



PRODUCT SPOTLIGHT

THE GLOBAL MARKETPLACE
FOR BOATS™

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WELCOME

About us

Since 2003 TheYachtMarket.com has delivered targeted and effective online marketing for marine companies.

Over 1,100 yacht brokers in over 60 countries trust us to advertise their tens of thousands of new and used boats for sale on TheYachtMarket.com. That's a whole lot of successful sales and happy boat owners.

More than three million boat buyers browse our website each year - a priceless audience for any organisation selling boats, equipment or services.

Our marketplace, technology and expertise can showcase your business to exactly the right customers.

“

I have been hugely impressed by the enthusiasm and 'can do' attitude of the entire team at TheYachtMarket.

GRABAU INTERNATIONAL

”

What we can do for you



Global reach – We've got a world-wide audience interested in yachts and boats.



Targeted – We can get your message to exactly the right segment without wasting time or money.



Trackable – We provide feedback so you can tailor and adapt your campaigns to reap the best rewards.



Consistent – Our digital channels work 24/7 boosting your brand profile.



Evolution – We don't stand still; we're continually developing new features that add value to our clients. And we're proud of these innovations.

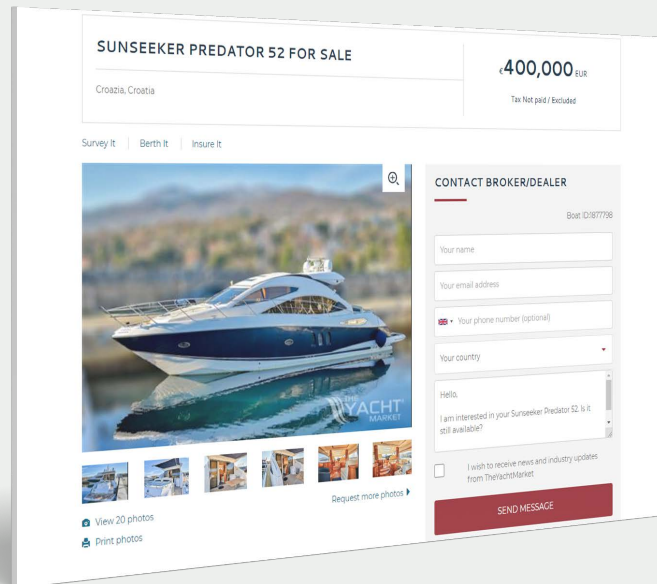
SHOWCASE YOUR BROKERAGE BOATS

Find buyers

Get in front of three million boating enthusiasts worldwide. Generate enquiries and sales leads beyond your usual reach and ultimately sell more boats faster.




We've designed our award-winning website to make your listings look great on phone, tablet or desktop. The website is the fastest marine classifieds site in the world, and we constantly improve the experience for buyers and sellers.

Join 1,100 professional yacht brokers from over 60 countries who sell boats with TheYachtMarket.com. We're a trusted partner for new and used boat sales.






Maximise your opportunities

If you want to sell boats, it pays to focus on people who want to buy boats – it's what we do. Because we're global, your listings reach further than you could imagine, and accurate adverts plus clever search tools equals more quality leads.

-  Three million unique website visitors
-  Website available in six languages
-  Quality sales leads

Our technology works for you







We invest in technology, so your listings load faster to be clicked by more people. Give your boats the limelight they deserve with unlimited large-format images, video and 360 virtual tours. And your customers can choose to reach you by phone, email or Live Chat.

-  Fast loading website
-  Professional showcase for your boats
-  Communication choice for enquiries

SHOWCASE YOUR BROKERAGE BOATS

Work smarter, not harder




Our analytical tools enable you to improve listings and increase sales conversions. Ditch the double-entry and import/export your listings from/to other portals, and automatically sync your listings on TheYachtMarket directly to your website.

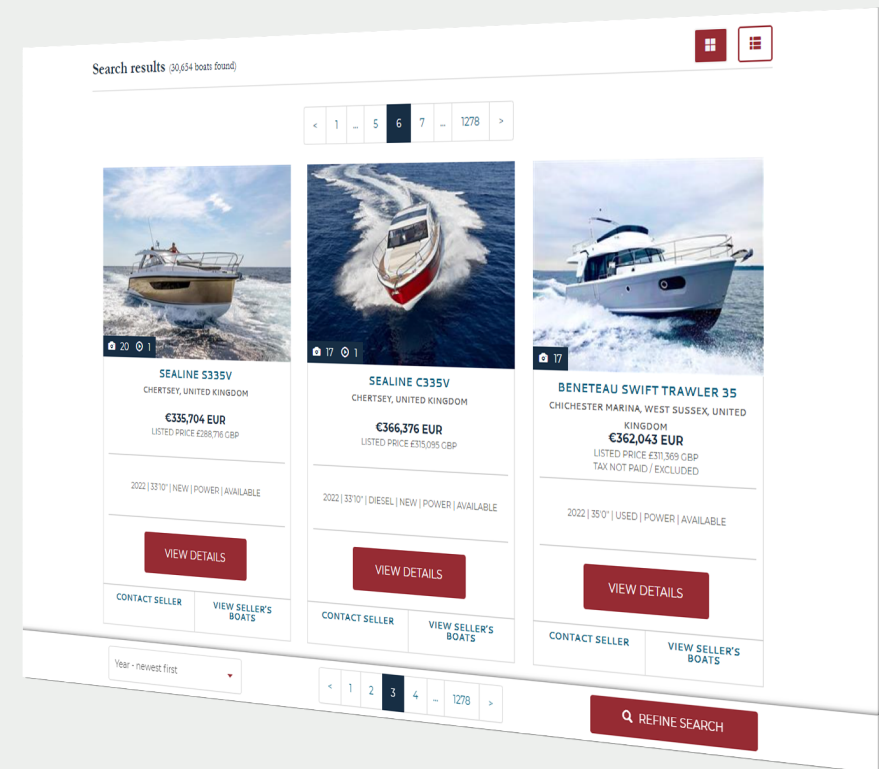
-  Detailed reporting tools
-  Simplified listings management
-  Power your website's boat listings with our API
-  Quick and easy generation of full-spec and window card PDFs
-  CRM system purpose built for brokers & dealers coming soon
-  Selected boats are auto-posted to our Facebook page with over 100,000 Likes & Followers

The support you need

To ensure you make the most of every opportunity, you will get helpful advice from a dedicated Account Manager.

