

YACHT LIFE TV

MEDIA KIT



DON'T MISS THE BOAT.

ADVERTISE **TODAY** ON THE WORLD'S FIRST TV
CHANNEL DEDICATED TO THE YACHT LIFE.



COMING SOON



COMING SOON



COMING SOON



COMING SOON

☎ 954.363.9047

✉ hello@yachtlife.tv

🖥 yachtlife.tv



YACHT LIFE TV

ABOUT US

Yacht Life TV™ is the first 24-hour streaming television channel dedicated to the world of yachting, private aviation, bespoke brands and opulent destinations.

Streaming is the future of advertising thanks to its unparalleled access to targeted audiences. Unlike traditional television where viewership is determined by channel lineups and programming schedules, streaming TV allows viewers to watch what they want, when they want, and how they want it. This means that your message can reach precisely the right audience at the right time, leading to higher engagement and conversion rates.

Yacht Life TV™ is leading the way in this new era of targeted advertising, quickly rising to the helm as the world's first 24-hour yachting enthusiast destination, delivering premium lifestyle content to viewers around the globe. We know our audience intimately and we understand what they want.

By partnering with Yacht Life TV™, you can ensure that your brand is seen by motivated consumers and minimize ad spending waste. Our network is designed to showcase the best in luxury lifestyle content whether it's through targeted advertising, sponsorships, or branded content, we'll work with you to create a customized advertising campaign that meets your specific needs and goals.

If you're ready to reach the world's most discerning consumers in the maritime industry, there's no better place to do it than on Yacht Life TV™.



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YACHT LIFE TV

VIEWERSHIP



WHO IS WATCHING?

Our audience is comprised of high-net worth, motivated consumers who are interested in luxury travel, super yachts, private aviation, opulent destinations and bespoke brands from around the world.

Our engaged audience visit us regularly on social media, YouTube and on our website.

SERVICES AVAILABLE

- Ad & Content Creation
- Live Event Coverage
- Marketing Strategy Consulting
- In-person events

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YACHT LIFE TV

THE FUTURE OF ADVERTISING

WHAT IS STREAMING TV?

Streaming TV or OTT ("over-the-top") refers to any type of streaming media content delivered over the internet. This includes subscription-based services where consumers can access content on-demand without having to go through a traditional satellite or cable provider also allowing advertisers to cut spending waste.

STREAMING IS THE FUTURE!

Streaming viewership continues to grow and brands are growing with it. Nielsen data shows that 80% of the U.S. adult population used an app or website on their smartphone to consume online content on a weekly basis. Streaming advertising allows brands to reach a smaller but more targeted audience, resulting in more engaged viewers, longer retention and conversion rates.

REACH NEW AUDIENCES

Identifying new audiences can be tricky and time-consuming. Yacht Life TV™ strategically delivers a variety of top tier brands to engaged audiences who may not be familiar with your company yet.

STOP WASTING AD DOLLARS!

