





**Advertise
with Us**

yotspot.com
yachting opportunities & training

Advertising Media Pack

 www.yotspot.com

 enquiries@yotspot.com

 +4402380381928

An Introduction

Yotspot has been a successful online community since launching in 2010, bringing Captains, Crew and employers together for jobs, sailing opportunities, courses and so much more...

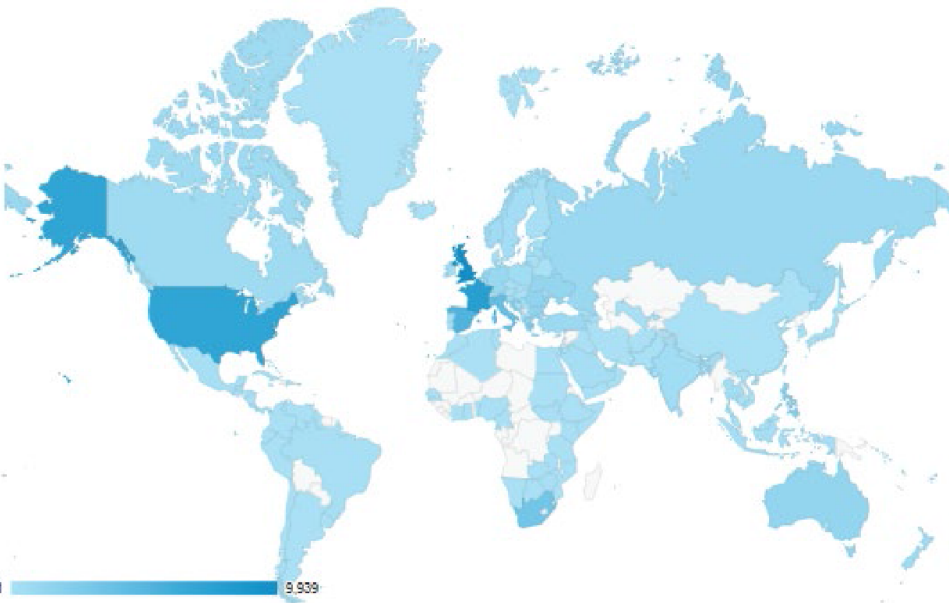
We are the leading jobs board for those seeking work on yachts and for Captains & agencies looking for great crew. Since our launch in 2010 we have grown to become one of the industry's most successful platforms to connect with Captains, employers, training providers and recruitment agencies.

We have spent over 10+ years harnessing the power of technology to streamline the process of finding yachting professionals, jobs, and maritime courses within the luxury yachting sector.

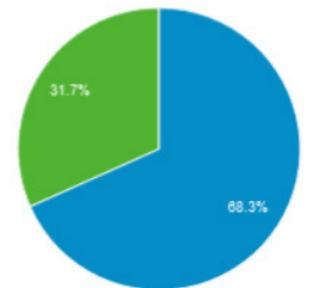
We offer a fantastic opportunity to **advertise your business** to our unique targeted audience.

Our Statistics at a Glance.

Our Visitors are located all over The World.



■ New Visitor ■ Returning Visitor



Sessions

182.97%

870,454 vs 307,612

Users

123.13%

226,331 vs 101,433

Page Views

178.94%

6,623,192 vs 2,374,395

- ✓ Over 100k+ registered yachting professionals
- ✓ Over 300,000 sessions per month | pages/ sessions 7.97
- ✓ Over 3 million page views per month
- ✓ New Registrations (16,000+ per year)
- ✓ Over 60,000 unique visitors per month
- ✓ Excellent bounce rate, only 28%

*Stats August 2023

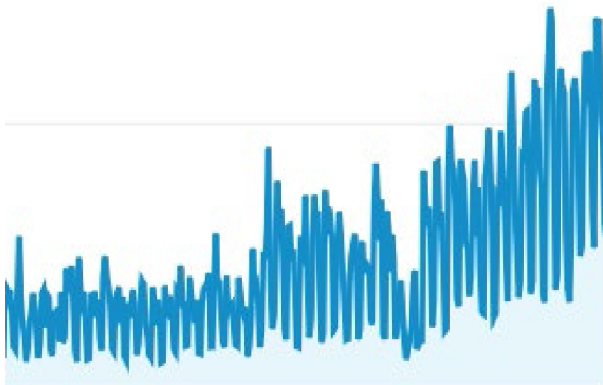
Our Statistics at a Glance.

Our visitors come back time and time again.

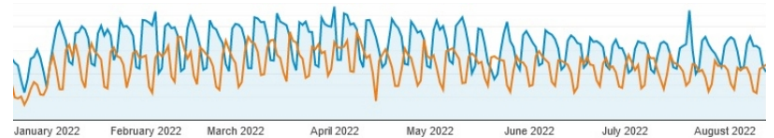
What device are our visitors using?

