ONLINE MEDIA KIT
2021
"With a highly qualified audience of industry movers and decision makers, Marine Insight is important to important people".

World's Most Visited Maritime Website
*Alexa Global Website Ranking- March 2021

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
- Complete Digital Marketing
WE ARE ORGANIC

1.1M
MONTHLY UNIQUE VISITOR

1.8M
MONTHLY PAGE VIEWS

TILL NOW, PEOPLE AROUND THE WORLD HAVE SPENT 2 MILLION HOURS ON THE SITE, INCLUDING 150 MILLION PAGEVIEWS and Counting...

SEO Friendly:
79% New Visitors

Loyal Readership:
21% Returning Visitors
WE ARE SOCIAL

WITH MORE THAN 1.3 MILLION FOLLOWERS ACROSS VARIOUS SOCIAL MEDIA PLATFORMS, PEOPLE HAVE SHOWN LOVE TO US BY

- SHARING OUR PHOTOS ON FB > 800K TIMES
- WATCHING OUR VIDEOS > 90 MILLION VIEWS
- RETWEETING OUR CONTENT > 460K TIMES
- SHARING CONTENT DIRECTLY FROM WEBSITE > 2.7 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.
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
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.

*Monthly Charges*
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.
Our inside-post, below the fold banners, are visible across the website (except the home page), catering impressions to a highly engaged audience.
Email Marketing - Target 60,000+ Maritime professional via emails – $1399 / 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: $799

"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"
Take Advantage of our Social media following @ $1199/ 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)
INTEGRATION OFFERING
PLANS

CUSTOM NATIVE CONTENT @ $499/ 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 @ $599/ 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 and we’ll come up with a campaign package to suit your needs.

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