

Mediakit 2025

EVERYTHING YOU NEED TO KNOW

YACHTS.NL



Intro

WHO WE ARE

Yachtsnl is first and foremost an international data portal, providing reliable data on all Dutch-built yachts, from 18 meters upward. With a background of over 45 years' experience in the international brokerage industry and new construction projects, we have the knowledge and expertise available to take the first steps in making the Dutch yachting industry more accessible for the (future) yacht owners, crew, and industry professionals.

For our visitors, the portal forms a complete knowledge centre of the Dutch yachting industry, with in-depth articles and information on Dutch shipbuilders and yards, designers, suppliers and brokers in Dutch-built yachts. For companies there is the option to link their website to the portal to create a direct connection with the visitors, which is convenient for the visitor as well as the company itself.

Our mission is to give a complete, transparent insight in the Dutch-built yachting industry by collecting and sharing reliable first-hand yacht data. In addition we deliver background information regarding the Dutch yachting industry, and provide a service platform to bring customer and companies directly in contact with each other.



Core Values

WHAT WE STAND FOR

Transparency

All data will be available for everyone. Every visitor of our site has access to the data provided, for free or after payment.



Quality

We do our best to make sure that all data and information available on the portal is correct and up-to-date. Missing or incorrect data will be adjusted accordingly as soon as possible.



Service

Our portal is very user friendly and every visitor needs to find the data they are looking for easily. Open and direct communication between us and the visitors and industry companies is essential.



Specialism

Over the last 50 years, Yachtsnl has collected the sales data on this niche of the yacht market, giving us a true insight of the industry and sales history of the yachts.



Audience

MEET OUR VISITORS

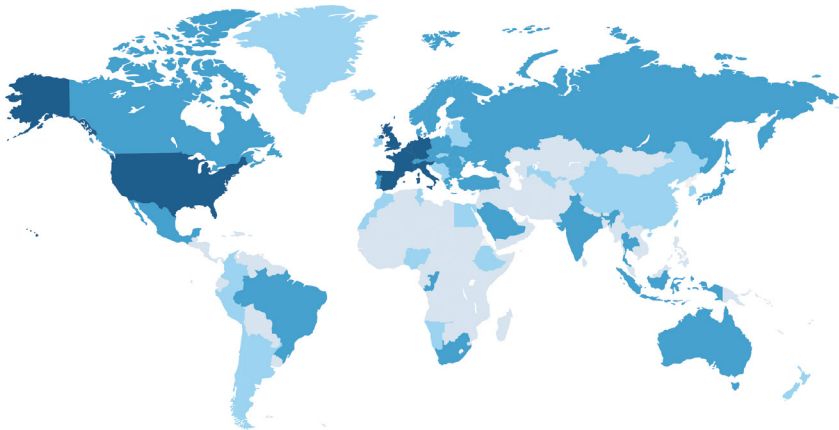
“QUALITY NOT QUANTITY”

When it comes to our audience, we believe in offering quality content and as a result attracting quality visitors. People who are specifically interested in owning, purchasing or simply loving Dutch-built yachts.

