



marine
INSIGHT

www.marineinsight.com

MEDIA KIT 2022 - 23

marine insight



MEDIA KIT 2022-23



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Marine Insight

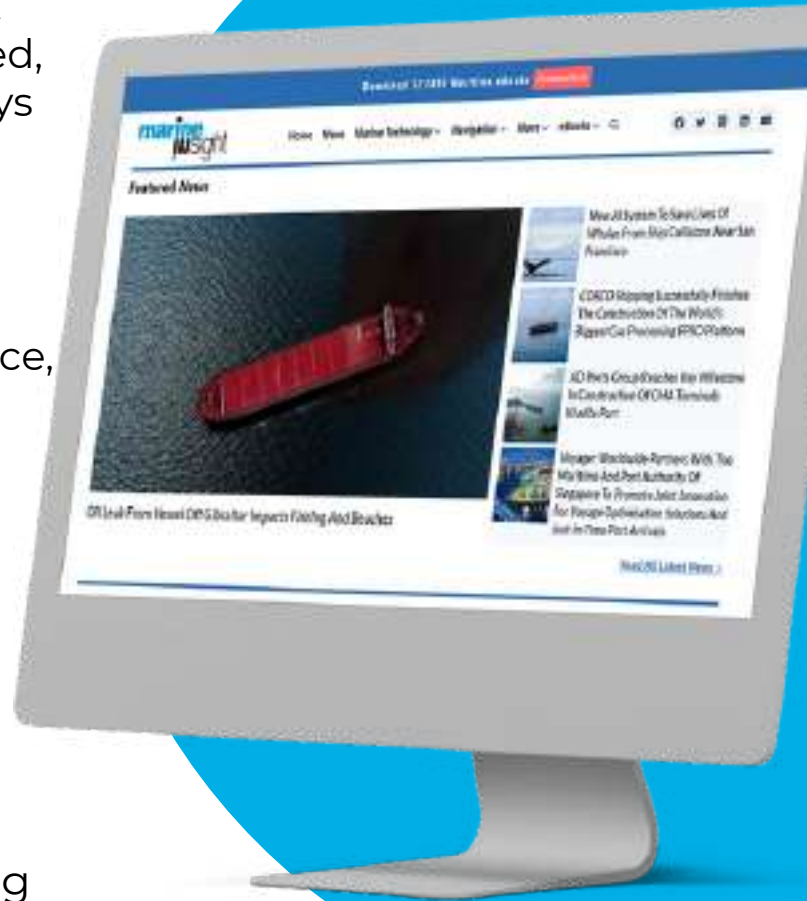
What is Marine Insight all about?

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



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



We Are Organic

2M

MONTHLY
PAGE
VIEWS

1.1M

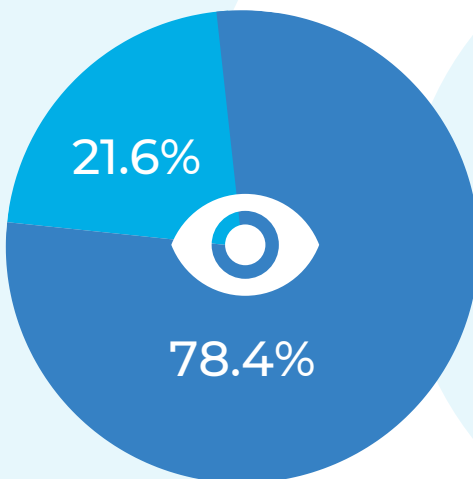
MONTHLY
UNIQUE
VIEWS

Number of hours
spent by people on
the site till now

4M

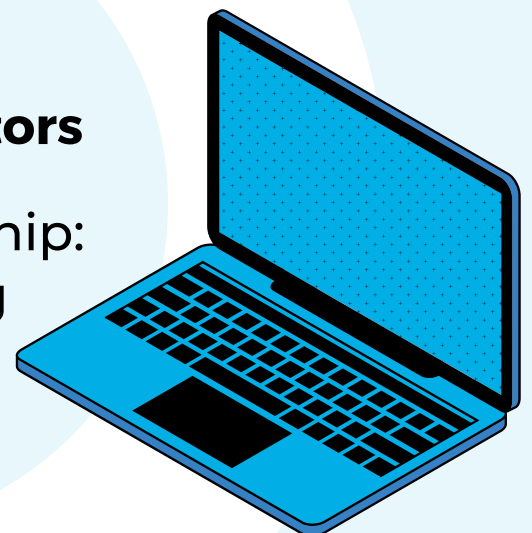
including
175 Million
pageviews and counting