All this and no commission. Just a simple fixed subscription fee based on the number of boats listed at one time.

-  Dedicated Account Manager
-  Broker Directory listing
-  No commission, just a subscription



“

We highly recommend potential buyers and our fellow yacht brokers to use TheYachtMarket. We found TheYachtMarket staff helpful, knowledgeable and eager to assist in our marketing efforts.

”

BREWER YACHT SALES

FEATURED LISTINGS

Steal the spotlight

Turn the spotlight onto selected boats with **Featured Boats** or **Boats of the Month**.

Features are a great way to increase exposure for the boat, your company and your wider brokerage listings. Whether you've got an eye-catching top-of-the-line model to market or something unique or unusual, features will drive traffic to the listing.

With a selection of placements on our website and email newsletters, we've got what you need for audience targeting, visibility and engagement.

Features focus



Premium positions

Featured listings occupy high-return locations on the homepage, landing pages and our newsletters.



Increase exposure

Make specific boats stand out from the crowd and drive traffic straight to the listing.



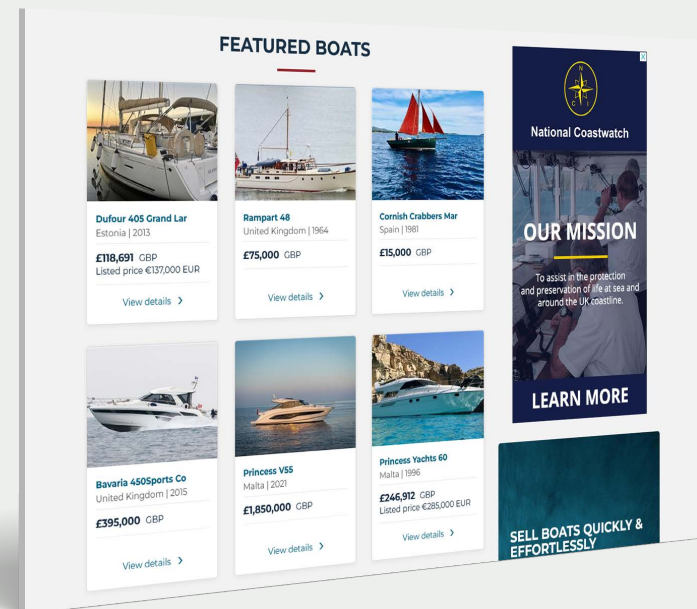
Multiple placements

Target different customer segments with a choice of feature locations.

“ TheYachtMarket is a great instrument to boost your yacht sales enquiries, they have helped us to generate retail enquiries. They are very professional and ready to work. West Nautical are happy to work

with them!
WEST NAUTICAL

”







FEATURED LISTINGS



Homepage Boat of the Month & Featured Boats

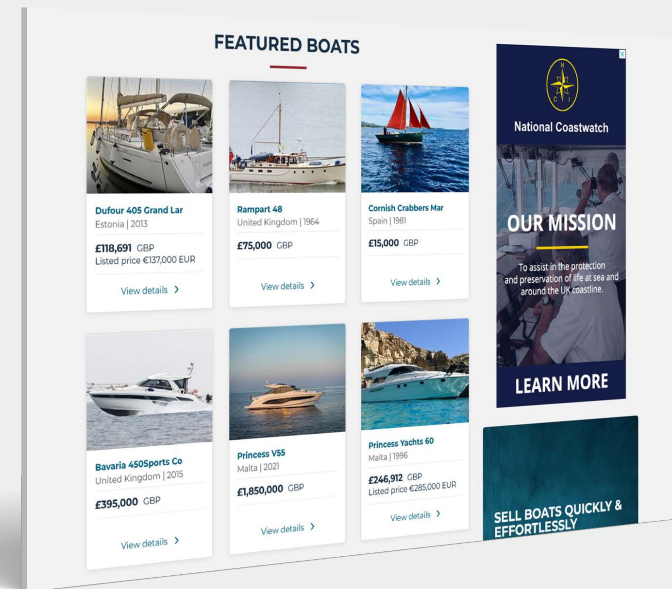
Stand out from the crowd with a homepage feature. Homepage Boat of the Month takes pride of place at the top of the homepage, a showstopping full-width advert. Just below that, Featured Boats is an attractive grid layout with plenty of space to shine.

Homepage Boat of the Month

-  Premium location with maximum visibility
-  Branded with your logo (on desktop and tablet)
-  Geotargeting available
-  Exclusivity – only 12 advertisers per region

Homepage Featured Boats

-  Fantastic exposure on the homepage
-  Displayed 12 at once, in rotation





FEATURED LISTINGS

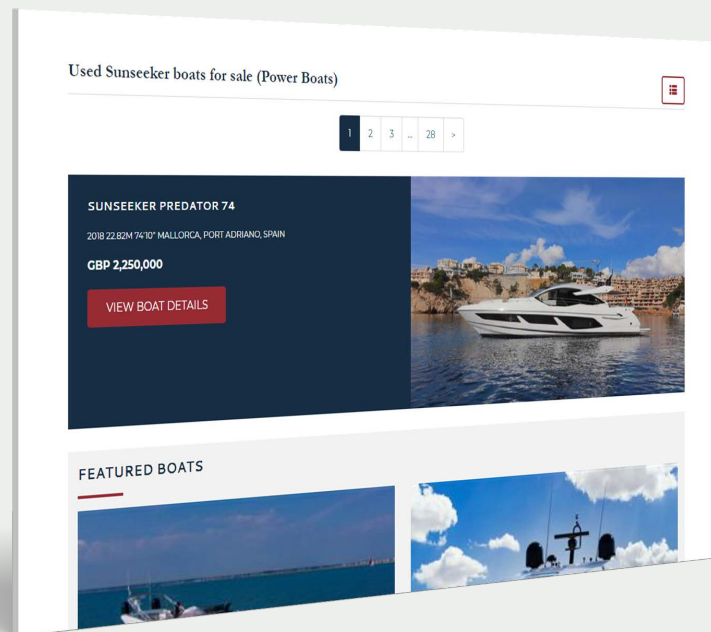
Manufacturer Page Boat of the Month & Featured Boats

The manufacturer pages are where customers browse boats from a particular brand. Plus, these are usually the landing pages for customers directed from search engines, so you get excellent, targeted traffic.