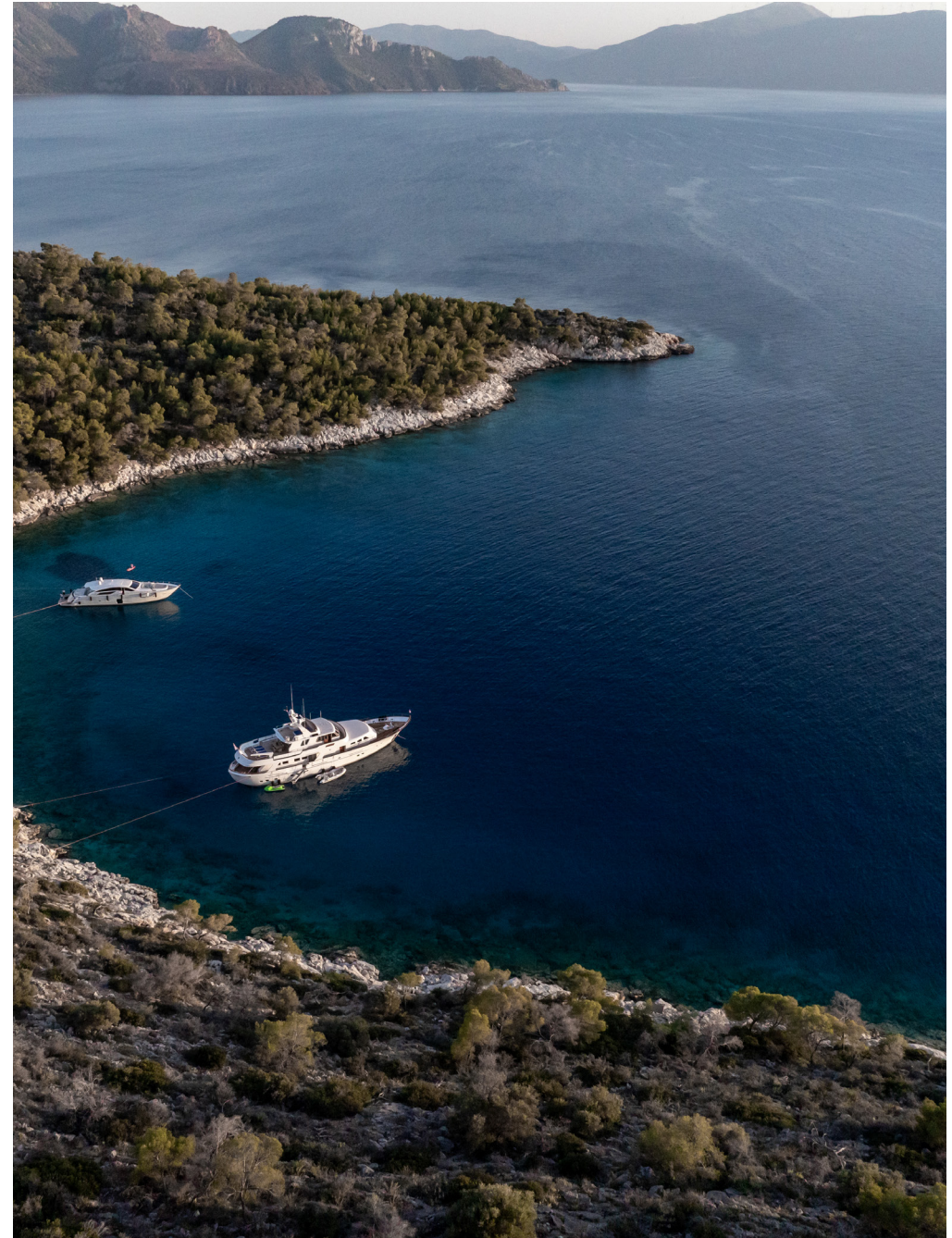
DEMOGRAPHIC & INTERESTS

The main demographic is male, in his late forties and living in Europe or the USA. While he mainly uses his computer to research yachts, he also uses his mobile or tablet.

It's no surprise that the main interests of this demographic are automobiles, planes, yachts and other luxury vehicles. Other interests include watersports, traveling, and real estate. Looking at these interests, next to reliable and informative yacht data, articles regarding watersport news, travel itineraries and more technical industry news would be an extra way to grab the attention.



International demographic



Our Numbers

MONTHLY STATISTICS



6.000+

WEBSITE

Average unique visitors



90+

WEBSITE

Average engagement time (seconds)