*M = Millions



SEO Friendly:
79% New Visitors

Loyal Readership:
**21% Returning
Visitors**



We Are Social

With more than **1.4 Million** followers across various social media platforms.



PEOPLE HAVE SHOWN LOVE BY



sharing our photos on facebook

1M+ times



watching our videos

100 Million+ Views



retweeting our content

1M times



sharing content directly from website

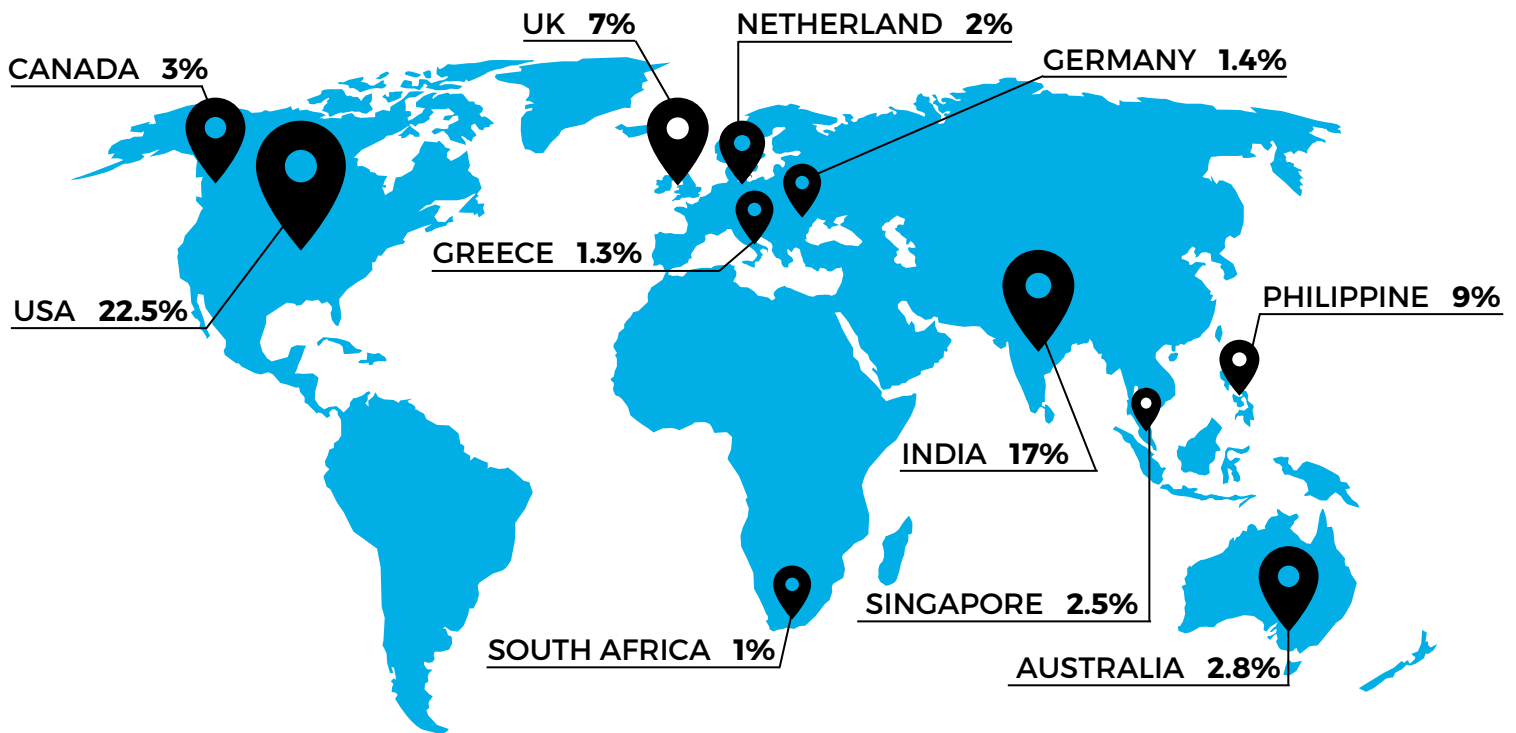
3 Million times and counting

