



YOTSPOT ADVERTISING

***Promote your business with the super
yacht industry's most visited
recruitment website***



The leading jobs board for the yachting industry

Since our launch in 2010, we are proud to have grown to become one of the industry's most trusted and recognisable brands, successfully harnessing the power of technology to streamline the process of finding yachting professionals, jobs, and courses within our sector.

Why Yotspot?

With over a decade of industry leadership, we take pride in being the go-to support for the majority of the world's largest vessels, as well as partnering with prominent industry management companies and recruitment agencies. Serving thousands of clients, our impact is reflected in the staggering number of job applications processed in 2024 alone, totaling over 3.3 million. This track record underscores our commitment to facilitating seamless connections between skilled professionals and the most prestigious opportunities available in the yachting sector.



**Why
Us?**

Some of our trusted partners

BURGESS

NORTHROP
& JOHNSON



FRASER



HILL ROBINSON

The logo for Hill Robinson, consisting of a small blue and white flag icon above the company name.

LÜRSSEN

Behind the name

In 2009, frustrated by the challenges of finding yacht jobs, Steve founded Yotspot to revolutionise how people connect with work, crew, and training. Two years later, a chance meeting with an old university friend, Daryl, led to his investment in Yotspot. By 2014, Yotspot had become the leading jobs board for the yachting industry.

Over
135,000
Crew

150k+
jobs
posted

700+
clients

1000's
courses
booked



Daryl and Steve

Our mission has always been simple – “We help people find life-changing dream jobs and save our clients time and money finding exceptional candidates.”



Advertise with Yotspot

Often referred to as the "Amazon" or "Google" of yachting due to our reach and brand, Yotspot boasts the largest yachting user database. We hold crew profiles for senior captains with 20 years of experience, green deckhands—the captains of the future—and every industry position in between. By advertising with us, you have the opportunity to market to our uniquely targeted audience, whether they are using our site to find crew for their vessels or seeking their next career opportunity.

1

GLOBAL GEOGRAPHICAL REACH

2

DECISION MAKING HOD USERS WITH BUYING POWER

3

SUPER LOW WEBSITE BOUNCE RATE

4

HIGH USER RETURN RATE

5

IMPRESSIVE % CTR

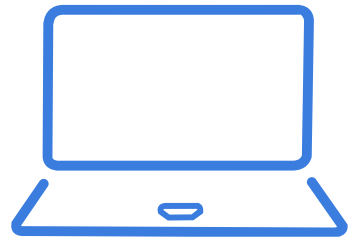
6

TRUSTED BRAND ASSOCIATION

7

STRATEGICALLY PLACED POSITIONING IN PRIME, HIGH TRAFFIC AREAS

Our statistics at a glance



Website

248k

Monthly Users

72%

Engagement Rate

54.1k

Average New Monthly Users

+19

Minutes

Active Engagement time



69.9%



29.5%



0.6%



Social

27.1k

Instagram

27.5k

Facebook

58.1k

Facebook Group

15.6k

LinkedIn

4.3k

Tiktok



Email

76.2k

Subscribers

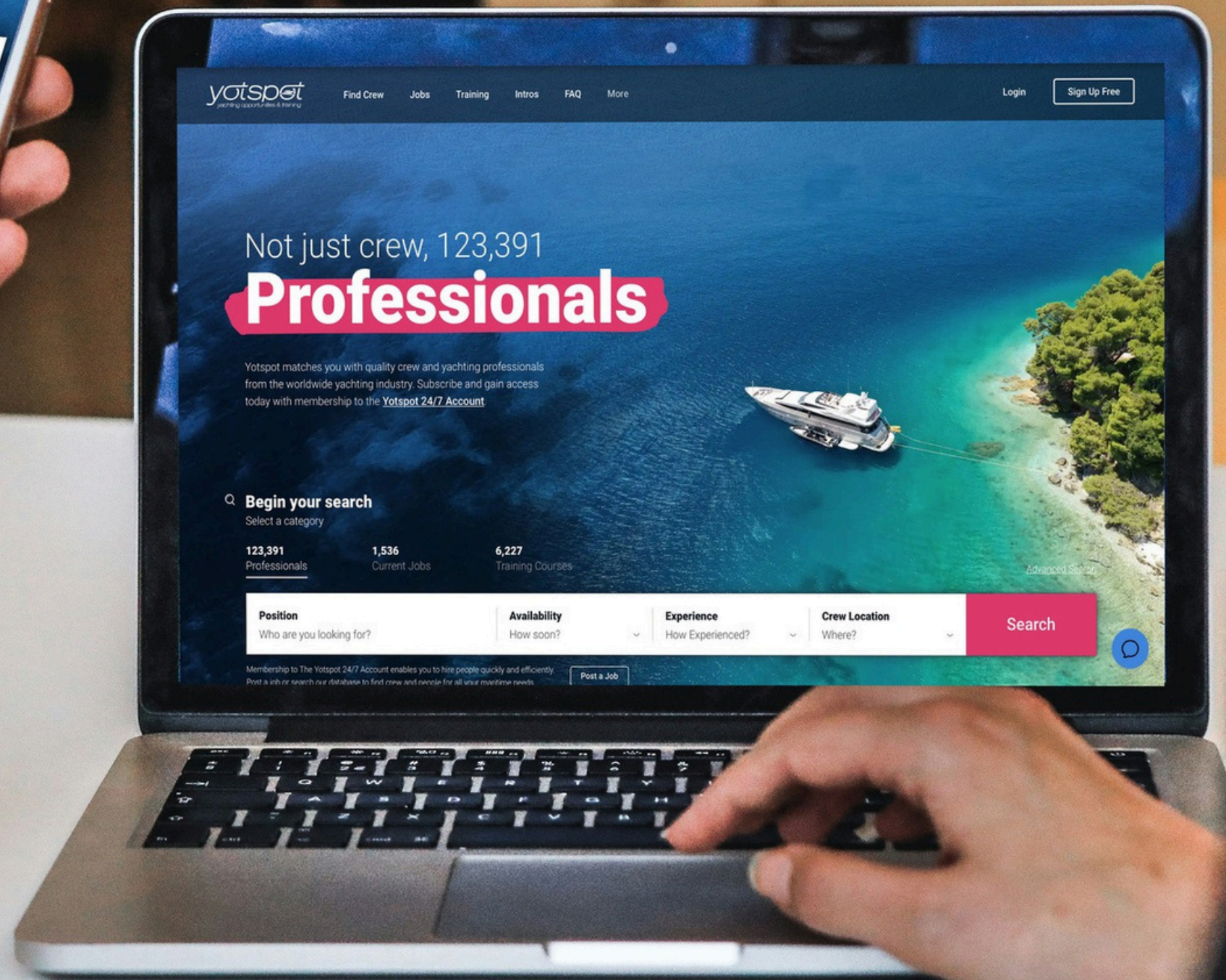
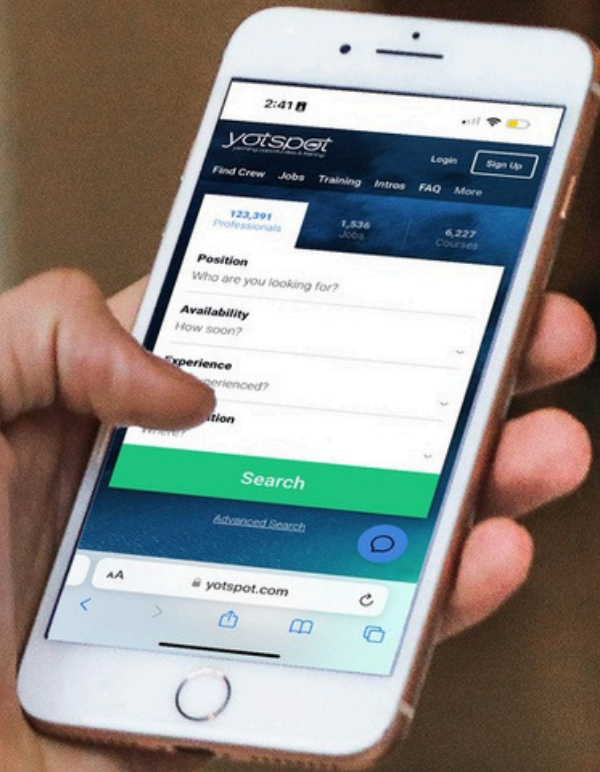
39.6%

