



**marine**  
**INSIGHT**

[www.marineinsight.com](http://www.marineinsight.com)

MEDIA KIT - 2023

# Marine Insight

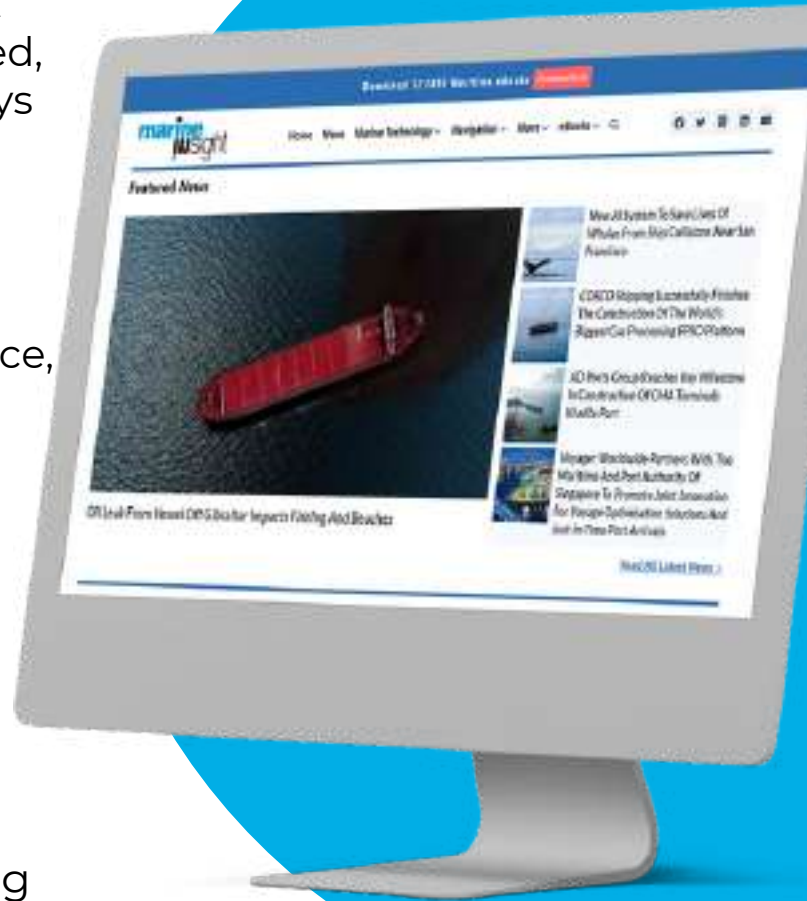
## What is Marine Insight all about?

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

2.5M

MONTHLY  
PAGE  
VIEWS

1.2M

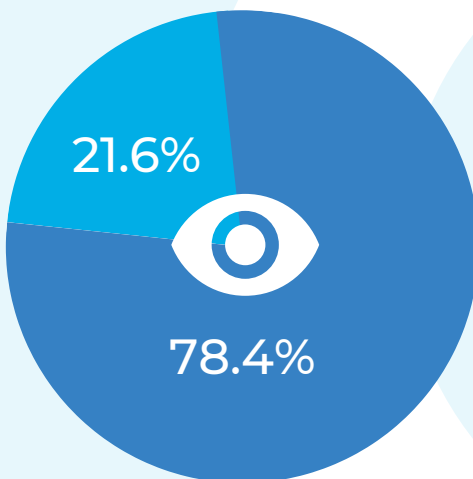
MONTHLY  
UNIQUE  
VIEWS

Number of hours  
spent by people on  
the site till now

5M

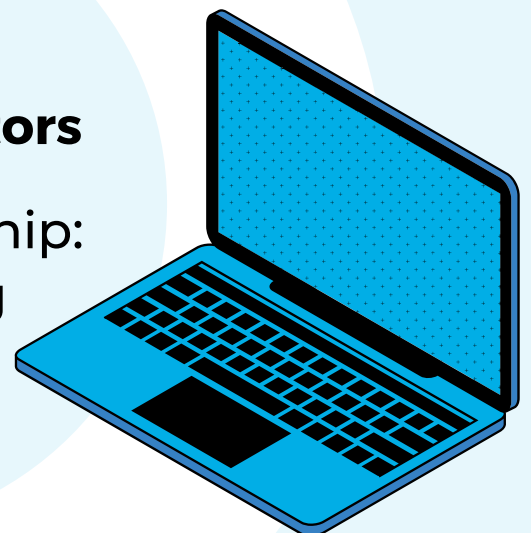
including  
**200 Million**  
pageviews and counting