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 Fetured in NASDAQ

- ABS**
American Bureau of Shipping
- AMSA**
Australian Maritime Safety Authority
- IMO**
International Maritime Organization
- SMCP**
Standard Marine Communication Phrases
- SAMSA**
South African Maritime Safety Authority

Our Content is referred by Important Maritime organisations

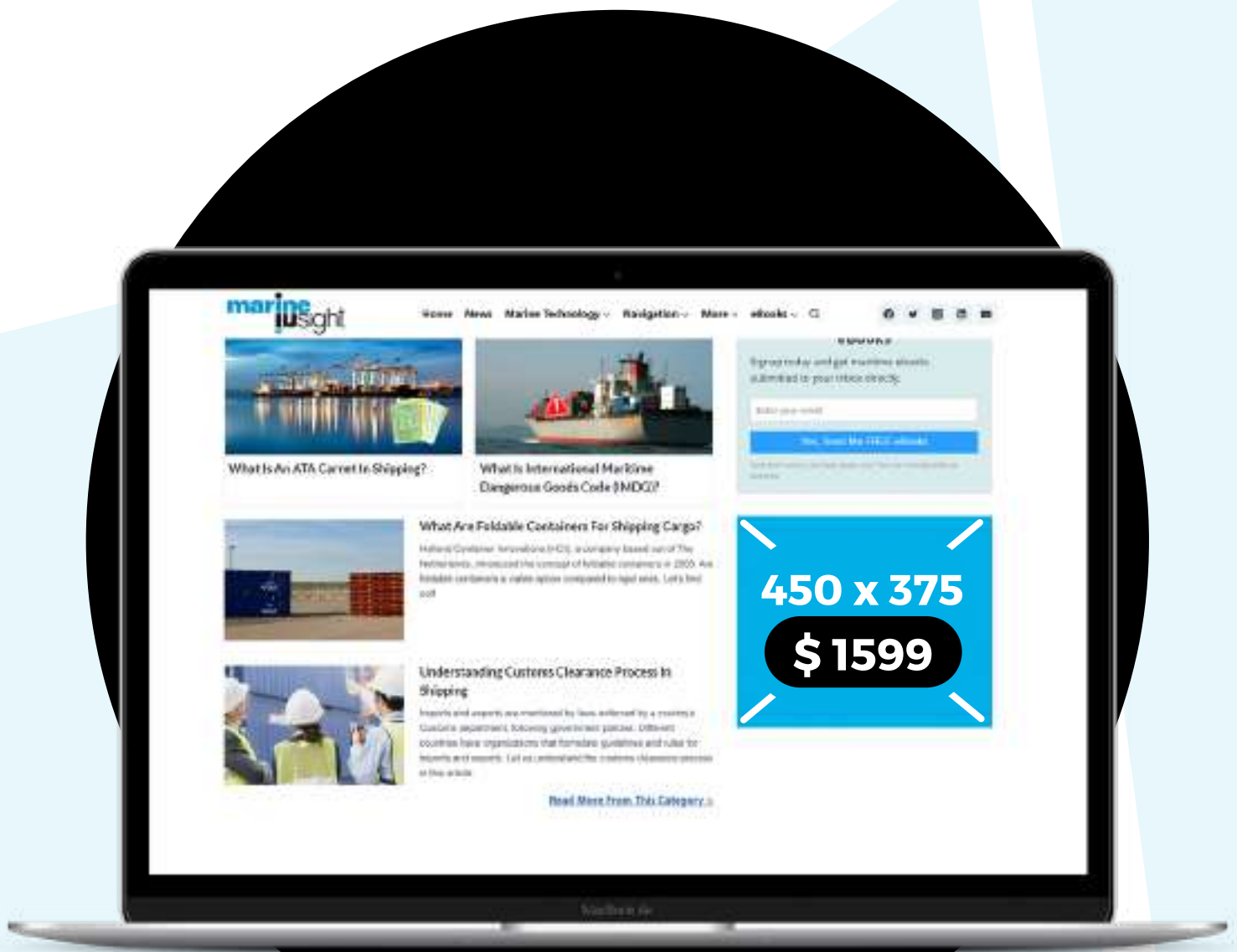
- CNN**
- BUSINESS INSIDER**
- VICE**
- POPULAR MECHANICS**
- GIZMODO**