Average Open Rate

3.9%

Click Through Rate

WEBSITE DISPLAY ADVERTISING



Site wide display advertising

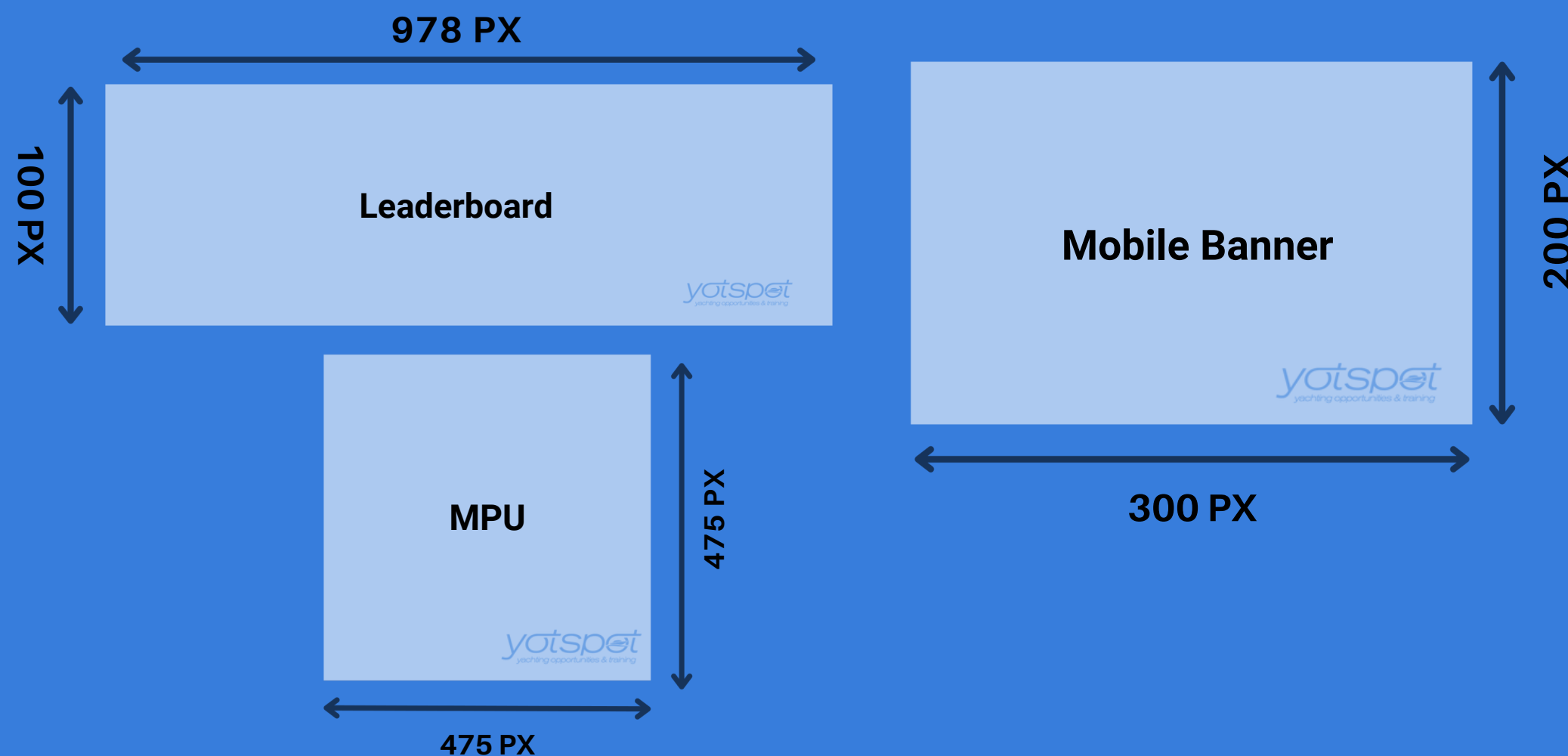
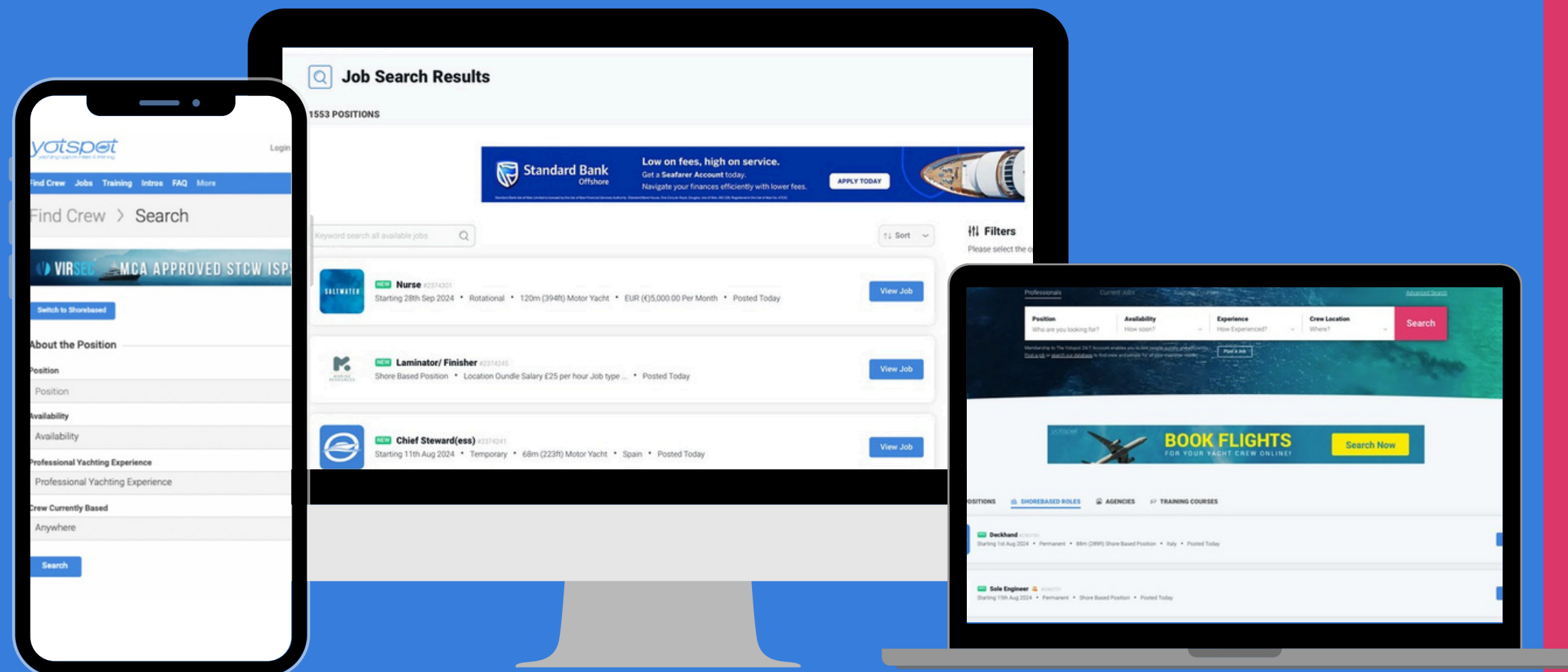
Your adverts will be displayed throughout our website, on both publicly visible pages, plus pages only available to logged-in users on both crew and employer pages:

- Display banners are strategically positioned in **10 prime high-traffic** locations, ensuring widespread visibility through continuous rotation
- Minimum guarantee of **40,000 impressions** monthly
- **Campaign reports provided**, detailing impressions delivered, clicks and CTR%
- **Flexibility** to refresh artwork at any point during the campaign

Your advert will appear on:

- Active Posts
- Crew Profile
- Crew Search (not logged in)
- Homepage Top
- Homepage Middle
- Homepage Bottom
- Job Search
- My Career
- My Jobs
- My Training

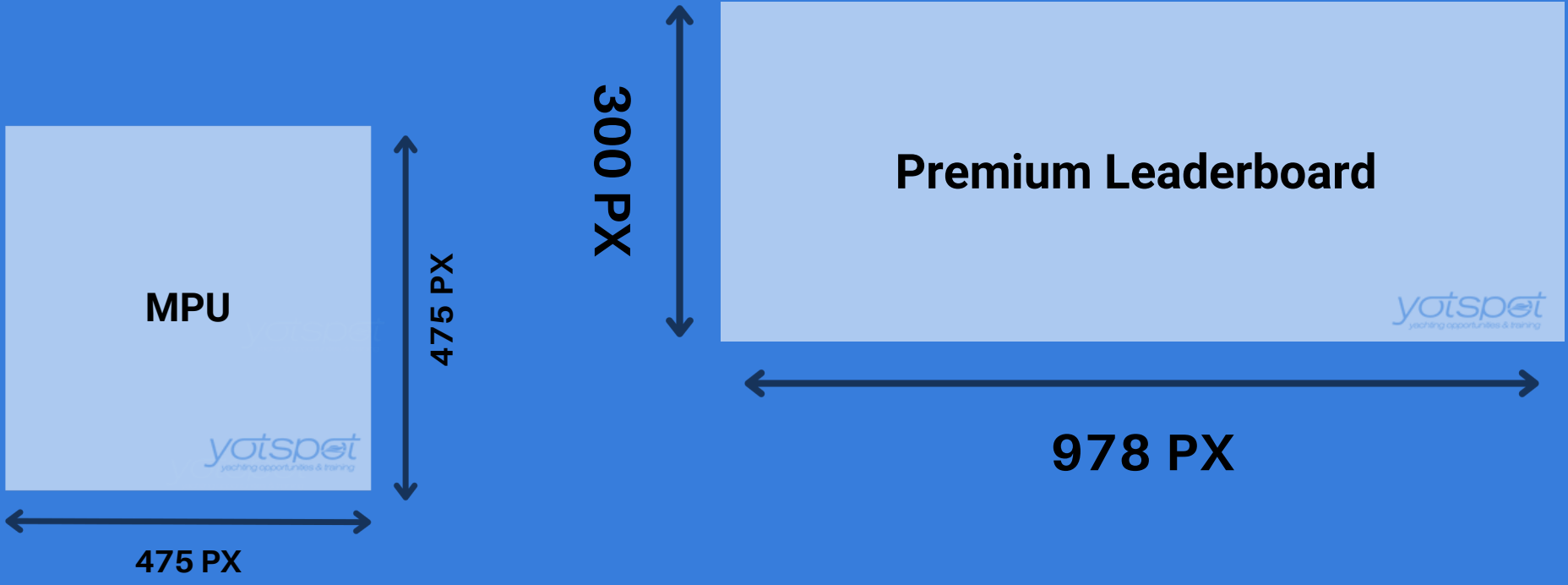
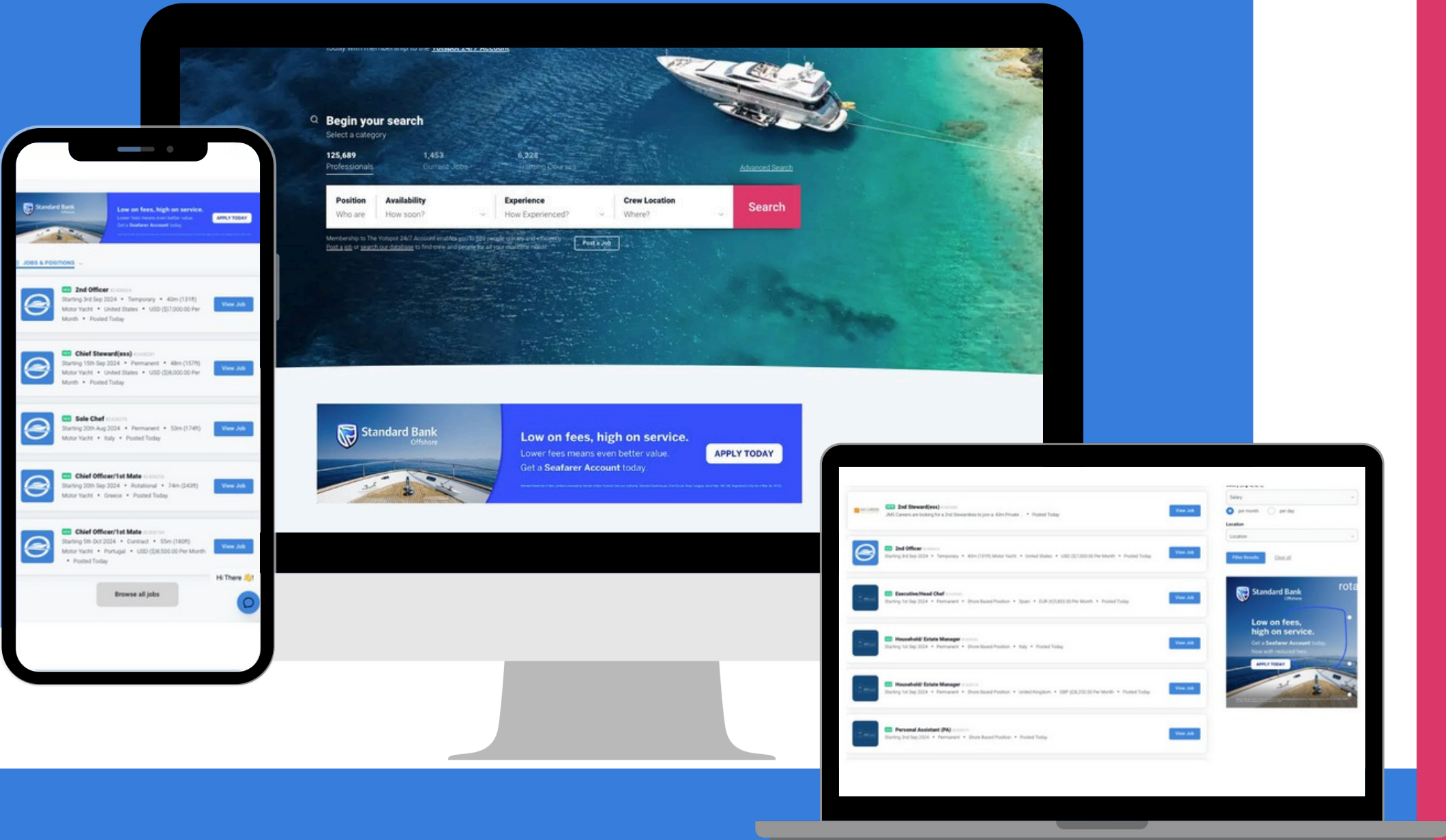
****all artwork to be JPEG for static and GIFS for rotating, max 1MB file size****



