Media Pack

2027



WorkBoat 365

About Us

WorkBoat365 – Connecting the Commercial Maritime Industry

WorkBoat365 has firmly established itself as a leading media platform for the commercial maritime industry, providing a comprehensive source of news, insight and industry information across the commercial marine, offshore energy and shipbuilding sectors.

With more than 38,000 organic LinkedIn followers and an average of 700 new followers each month, WorkBoat365 is one of the largest and fastest-growing commercial marine publications on LinkedIn.

Our LinkedIn content continues to deliver exceptional reach, generating more than three million impressions annually. With an average engagement rate of 8%, WorkBoat365 consistently outperforms typical industry benchmarks, demonstrating the strong relevance and value of our content to a highly engaged professional audience.

WorkBoat365 Quarterly Magazine

The WorkBoat365 Quarterly Magazine is available in both digital and printed formats, providing readers with in-depth industry news, features, company profiles and insight into the latest technologies and developments shaping the commercial maritime and shipbuilding sectors.

As a Media Partner for selected industry exhibitions throughout 2027, WorkBoat365 will distribute additional printed copies of the Quarterly Magazine at key industry events, extending its reach to a targeted audience of maritime professionals, decision-makers and industry stakeholders.

For All Media Enquires:

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

All Prices Exclude VAT (If Applicable)

WorkBoat 365

Audience

Website Visitors

Monthly Visitors	26,500
Monthly Page Views	44,100
Pages Per Session	1.7

Geographic Audience

Europe Inc. UK	58%
Middle East & Asia	20%
Americas	18%
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	18,500

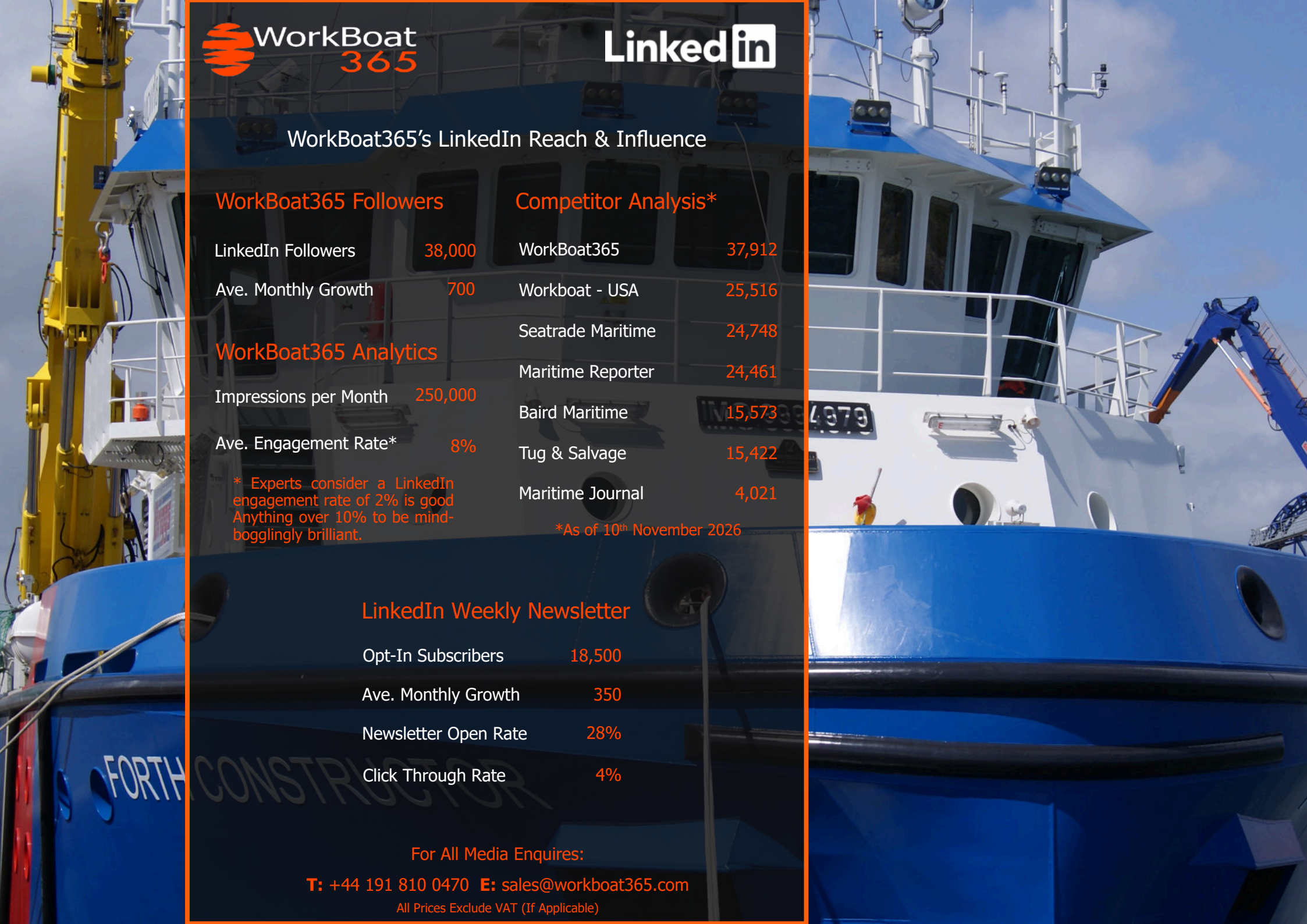
Audience figures gathered from - Google Analytics & LinkedIn

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LinkedIn

WorkBoat365's LinkedIn Reach & Influence

WorkBoat365 Followers

LinkedIn Followers	38,000
Ave. Monthly Growth	700

WorkBoat365 Analytics

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

* Experts consider a LinkedIn engagement rate of 2% is good Anything over 10% to be mind-bogglingly brilliant.

