

# ULTIMATE BERTHS.com



# 2014 Media Pack



# About Ultimateberths.com

UltimateBerths.com is the world's leading marina website, connecting people who'd like to rent, buy or sell a marina berth, slip or mooring anywhere in the world.

Marinas and owners of berths and moorings from around the globe list their berths and moorings available for sale and rent to create a massive, searchable database. Each listing comprises images, a brief description, location (geographical address and GPS coordinates) and other associated features/facilities.

A sophisticated, yet easy-to-use, search engine system that allows boat owners and skippers to search for berths and moorings by location, facilities and price. It's the most effective marina search engine of its type!



THE ULTIMATE BERTHS HOMEPAGE

# Ultimate Berths Marketing Activity

## Key statistics:

**+20,000** unique browsers per month

## User profile - traffic by age:

- **3.63%** of all traffic came from users aged 18-24
- **17.43%** from 25 - 34
- **26.85%** from 35 - 44
- **25.59%** from 45 - 54
- **26.50%** from those aged 55+

Ultimateberths.com primary audience is made up of yacht/boat owners & skippers with a middle to upper socio-economic status.

“An excellent way to sell your berth. I would recommend it to anyone either looking to buy or sell a berth”

JAMES AXON, NOV 2012 - SPAIN

## Traffic by country:

● Australia	<b>16.75</b>
● United Kingdom	<b>15.96</b>
● Spain	<b>14.86</b>
● United States	<b>11.78</b>
● New Zealand	<b>10.67</b>
● United Arab Emirates	<b>9.08</b>
● Italy	<b>7.26</b>
● France	<b>4.4</b>
● Croatia	<b>3.0</b>
● Singapore	<b>2.9</b>



# Online Advertising with Ultimate Berths

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## Why advertise on Ultimateberths.com

- Already has over **350 marina berths/Slips & moorings** listed.
- Over **+20,000 unique browsers** per month
- **Highly targeted audience** delivers documented sales enquiries to advertisers
- The **world's largest database** of berths/moorings available for rent/sale
- Sophisticated search engine system, allowing **searches by location, facilities and price**
- **Deal direct with the vendor** to make arrangements (once you've located your ultimate berth/mooring)

## Ultimateberths.com is proudly a member of and endorsed by:

- The Yacht Harbour Association (UK)
- Marina Industries Association (Australia)
- Association of Marina Industries (USA)



## Ultimateberths.com was online sponsor for

The World Marinas Conference in Singapore and Marinas 2011 in Melbourne

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# Online Advertising, Print, Marketing & PR

UltimateBerths.com works to maintain its position as market sector leaders by carrying out a wide range of initiatives, both online and offline, to support advertisers

## Online advertising and marketing



## Print marketing & PR



# Packages & Pricing

Sell or Rent your marina berth, slip or mooring through Ultimateberths.com in 3 easy steps

Step 1: Register/Login  
Step 2: Select a package  
Step 3: List your Berth

	Private Ad	★ Silver	★ Gold	★ Platinum
Listings with detailed description	1	5	10	20
Photos	✓	✓	✓	✓
Direct email enquiries	✓	✓	✓	✓
Seller page with logos		✓	✓	✓
Featured on the front page			✓	✓
Featured listing in the mooring news				✓
Price	FREE	AUD\$149.99	AUD\$249.99	AUD\$449.99

\* Packages are for 6 months

1. Top Banner  
2. Skyscraper  
3. Buttons

## Banner advertising

	ADVERT SIZE	COST	MAX NO. ADVERTISERS
1. Top Banner	650x90	\$200 per month	4
2. Skyscraper	180x330	\$150 per month	4
3. Buttons	180x165	\$75 per month	4

ADVERTS CAN COME IN ANY FORMAT, JPG, GIF, PNG OR FLASH

HOMEPAGE TARGETING ON ULTIMATEBERTHS.COM GIVES YOUR BRAND THE RECOGNITION IT DESERVES

## UltimateBerths.com:

W: [www.ultimateberths.com](http://www.ultimateberths.com)

F: [www.facebook.com/ultimateberths](http://www.facebook.com/ultimateberths)

T: [twitter.com/Ultimateberths](https://twitter.com/Ultimateberths)

Australia Office: +61390163304

UK Office: +442032863330

For technical and customer support Email: [support@ultimateberths.com](mailto:support@ultimateberths.com)

Advertising or general support Email: [info@ultimateberths.com](mailto:info@ultimateberths.com)