



Melbourne

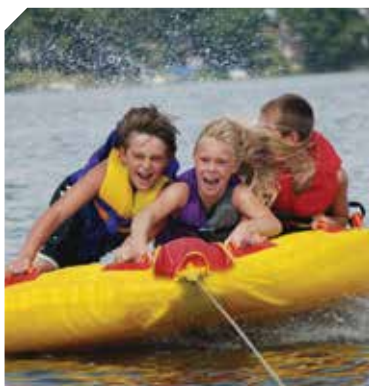
2015 BOAT SHOW



Yearbook

2015 MEDIA KIT

Melbourne Boat Show
12th - 15th June



STEVEN POTTS
CEO BIAV



New & Improved

High-quality communication is an important goal of the BIA Victoria. This year we're partnering with proven publishing people who are passionate about the marine market. The team is Moby Dick.

They're committed to celebrating the boating lifestyle – and keen to put your product in front of an audience looking to buy now. Research by Showzapp at last year's show, indicates 43% of people are at the show to buy and more than a quarter are there to learn about new products. The Yearbook will be a perfect keep-sake for show patrons to take home and shop for boating and marine products.

The guys have an exciting line up of content that you can participate in. This year we're supporting the Yearbook by placing relevant content onto BIA Victoria platforms including our website and social media channels, such as 'Life's Better with a Boat'.

“The guys have an exciting line up of content that you can participate in.”

Moby Dick are committed to growing the boating industry – and they have a lot of knowledge to share about content and consumers.

Regards

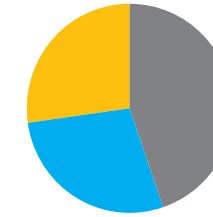


“The Yearbook will be a perfect keep-sake for show patrons to take home and shop for boating and marine products”

Boat Show Insights



2014 Melbourne Boat Show Insights
by Showzapp (now Omnyfy)



43% are interested in buying

27% want to learn about new products

26% want to buy something in the future

66% are male
34% are female



64% earn over \$50k
34% earn over \$100k

3 Facts about Custom Magazines

54% of readers visit brand or service websites after seeing them advertised in targeted custom magazines

64% of readers will talk to someone about products or services found in targeted custom magazines

53% of readers will look for products or services as a result of reading targeted custom magazines

5 Key Benefits of the Melbourne Boat Show Yearbook

01. All the great content will be published across BIAV channels (subject to approval) and your marketing platforms
02. The Yearbook talks to customers when they are looking to buy
03. A 'keep-sake catalogue' of products to buy and things to do
04. Today's consumers want good content over promotions
05. If it's in print, people are more likely to trust it. Even Google agrees

Content Opportunities

All the great editorial content created for the Melbourne Boatshow Yearbook can appear on your platforms too. Load it to Facebook, Instagram, Youtube and your website!



Ramp Rules



20 Boats under \$20k



HOT NEW ENGINES!