Premium display advertising

New to Yotspot, this option is the prime homepage and job search position takeover, knocking out other companies' rotations and ensuring page dominance.

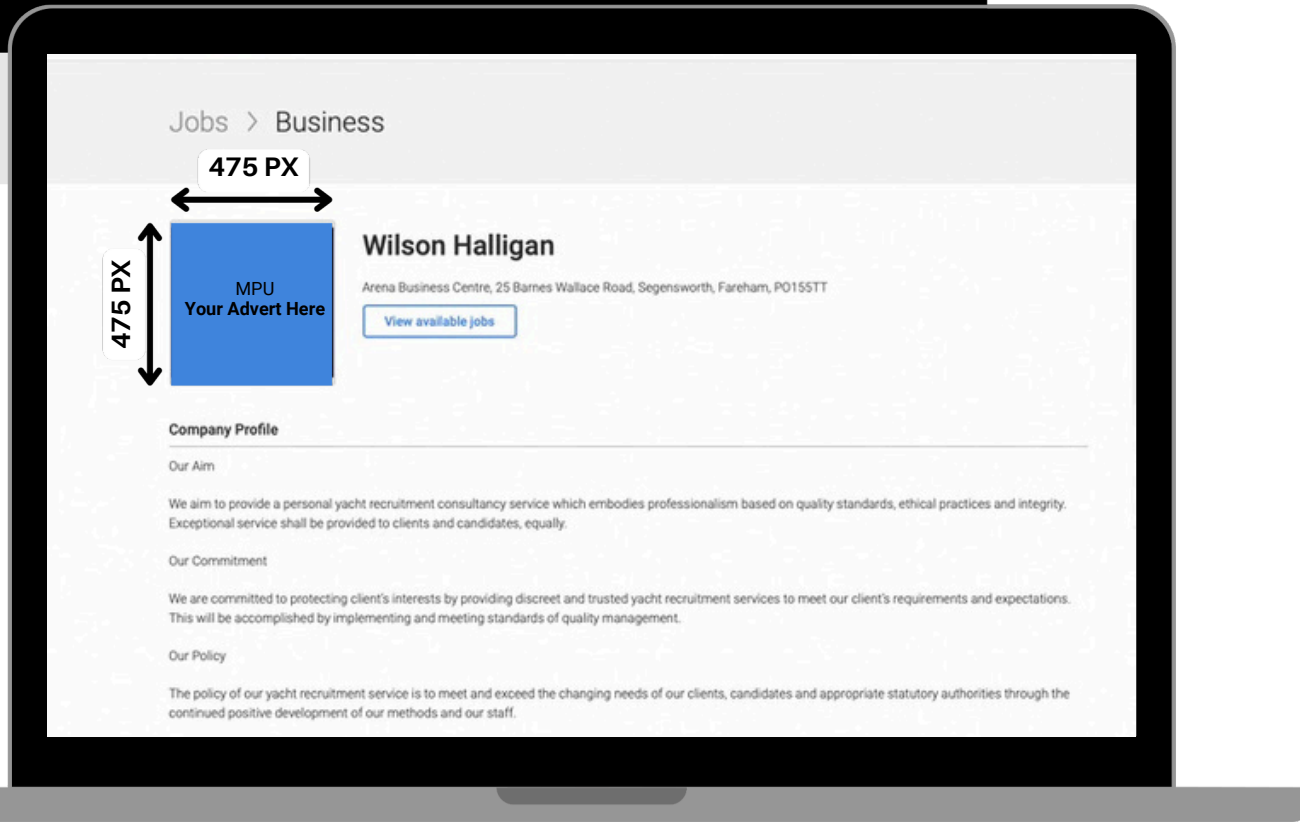
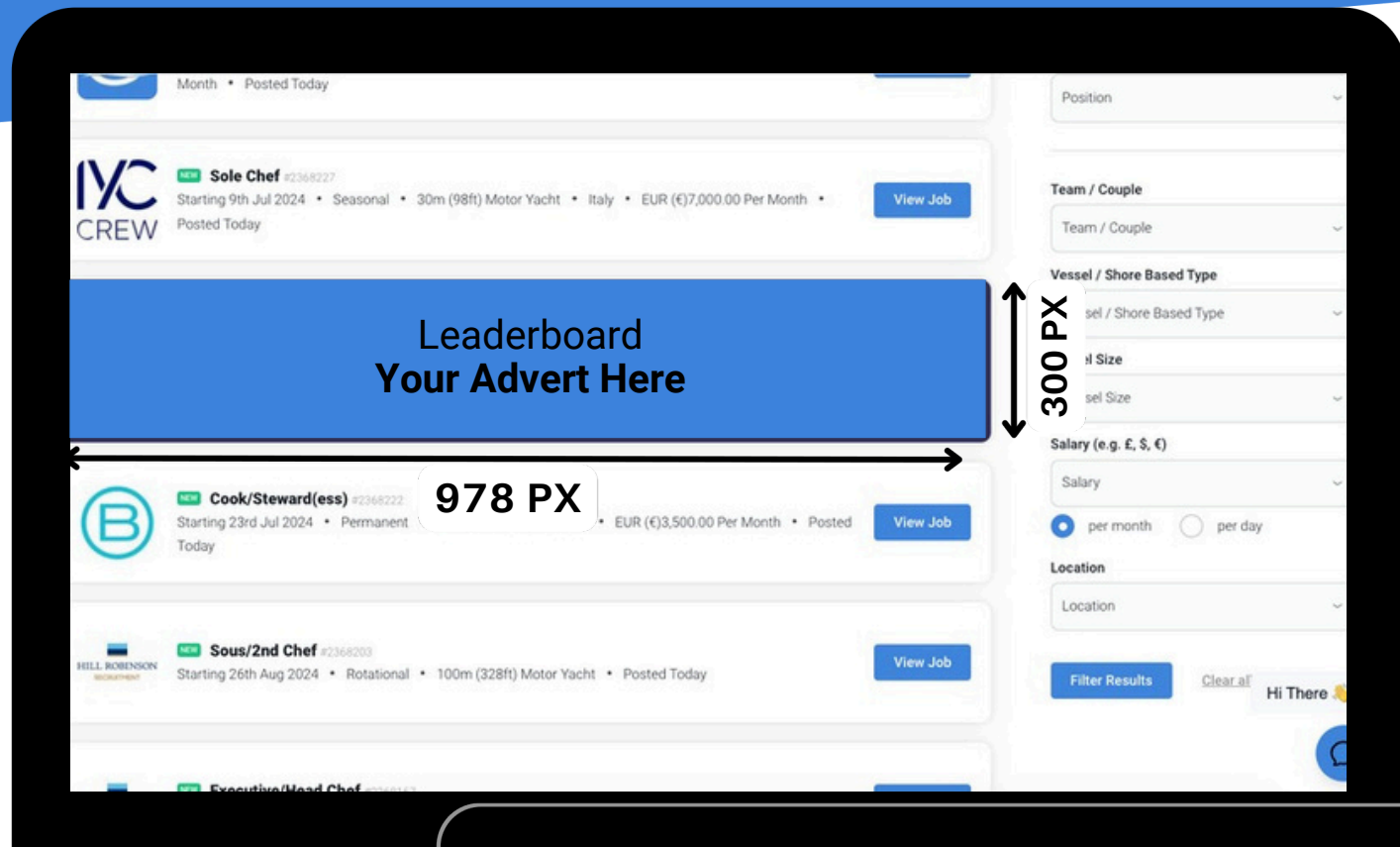
- Supersized leaderboard giving **increased homepage presence** (30% larger than regular run of site leaderboards)
- Two prime high-traffic locations **Homepage** and **Job Search**
- A share of an expected excess of **15.8 million jobs page views** and over **1.8 million home page views**, based on 2024 figures. (plus our website view growth was 23% from 2022 to 2023)
- Campaign reports provided, detailing impressions delivered, clicks and CTR%