Marine insight has been regularly mentioned in the global media

Media Plans Banner Ads

HOME PAGE - SIDEBAR - BELOW FOLD

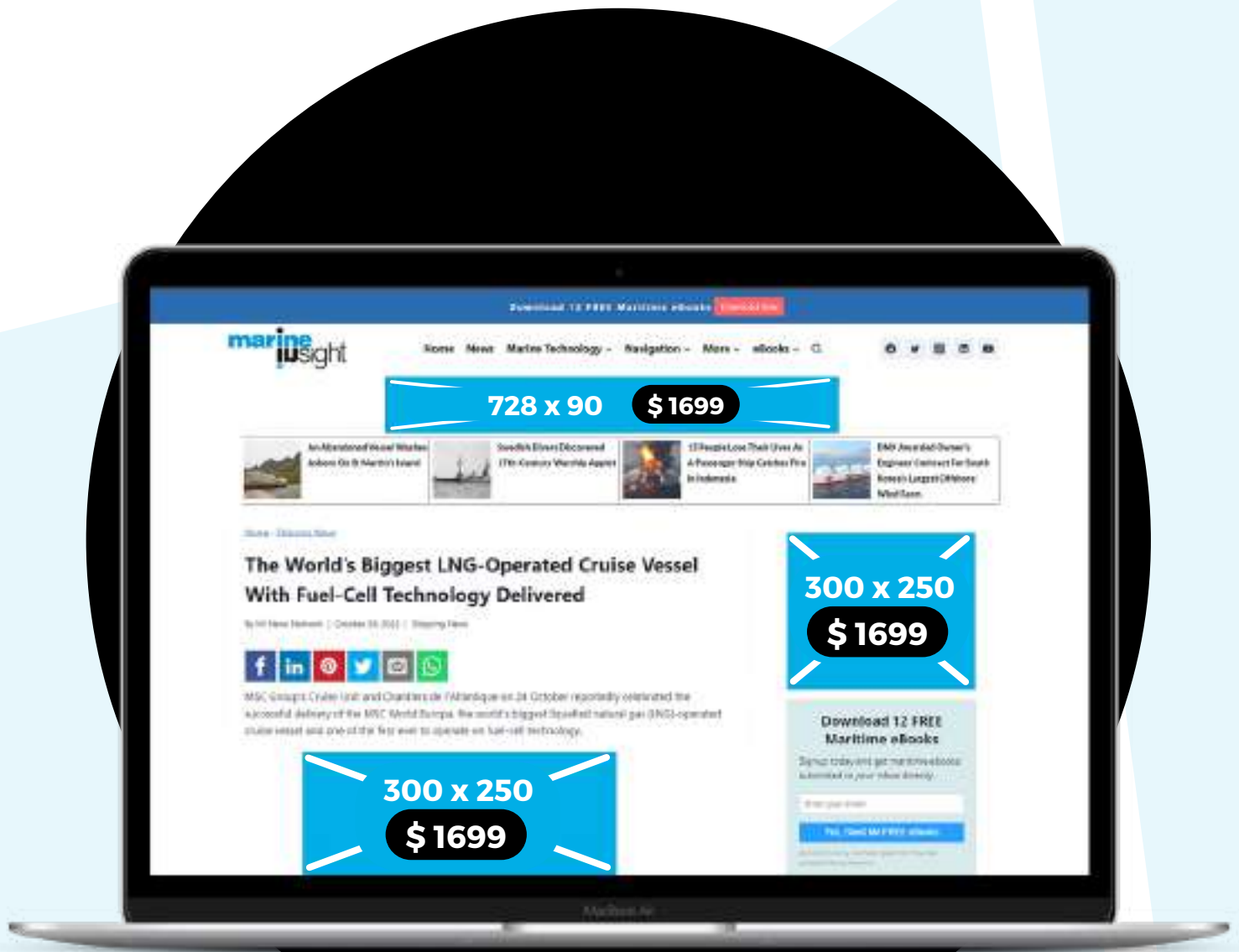
This below the fold banners are a cost-effective way to bring your brand in front of a large maritime audience. This banner option is only available on the homepage.