Mobile	70.06%
Desktop	28.77%
Tablet	1.17%

- ✓ 33.4% Returning Visitor
- ✓ 66.6% New Visitor
- ✓ Statistics over 1 month period



Our traffic continues to grow month on month, year on year...



July 2022 our traffic increased 184.72% from the same period in July 2019 (orange line)

Bounce rates & user engagement

A bounce is counted each time a user that visits the site immediately leaves again without any further clicks.

What's the average bounce rate?

Most websites will see bounce rates fall somewhere between 26% and 70%. The average bounce rate for websites is typically around 49%.

As a rule of thumb, a bounce rate in the range of 26 to 40 percent is excellent. 41 to 55 percent is roughly average. 56 to 70 percent is higher than average, but may not be cause for alarm depending on the website. Anything over 70 percent is disappointing for everything outside of blogs, news, events, etc.

<http://www.gorocketfuel.com/the-rocket-blog/whats-the-average-bounce-rate-in-google-analytics/>

From these statistics, it is clear that www.yotspot.com is an incredibly engaging website that continues to bring back visitors time and time again. Furthermore, it regularly brings in new visitors which actively explore the site and the content it contains.

Pages/Session

7.97

Avg. Session Duration

00:05:57

Bounce Rate

28.38%

Where can we advertise on Yotspot?


Your adverts can be displayed throughout our website:

✓ Home | Jobs | Training | Community


There are 3 banner types available:



Leaderboard (978 x 100 px)
max 20 space available

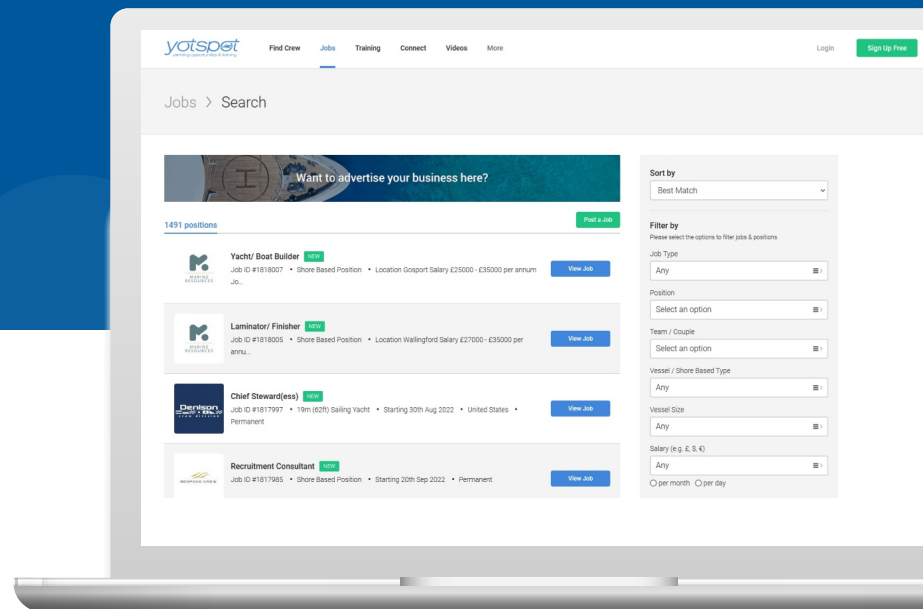


MPU (475 x 475 px)
max 20 space available



Large Mobile Banner (300 x 200 px)
max 20 space available

*jpg for static banners. Gif for animated banners

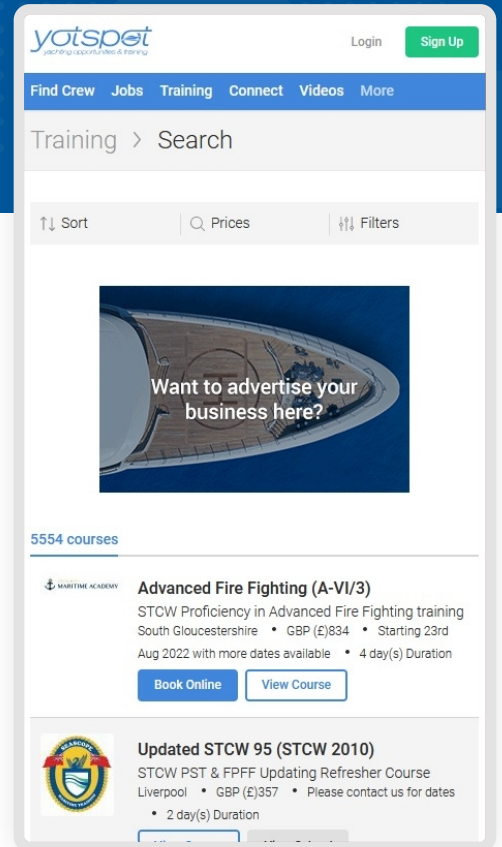


What are the benefits of taking out advertising with us?