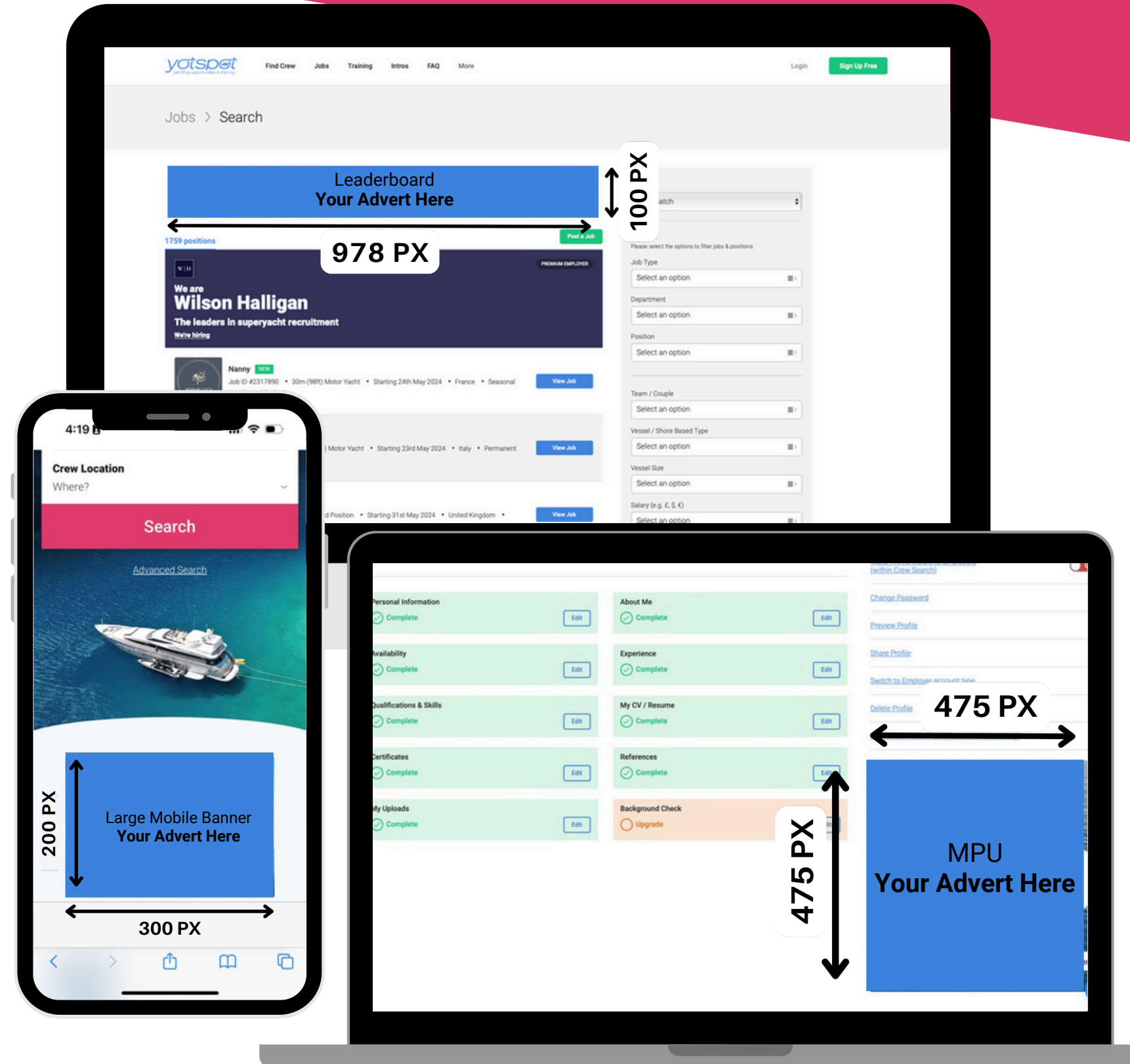
****all artwork to be JPEG for static and GIFS for rotating, max 1MB file size****