The Manufacturer Page Boat of the Month is located in prime headline position, with the Featured Boats just underneath.

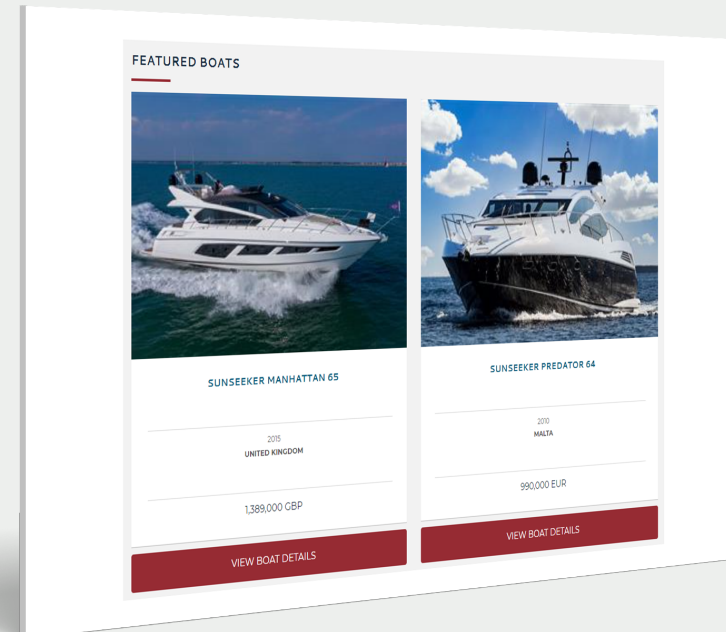
Manufacturer Page Boat of the Month

-  Exclusive – limited to one per manufacturer
-  Prime position at the top of the page



Manufacturer Page Featured Boats

-  Semi-exclusive – only four per manufacturer
-  Located just under the Boat of the Month






FEATURED LISTINGS

Email Featured Boats




We have an active newsletter audience of 50,000 contacts, most of whom subscribe while searching our website, keeping the list current and relevant.

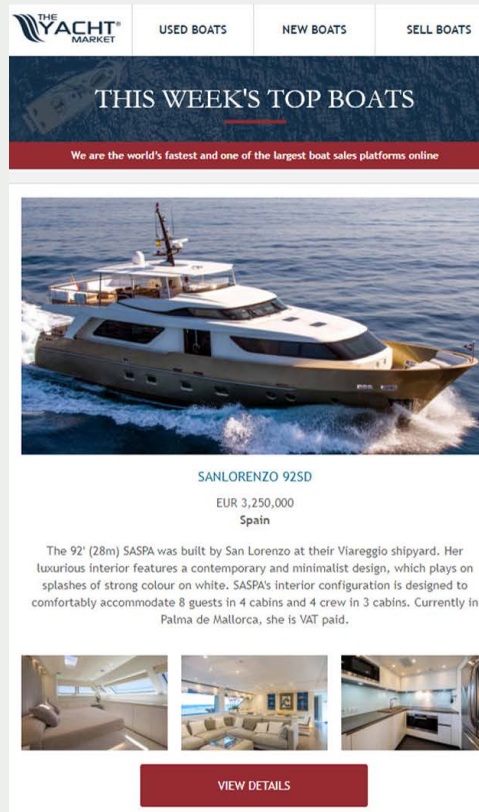
We offer Featured Listings in two email publications, the **Top Boats Newsletter** and our **Monthly Newsletter**, giving you more options to reach potential buyers and drive more enquiries.

Monthly Newsletter Featured Boats

-  Highlight your boats with the featured spots or the larger Top Pick and 2nd Pick placements for an extra boost
-  Excellent newsletter open rate
-  Sent once per month

Top Boats Newsletter Featured Boats


-  Dedicated newsletter for featured boats
-  Sent twice per month
-  Featured, Top Pick and 2nd Pick options to suit all budgets



THE YACHT MARKET USED BOATS NEW BOATS SELL BOATS


THIS WEEK'S TOP BOATS

We are the world's fastest and one of the largest boat sales platforms online


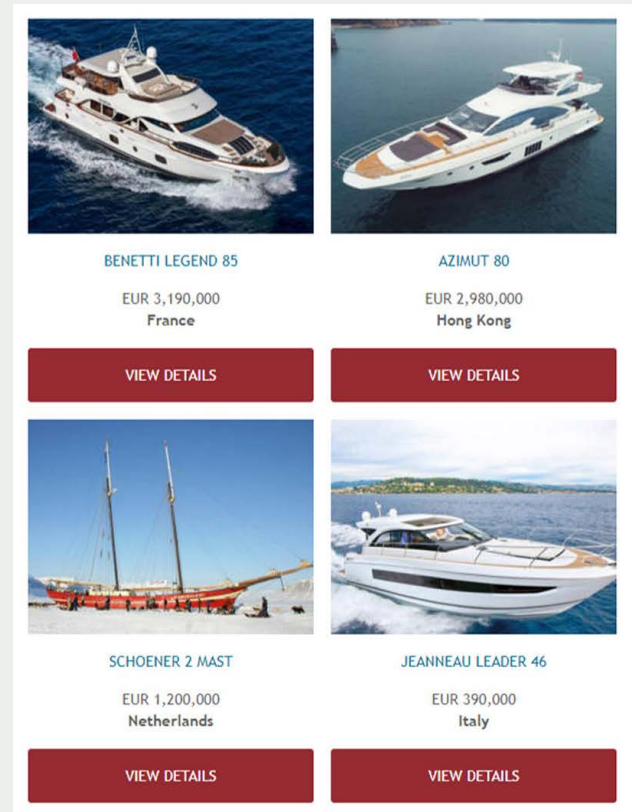


SANLORENZO 92SD
EUR 3,250,000
Spain

The 92' (28m) SASPA was built by San Lorenzo at their Viareggio shipyard. Her luxurious interior features a contemporary and minimalist design, which plays on splashes of strong colour on white. SASPA's interior configuration is designed to comfortably accommodate 8 guests in 4 cabins and 4 crew in 3 cabins. Currently in Palma de Mallorca, she is VAT paid.