26.000+

WEBSITE

Page views



4.500+

NEWSLETTER

Subscribers



75.000+

GOOGLE

Impressions



7.000+

LINKEDIN

Impressions

Website

ALL OF THE DUTCH YACHT INDUSTRY IN ONE PLACE

1600+

DUTCH-BUILT YACHTS



100+

SHIPYARDS



180+

DESIGNERS
& ARCHITECTS



10+

INTERNATIONAL YACHT EVENTS



450+

SERVICES, SUPPLIERS
& SUBCONTRACTORS



65+

MARINAS



550+

BROKERS



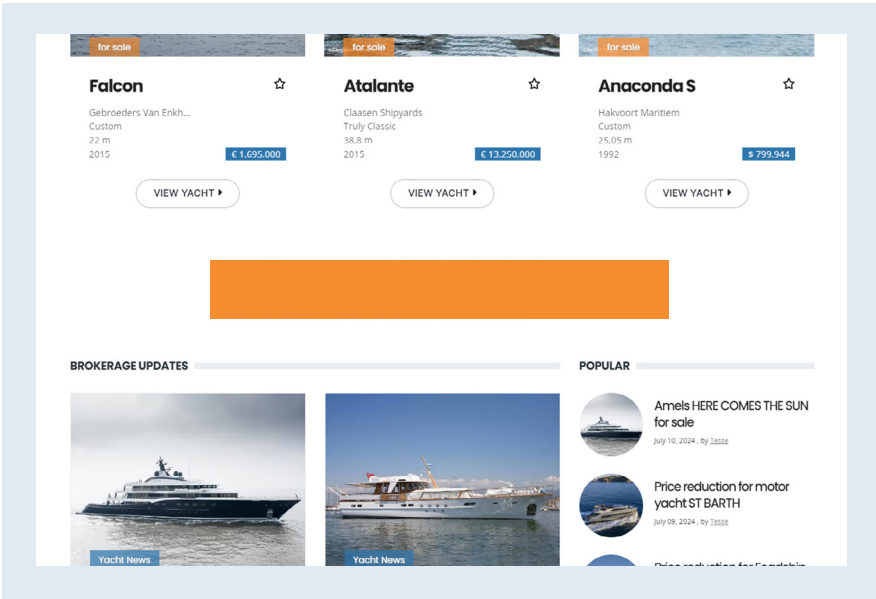
Website

DISPLAY ADVERTISING

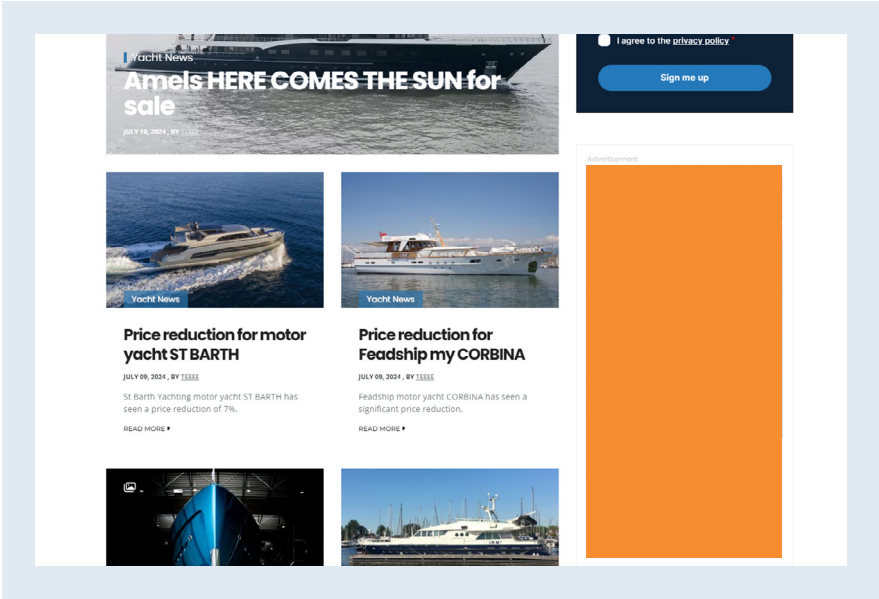
On our website we offer different sizes and placements of banners to grab the attention of our visitors. The Half Page Banner (300x600) is shown on the Homepage, All Yachts, Yacht for Sale, and News pages. The Leaderboard (728x90) is shown on the Homepage.