Media Plans Banner Ads

INSIDE PAGE - ABOVE FOLD

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.

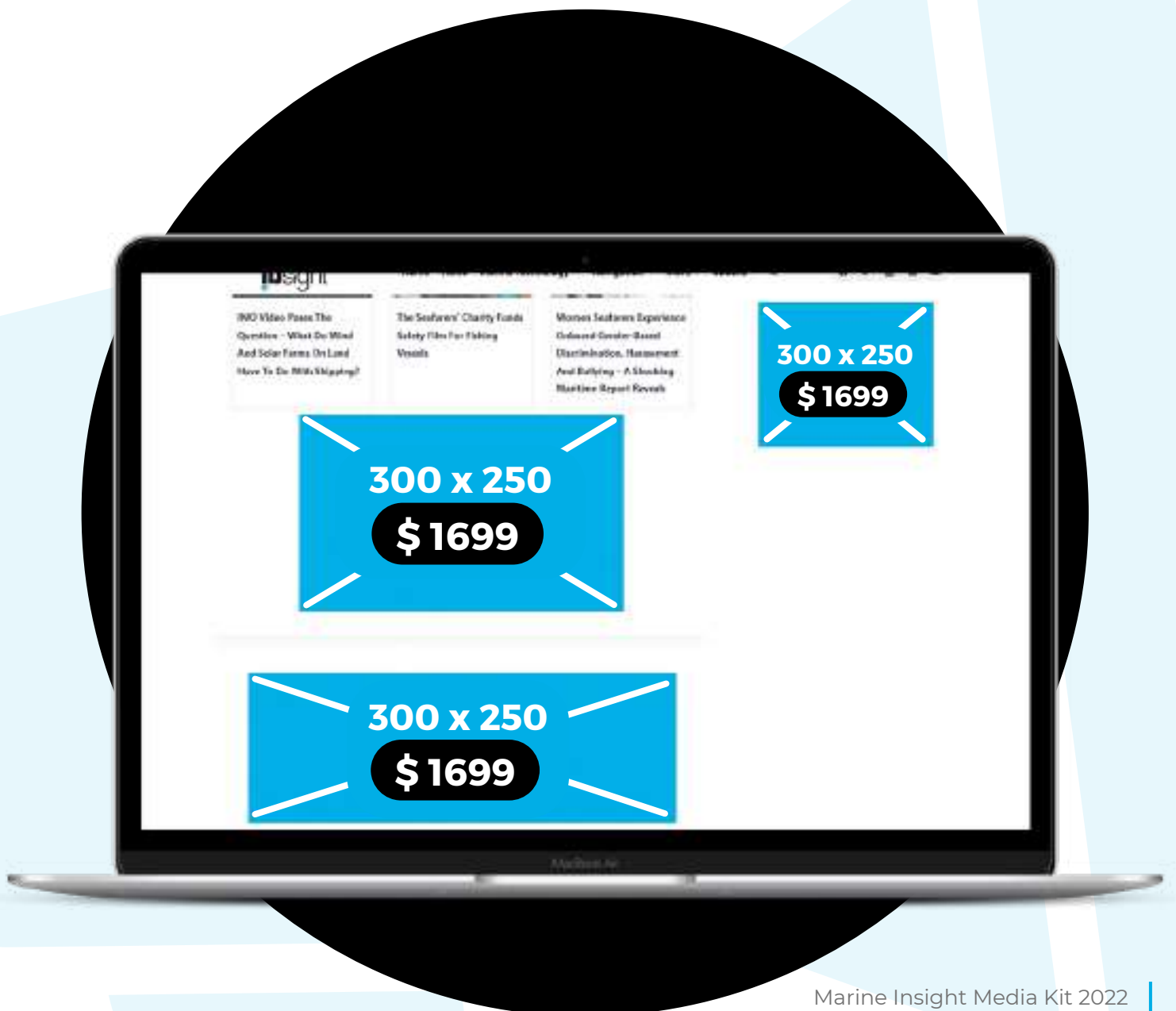


Media Plans

Banner Ads

INSIDE PAGE - BELOW FOLD

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



Media Plans Campaigns / Sponsorship

CAMPAIGNS

Email Marketing - Target 60,000+ Active Maritime professionals via emails / e-blast



SPONSORSHIP

- Sponsor one Free e-book of your choice for unlimited time
- Sponsor one Premium e-guide from Marine Insight for unlimited time
- Sponsor one Article of your choice for unlimited time with a Linkback

— **\$ 1599**

— **\$ 1099**

— **\$ 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"

Media Plans

Social Media Marketing

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)

SOCIAL FOLLOWING



59K



966K



130K



205K



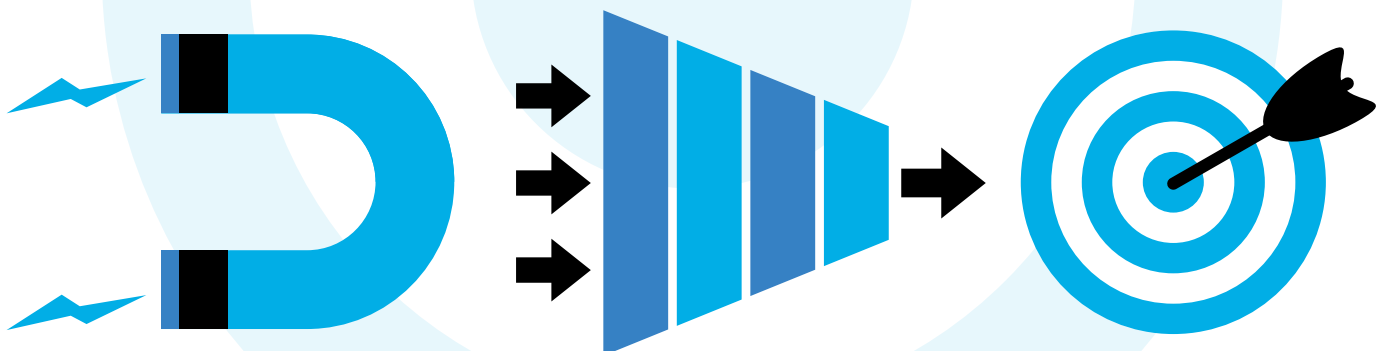
150K

Lead Generation Plans

You can identify, attract, and transform online users into prospects for your business with our Lead Generation Program.



- Your content, products, offering shared with our audience
- Lead campaign can be shared in a variety of channels including website, social media handles, email subscribers etc.
- Get authentic, targeted list of leads exclusively for your business



In-app advertising

Directly reach our Mobile App users with our In-app advertising features.

- Display banner ads or send a special notification to the users
- Reach Audience directly through mobile



10,000+ Download & counting...



Integration Offering Plans

CUSTOM NATIVE CONTENT

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.

@ \$499
per content

CUSTOM BRAND INTEGRATION

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.

@ \$599
per post

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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