- ✓ Advertise your brand to over 100k+ yachting professionals
- ✓ 60,000+ unique visitors per month (avg)
- ✓ Be seen and connect to your target audience
- ✓ Communicate your brand message
- ✓ Cost effective marketing
- ✓ Optimized for mobile devices
- ✓ Increase sales and ROI
- ✓ Strengthen your brand identity within the maritime sector
- ✓ Increase your reach and attract new customers
- ✓ Campaign report analytics inc impressions clicks and CTR%
- ✓ Engage with our users
- ✓ Grow with us

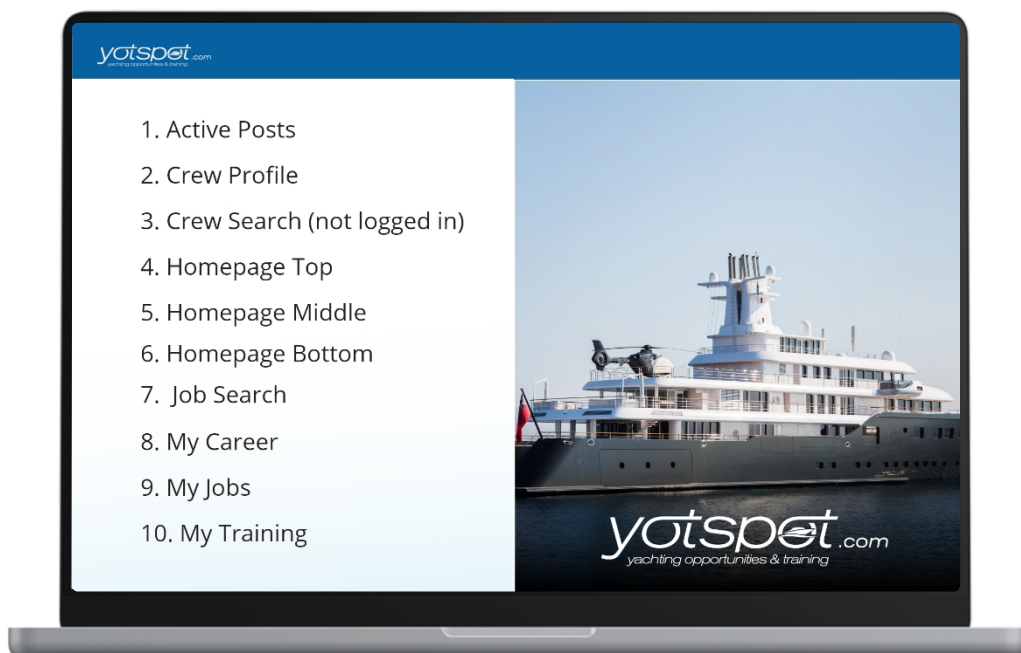
How much does display advertising cost?

Display Advertising	1 Month	12 Month
Inc Leaderboard (978 x 100px), MPU (475 x 475 px) Large Mobile Banner (300 x 200 px)	£1245	Contact Us
<p>Your display banner will be seen in 10 locations (on rotation) across the website with other advertisers (max 20) with a minimum of 40,000 impressions delivered per month. Campaign reports will be available to show impressions delivered, clicks and CTR %</p>		







*All prices are subject to VAT if applicable

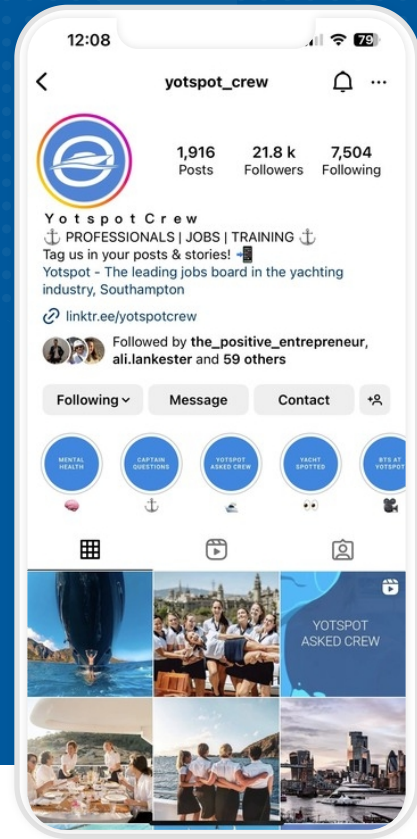
Banner locations:



Social Media Advertising

Paid Posts and Stories

-  Facebook Page: 23k+ followers
-  Instagram Page: 22k+ followers
-  Twitter Page: 4.5k+ followers
-  LinkedIn Page: 12k+ followers



Social Media

Instagram	£995
Facebook	£495
LinkedIn & Twitter Page	£495

Monthly Newsletter Advertising

Large Banner (127 x 529 px)	£995
Leaderboard (600 x 100 px)	£495
Other sizes available	Contact us





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Register your space today.
Please contact us now on +442380381928 or
email enquiries@yotspot.com to discuss all your advertising needs.

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