



# IBEX 365

## 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.

#### Email Marketing



27.6K+ Engaged Users



25.4% Open Rate



8.9% Click-Through Rate

#### 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

#### 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
Website Ad	1	2	3
Email	1	2	3
Social Post	1	2	3
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!

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