

Introducing the new

ocean

Online

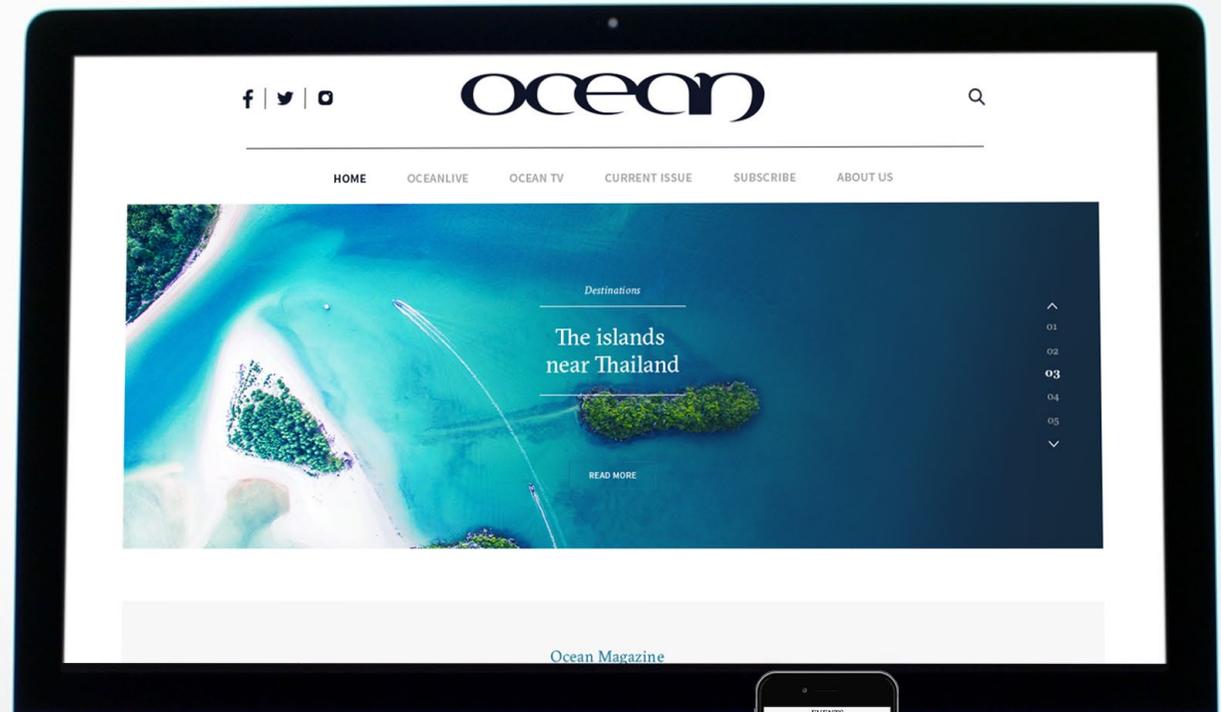
One magazine, an ocean of possibility.

BOATS | EVENTS | INDUSTRY | DESTINATIONS | INDULGENCE | PRODUCTS

Introducing the new Ocean.

Ocean is a premium publication for the Australian, New Zealand and Asia-Pacific region, leading from the front to present the finest brands, destinations, personalities and products both on and off the water.