VIEW DETAILS




BENETTI LEGEND 85
EUR 3,190,000
France

VIEW DETAILS




AZIMUT 80
EUR 2,980,000
Hong Kong

VIEW DETAILS



SCHOENER 2 MAST
EUR 1,200,000
Netherlands

VIEW DETAILS



JEANNEAU LEADER 46
EUR 390,000
Italy





VIEW DETAILS

MONTHLY EMAIL NEWSLETTER

Delivered direct

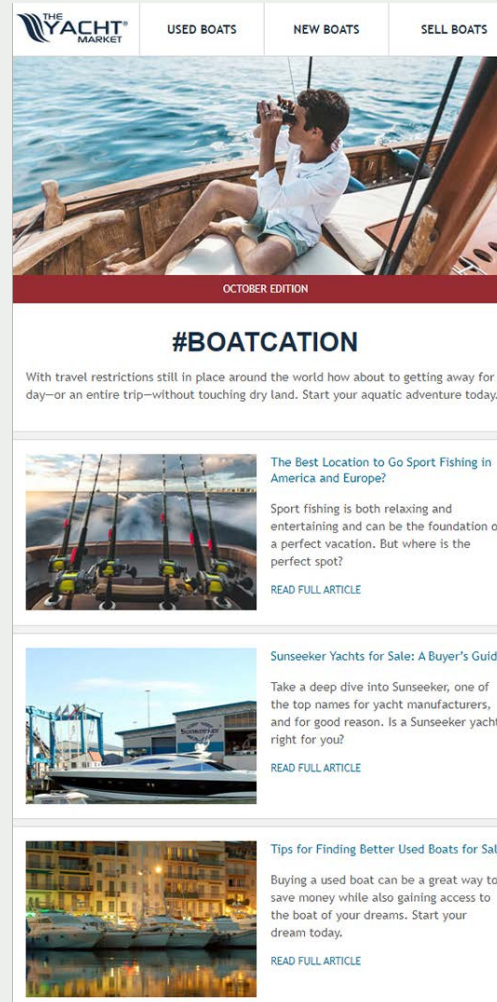
Every month our newsletter pings into the inboxes of 50,000 subscribers around the world. An appealing mix of articles and features on all things boaty, TheYachtMarket newsletter reaches a relevant audience of engaged boat seekers and owners.

Ping! We deliver

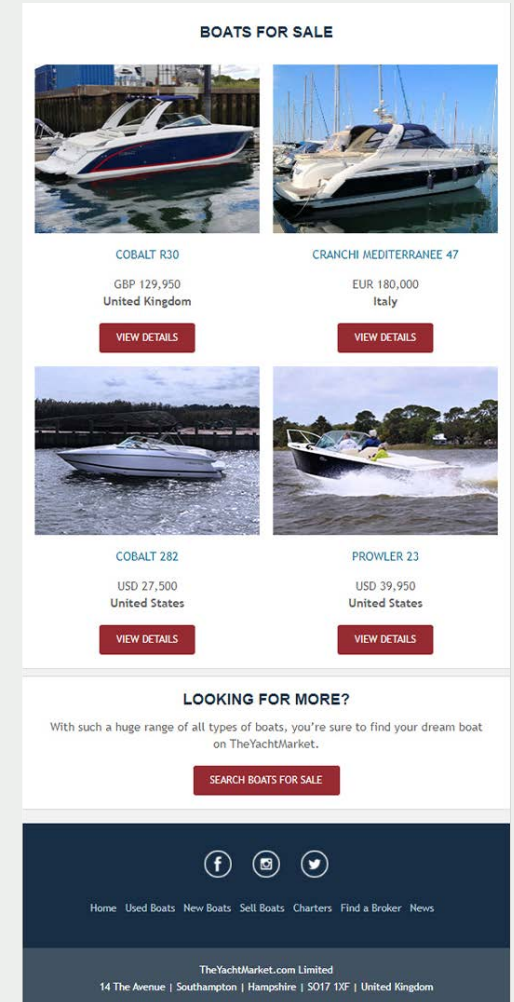
-  **Global reach**
50,000 subscribers worldwide.
-  **Up-to-date**
Database is continually refreshed.
-  **Engaging**
Great open and click rates.
-  **Options**
Choice of promotional opportunities.

“ We’ve been amazed and the effectiveness of the campaigns as well as the quality of the service the team provide. ”

BEDS ON BOARD



The screenshot shows the top of an email newsletter. At the top left is the 'THE YACHT MARKET' logo. To its right are three navigation tabs: 'USED BOATS', 'NEW BOATS', and 'SELL BOATS'. Below this is a large hero image of a man in a white shirt and shorts sitting on a boat, looking through binoculars. A red banner below the image says 'OCTOBER EDITION'. The main heading is '#BOATCATION' in bold. Below the heading is a short paragraph: 'With travel restrictions still in place around the world how about to getting away for a day—or an entire trip—without touching dry land. Start your aquatic adventure today.' Below this is a grid of three article teasers. The first article has a photo of a sailboat and the title 'The Best Location to Go Sport Fishing in America and Europe?'. The second article has a photo of a Sunseeker yacht and the title 'Sunseeker Yachts for Sale: A Buyer's Guide'. The third article has a photo of a marina at night and the title 'Tips for Finding Better Used Boats for Sale'. Each article includes a 'READ FULL ARTICLE' link.