	Weekly Price (€)*
Half Page Banner (300x600)	475
Leaderboard (728x90)	375

LEADERBOARD (728x90)



HALF PAGE BANNER (300x600)



* All prices shown are excl. VAT (if applicable)

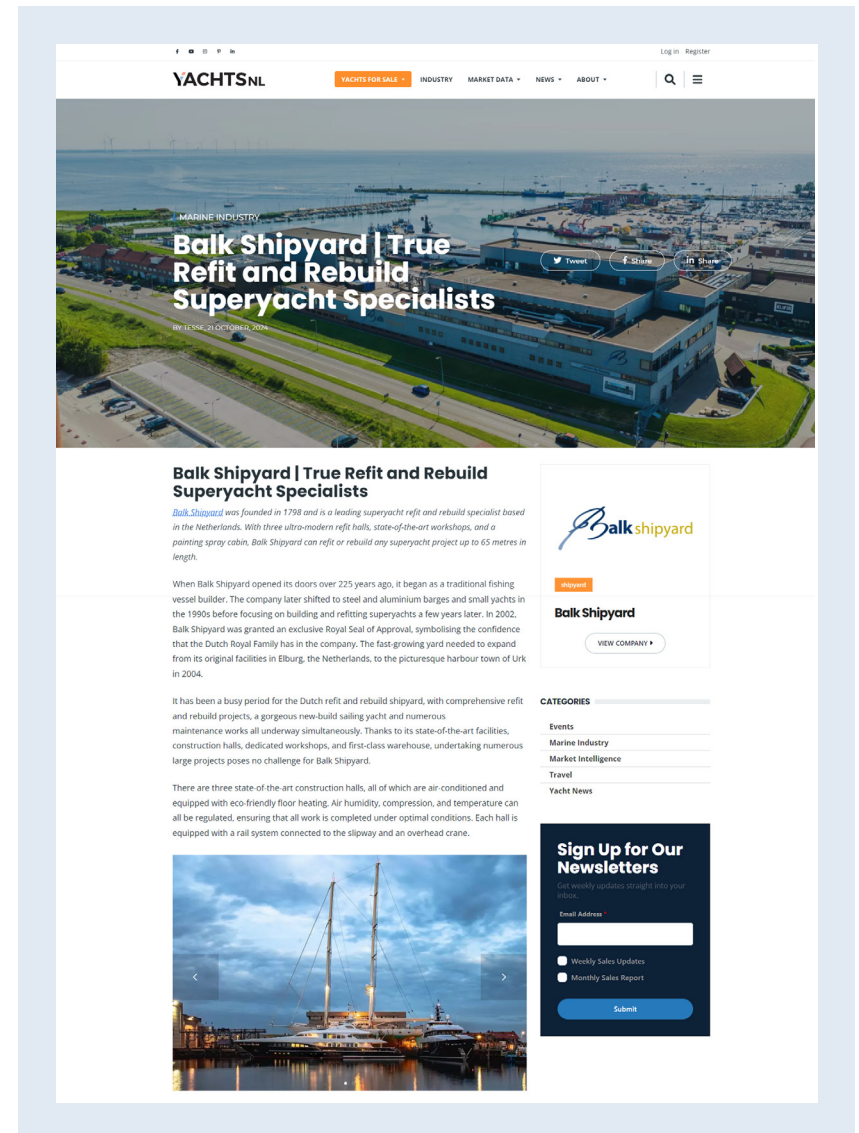
Website

SPONSORED CONTENT

The best way to showcase your company is through an in depth article where the reader has the opportunity to really get to know your company and services. It's an informal way to show your expertise and introduce yourself. The article will be pushed on our homepage, social media accounts, our newsletters, and your company profile page.

	Price (€) *
Article	1.250

* All prices shown are excl. VAT (if applicable)

