

WEBSITE INFORMATION

ibinews.com is the place to go for the best industry insight, analysis, research and news. It is the only industry site with a global perspective, the internationally acclaimed home of the Boat Builder Awards, the place to read digital versions of IBI magazine and search the IBI archive of over 45,000 articles.



DISPLAY ADVERTISING

We are pleased to now offer new larger desktop and mobile billboard formats which look impressive and perform better.

DOUBLEMPU

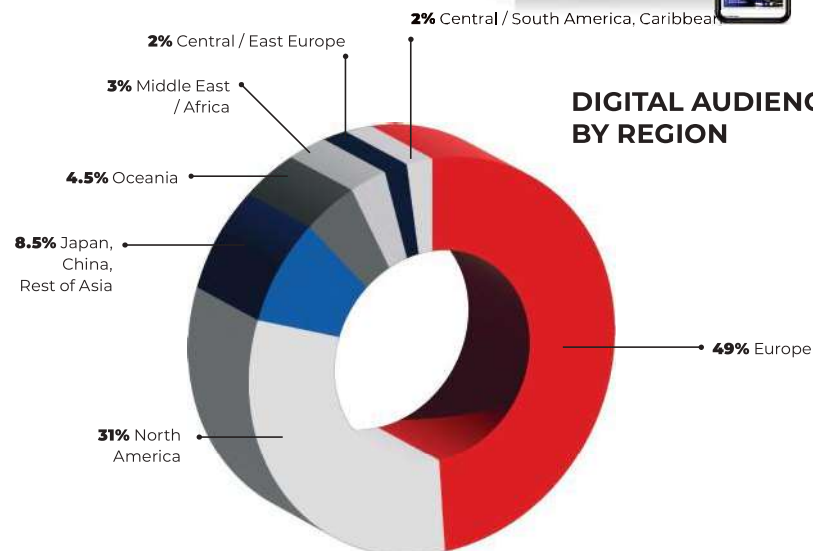
MPU

220,000 annual unique website users from 203 countries (past 12 months)

18,340 users per month on average



DIGITAL AUDIENCE BY REGION



WEBSITE INFORMATION

CONTENT MARKETING

Written content conveys integrity, authority and significance. It allows for deep conversations where topics are fully explored. Content marketing is where advertisers pay to have publishers create authoritative content to help brands tell their stories. The fusion of a publisher's expertise with the brand's own credibility is key.

IBI OFFERS TWO CONTENT MARKETING OPTIONS:

IBI Presents

A single article of 500-750 words written by our editorial team along with the advertiser. This is the ideal format for promoting a new product or service in detail. The article can include multiple images and video. An IBI Presents article is promoted over a two-month period and receives 10 social media posts (across IBI's social media accounts), four promotional slots in the IBI Daily Newsletter and is promoted through the ibinews.com website. IBI Presents articles can be fully-branded with the advertiser's ads.

IBI Featured Company

Content marketing is ideally suited to a long-term commitment so content can build up search authority and become 'evergreen'. As an IBI Featured Company your brand benefits from a dedicated content hub that can feature up to five articles to allow potential customers to discover the stories behind your business, services and brands. Articles can include multiple images and videos.

Your content is promoted over a six-month period and receives monthly promotion via IBI's social media, daily newsletter and links on ibinews.com.

IBI FEATURED COMPANY



IBI PRESENTS

RATES AND SPECS FOR IBINEWS.COM

ADTYPE € EURO

LARGE TOP OF PAGE BILLBOARD

| | |
|--------------|--------|
| One month | 2,680 |
| Three months | 6,700 |
| Six months | 13,400 |
| 12 months | 26,800 |

MPU

| | |
|--------------|--------|
| One month | 2,010 |
| Three months | 5,360 |
| Six months | 10,710 |
| 12 months | 20,100 |