PREMIUM DISPLAY TECH ARTWORK SPECS

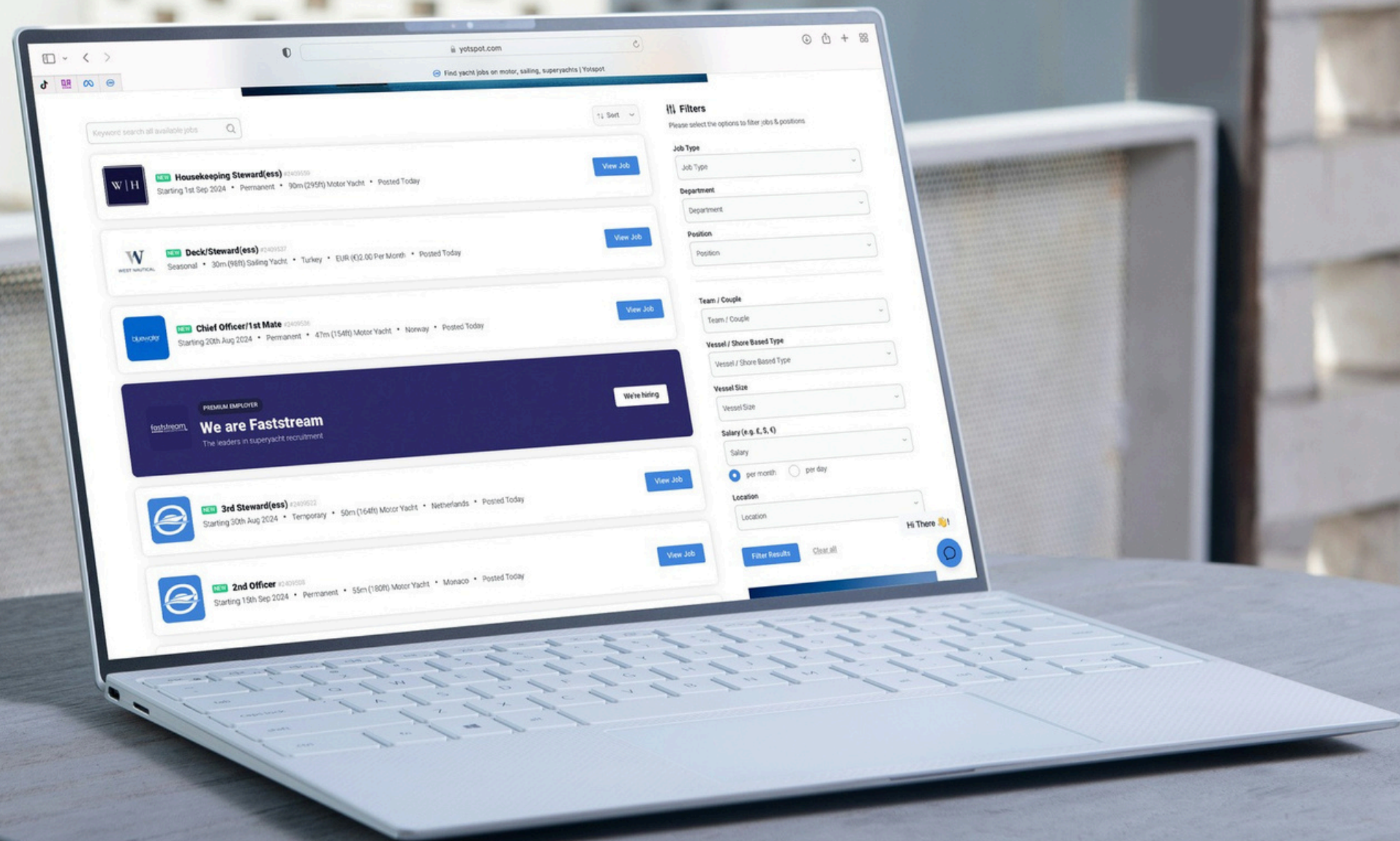
SIDE WIDE DISPLAY TECH ARTWORK SPECS



all artwork to be JPEG for static and GIFS for rotating, max 1MB file size



WEBSITE ADVERTISING

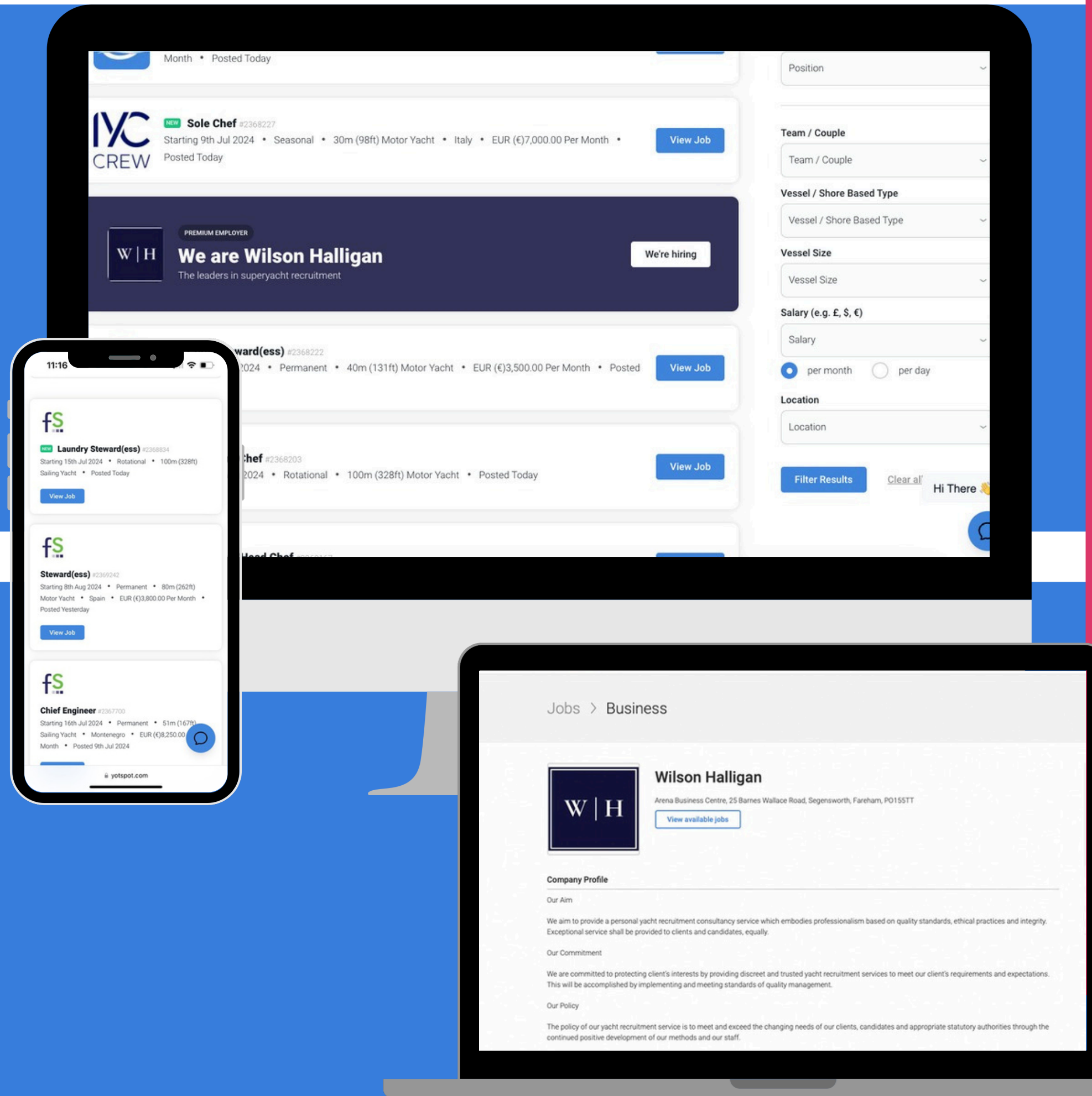


Premium Employer highlight your business

Offers a strategic advantage by enhancing your presence as a featured employer for an extended period, ensuring sustained brand visibility and recognition.

- Supersized leaderboard giving **increased homepage presence** (30% larger than regular run of site leaderboards)
- Two prime high-traffic locations **Homepage** and **Job Search**
- A share of an expected excess of **15.8 million jobs page views** and over **1.8 million home page views**, based on 2024 figures. (plus our website view growth was 23% from 2022 to 2023)
- Campaign reports provided, detailing impressions delivered, clicks and CTR%
- Campaign reports provided, detailing impressions delivered Banner appearing central in jobs and jobs search pages
- A personalised business profile - a bespoke landing page, giving SEO benefit and brand association List events you are attending or hosting to drive additional attendees

****High res logo and business profile copy required****



Yotspot Presents authoritative content

Built around a longer form authoritative content piece, this option gives multi channel promotion for an extended time period, focusing on your products or services.

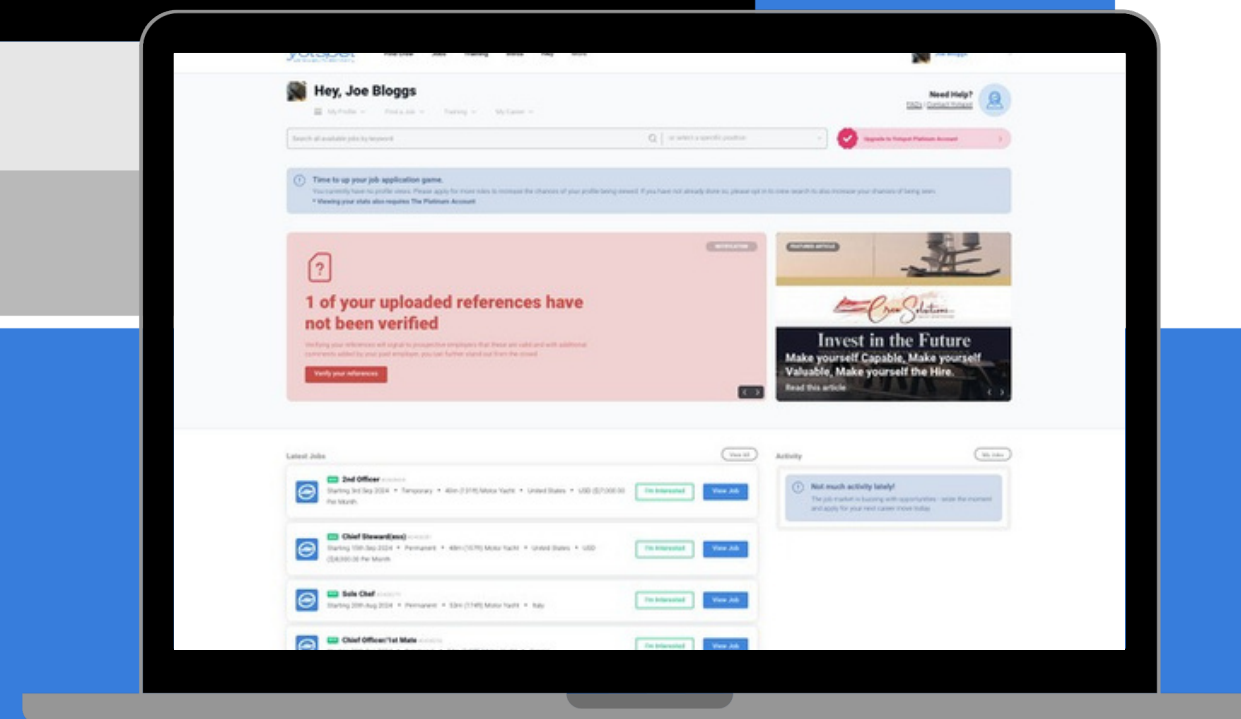
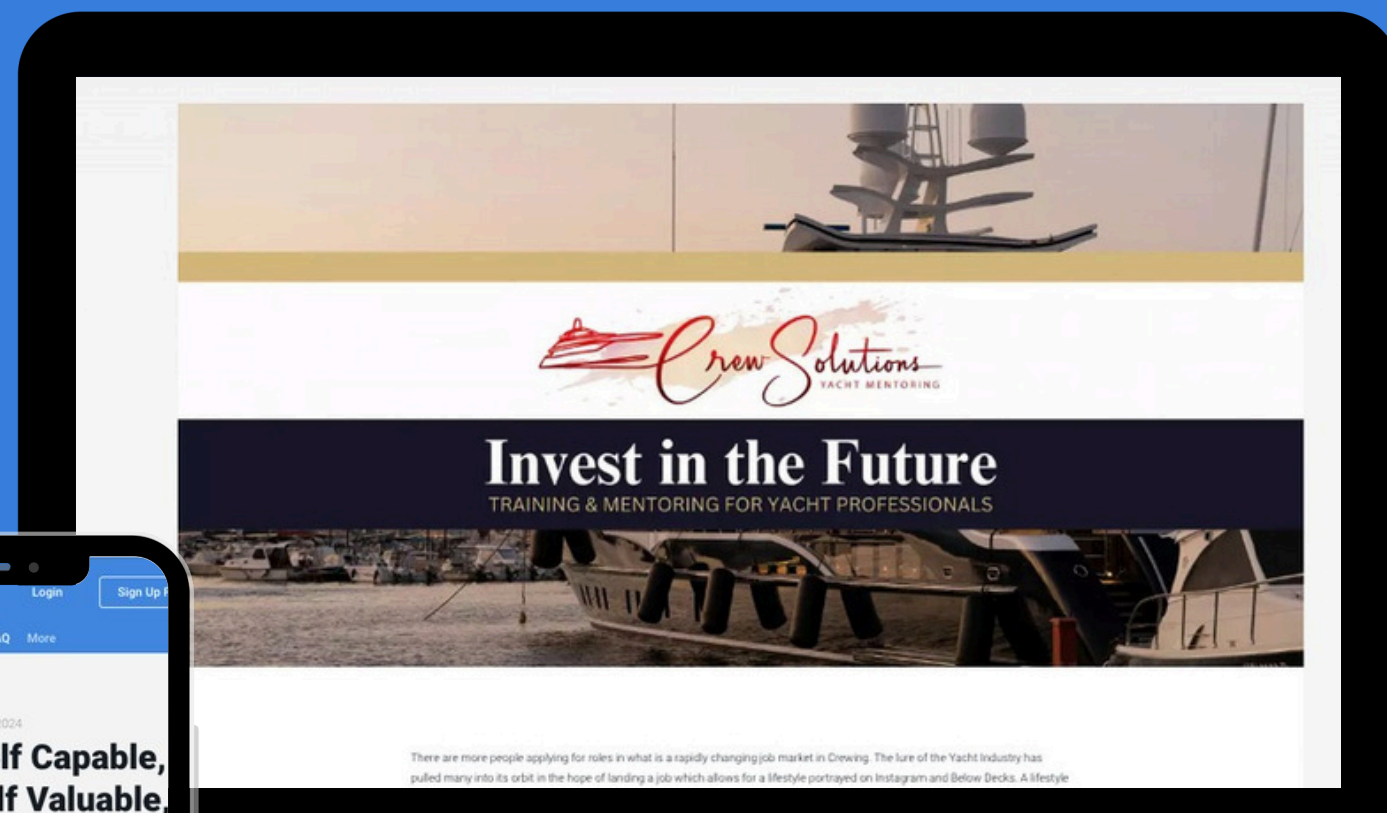
The content can either be supplied to us, or take advantage of our expert SEO optimised copy writing service to work on your behalf.