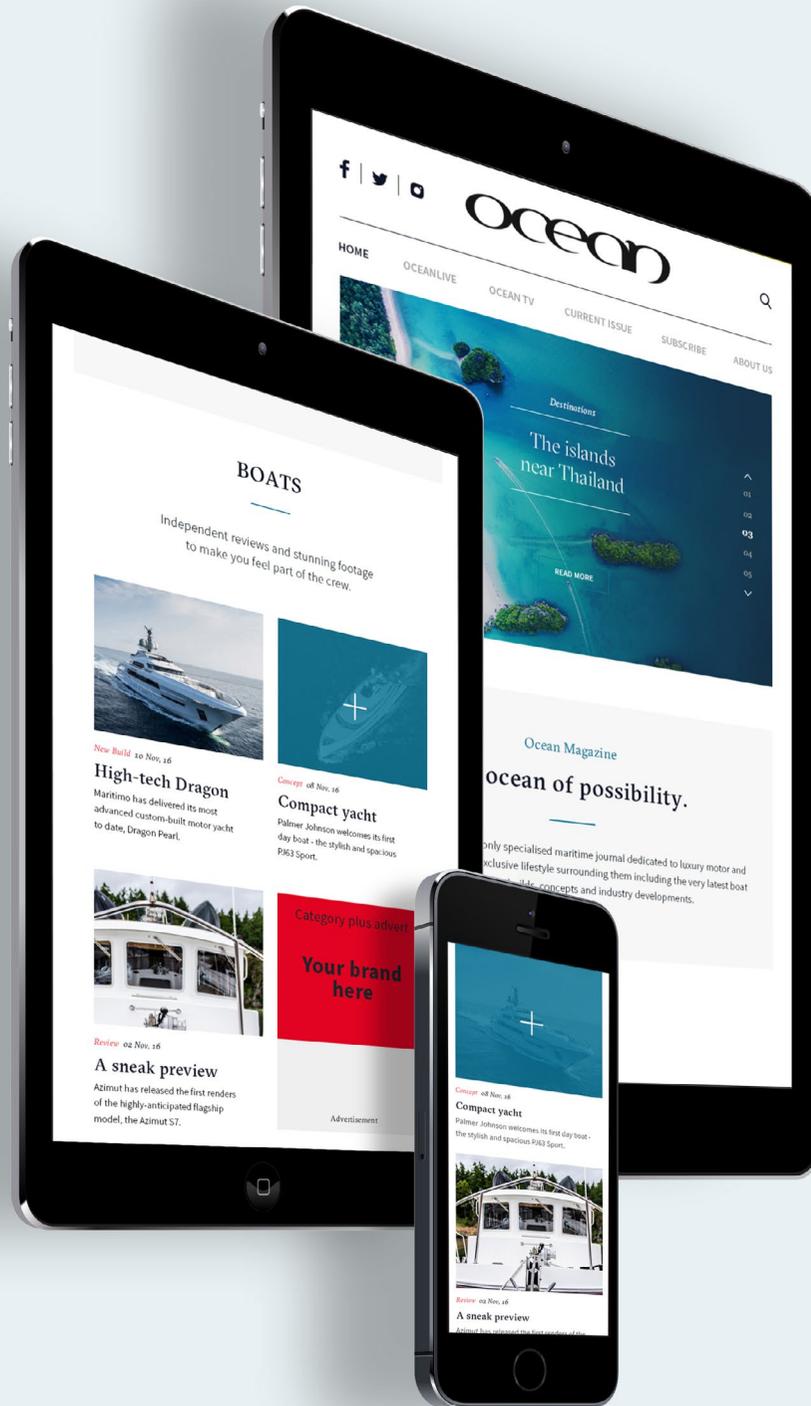
Our editorial profile and readership is strictly top-tier, reaching a circle of discerning, high-net-worth enthusiasts who appreciate the best life has to offer.



Leading by design.

To celebrate its twelfth year of publication, Ocean Magazine is undergoing a digital transformation, representing our commitment to deliver the ultimate readership experience for our audience, and the luxury yacht sector in the South Pacific.

“ Our new improved website will feature additional video content to create an immersive online experience that compliments our printed publication. ”



Content categories.

Ocean is dedicated to the continued growth of the boating industry in the Australasian region. Ocean online is packed with the latest news and events from Australia, New Zealand, Asia and around the world, including the very latest new boat launches, new builds, concept designs and industry developments.

1. Boats



- New Builds
- Reviews
- Tenders
- Design
- Profiles

2. Destinations



- Charter
- Travel
- Cruising
- Luxury

3. Industry



- Regional
- International
- Company
- Environmental

4. Products



- Hardware
- Technology
- Toys

5. Indulgence



- Trends
- Momentum
- Emporium

6. Events



- Boat Shows
- Regattas
- Social

Advertising opportunities

1.

Leaderboard banner

Be seen first! Our premium advertising opportunity, sits at the top of every single page on the website and within our weekly newsletter. Sold on a bi-monthly basis, there is only one placement available for those that wish to make a lasting impression.

2.

Category plus

Pick from our six categories and be seen on the homepage, the first section of the chosen category page, on all related article pages and in our weekly newsletter. By advertising with a category you can ensure that readers who are interested in your product, brand or services will see your ad placement.

3.

Category

A cost effective option that enables targeted exposure for advertising placements that appear on specific category pages or on articles within that category.

Homepage

Category article listing

Article

Advertising opportunities

4.

Events skyscraper

A high-impact alternative for brand looking for enhanced visibility among an audience interested in boat shows, regattas and other social events. It includes Category Plus space in home page and article page.

5.

Booster

An upgrade alternative to increase visibility for Category Plus and Category advertisers. It features an additional 300x250 space on every article page in the chosen category.