The screenshot shows the 'BOATS FOR SALE' section of the newsletter. It features a grid of boat listings. Each listing includes a photo of the boat, the model name, and the price in the local currency. Below each listing is a red 'VIEW DETAILS' button. The listings shown are: 'COBALT R30' for GBP 129,950 (United Kingdom), 'CRANCHI MEDITERRANEE 47' for EUR 180,000 (Italy), 'COBALT 282' for USD 27,500 (United States), and 'PROWLER 23' for USD 39,950 (United States). Below the grid is a section titled 'LOOKING FOR MORE?' with a short paragraph and a red 'SEARCH BOATS FOR SALE' button. At the bottom of the newsletter, there are social media icons for Facebook, Instagram, and Twitter, followed by a navigation menu: 'Home | Used Boats | New Boats | Sell Boats | Charters | Find a Broker | News'. The footer contains the company name 'TheYachtMarket.com Limited' and the address '14 The Avenue | Southampton | Hampshire | SO17 1XF | United Kingdom'.

MONTHLY EMAIL NEWSLETTER




Email Newsletter Sponsorship

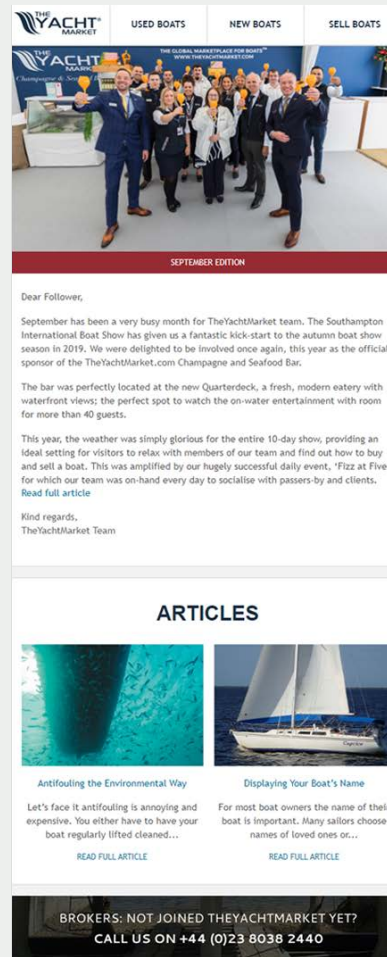
Maximise your impact with a punchy full-width content block that really grabs attention. Fully customisable with space for 200 words, your logo and a direct link of your choice.

-  Exclusive - only one per edition
-  Impactful position
-  Highly cost-effective

Sponsored Article

Sponsored articles are a great way to get your message across without being pushy or overtly advertising. Tell a story that makes your brand compelling by focusing on the 'why'.

-  Only five articles per edition
-  Early position in the newsletter
-  Plus - published on TheYachtMarket.com for three months



The screenshot shows the top of an email newsletter. At the top, there are three navigation tabs: 'USED BOATS', 'NEW BOATS', and 'SELL BOATS'. Below these is a large photo of a group of people in business attire holding champagne glasses, with a banner in the background that reads 'THE GLOBAL MARKETPLACE FOR BOATS™' and 'www.theyachtmarket.com'. Below the photo is a red bar with the text 'SEPTEMBER EDITION'. The main body of the email starts with 'Dear Follower,' followed by a paragraph about the September edition of the Southampton International Boat Show. It mentions that the bar was perfectly located at the new Quarterdeck, a fresh, modern eatery with waterfront views. The text continues, describing the weather as 'simply glorious' and the setting as 'ideal for visitors to relax with members of our team and find out how to buy and sell a boat.' It concludes with 'Kind regards, TheYachtMarket Team'. Below the main text is a section titled 'ARTICLES' with two featured articles: 'Antifouling the Environmental Way' and 'Displaying Your Boat's Name'. At the bottom of the email, there is a dark banner with white text that reads 'BROKERS: NOT JOINED THEYACHTMARKET YET? CALL US ON +44 (0)23 8038 2440'.

THE SOUTHAMPTON INTERNATIONAL BOAT SHOW

Post by: TheYachtMarket News | 24 September 2019



September has been a very busy month for TheYachtMarket team. The Southampton International Boat Show has given us a fantastic kick-start to the autumn boat show season in 2019. We were delighted to be involved once again, this year as the official sponsor of the TheYachtMarket.com Champagne and Seafood Bar.

The bar was perfectly located at the new Quarterdeck, a fresh, modern eatery with waterfront views; the perfect spot to watch the on-water entertainment with room for more than 40 guests.

This year, the weather was simply glorious for the entire 10-day show, providing an ideal setting for visitors to relax with members of our team and find out how to buy and sell a boat. This was amplified by our hugely successful daily event, 'Fizz at Five', for which our team was on-hand every day to socialise with passers-by and clients.



There were multiple highlights of the show including the awards and exhibitor party, with multiple pop-ups and activities, held in the Quarterdeck. We were also lucky to have the opportunity to watch beautiful sunsets from our very own bar throughout the week. Our team revelled in meeting customers face-to-face and learning about new launches and initiatives from the wide variety of exhibitors at the show. It was an educational as well as successful show and we look forward to our ongoing conversations with existing customers and prospects.

The next show we will be attending is Fort Lauderdale International Boat Show, starting on 30th October. We'd love to see you there so make sure to get in touch with us over the coming weeks to book a meeting.

For more information on FLIBS visit: <https://www.flibs.com/en/home.html>.