- **Benefit from multichannel promotion**, across our website, newsletter and social media
- Yotspot presents article features **within Employer (Captain and HOD) user dashboard**
- Yotspot presents article **live indefinitely SEO optimised content** for further reach

Each article receives the following promotion:

- 6 social media posts (typically LinkedIn, Facebook and Instagram)
- Yotspot presents website article
- 2 newsletter slots

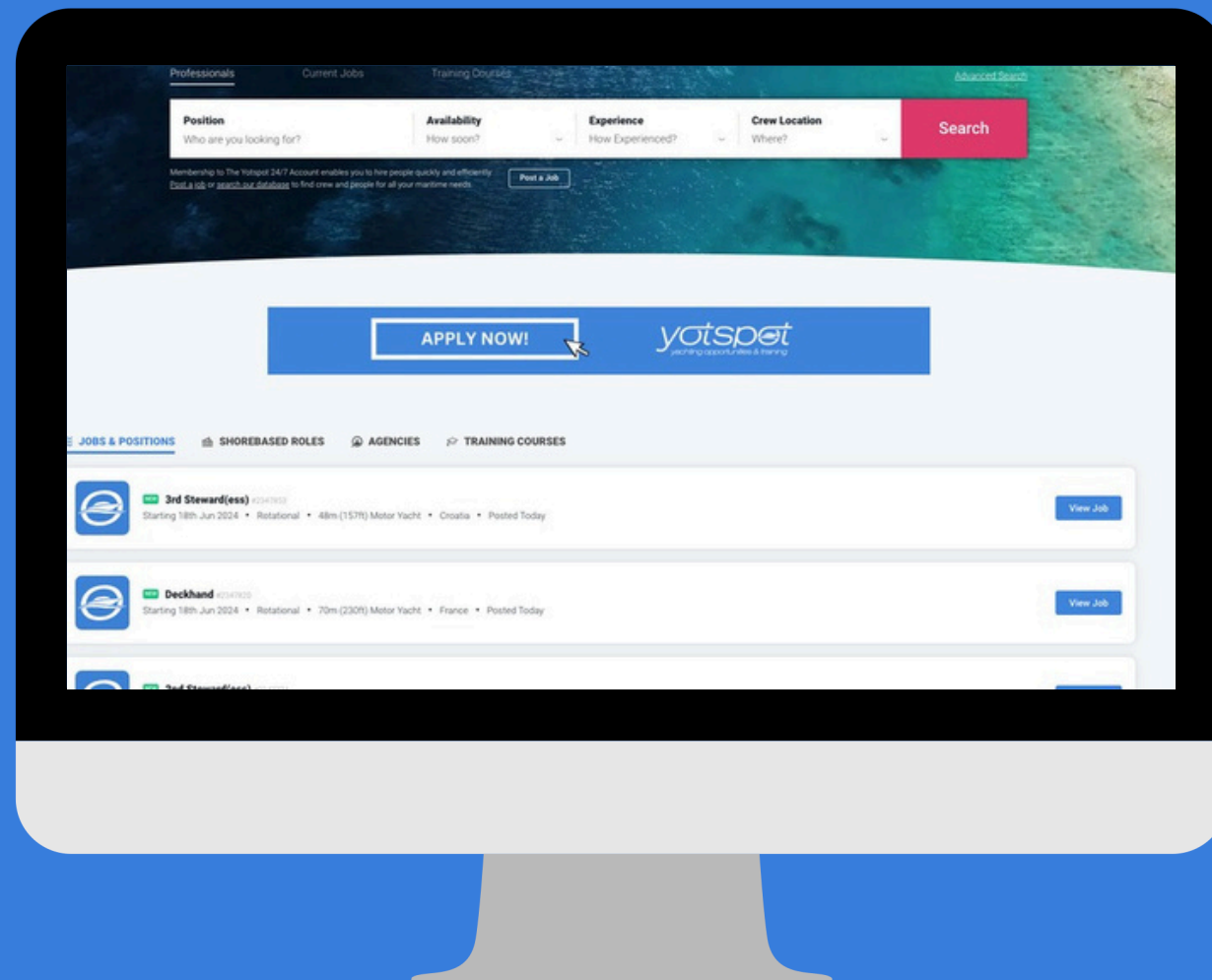
****High res logo and copy required****



You have the option to either provide us with written content or schedule a telephone briefing with our copywriter. Once the article is prepared, you will have the opportunity to review it and request up to two rounds of revisions. Additionally, you'll need to supply the header and images you would like to be incorporated.

FEATURED JOB BANNER

This is a website display banner but in a single location on our jobs pages. We recommend this to promote or boost a specific role. The banner will link directly to your live listing.



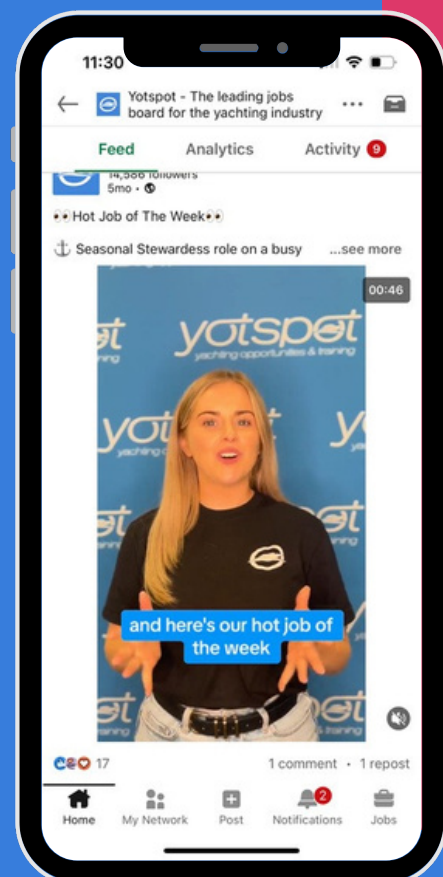
Where else can my business be featured?

Additional locations to promote your business or roles to the loyal Yotspot audience.

A blog allows you to talk about your subject matter in detail. Remember that a blog's first purpose is to share valuable and informative information with the reader and should ideally be 700 to 1500 words. A well-written and optimised blog will deliver great SEO benefits.

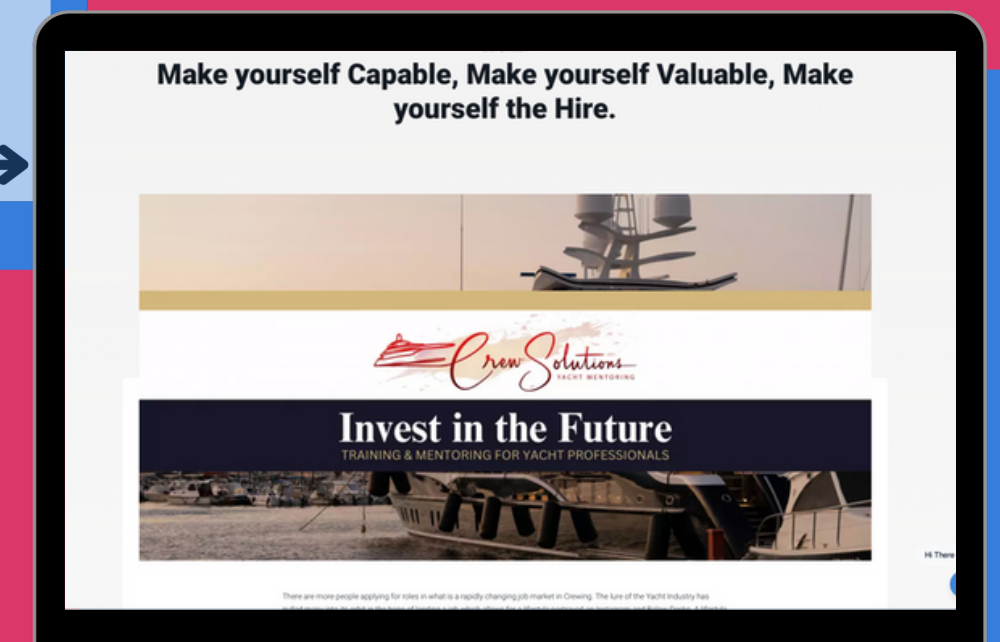
HOT JOB

Highlight your role across all social media channels, linking directly to your Yotspot listing for applicants to apply immediately. This short video is produced and edited by us - supply your role and key benefits and we will do the rest!



SPONSORED BLOG

An option to provide a large header image along with a longer form content piece on the subject of your choice. Our blog writing service can support content generation.



