

**marina***life*

POWERING THE EXCEPTIONAL BOATER EXPERIENCE  
THE MARINALIFE ONLINE MEDIA KIT



### **KNOWLEDGE, EXPERIENCE & EXCEPTIONAL CUSTOMER SERVICE**

For more than 10 years, Marinalife has been providing the boating community an extensive package of travel services including the first and only centralized marina reservation service. As the most trusted and respected resource for boat travel, Marinalife helps inspire boaters and captains whose enthusiasm for cruising the waters goes beyond a mere vacation and amounts to an extension of their lifestyle.

Marinalife's authority is unrivaled and is the only company to provide a complete suite of concierge services exclusively for the boating community. Marinalife uses the latest technology and exceptional customer service to make these services available to boaters online and in print which result in direct referrals for your business.

The Marinalife services are used by numerous leading yacht manufacturers for their new and existing owners and throughout the world to help make their boating experience easy and hassle-free.

Through unique marketing programs and Marinalife's concierge desk, businesses can tap into this niche market through print advertising, editorial, email campaigns, web advertising and more. Marinalife offers something for every type of business and budget.

### **MARINALIFE IS THE ONLY COMPANY THAT SHOWS YOU REAL RESULTS**

*Through our unique reservation system and concierge staff we have the capability to send referrals directly to your business.*



### UNIQUE CAPABILITY TO PROMOTE IN MANY DIFFERENT VENUES

Marinalife offers a proactive approach to marketing with unique marketing options that include a combination of web, e-mail, and editorial promotion for a full year. Marinalife's reputation as the leading source of marina information and travel means that boaters trust our recommendations and referrals. You can benefit from these referrals by participating in any of our marketing programs.

#### The Online Advertising Options include:

- » Direct referrals for dockage, service, fuel, hotel, waterfront property
- » Banner ad on the Marinalife web site
- » Featured Marina of the Month on the Marinalife web site
- » Featured Listing within the Marinalife reservation system
- » Listed as a featured harbor/destination from home page
- » Customized e-mail blast for your business
- » Promotion in the Marinalife e-newsletter
- » Slips and waterfront property sales listings
- » Ability to offer special packages to members throughout the year



**MARINALIFE.COM: THE BOATERS REFERENCE RESOURCE AND MORE**

*Boaters use Marinalife.com as their source for reliable marina information and travel tools.*

## MARINALIFE WEB SITE

Marinalife.com offers the largest database of marina information and an online marina reservation system so users continually return to the site for information and access to these travel tools. Your business can reach active boaters 24/7/365 through the many unique online advertising options offered on the Marinalife web site. An added bonus is that your web advertising will be included on all yacht manufacturer web sites that partner with Marinalife.

### The Marinalife web site statistics include:

- » 1.5 million page views annually
- » 250,000 unique visitors annually
- » 70,000 reservations booked at marinas/resorts throughout the world
- » 10,000 reservations booked for cruises for yacht clubs, groups, and rendezvous
- » 5,000 direct sales inquiries for both waterfront properties and slips for sale.

### Testimonials:

*"As a long-time Marinalife advertiser, we get so much more than just an ad, we get access to their concierge staff and direct referrals for the marina and our waterfront properties for sale."*

**- JC Cappelmann, Harbor Manager, River Dunes**

*"Marketing with Marinalife shows me real results. They are the only ones who are pro-active in promoting my property and sending me direct referrals – resulting in increased business."*

**- Peter Watson, Marina Manager, Old Bahama Bay**

*"I hope your advertisers appreciate the reach and appeal that Marinalife has for serious boaters. As you know, during our 296 day trip last year, we picked your partner marinas whenever possible. Thanks for continuing to provide a truly great product."*

**- Sally and Oliver Miller, Marinalife members**

## MARINALIFE.COM BRINGS MARINAS AND BOATERS TOGETHER

*Users come because of the vast amount of information our web site carries. Marinas come because of the vast amount of users. It's a win-win situation.*

