

# PassageWeather.com

Weather Forecasts for Sailors and Adventurers

## Media Kit

2019/2020



## OVERVIEW

Founded in 2007, PassageWeather.com is one of the most visited sailing weather websites on the internet. We have a worldwide audience that is very keen on sailing - both cruising and racing - especially in large ocean-going yachts. In fact, the majority of professional yacht captains and recreational yacht owners visit PassageWeather.com on a regular basis.

Our weather forecasts are updated several times a day, so many of our users come back to the site multiple times a day.

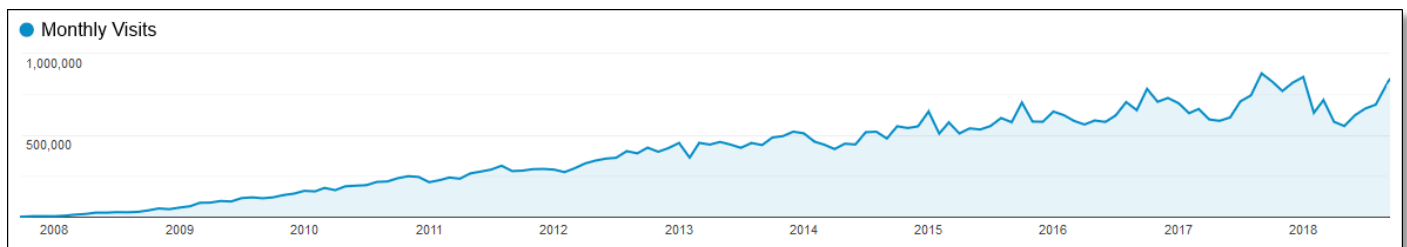
Advertising with PassageWeather.com is a great way to put your brand name, services or products in front of those sailors who actually go out and sail.

With 4 million pageviews each month, PassageWeather.com provides businesses with a great marketing vehicle for reaching a quality audience with strong buying power. We invite you to align your brand with a highly popular website that reaches educated, affluent adults with disposable income. We offer a variety of packages in reaching your target audience and also provide customized programs to suit your particular marketing needs

## OCEANS OF POTENTIAL CUSTOMERS

Since 2008 we have seen our website traffic grow from just 200 visits per day to more than 20,000 visits per day, and it continues to grow.

We currently serve over 4 Million pageviews/month, and see more than 800,000 visits to the site by 200,000 absolute unique visitors.



Our users have visited from 203 countries/territories, with 25% of these visits coming from North America, 25% from Southern Europe, 15% from Western Europe, and 10% from Northern Europe. The Caribbean region, Australia, New Zealand and South Africa combined make up another 15%.