SHARE THIS ARTICLE



YOU MIGHT LIKE



Readying Your Boat for Selling



Buying a boat



Selling your boat - avoiding fraud



Moving To A Pootoon Or Dock



Gmotion yachts "Dual Speed" Hull Design



Sailing Safety




MARKETING EMAILS

It's all about you

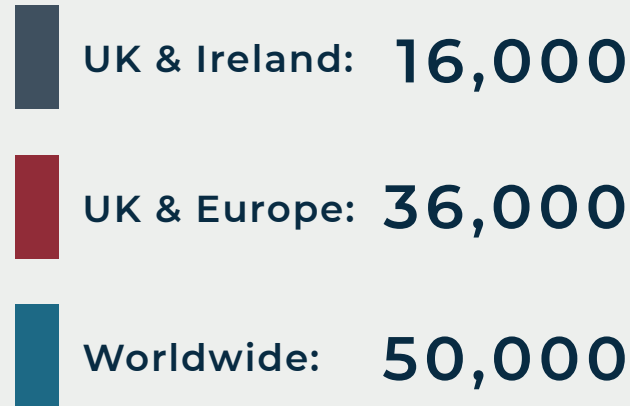
Make it all about your message, brand, launch or event with a dedicated email direct to our subscriber base. With total freedom over design and content, you can drive traffic to your website, encourage sign-ups, elicit feedback or whatever floats your boat.





The subscribers are all opt-ins from our website, interested in boats, and many are high net-worth individuals. Focus on the UK, Europe, or go global and tell supporters about your yachts, marine services or luxury goods.

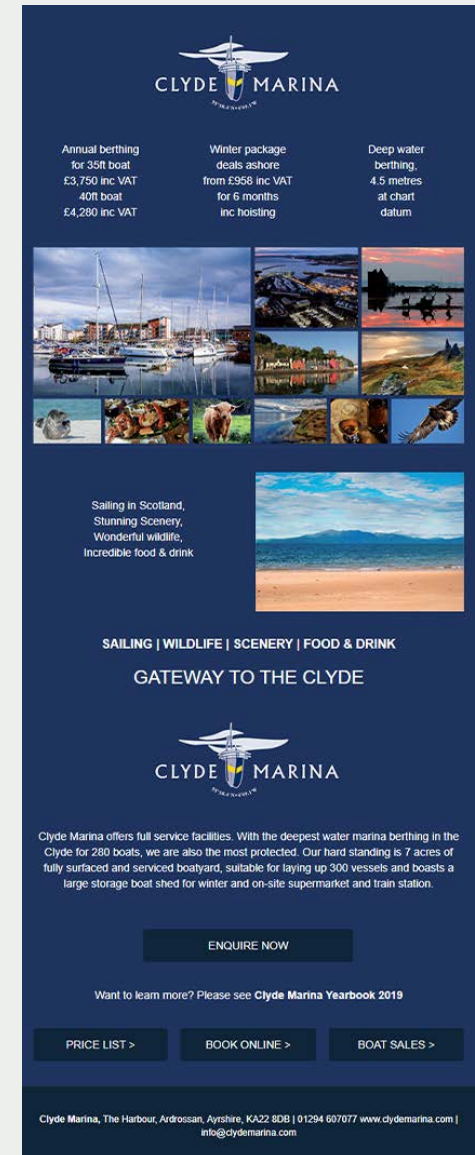
Reach our subscribers

-  **Complete freedom**
You choose your content. Send us the HTML file, or we'll design it for you.
-  **Target by region**
Go global or target regional audiences to suit your need.
-  **Campaign reports**
See how subscribers react and tweak the design for next time.

Subscribers



-  **Measure conversions**
Use UTM tracking to drill down to clicks on your website.
-  **Look good - always**
We test your email on a plethora of platforms before sending.
-  **We take privacy seriously**
We only send your email to our organic opt-in database. Subscribers actively want to receive your offers - and that means better conversion metrics.
-  **Posted to our Facebook page**
With over 100,000 Likes & Followers (marine-related mailers only)




The screenshot shows a dark-themed email newsletter for Clyde Marina. At the top is the logo and three columns of text: 'Annual berthing for 35ft boat £3,750 inc VAT 40ft boat £4,280 inc VAT', 'Winter package deals ashore from £958 inc VAT for 6 months inc hoisting', and 'Deep water berthing, 4.5 metres at chart datum'. Below this is a grid of images showing boats, marinas, and coastal scenery. A text block reads 'Sailing in Scotland, Stunning Scenery, Wonderful wildlife, Incredible food & drink' next to a large image of a beach. At the bottom, there are navigation buttons for 'ENQUIRE NOW', 'PRICE LIST >', 'BOOK ONLINE >', and 'BOAT SALES >', along with contact information for Clyde Marina.


SOCIAL MEDIA BOOST

Facebook

TheYachtMarket's Facebook page has over 100,000 Likes and Followers from people who are interested in boating.

We leverage this strong, targeted community to add extra value to our other marketing services.

 Selected boat listings are posted to our Facebook page with an average reach of 24,000

 Marine-related Marketing Emails are posted to our Facebook page providing additional reach for your message

 One of the largest marine communities on Facebook

 **Over 100,000** Likes & Followers



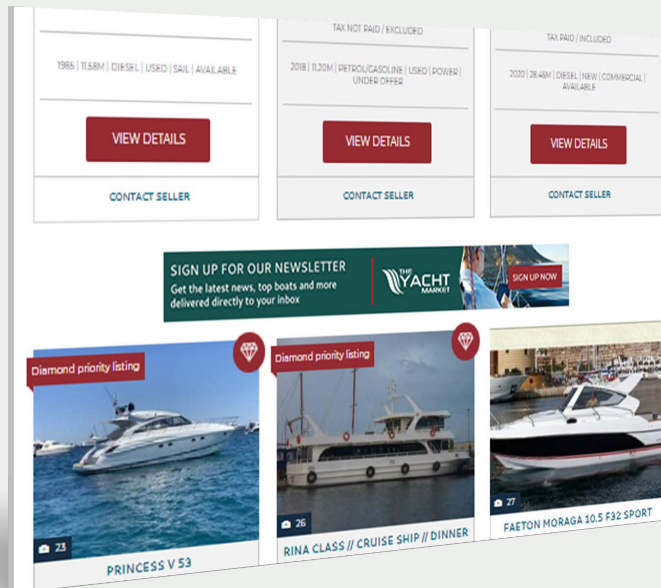
BANNER ADVERTISING

Display your brand

Display banners deliver your brand to the three million people who visit our website, and, unlike glossy mags, every advert is trackable.