\*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

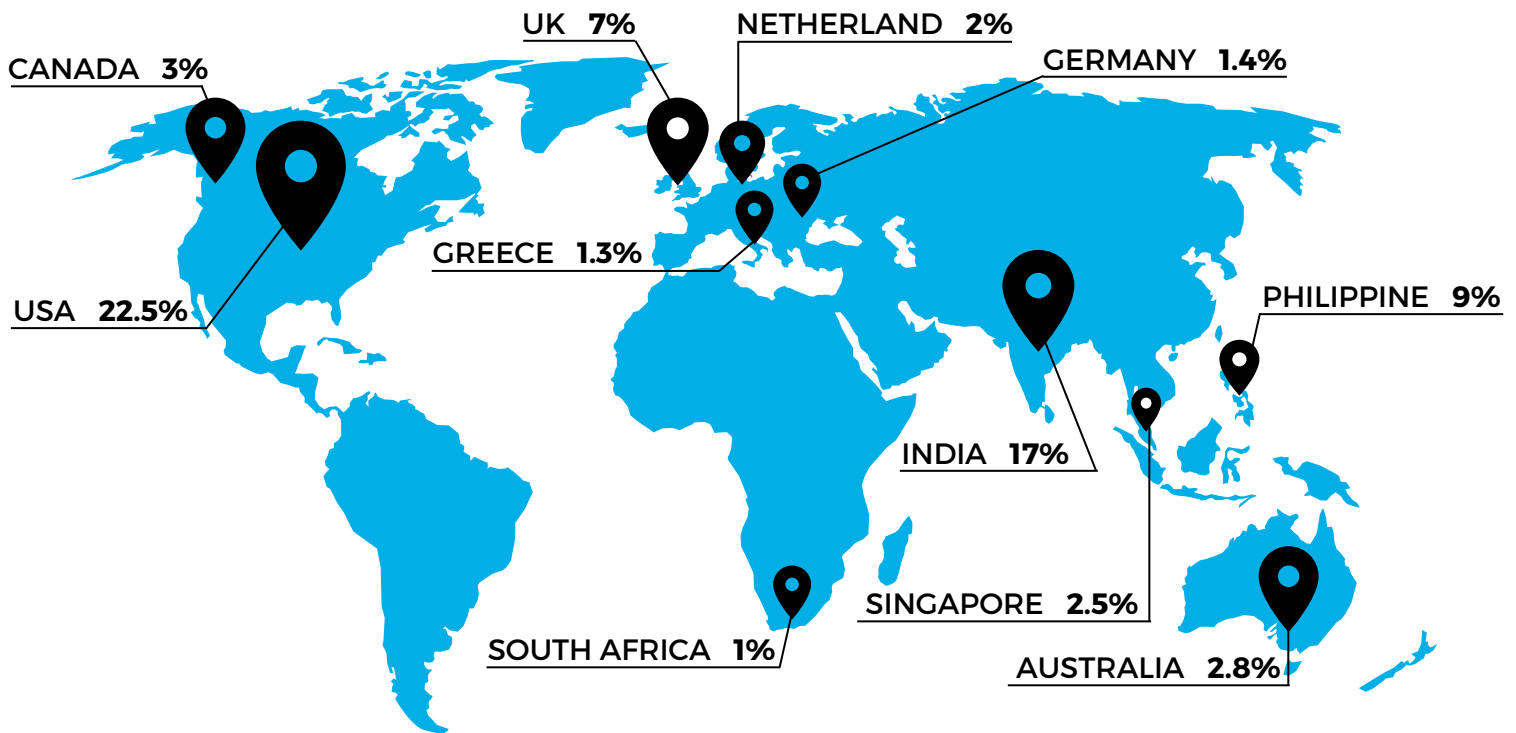
**3 Million times and counting**

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 65,000+ Active Maritime professionals via emails / e-blast

**\$ 1699**



## 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



62K



888K



140K



215K



160K

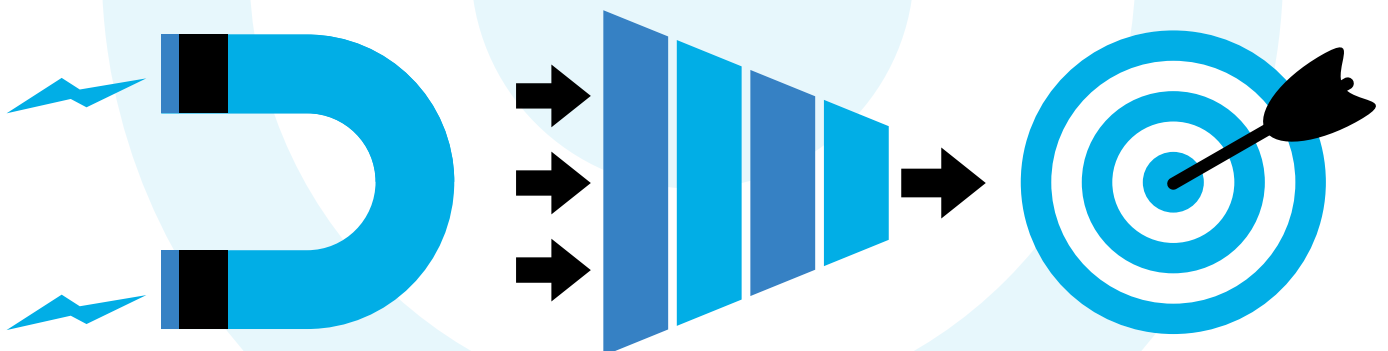
# Lead Generation Plans

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



**\$ CUSTOM**

- 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



**25,000+ Active users** & 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](mailto:info@marineinsight.com) and we'll come up with a campaign package to suit your needs.

**+91 999 800 4027 / +91 968 606 6544**



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