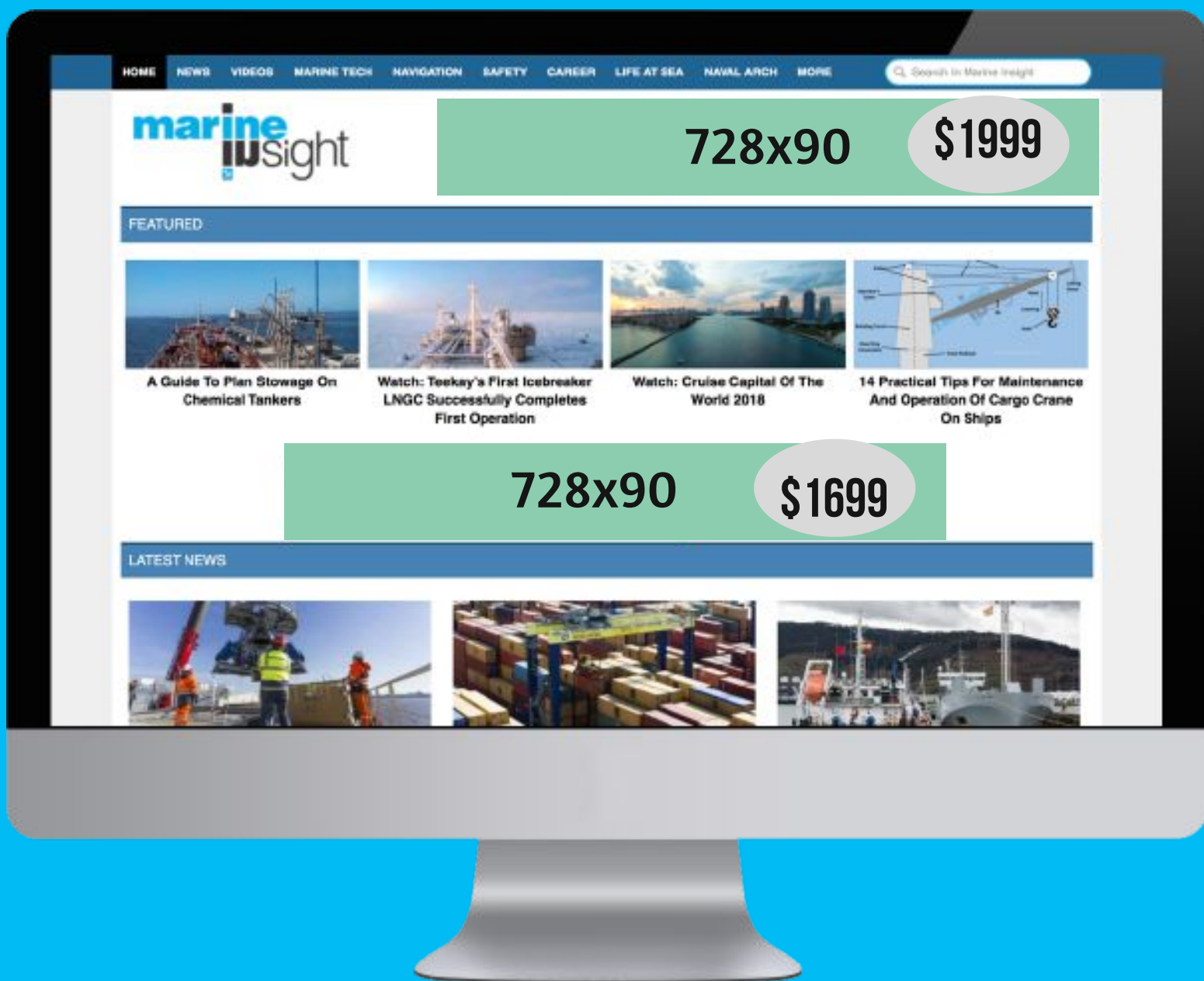
Our Content is referred by Important Maritime organisations



Marine insight has been regularly mentioned in the global media

# MEDIA PLANS BANNER ADS

## Home Page - Above the Fold



Above the fold banners offer the best location for advertisement, giving maximum exposure to your brand. The Leaderboard Banner is visible across all the pages of the website, including the homepage. This is perfect for brand awareness, product launch, and expert services.

