



# PSP SOUTHAMPTON BOAT SHOW WEBSITE

**THE PSP SOUTHAMPTON BOAT SHOW** website offers a premium advertising opportunity. In addition to getting an instant association with the **PSP Southampton Boat Show** brand, advertisers will have access to a highly lucrative and growing audience, consisting predominantly of boating enthusiasts and their families.



## PSP Southampton Boat Show Visitor Profiles:

- ▶ **Average 3 year attendance of 122,000** (58% Men, 86% ABC1, 65% 25 or older)
- ▶ Household income double the national average
- ▶ Owners of boats and craft of all types
- ▶ **49%** come to choose new boat
- ▶ **19%** choose new boat at show
- ▶ **57%** show very strong interest in buying a boat at the show
- ▶ **54%** of all adults either buy a boat at the show or expect to within the next 12 months
- ▶ **23%** of buyers expecting to spend over £250k within 12 months on boats or accessories
- ▶ **65%** of total expecting to make other purchase at the show
- ▶ **£1.5K** average spend of all visitors
- ▶ Some **£1.6 billion** pounds is spent by visitors as a result of attending the show

## PSP Southampton Boat Show Website Statistics

- ▶ **187,000** unique visitors per annum, with **96,000** visiting during the month of September
- ▶ Over **1.6 million** page views per annum with up to **83,000** page views per day at busy times during the 10 days of the Show

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## Advertisement options & rates

All pages on the PSP Southampton Boat Show website carry advertising. Advertising is sold on a CPM Package (cost per thousand page views). Your advert will stay on the site until the views in your package are delivered; no wastage.

Views/Impressions	Banner (468x60 pixels)	Skyscraper (160x600 pixels)
20,000	£440	£550
50,000	£1,100	£1,380
100,000	£2,200	£2,760
150,000	£4,180	£5,245

All rates quoted are GBP and exclude VAT at standard rate. These rates are for Run-of-Site advertising, within a 1-20 carousel and include a SPECIFIC TARGET PAGE OF YOUR CHOICE helping you target the right audience for you.

To advertise please contact Claire Barber on 020 7878 2319 or email

