Media Pack

2026



WorkBoat 365

About Us

WorkBoat365 has firmly established itself as a crucial resource for the commercial marine industry, providing a comprehensive platform that showcases the best in the sector and offers the latest updates in the commercial marine, offshore energy, and shipbuilding sectors.

WorkBoat365 is one of the largest and the fastest growing commercial marine publications on **LinkedIn** with approximately **30,000 organic followers** and an average of **850 new followers** each month.

WorkBoat365's **LinkedIn** posts have consistently generated over **250,000 impressions per month**, contributing to the platform's substantial visibility. Furthermore, the average **engagement rate of LinkedIn posts** is a remarkable **average of 8%**, exceeding industry averages and highlighting the value and relevance of the publication's content to its followers.

WorkBoat365 Quarterly Magazine is both online and printed. As a Media Partner for a number of selected industry exhibitions in 2026, we will be distributing additional magazines at these events.

The Quarterly Magazine provides industry professionals with a convenient and engaging way to stay informed on the latest news, and innovations shaping the commercial maritime and ship building world.

WorkBoat365 emphasises reporting transparency by displaying clear readership statistics at the end of every news article and showcase on its website



For All Media Enquires:

T: +44 191 810 0470 **E:** sales@workboat365.com

All Prices Exclude VAT (If Applicable)

Audience

Website Visitors

Average Monthly Visitors	24,500
Average Monthly Page Views	44,100
Average Pages Per Session	1.8

Geographic Audience

Europe Inc. UK	62%
Middle East & Asia	18%
Americas	16%
Australasia	2%
Rest Of World	2%

Audience Seniority

Senior	25%
Director	25%
Employee	23%
Manager	16%
CXO	7%

Company Size

11-50 employees	36%
51-500 employees	30%
501-5,000 employees	21%
5001-10,000 employees	6%
10,001+ employees	7%

Digital Magazine

LinkedIn Subscribers	14,000

Audience figures gathered from - Google Analytics & LinkedIn

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LinkedIn Statistics

LinkedIn Audience

LinkedIn Followers	33,000
Ave. Monthly Growth	850

LinkedIn Weekly Newsletter

Opt-In Subscribers	16,000
Ave. Monthly Growth	350

LinkedIn Analytics

Ave. Impressions/Month	250,000
Ave. Engagement Rate*	8%

LinkedIn Newsletter Analytics

Newsletter Open Rate	30%
Click Through Rate	4%

*Experts consider any LinkedIn engagement rate **above 2% is good** and anything **over 10% to be mind-bogglingly brilliant.**



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WorkBoat 365

Quarterly Magazine

Spring 2026

Copy Deadline - 10 January

Summer 2026

Copy Deadline - 10 May

Autumn 2026

Copy Deadline - 18 July

Winter 2026

Copy Deadline - 17 October

Provisional Schedule Subject to Change

Workboat365 - Exhibition Media Partners

March

Oceanology International	10-12 March	London, UK
Asia Pacific Marine	25-27 March	Singapore

May

Navalia	19-21 May	Vigo, Spain

June

Posidonia	1-5 June,	Athens, Greece
Global Offshore Wind	16-17 June	Manchester, UK
Electric & Hybrid Marine	16-18 June	Amsterdam, Netherlands

September

SMM	1-4 September	Hamburg, Germany

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WorkBoat 365

Quarterly Magazine

Combined Magazine and Online Banner

Front Cover and Leaderboard Banner - 30 days	£2,195 per Issue
Back Cover and Skyscraper Banner - 30 days	£1,995 per Issue
Inside Cover DPS and MPU Banner - 30 days	£1,795 per Issue
Inside Back Cover and MPU Banner - 30 days	£1,595 per Issue
Double Page Spread and MPU Banner - 30 days	£1,595 per Issue
Full Page and MPU Online Banner - 30 days	£1,295 per Issue
Half Page and MPU Online Banner - 30 days	£995 per Issue



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Online Banners

Leaderboard Banner* — £995 per month

Top Headline Banner - Visible On Every Page - Size 1500px X 180px

Under Menu Banner* — £895 per month

Headline Banner - Visible On Every Page - Size 1500px X 180px

Skyscraper MPU* — £895 per month

Skyscraper MPU Banner -Visible On Every Page - Size 300px X 600px

MPU* - Square Banner — £595 per month

Right MPU Banner - Visible On Every Page - Size 300px X 250px

Homepage Horizontal Banner — £495 per month

Horizontal Banner Between News Articles - Size 1500px X 180px

End Of Article Banner — £595 per month

Visible At End of Every Article - Solus Position - Size 728px X 90px

* Shared Position Maximum Three Banners



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All Prices Exclude VAT (If Applicable)

Online Packages

Company Showcase - 12 Months £595 per Year

- Company Profile
- 'Back Linking' To Your Website - Great For SEO
- Images and Videos Can Be Included
- All News Articles Connected to Showcase
- Five Categories
- Showcase Promoted on LinkedIn

Newsroom 6 PR Package £595 per Year

Ideal for Press Releases, Product launches, White Papers and Case Studies.

- Six Articles Uploaded To WorkBoat365.com Within 12 Months
- Each Article Shared Twice On LinkedIn
- Each Article Published On One LinkedIn Newsletter
- Reporting Included For Each Article



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WorkBoat 365

Showcase Marketing



Showcase & Newsroom 6 PR Package

£890 (Save £300)

Company Showcase - 12 months

- Company Profile
- 'Back Linking' To Your Website - Great For SEO
- Images and Videos Can Be Included
- All News Articles Connected to Showcase
- Five Categories
- Showcase Promoted on LinkedIn

Newsroom6 PR Package

- Six Articles Uploaded To WorkBoat365.com
- Each Articles Shared Twice On LinkedIn
- Each Articles Published On One LinkedIn Newsletter
- Reporting Included For Each Article



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Announcements

Magazine, Banner, Online and LinkedIn £1,695

- Editorial Published In Digital Magazine
- Full Page Advert
- Editorial Uploaded To www.workboat365.com
- Editorial Promoted Twice On Social Media
- Promoted On One Workboat365 Weekly Newsletter
- Square Banner One Month
- Reporting Included

Banner, Online and LinkedIn £595

- Editorial Uploaded To www.workboat365.com
- Editorial Promoted Twice On Social Media
- Promoted On One Workboat365 Weekly Newsletter
- Square Banner One Month
- Reporting Included

Online and LinkedIn £295

- Editorial Uploaded To www.workboat365.com
- Editorial Promoted Twice On Social Media
- Promoted On One Workboat365 Weekly Newsletter
- Reporting Included

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WorkBoat 365

LinkedIn Newsletter

Weekly WorkBoat365 Newsletter Sponsorship

- Solus Newsletter Sponsorship
- Three Banners - Size 1200px X 500px
- Company or Product Editorial - 100 words
- Reporting Included

One Week - £495 Three Weeks* - £990

*Does not have to be continuous weeks

Weekly WorkBoat365 Newsletter Banners

Top Banner	One Week - £200	Three Weeks* - £400
Middle Banner	One Week - £150	Three Weeks* - £300
Bottom Banner	One Week - £150	Three Weeks* - £300

*Does not have to be continuous weeks



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"Workboat365 really is one of the best news sources in the specialized / workboats vessels market. Good job on that!"

Radu Procop, Marketing & BD Manager, GLO Marine

'Thanks to Workboat365 for bringing together a solid mix of solutions for commercial operations. Keep up the good work.'

John Haynes - MD, NEXT GEN Marine



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