ADVERTISE ON THE NETWORK
YOUR AUDIENCE IS WATCHING.
YACHT LIFE TV™

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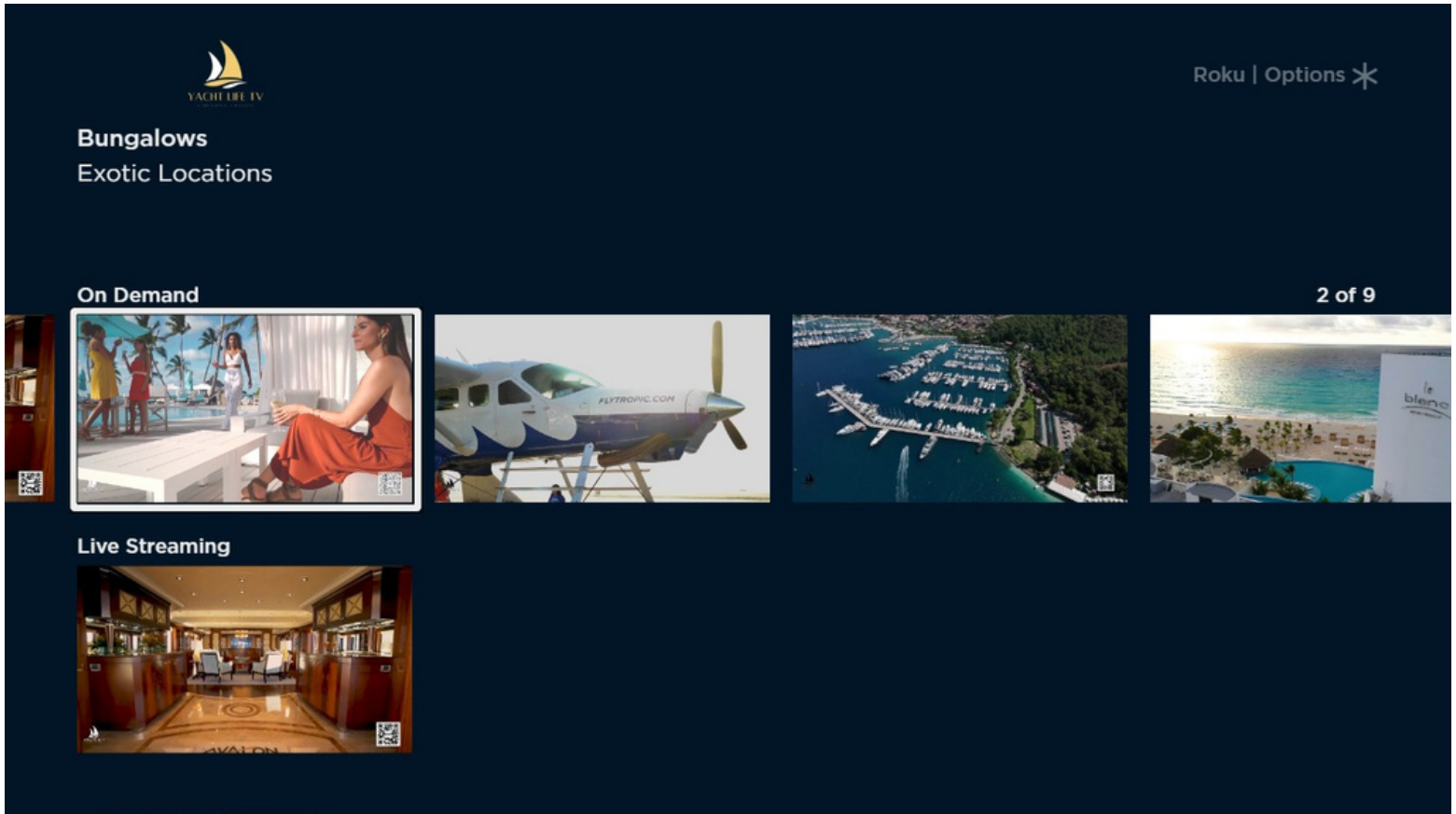
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YACHT LIFE TV

AT A GLANCE

STREAMING ON ROKU



NEWS



LIVE EVENTS



COMING SOON



COMING SOON



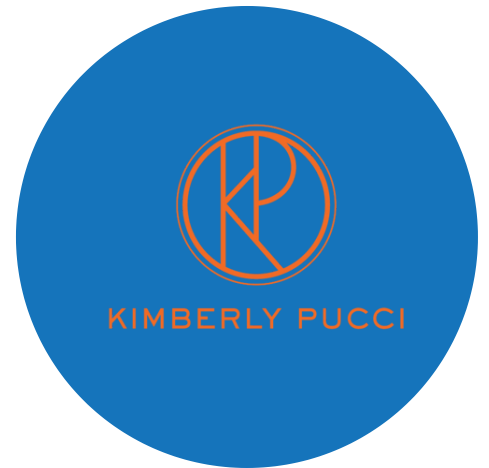
COMING SOON



COMING SOON

YACHT LIFE TV

OUR PARTNERS AT A GLANCE



YACHT LIFE TV

RATE CARD

\$2500

- ONE MONTH OF STREAMING AND ON DEMAND ON YLTV (5 MIN - 15 MIN)
- BANNER AD PLACEMENT ON YACHTLIFE.TV
- 3X SPONSORED SOCIAL MEDIA POSTS ON INSTAGRAM AND FACEBOOK
- REBROADCAST OF VIDEO ON OUR CONTENT PARTNER'S STREAMING CHANNELS
- PREMIERE PLACEMENT OF VIDEO ON YACHTLIFE.TV
- 5-10 MIN YLTV NEWS SEGMENT FEATURING YOUR BRAND (INCLUDES AIRING ON ALL YLTV PLATFORMS AND PARTNER PLATFORMS)
- HOSTING OF VIDEO ON YLTV YOUTUBE CHANNEL