Website Costings

Prices subject to VAT if applicable | Yotspot T&C's apply
 BESPOKE SOLUTIONS = Custom packages specifically for your needs = Contact us

PACKAGE	1 MONTH	12 MONTHS
WEBSITE DISPLAY ADVERTISING		
Site wide Display advertising	£1245	POA
Your banner will be seen in 10 locations (on rotation) across the website with a minimum of 40,000 impressions delivered per month		
Premium Display advertising	£2495	POA
You will have dominance across the two highest traffic locations on the website (homepage and job search), exclusively for your company		
WEBSITE ADVERTISING		
Premium Employer		£1000
Yotspot Presents	£2,995 - WE Supply, £2,495 - YOU Supply	
Featured Job banner	£195	
Hot Job posting	£345	
Sponsored Blog	£495	

SOCIAL MEDIA ADVERTISING



Where will your advert appear?

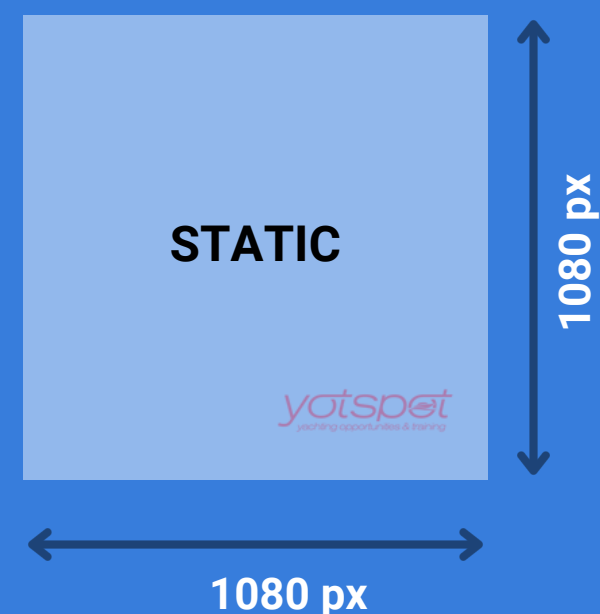
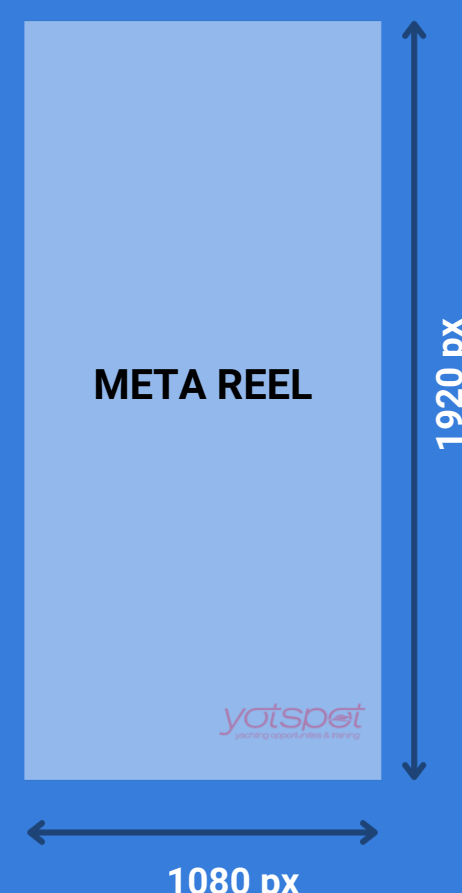
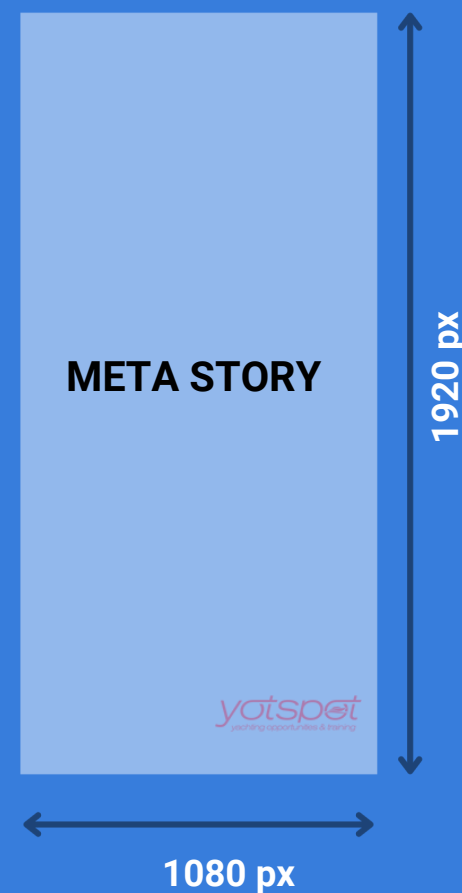
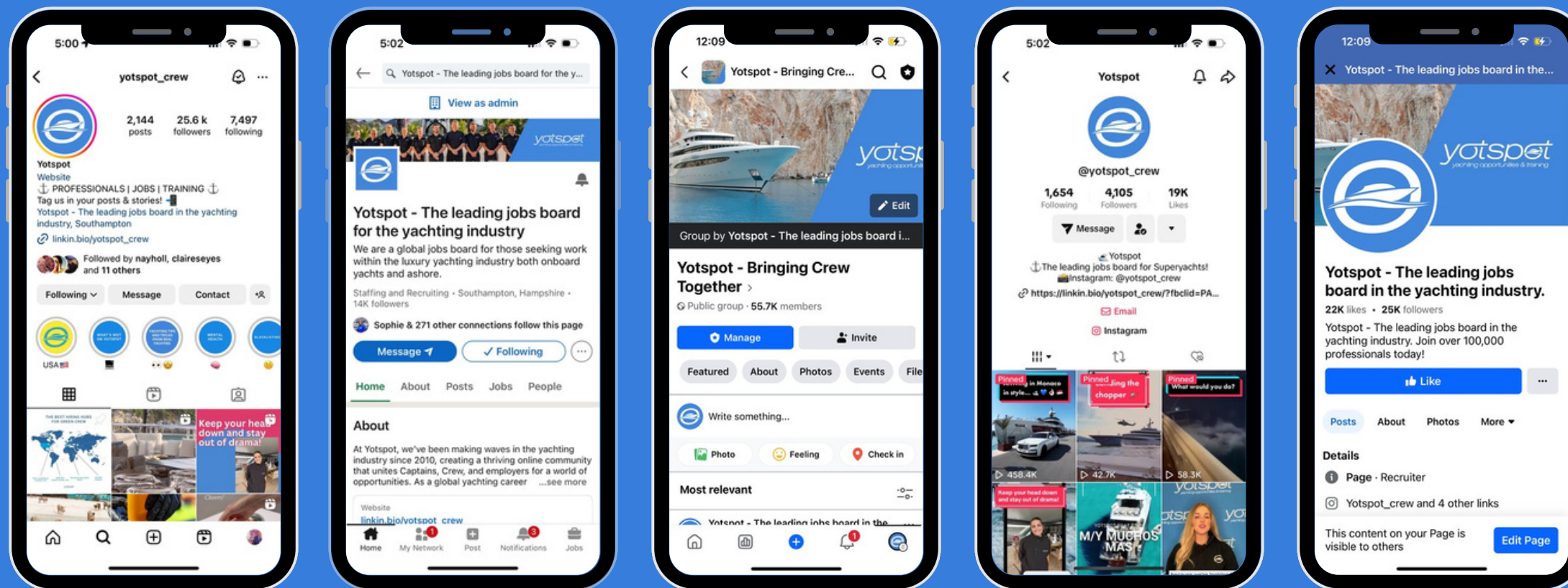
Our online social community has grown significantly in recent years to become one of the most engaged and active audiences across three main channels.

Using social media options gives flexibility for a variety of content types.

Benefits of advertising with us:

- **Industry-Specific Reach:** We cater to the yachting and maritime community. This ensures that your promotions reach an audience with a genuine interest in crewing, yachting services and products, and opportunities
- **Brand Awareness:** Regular promotion on our social media can enhance brand visibility within the industry
- **Brand Association:** As a well-known and appreciated brand in the industry, brands promoted on our platform benefit from this association. It can enhance credibility and trustworthiness in the eyes of potential customers