Visitors to TheYachtMarket.com are looking for boats to buy and charter, so they're also interested in related matters like marine equipment, marinas, finance, holidays and clothing.

Many of these individuals' high net worth makes banners particularly suitable for luxurious, high-end or bespoke marine or lifestyle products and services.



Banner benefits



Multiple placements

Reinforce your message by repeating adverts during the customer's journey.



Engagement metrics

We track every impression and engagement so you can optimise your message.



Creative impact

You have complete control over the design, or our in-house team can help.



Make changes

You've got the freedom to flex, tweak or change your banner during the campaign.



Rich and responsive

Use a static image, animated GIF or super-slick HTML5. All formats are mobile responsive.

“

TheYachtMarket has proved to be a real asset for us. Friendly and professional guidance by the employees.




”

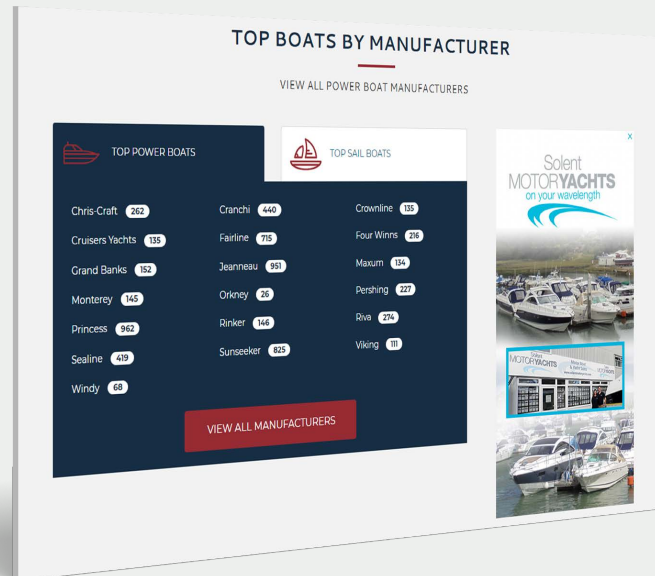
BOOTBEMIDDELING

BANNER OPTIONS

Homepage Banner



With 3 million visitors to our website per year, why wouldn't you want your brand to feature on the homepage? What a way to maximise brand awareness or reinforce your message.

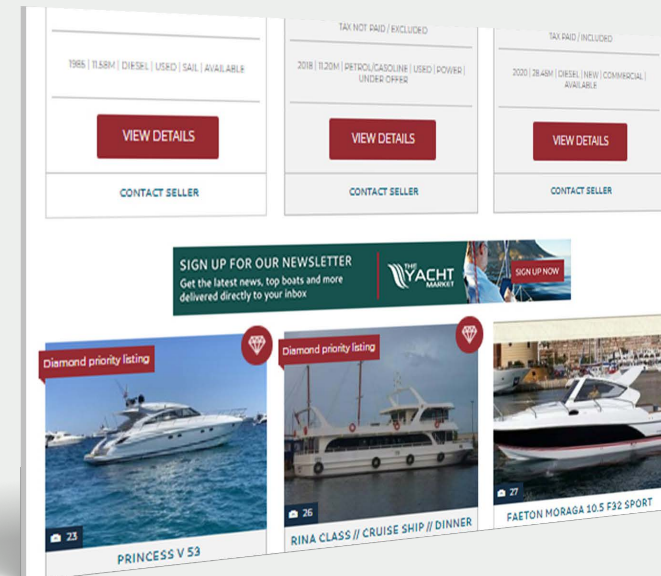
-  **Premium placement**
Eye-catching location and custom design.
-  **Cost per thousand (CPM)**
Suits any budget - buy any number of blocks.
-  **Geo-targeting available**
Get the most out of your budget by only showing your banner to people in relevant locations.



Search Banner

The boat search results is the most popular section on our site - your banner advert will appear in the top-three position on every search. Perfect for hitting aspiring boat owners.

-  **Expansive inventory**
Reach a huge audience, but we recommend booking ahead as this is a very popular placement.
-  **Geo-targeting available**
Maximise your ROI by targeting your banner geographically. Sold on a CPM (cost per thousand) basis.

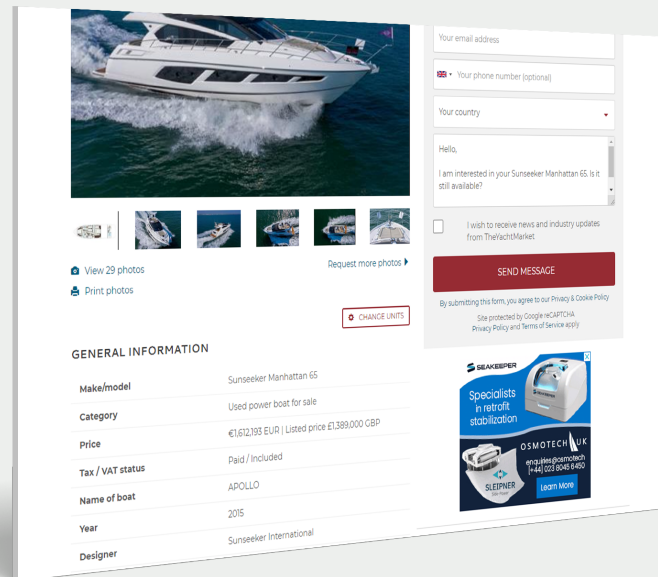


BANNER OPTIONS

Boat Details & Gallery Banner

When customers click to view a boat, they'll see your advert. We'll make your audience super-relevant by targeting by boat type, brand, length, price or location.

Gallery banners display on the pop-out photo gallery in the boat listing, making them a great way to reach serious boat hunters. Target by boat type, brand, length, price or location.



Highly targeted

Refine your audience to reach the right people.