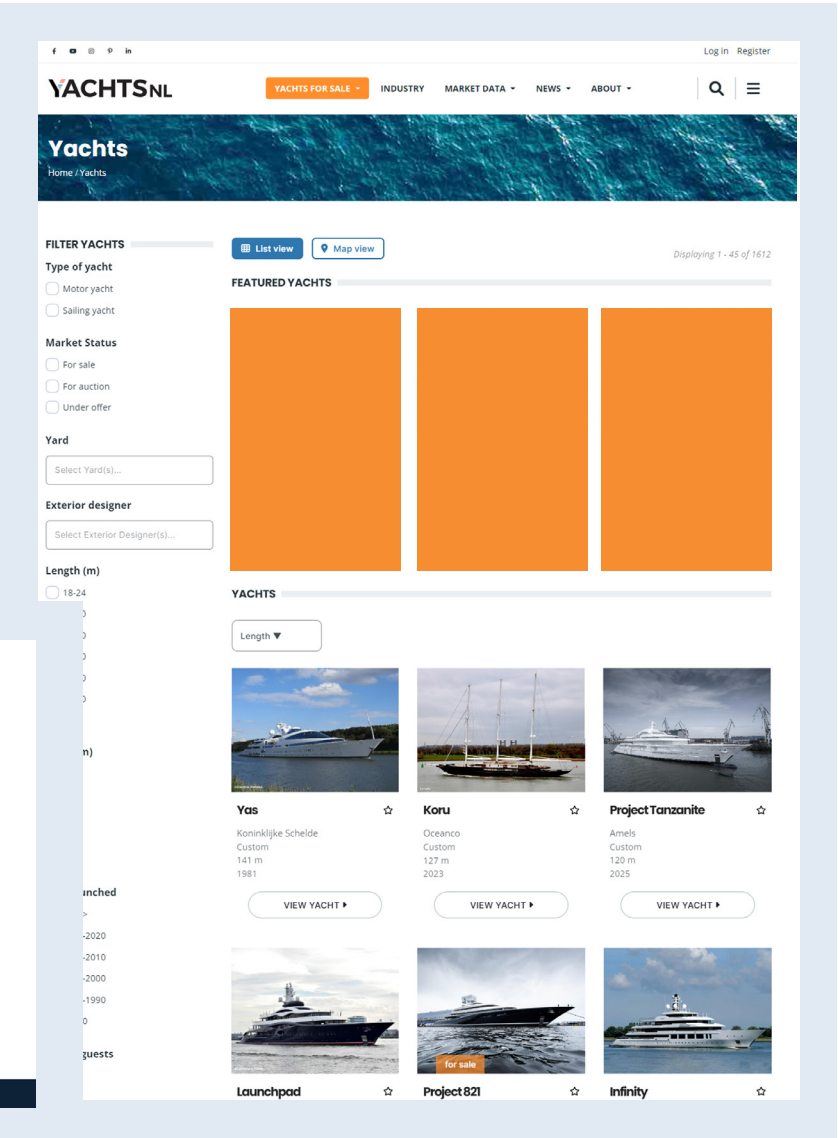
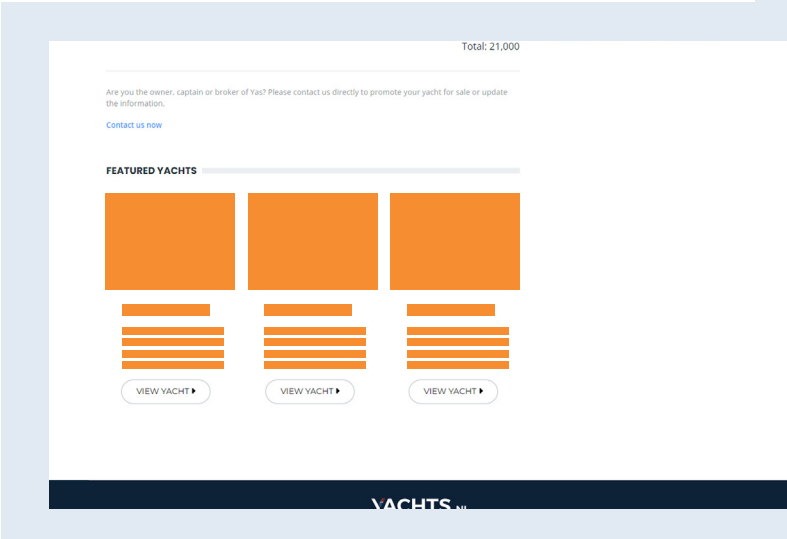


Website

FEATURED YACHT

A sponsored yacht will be promoted on the homepage and all separate yacht pages, which adds up to more than 1600 individual pages. Furthermore, the yacht will also be shown at the top of the All Yachts and Yachts for Sale pages, which means that this yacht is the first yacht the visitor sees on almost every page. The yacht will also be pushed on our social media accounts and weekly newsletters.

