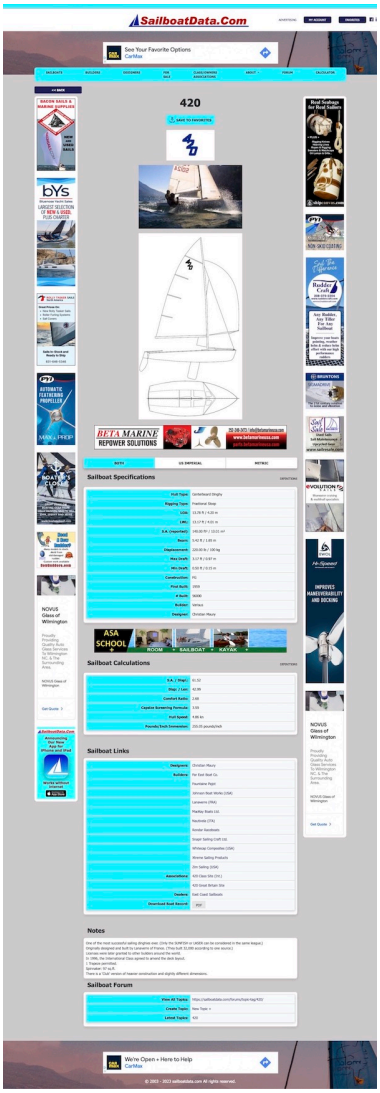
SailboatData.Com

Why Digital Advertising?	Google Analytics	Quantcast	Advertising
Does it make sense for you?	Sailboatdata.com numbers.	Our audience demographics.	What's available?
Page 2	**Page 3**	**Page 4**	**Page 5**

SailboatData.Com ***is the original*** **and most comprehensive database containing information on over 11,000 sailboats, designers, builders and associations. This includes over 9,000 production and semi-production sailboats dating back to the late 1800's. A majority include photos and or drawings from a library of original plans and brochures. Also included are links to related websites and a number of search options.**



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WHY DIGITAL ADVERTISING?

Advertising online is now an essential element of a successful marketing strategy: responsive, versatile, capable both of building brand awareness and engagement and driving response and purchase behavior.

Advertising online is often seen as the greatest direct response strategy ever invented. And it is. But that's only part of the story. Online advertising campaigns are able to target consumers at any point in the purchase funnel, with a level of interactivity that today's consumers demand but which no other channel can deliver. Advertising online can build new levels of brand engagement and advocacy, generate almost immediate word-of-mouth, target audiences to an extent not available through other media and impact immediately on purchase behavior.

Digital has rapidly changed the way consumers relate to brands. For advertisers to respond, they arguably need to move on from the question of 'Why Digital?" and start to ask "How Digital?"

AFFLUENT CONSUMERS IN A DIGITAL WORLD

•Generally the hardest to reach consumers via traditional media such TV and radio, affluents are the heaviest users of digital media, far outpacing non-affluents in Internet use.

•Digital advertising is essentially ubiquitous and most consumers – affluent and otherwise – recall seeing 15-20 digital ads each week. Affluent consumers view and recall more digital ads.

•Digital advertising is widely accepted by modern consumers with widespread understanding of the ad-supported free content model and a clear preference for ad-supported free content over paying for ad-free content.

•Affluents prefer relevant advertising and are more likely than the general population to share personal information in exchange for a personalized online experience.

-Ipsos Mendelsohn

Economic Value of the Advertising Supported Internet

The Internet has become central to social and economic life and is, today, a mature and integral element of the U. S. national economy. It is not only vital infrastructure, it is a spur to entrepreneurship and social change. It has changed the way firms find customers, customers find information, and people manage social relationships.

-IAB

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SailboatData.Com's audience…