****all artwork to be JPEG for static and MP4 for video, max 30MB for static file size and 250MB for reels****



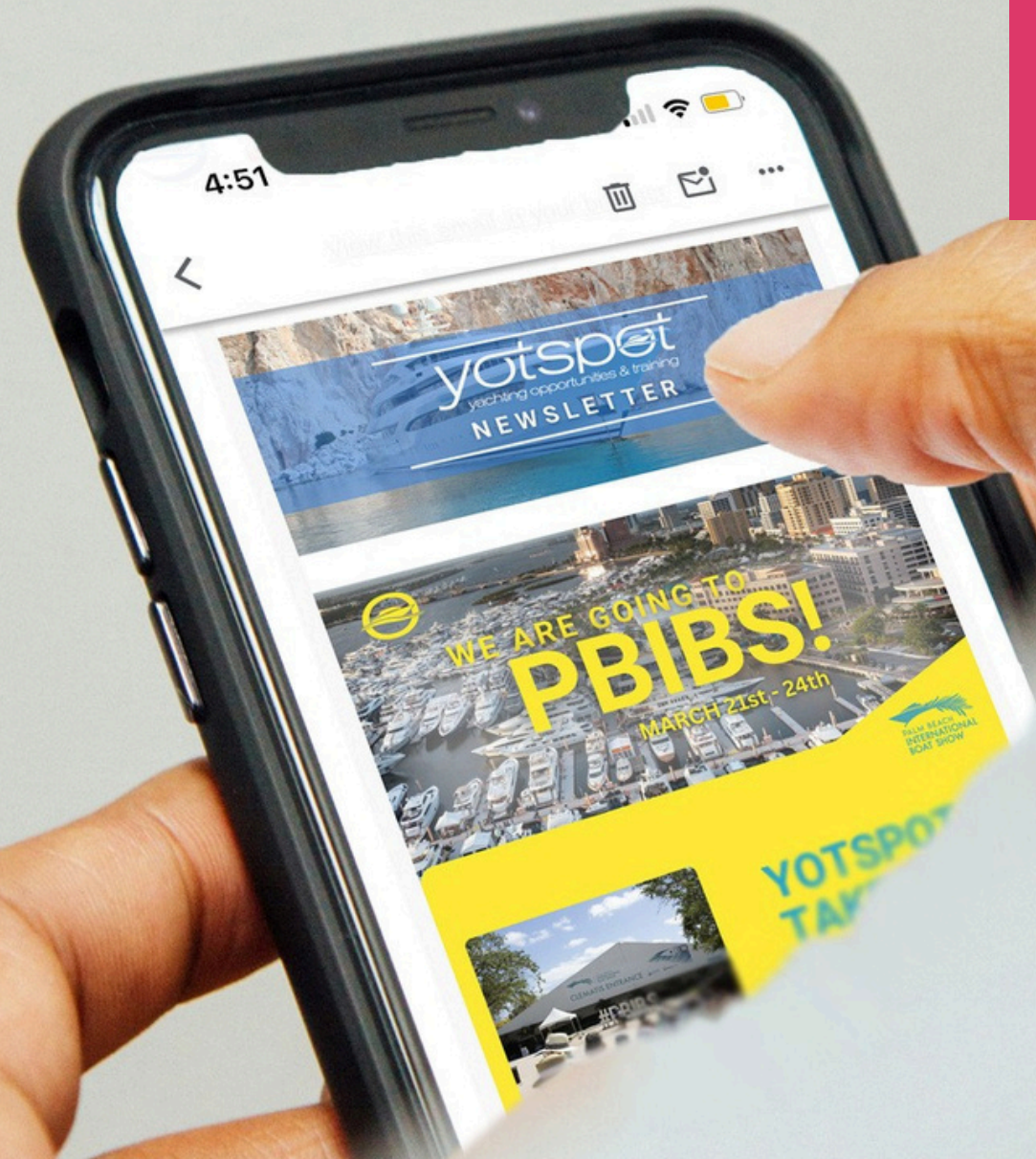
Social Media Costings

PACKAGE	ONE TIME	REOCCURING
Instagram post	£995	POA
Instagram reel	£1195	POA
Facebook (Page or Group)	£495	POA
LinkedIn	£495	POA
Hot Job posting	£345	POA

Prices subject to VAT if applicable | Yotspot T&C's apply

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NEWSLETTER ADVERTISING



Where will your advert appear?

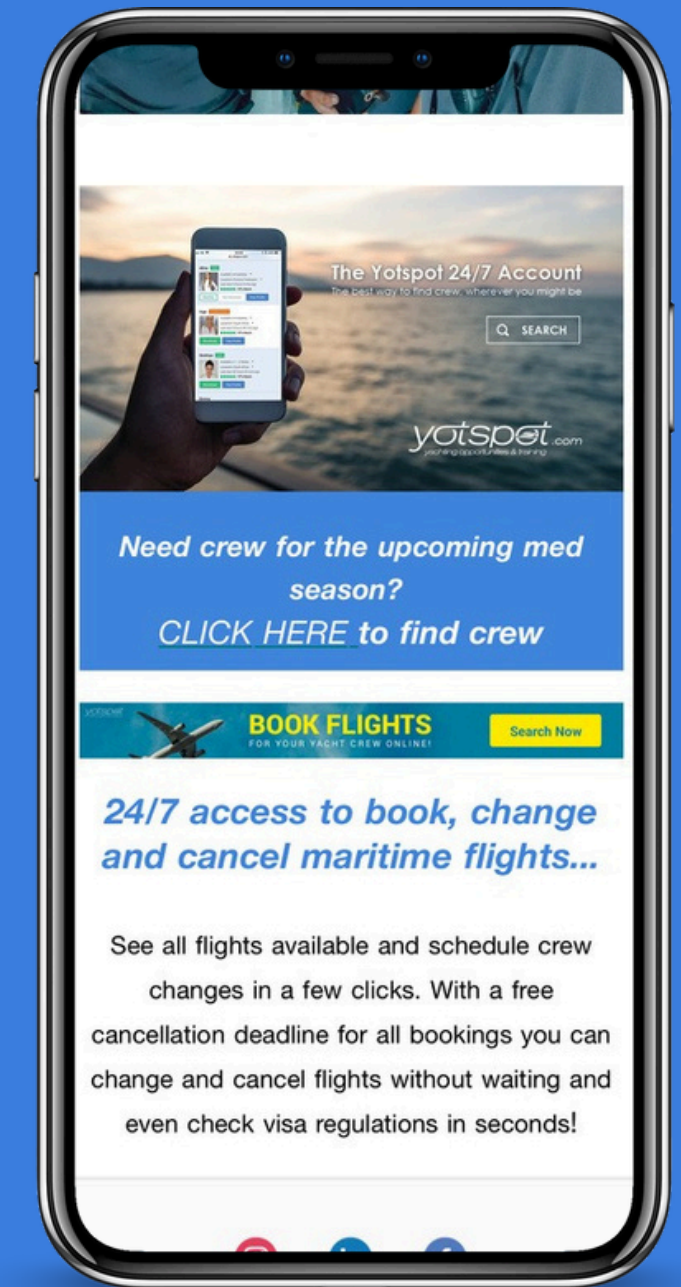
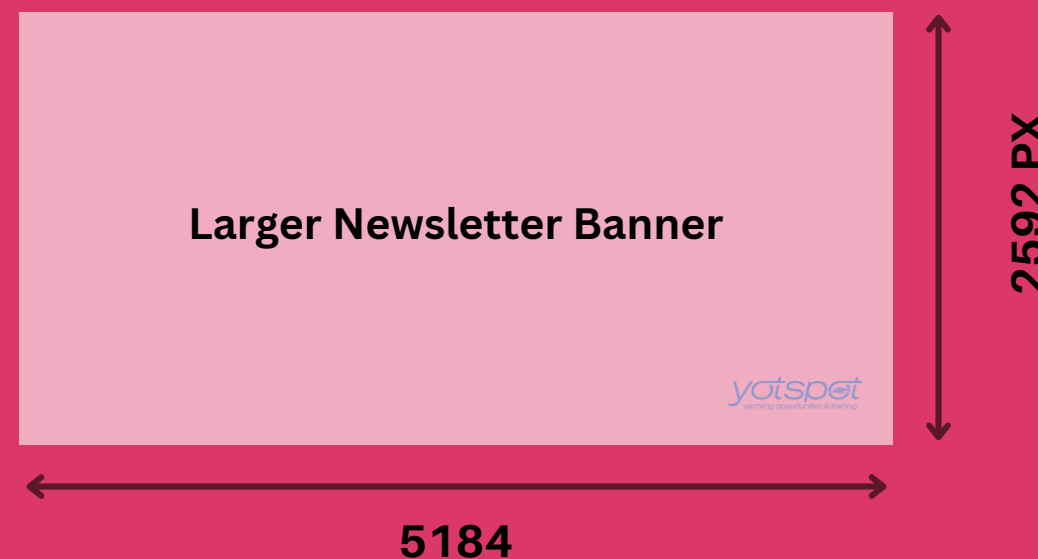
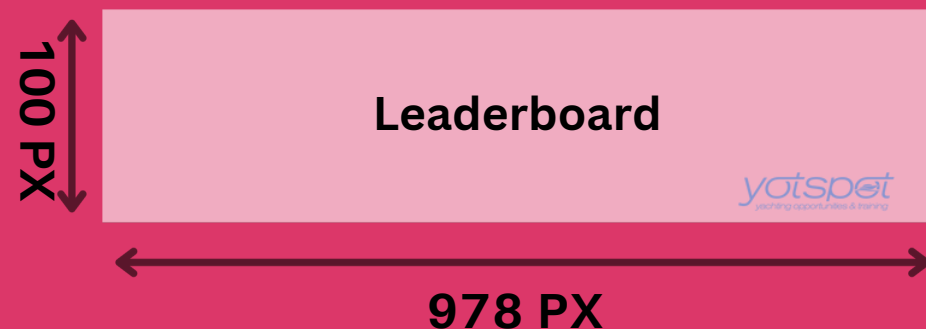
Thanks to our loyal users and trusted following, the open rate of our monthly newsletter is well above industry standards averaging at over 39.6%.

Advertising in the newsletter is an excellent way to get additional eyes on your business or product. Banners are placed in a prime position to be readily noticed by recipients. Additionally, you can sponsor articles to further enhance your brand's visibility and reach.

Over **76.2k** Subscribers

39.6% Average Open Rate

3.9% Click Through Rate



****all artwork to be PNG, JPG, or GIF files and max 1MB file size****

Newsletter Costings

PACKAGE	ONE TIME	REOCCURING
Large Banner (2592 x 5184 px)	£995	POA
Leaderboard (100 x 978 px)	£495	POA

Prices subject to VAT if applicable | Yotspot T&C's apply

BESPOKE SOLUTIONS = Custom packages specifically for your needs = Contact us



BENEFITS OF ADVERTISING WITH US



BE SEEN

Be seen by the largest yachting database in the industry



COST EFFECTIVE

Cost effective option for full industry reach



BRAND ASSOCIATION

Strengthen your brand association within the sector



PROVEN ROI

Accurately report analytics - impressions, clicks and CTR%

RESERVE YOUR SPOT AND BOOST YOUR MARKETING ROI TODAY!

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 yotspot.com