5 New Things to do with your boat



Top 10 Fishing Destinations

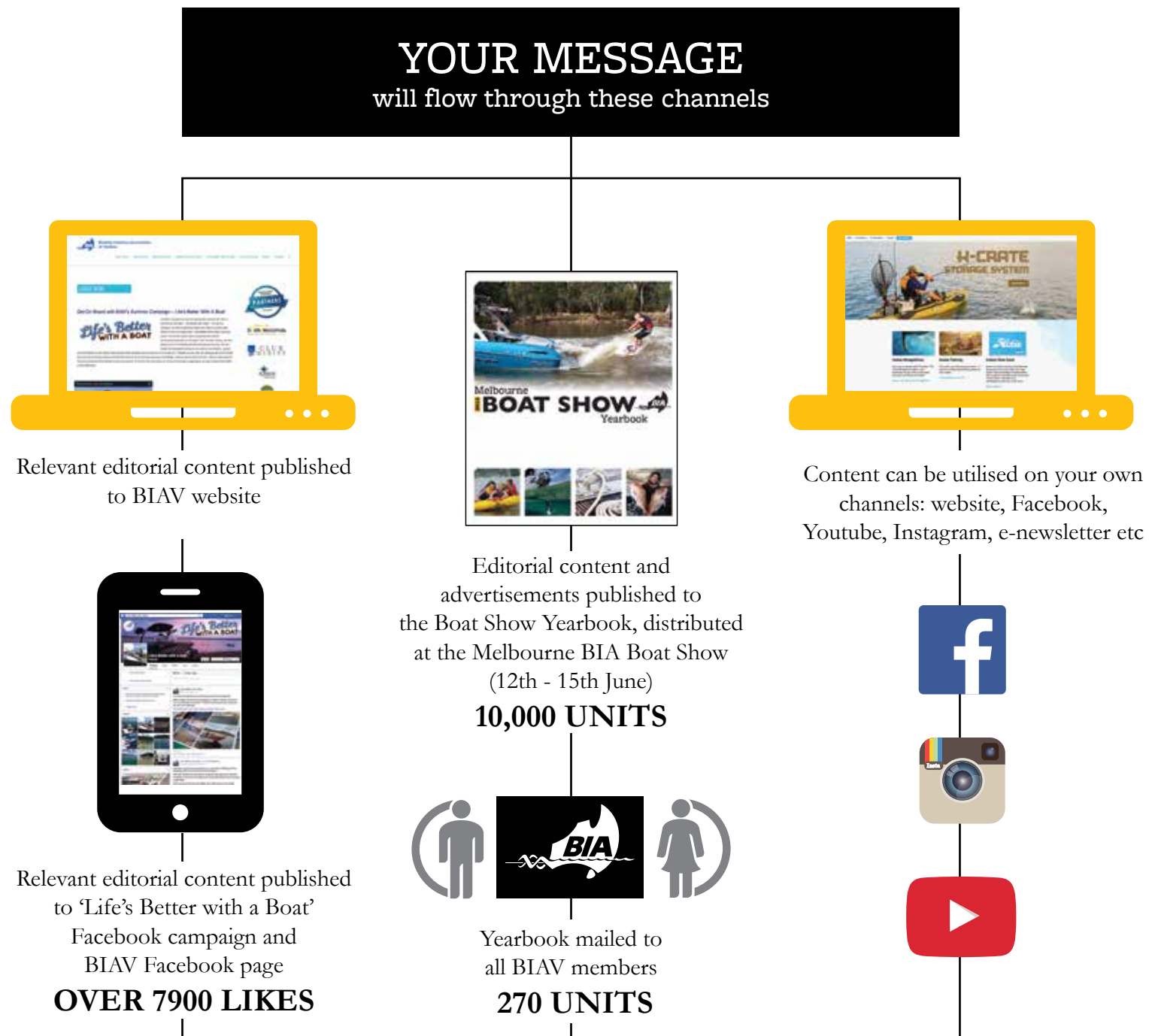


Electronic Product Tests

Other Content Opportunities...

1. How to pick the right boat
2. Smart reasons to buy local
3. Manufacturer buyer's guide
4. Storage Solved! – Where to store your boat
5. Trailer Buyers' Guide
6. Hero Boats of Australia (and the legends that own them)
7. Top 10 Family Friendly Destinations
8. From Factory to Fishing Grounds in 4/6/8 weeks
9. Trouble free launch and retrieve tips
10. AYE, AYE, CAPTAIN! Interesting jobs in the industry
11. Definitive guide to on-board storage
12. Expert how-to and DIY
13. Wild Wakeboarding Weekend – What goes on tour, stays on tour – until now!

Campaign Reach & Channels



Specs, Rates & Deadlines

Double Page Spread
Trim: w460mm x h270mm
Bleed: w466mm x h276mm
Type: w386mm x h238mm

Full-page
Trim: w230mm x h270mm
Bleed: w236mm x h276mm
Type: w193mm x h238mm

Half Page Horizontal
Trim: w230mm x h135mm
Bleed: w236mm x h141mm
Type: w193mm x h119mm

Half Page Vertical
Trim: w115mm x h270mm
Bleed: w121mm x h276mm
Type: w97mm x h238mm

RATES	
Full Page	\$1750
Double Page Spread	\$2450
Half Page	\$975
Outside Back Cover	\$3450
Inside Front Cover	\$3950

DEADLINES	
Bookings due	Wednesday 22nd April, 2015
Material due*	Wednesday 13th May, 2015

*Brand ads can be designed if required

Image & video packages from \$3000

Use content created in the Melbourne Boat Show Yearbook on your marketing platforms...

- HIGH QUALITY PHOTOS for brochures and ads
- SHORT FILMS for Facebook and Youtube
- EDITORIAL CONTENT for newsletters
- VIDEO CONTENT for TV ads
- SNACKABLE CONTENT for Instagram
- PRODUCT TESTS for your website

EMERGING CONSUMER TRENDS

Australians spend 1 hour 40 mins per day on their phone. Source Ernst & Young
 Smartphone users check their phone 100 times per day and Facebook 14 times. Source SMK
 74% of all internet traffic is predicted to be video in 2017. Source Video Marketing Trends
 The number of hours users spend watching Youtube every month is up 50% year on year. Source SMK
 Instagram is shown to deliver brands 58 times more engagement per follower than Facebook. Source SMK
 68% of Australians read on-line reviews and blogs. Source Final Yellow Social Media Report
 74% 'like' brands, 41% watch branded videos and 43% read/post comments



About Us

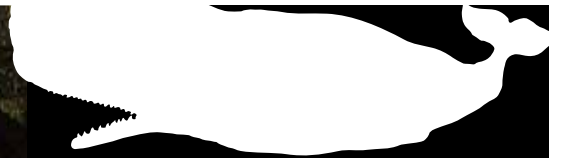
Moby Dick (the book) is a brilliant story of the sea that captures the imagination. It's a good description of the business we wanted to create. The only difference is, we place your product into the story, wrapped around beautiful words, pictures and film-making that you'll never forget.

"We place your product in the story"

Our team of custom content creators includes Jack Murphy, a highly accomplished professional photographer and blogger. His partner is proven Publisher and Research Director Travis Godfredson, who has helped shape some of the most talked about and effective content in the marine market place.



Moby Dick
custom.content.creators



JACK MURPHY

0414 564 615

jack@mobydickcontent.com

TRAVIS GODFREDSON

0438 225 738

travis@mobydickcontent.com

88 Hudson Pde Clareville NSW 2107

www.mobydickcontent.com