Category article listing

Leaderboard advert
Your brand here

ocean

HOME SCENARIOS BOATY TRAVEL GEAR ABOUT US

NEW BOATS BOATS TRAVEL GEAR ABOUT US

Boats
Independent reviews and stunning footage to make you feel part of the crew.

MOST POPULAR

Event advert
Your brand here

A sneak preview
A new motorboat...
A sharp new explorer
A new motorboat...
Aft front and centre
A new motorboat...

MOST RECENT

High tech Dragon
A new motorboat...
Compact yacht
A new motorboat...
A sneak preview
A new motorboat...

Category advert
Your brand here

Larger tastes
A new motorboat...
Aft front and centre
A new motorboat...
Sail yard transitions
A new motorboat...

Category advert
Your brand here

Sharp new explorer
A new motorboat...
Raising the bar
A new motorboat...
French design boost
A new motorboat...

WE ARE SOCIAL

Article

Leaderboard advert
Your brand here

ocean

HOME SCENARIOS BOATY TRAVEL GEAR ABOUT US

Van der Valk Shipyards in the Netherlands will shake up the mid-size motor yacht segment with a focus on making more use of the aft deck.

Written by John Doe
Photography by Kate Baker

Booster advert
Your brand here

Category plus advert
Your brand here

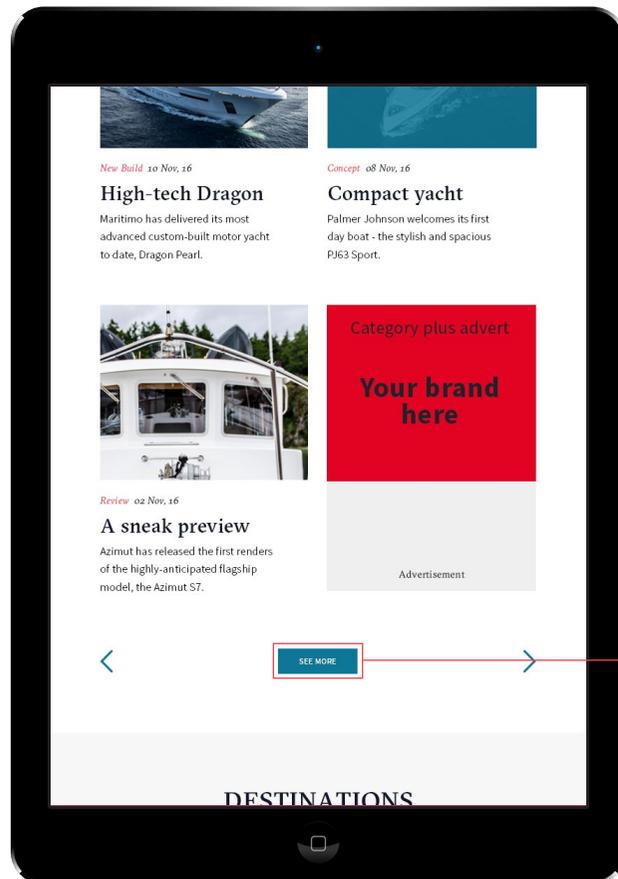
WE ARE SOCIAL

Targeted placements.

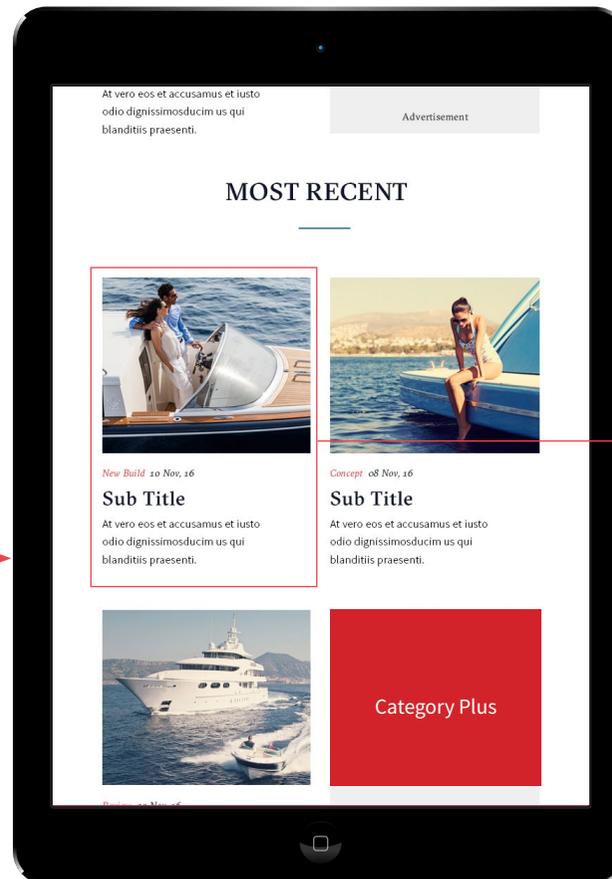
Users can scroll through a selection of the most popular or most recent content across all categories on the homepage (Fig 1), or choose a category specific selection of articles based upon their area of interest (Fig 2). Each 'category promo module' allows for three links to articles (Fig 3) and one advertisement. Making placements category specific allows for highly effective and targeted advertising, increasing the likelihood of click through from an audience interested in or engaged with your products and services.