\*Monthly Charges

# MEDIA PLANS

## BANNER ADS

### Home Page - Below the fold



This below the fold banners are a cost-effective way to bring your brand in front of a large maritime audience. This banner option is only available on the homepage.

# MEDIA PLANS BANNER ADS

## Inside Page - Above the fold

marine  
insight

\$1999

### USCG Suspends Search For Missing Chief Mate Of Cargo Ship

728x90

\$1699

By MI News Network | In: Shipping News | Last Updated on February 19, 2015

< 489  
SHARE



The US Coast Guard has suspended the search for a crew member missing from a cargo vessel anchored north of Blake Island State Park.

After conducting 25 searches throughout the night and morning utilizing assets from Air Station Port Angeles, Station Seattle and the Coast Guard Cutter Wahoo, the search for the Philippine native was suspended with negative results.

300x250

\$3499

JOIN OVER 1 MILLION+ READERS



POPULAR NOW



Crew Of Cargo Ship Repels Pirates By Splashing Boiling Water And Oil



USCG Suspends Search For Missing Chief Mate Of Cargo Ship



Our "in-article" banners get the highest CTR, thus provide the best ROI. "Below the Title" and "Between the Content" are one of the most viewed ads locations on the website.



# MEDIA PLANS BANNER ADS

## Inside Page - Below the fold



Our inside-post, below the fold banners, are visible across the website (except the home page), catering impressions to a highly engaged audience.

\*Monthly Charges

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# MEDIA PLANS

## CAMPAIGNS / SPONSORSHIP

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### Campaigns

Email Marketing - Target 60,000+ Maritime professional via emails –**\$1099** / e-blast  
(Subjected to the availability of dates).



### Sponsorship

- Sponsor one Free e-book of your choice for unlimited time: **\$1299**
- Sponsor one Premium e-guide from Marine Insight for unlimited time: **\$1599**
- Sponsor one Article of your choice for unlimited time: **\$699**

"Let us built a customized promotional program to meet your objective. Whether you want to drive traffic to your website or get them into your store, we'll tailor a marketing plan to your goals and stay within your budget"

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# MEDIA PLANS

## SOCIAL MEDIA MARKETING

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Take Advantage of our Social media following  
@ **\$799** / month and get:

- Posting in FB page and group twice/ month
- Your page in featured page liked by Marine Insight
- Your Tweet to our follower twice/month
- Sharing on LinkedIn group & with connections twice/ month
- Sharing in Instagram twice/month
- SM Advertisement Assistance (Ad Charges Applicable)

850K



43K



87K



35K



# SOCIAL FOLLOWING

33K



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# INTEGRATION OFFERING PLANS

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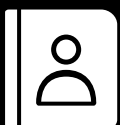
## **CUSTOM NATIVE CONTENT @ \$199/ MONTH**

Your articles aligned with relevant Marine insight articles maintaining the brand objectives, themes and campaigns. Our content is designed to resonate strongly with your target audience.

## **CUSTOM BRAND INTEGRATION @ \$299/ MONTH**

With custom integrations, brands get the opportunity to get featured inside the content in a unique way that showcase your POV & knowledge in the most interesting ways, allowing the users to get aware of your brands with an open mind.

Marine Insight has a variety of advertising opportunities available – if you'd like to partner with Marine Insight and reach our audience, email us at [info@marineinsight.com](mailto:info@marineinsight.com) and we'll come up with a campaign package to suit your needs



+91 999 800 4027/ +91 968 606 6544



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