Competitor Analysis*

WorkBoat365	37,912
Workboat - USA	25,516
Seatrade Maritime	24,748
Maritime Reporter	24,461
Baird Maritime	15,573
Tug & Salvage	15,422
Maritime Journal	4,021

*As of 10th November 2026

LinkedIn Weekly Newsletter

Opt-In Subscribers	18,500
Ave. Monthly Growth	350
Newsletter Open Rate	28%
Click Through Rate	4%

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Quarterly Magazine

Spring 2027

Copy Deadline - 22 January

Summer 2027

Copy Deadline - 7 May

Autumn 2027

Copy Deadline - 14 August

Winter 2027

Copy Deadline - 1 October

Provisional Schedule Subject to Change

2027 Exhibition Calendar

April

Ocean Business*	6–8 Apr 2027	Southampton, UK
Sea Asia*	13–15 Apr 2027	Singapore

June

NorShipping*	7–11 Jun 2027	Lillestrøm, Norway
Seawork 2027	15–17 Jun 2027	Southampton, UK
Advanced Maritime Technology*	16–17 Jun 2027	Barcelona, Spain

October

Kormarine*	19–22 Oct 2027	Busan, South Korea

November

Europort*	2–5 Nov 2027	Rotterdam, Netherlands

December

International WorkBoat Show	TBA	New Orleans, USA

*Media Partner

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Quarterly Magazine

WorkBoat365 Combines Magazine and Digital Advertising

Combine the impact of magazine advertising with the continuous visibility of digital banner advertising to maximise your reach across the WorkBoat365 audience

Front Cover and Leaderboard Banner Top Headline Banner - Visible On Every Page for One Month	£2,895 per Issue
Inside Cover DPS and Under Menu Banner Under Menu Banner - Visible On Every Page for One Month	£2,495 per Issue
Back Cover and Skyscraper Banner Skyscraper Banner - Visible On Every Page for One Month	£1,995 per Issue
Double Page Spread and Skyscraper Banner Skyscraper Banner - Visible On Every Page for One Month	£1,995 per Issue
Inside Back Cover and MPU Banner Right MPU Banner - Visible On Every Page for One Month	£1,595 per Issue
Full Page and MPU Online Banner Right MPU Banner - Visible On Every Page for One Monthh	£1,295 per Issue
Half Page and MPU Online Banner Right MPU Banner - Visible On Every Page for One Month	£995 per Issue

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Sponsored Content

Magazine, Banner, Online and LinkedIn £1,895

- Sponsored Content Published In Magazine - Full Page
- Full Page Advert
- 'Call to Action' Tracking
- Sponsored Content Published On www.workboat365.com
- Sponsored Content Promoted Twice On LinkedIn
- Published In One Workboat365 Weekly Newsletter
- Square Banner One Month
- Full Reporting

Banner, Online and LinkedIn £795

- Sponsored Content Published On www.workboat365.com
- 'Call to Action' Tracking
- Square Banner One Month
- Sponsored Content Promoted Twice On LinkedIn
- Published In One Workboat365 Weekly Newsletter
- Reporting Included

Online and LinkedIn £395

- Sponsored Content Published On www.workboat365.com
- 'Call to Action' Tracking
- Sponsored Content Promoted Twice On LinkedIn
- Published In One Workboat365 Weekly Newsletter
- Reporting Included

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Online Banners

Leaderboard Banner*	£995 per month
Top Headline Banner - Visible On Every Page	
Under Menu Banner*	£895 per month
Headline Banner - Visible On Every Page	
Skyscraper MPU*	£895 per month
Skyscraper MPU Banner -Visible On Every Page	
MPU* - Square Banner	£595 per month
Right MPU Banner - Visible On Every Page	
Homepage Horizontal Banner	£495 per month
Horizontal Banner Between News Articles	
End Of Article Banner	£595 per month
Visible At End of Every Article - Solus Position	

* Shared Position Maximum Three Banners



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LinkedIn Newsletter

WorkBoat365 eCast

- Solus LinkedIn eCast Newsletter
- Company or Product Editorial
- MPU* - Square Banner - One Month
- Reporting Included

eCast - £1,895

Limited to one per month

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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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

Newsroom6 PR Package £595 per Year

Ideal for Press Releases, Product launches and Case Studies.

- Six Articles Uploaded To WorkBoat365.com Within 12 Months
- Each Article Shared Once On LinkedIn
- Reporting Included For Each Article

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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 Workboat365.com – you guys are fantastic champions of marine innovation 🙌

Vessev

'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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Telephone: **+44 191 810 0470**

General Enquires: sales@workboat365.com

Editorial: editor@workboat365.com

Website www.workboat365.com