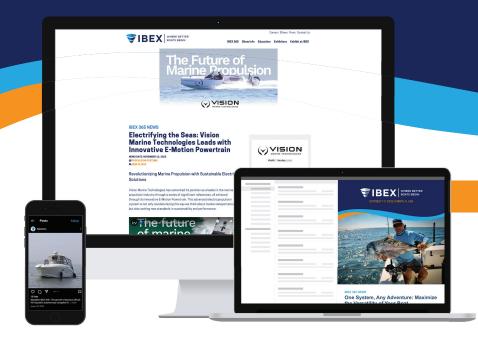


# Connect with the IBEX Community Year-Round



2024 Facts & Figures

## **Website Analytics**



117K+ Active Users



383K+ Page Views



187 Countries Reached

IBEX 365 offers access to a qualified marine industry audience, much like you would find in the exhibit halls on-site. Industry news, webinars, and product highlights are published year-round to the IBEX website and distributed via email and social media, generating new leads for exhibitors.

## **Audience Breakdown**

#### 33% Boatbuilders/Boat Manufacturers

#### 31% Marine Services

9% Distributor/Wholesaler

7% Marine Retailer/Dealer

5% Manufacturer's Rep Group

5% Boatyard/Repair/Maintenance

3% Marine Association/School/Training

2% Industry Services

2% Boat Design/Surveying/Consultancy

2% Government Agency/Military/Law Enforcement

1% Media

# **Email Marketing**



27.6K+ Engaged Users



25.4% Open Rate



8.9% Click-Through Rate

## **Social Media**



27K+ Followers



**424K+ Impressions** 



37K+ Engagements

# **Explore IBEX 365**



An IBEX 365 Package includes a customizable article webpage, email newsletter highlight, and social media posts across all social channels.

	Bronze Package	Silver Package	Gold Package
365 Article Webpage	1	3	6
365 Email Highlight	1	3	6
Social Media Post	1	3	6
Cost	\$5,000	\$10,000	\$15,000

An IBEX 365 Product Highlight includes a single product promotion ad on a curated webpage, email newsletter highlight, and social media posts across all social channels.

	Single	Double	Triple	BEX SOUTHERN SOUTHERN SECTION
Website Ad	1	2	3 to the part of	IBEX 365 FOR DUTY INCIDENT TO THE PROPERTY OF
Email	1	2	3	Fair bounds because the Security Securi
Social Post	1	2	3	The field of the property of t
Cost	\$2,500	\$4,000	\$5,000	

### **Email Banner**

Banner ad in the weekly newsletter, optimized for mobile. Limited to 2/month

#### **Website Banner**

Banner ad on the IBEX website. Limited to 2/month

### **Anchor Exhibitor**

Include your hyperlinked logo on the IBEX website and in the weekly 365 newsletters. Limited to 10 participating companies.

Ready to Connect with the IBEX community? Contact a Member of the Sales Team Today!