\$1500

- ONE MONTH OF STREAMING AND ON DEMAND ON YLTV (5 MIN - 15 MIN)
- DIGITAL AD PLACEMENT ON YACHTLIFE.TV (*BASED ON AVAILABILITY*)
- ONE SPONSORED SOCIAL MEDIA POST ON INSTAGRAM AND FACEBOOK
- PLACEMENT OF VIDEO ON YACHTLIFE.TV
- HOSTING OF VIDEO ON YLTV YOUTUBE CHANNEL

\$1000

- ONE MONTH OF STREAMING AND ON DEMAND ON YLTV (5 MIN - 15 MIN)
- PLACEMENT OF VIDEO ON YACHTLIFE.TV AND ON YOUTUBE CHANNEL
- ONE SPONSORED SOCIAL MEDIA POST ON INSTAGRAM AND FACEBOOK

*don't miss
the boat*

ALA CART SERVICES AVAILABLE*

- AD & CONTENT CREATION
- LIVE EVENT COVERAGE
- MARKETING STRATEGY CONSULTING
- IN-PERSON EVENTS

*PRICING BASED ON SCOPE OF PROJECT, INCLUDING LOCATION AND LENGTH OF VIDEO OR LIVE EVENT.

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YACHT LIFE TV

ADDITIONAL OPPORTUNITIES

GO LIVE!

Do you have a live event you'd like to share with viewers around the world? Let Yacht Life TV's talented production team cover it, edit it and share it with our viewers through our state of the art livestream capabilities.

SPONSOR A MONTHLY SEGMENT

Sponsoring a monthly segment on Yacht Life TV means your logo and brand will be featured prominently as a presenting sponsor on TV and online.

ORIGINAL CONTENT PRODUCTION

Yacht Life TV's creative team is available to create original ads and promotional videos for your brand. Whether you're in need of copywriting, production, editing, storyboarding, creative direction or all of the above, we can do it all at a fraction of the cost most agencies will charge. Plus, we've got the right channel to share your videos on at no additional charge to you!

CONTACT US FOR PRICING

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YACHT LIFE TV

WEBSITE AD SPECS

LEADERBOARD BANNER

Banner Ad

File Dimensions: 1456 x 180 pixels

File Size Limit: 150K



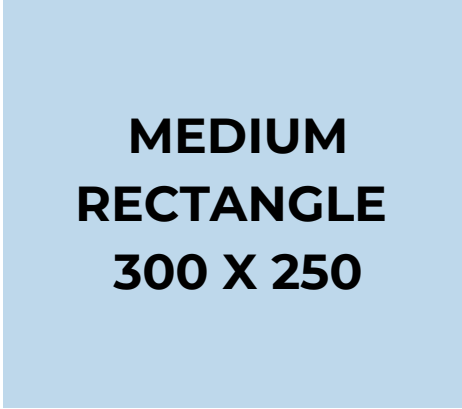
SKYSCRAPER AD

300 x 600

Skyscraper Ad

File Dimensions: 300 x 1200 pixels

File Size Limit: 200K



MEDIUM RECTANGLE 300 X 250

Rectangle Ad

File Dimensions: 600 x 500 pixels

File Size Limit: 150K

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Banner Ad 728 x 90



SEARCH ABOUT ON DEMAND PARTNERS CONTACT

YACHT LIFE TV

YOU'RE WATCHING
LIVE COVERAGE
FROM THE

DISCOVER BOATING™ MIAMI INTERNATIONAL BOAT SHOW®

YACHT LIFE TV

**Scrolling
Skyscraper**

300 x 600

ON DEMAND CHANNELS



YACHT LIFE TV
**EXPLORE
STREAMING LUXURY**

Yacht Life TV is the first 24-hour streaming television network dedicated to the yachting lifestyle. We invite you to explore exotic locations, tour super yachts and private jets for sale and charter, shop bespoke brands, stay current with industry news and documentaries, experience live events from around the world and more!

Set Sail On Yacht Life TV.

Scrolling Box

300 x 250