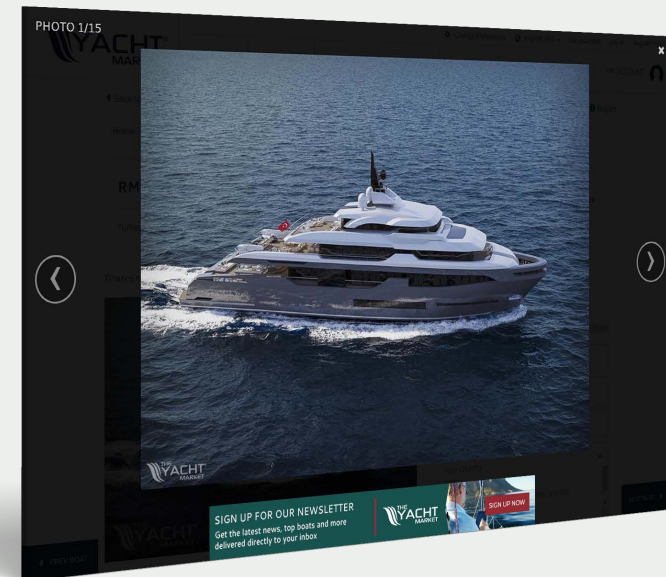
Cost per thousand (CPM)

Suits any budget - buy any number of blocks.



Pick your time

Choose the duration - intense hit or trickle campaign.



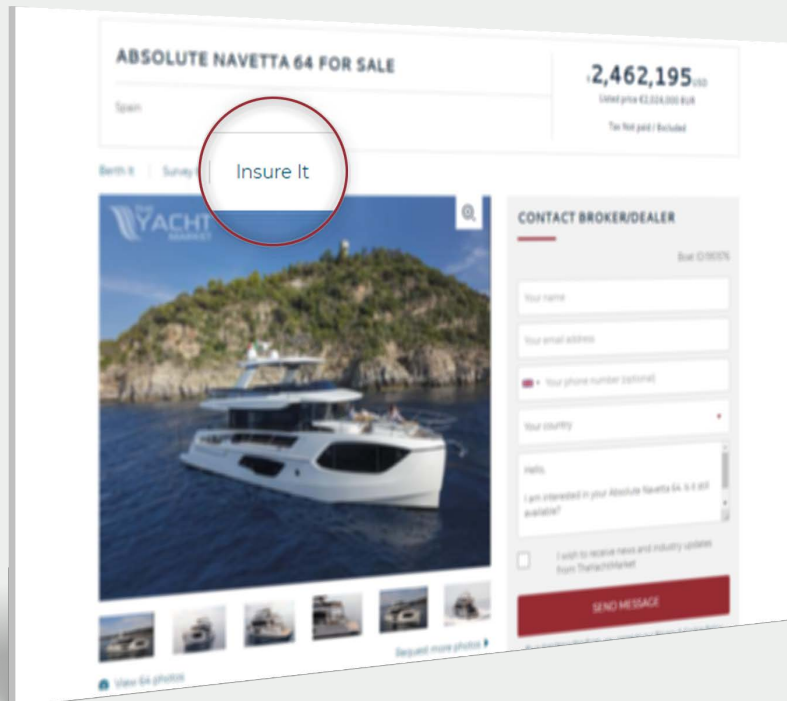
Promote your brand in front of up to **208,000** global boat buyers per month

'IT' TABS






Make customers do it

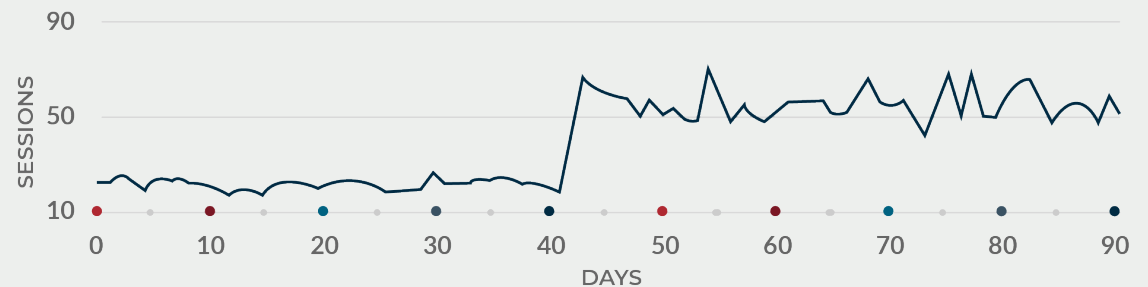
Insure It, Finance It, Survey It, Berth It – the 'It' Tabs on every boat advert are a powerful call-to-action for customers. One click and they're straight into your website.

It Tabs drive traffic and engage cross-sells. They're completely customisable and more sophisticated than an advert. And as you'd expect from a premium product, It Tabs are exclusive.



How it delivers

-  **Effective cross-selling**
Perfect for offering boat-related products and services.
-  **Exclusive opportunity**
If you have an It Tab, your competitors can't.
-  **Customisable**
You choose the 'it' based on your product or service.
-  **Trackable results**
Measure click-throughs to conversion with UTM tracking.
-  **Superb value**
On average, It Tabs generate 500 monthly clicks to your website.



The relative web traffic before and during a customer's It Tab campaign.

WEBSITE STATS

Our website is hugely popular with boating enthusiasts from around the world. Here are some annual statistics:

 **3,000,000**

Over three million people visit our website

 **23,000,000**

23 million page views

 **85,000**

We generate over 85 thousand sales enquiries for our customers

 **20+ years**

We've been in business for over 20 years, so we know how to market your business

 **1,100** brokers

 **60+** countries

Over 1,100 professional yacht brokers in over 60 countries list their boats for sale on [TheYachtMarket.com](https://www.theyachtmarket.com)

LET'S TALK

It's all about you

We'd love to put you in the spotlight.

Contact us today and let's talk about how we can help your brand to shine.

Contact details



TheYachtMarket.com



+44 (0)23 8038 2440



sales@theyachtmarket.com

Find us on



facebook.com/TheYachtMarket



instagram.com/TheYachtMarket



youtube.com/c/TheYachtMarket

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Southampton, SO17 1XF, United Kingdom