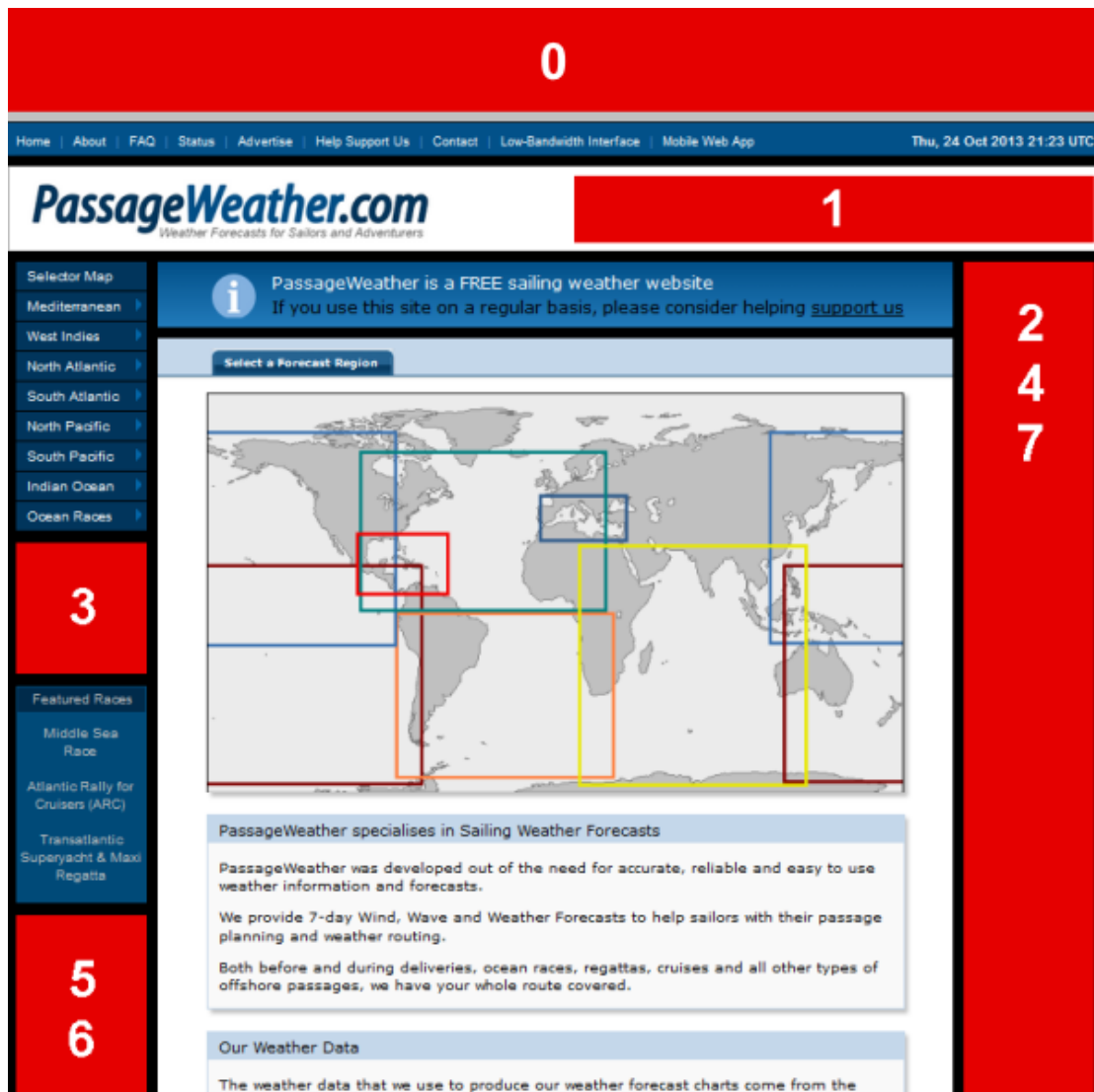
Over 75% of these visitors return to the site on a regular basis.

### Monthly Statistics\*

- 200,000 Unique Visitors
- 800,000 Visits
- 4,000,000 Pageviews
- 5.1 Pageviews per visit