DOUBLE MPU

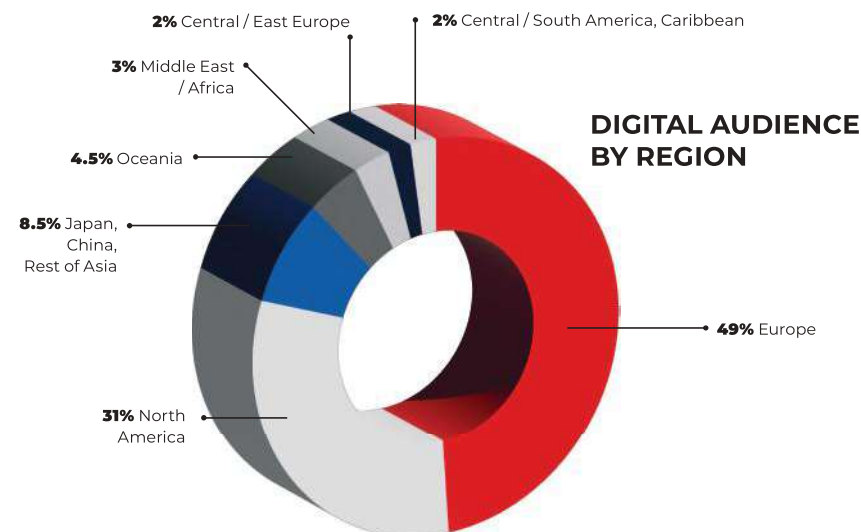
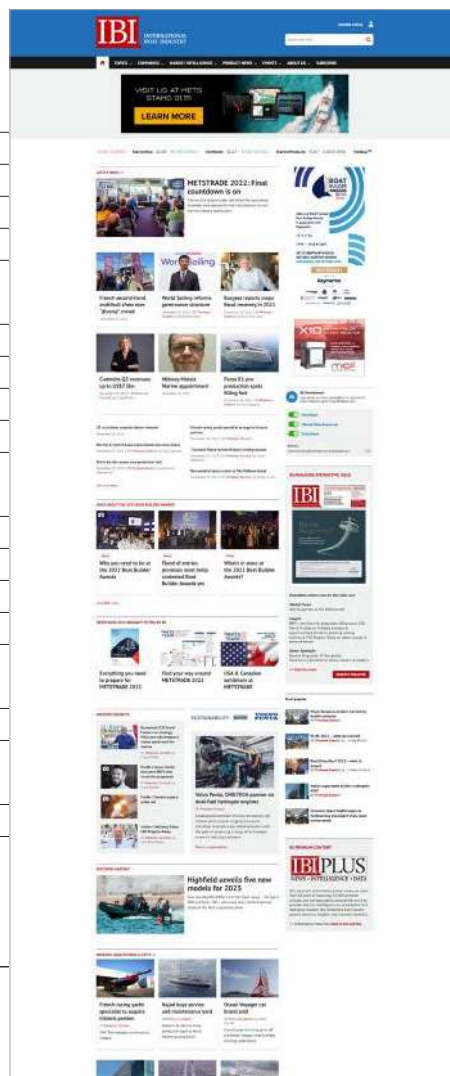
| | |
|--------------|--------|
| One month | 2,680 |
| Three months | 6,700 |
| Six months | 13,400 |
| 12 months | 26,800 |

IBI PRESENTS ARTICLE

| | |
|---------------------|-------|
| Live for two months | 4,700 |
|---------------------|-------|

IBI FEATURED COMPANY

| | |
|------------------------|--------|
| Live for six months | 10,710 |
| Live for twelve months | 19,140 |



CREATIVE SPECS

Large billboard (desktop)
970 pixels wide by 250 pixels high

Standard billboard (desktop)
970 pixels wide by 90 pixels high

Large leaderboard (mobile)
320 pixels wide by 100 pixels high

Standard leaderboard (mobile)
320 pixels wide by 50 pixels high

MPU
300 pixels wide by 250 pixels high

Double MPU
300 pixels wide by 600 pixels high

FORMATS

GIF or JPG:
• Max weight 250 kb (initial load)

HTML5:
• File type: ZIP containing the creative assets (JPG or GIF only) and HTML5
• All other files that are referenced by the HTML file should be included in the zip file
• Please ensure an exit function and click tag are included
• The max size of the HTML5 bundle or the extracted files cannot exceed 1000 kb

CLICK-THROUGH URL:
Please confirm what click through URL should be used with the creative(s), this must be secure (i.e. https.)

Please note
Any ad creative with a 100% white background should have a 1 point contrasting keyline around the edge.