[Click here to watch a video demonstration](#)

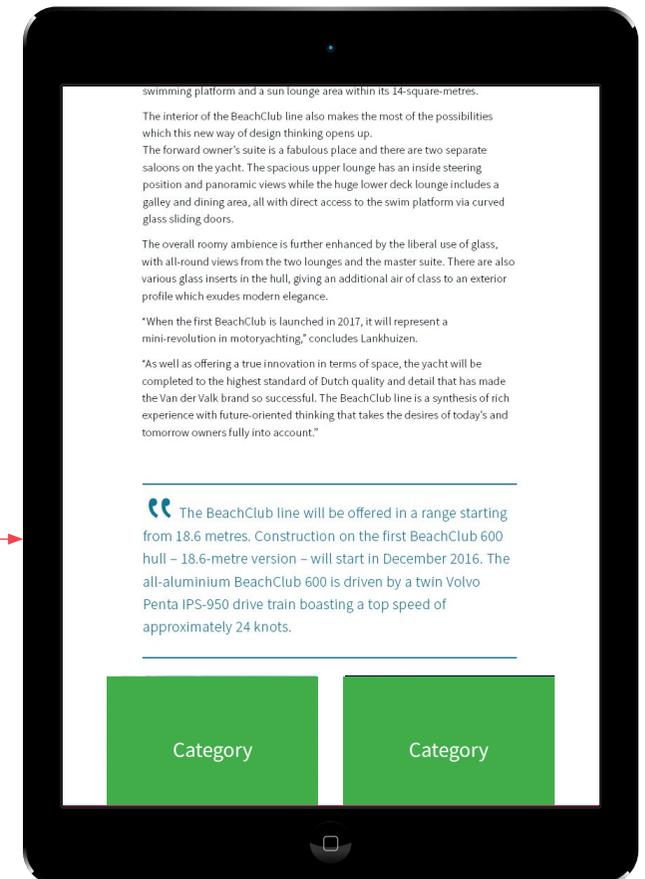
Homepage (Fig 1)



Category article listing (Fig 2)



Article (Fig 3)



Advertising specifications

	DIMENSIONS	PLACEMENTS AVAILABLE	ALL	HOME	CATEGORY OVERVIEW	OCEAN TV LISTING	RELEVANT ARTICLES	EDM	SIZE & FORMAT	PRICE BI-MONTHLY
1. LEADERBOARD BANNER	1280x220px (Desktop) Additional sizes: 800x220px (Tablet) 640x200px (Mobile)	1	•	•	•	•	•	•	Jpeg/gif 100kb	\$5,900
2. CATEGORY PLUS	300x250px	6 (1 per category)		• (First advertiser)	•	•	• (Top of article)	•	Jpeg/gif 40kb	\$3,200
3. CATEGORY	300x250px	18 (3 per category)			•		• (Bottom of article)		Jpeg/gif 40kb	\$1,800
4. EVENTS	300x900px	1 (Events category)		• (Regular Category Plus)	•		• (Bottom of article)		Jpeg/gif 100kb	\$4,200
5. BOOSTER	300x250px	6 (1 per category)					•		Jpeg/gif 40kb	\$1,200

Pricing valid until 31st July 2017

Multi channel opportunities.

Leverage a combination of printed and digital media to engage across multiple channels and multiply the power of your campaign.

Ocean magazine provides its advertisers with an exceptional top-tier advertising environment. With editorial content tailored to appeal to luxury boat owners and potential purchasers, this “coffee table” quality magazine is published on high-grade silk paper stock, providing marine and luxury lifestyle advertisers with a premium platform to showcase their brands.

DISTRIBUTION

7,500

titles in print throughout Australia, New Zealand and South East Asia, and mailed to subscribers globally.



Launching early 2017

ADVERTISING

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