	Weekly Price (€) *
Featured Yacht	275



* All prices shown are excl. VAT (if applicable)

Company Profile

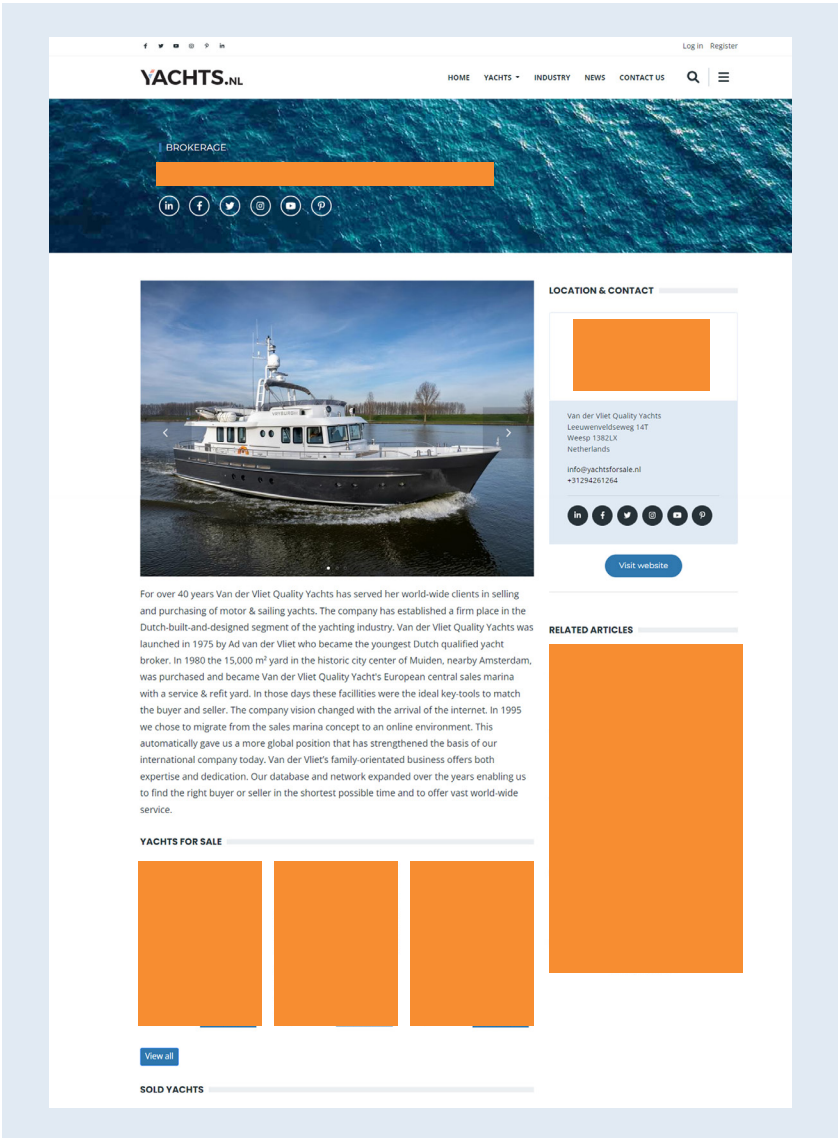
EXTENSIVE PROFILE

Our visitors come to the portal in search of reliable information about the Dutch yachting industry. This offers a unique opportunity for any company affiliated with this industry to introduce and highlight their business to a specific target audience.

The most effictive way to showcase your company is to choose for an extensive company profile page, where you can upload your logo, images, company description and video. You also have the option to link your social media accounts and share your latest posts. All news articles related to your company will be added to your profile, and you can select the Dutch-built yachts your company has worked on.

	Price (€) *
Extensive profile	450

* All prices shown are excl. VAT (if applicable)



Contact Us

GET IN TOUCH

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