\* Statistics provided by Google Analytics as of 01 October 2018

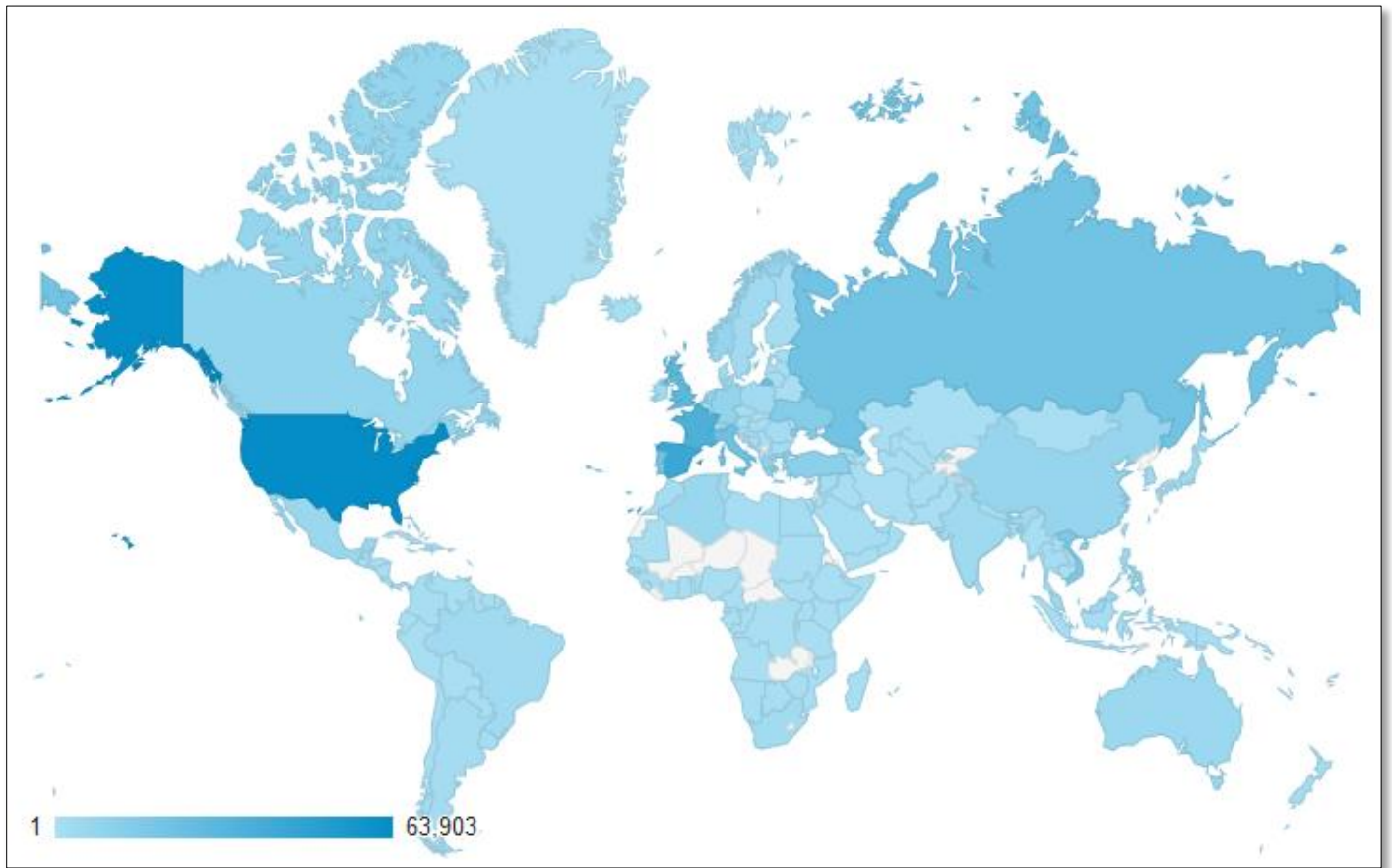
## AD POSITIONS, SIZES & RATES



	Name	Position	Size (pixels)	Monthly Rate
0	Top Banner	Top of the Page	990 x 90	600€ / \$645
1	Large Banner	Top Header	468 x 60	500€ / \$535
2	Right Square	Right Column	120 x 120	250€ / \$265
3	Menu Banner	Left Column under Menu	120 x 120	350€ / \$375
4	Right Rectangle	Right Column	120 x 60	175€ / \$185
5	Left Square	Left Column	120 x 120	175€ / \$185
6	Left Rectangle	Left Column	120 x 60	125€ / \$135
7	Vertical Banner	Right Column	120 x 240	350€ / \$375

- Rates are in Euros... US Dollar amounts displayed are approximate as of 23 March 2020.
- Ads purchased for 3 months or more will receive a 5% discount.
- Ads purchased for 6 months or more will receive a 10% discount.
- Ads purchased for 12 months or more will receive a 20% discount.

## MORE INFORMATION



Take advantage of our very reasonable advertising rates, and reach a whole world full of yacht owners, captains and other sailors who want to buy your products and/or services.

Internet advertising is cost effective and rivals the power of traditional media. Broadcast your message worldwide to a 100% targeted audience.

We can also develop the creative part of your ad FREE of charge.

For more information on advertising on PassageWeather.com, [send us an email](#) with all the details and we'll get back to you as soon as we can.

# PassageWeather.com

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