Google Analytics

One Month… August 2026

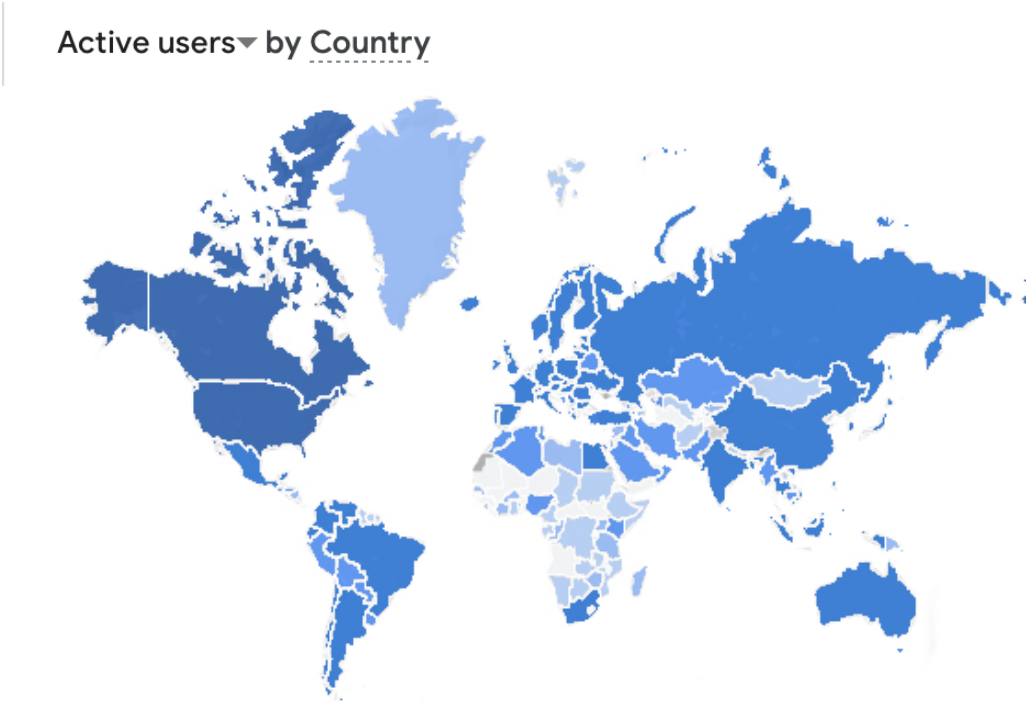
213,102 Active users

572,342 Sessions

877,325 Page views

4.12 Views per active user

With global reach…



GEOGRAPHIC COVERAGE, AUGUST 1-31, 2026

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quantcast
It's your audience. We just find it.™

Demographics:

Gender: Male

62%	Male	Index: 126
38%	Female	

Age: 35-64

9%	18-24	
18%	25-34	
23%	35-44	Index: 102
25%	45-54	Index: 115
16%	55-64	Index: 116
9%	65+	Index: 121

Household Income: Affluent

This site attracts an affluent audience.

21%	$100-$150k	Index: 135
19%	$150k+	Index: 146

Education Level: Graduate and Post Graduate

There is a high index of Graduate and Post Graduates here.

45%	College	Index: 107
19%	Grad. Sch.	Index: 127

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Ad Units and Policies:

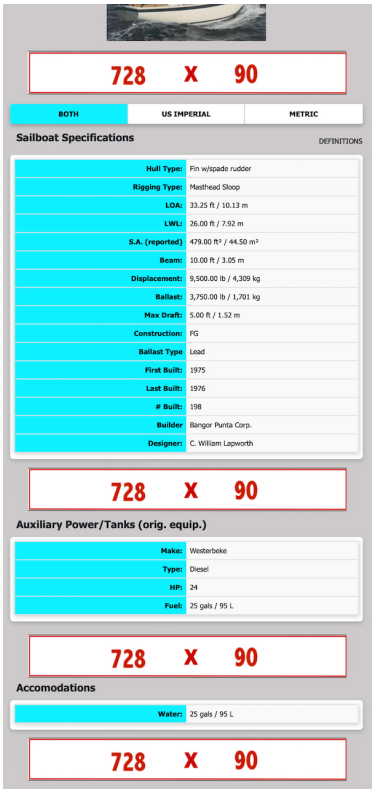
Sailboatdata.com offers a wide variety of ad sizes and placements, developed in conjunction with the IAB ad unit guidelines. Unlike many other sailing websites, ads can run on every page.

Our above-the-fold banner, otherwise known as a Leaderboard is a standard **728 pixels x 90 pixels IMU**. This unit will run immediately below the Sailboatdata.com logo, above the menu.

Leaderboard pricing is monthly. Rate available upon request.

This Leaderboard is displayed 100% above the fold. Research shows ads that run above the fold are seven-times more effective at generating click-throughs.

Additional leaderboards are available which display between the data boxes as indicated below:



Pricing for these free standing ad units, strategically placed for engagement, is available upon request.

Our rectangle ads are 160px wide but can vary in height from 150px high to a skyscraper, which is 600px high.
These ads will run in the left or right columns.
Examples of each size can be seen on the website.

Available sizes as follows:

160w X 150h
160w X 300h
160w X 450h
160w X 600h

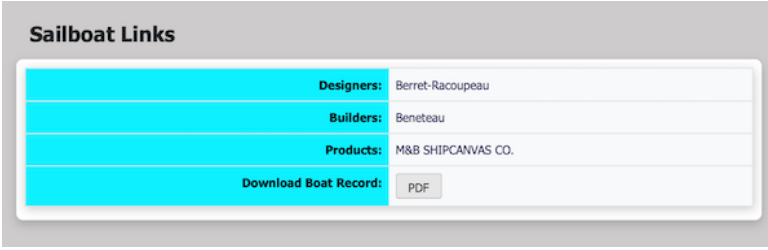
These ads will deliver between 800,000 to 1 million impressions per month globally. Regional geo-targeting is available. Inquire for details.

Research shows that ads shown five or more times are 12 – 14 times more effective.

Product Page:

A VERY AFFORDABLE OPPORTUNITY!

A product page is now available which will include your company logo, email contact, company URL and information about your company using text and links.
The product page can be reached from a leaderboard ad located in the Marketplace tab on the main menu. And, if appropriate by links placed on specific boat record pages.



Please contact us for more information.

Contact:

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