

# Advertising Opportunity



**DISCOVER BOATING**  
com.au



Boating Industry Association  
of Victoria



There is an incredible opportunity for industry members to advertise in the Discover Boating Monthly Update. Be seen by over **40,000 people** across a number of platforms, including:

- **EDMs:** Discover Boating Monthly Update and Industry E-News
- **Social Media:** Facebook and Instagram posts
- **Website:** BIAV and Melbourne Boat Show

Plus an extended network through members, sponsors and contributors.

**DESIGN YOUR OWN  
6X6CM BOX!**

**CHOOSE ANY IMAGE/S AND  
LINKS YOU WOULD LIKE!**

**HAVE YOUR ADVERT SEEN  
BY 40,000+ PEOPLE!**

**SHARED ON MULTIPLE  
PLATFORMS INCLUDING  
EDMs, SOCIAL MEDIA AND  
WEBSITES!**





### MONTHLY UPDATE



#### WHAT'S ON: APRIL 2021



**AAA Marine - Family Fun Day!**  
Free boat and board hire, range of activities and lounge tent!  
Saturday 10th April 2021  
AAA Marine  
[SEE MORE](#)



**ABC Marine - Demo Day!**  
This is your chance to try out a great selection of boats, family boating packages!  
Sunday 25th April 2021  
ABC Marine  
[SEE MORE](#)

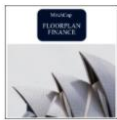


**Hook A Winner!**  
The biggest fresh water fishing competition is back in 2021!  
25th - 28th March 2021  
Goulburn River  
[SEE MORE](#)

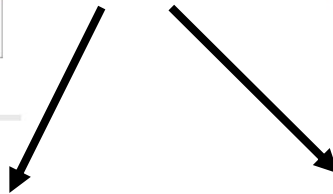


**4x4 FISHING & BOATING**  
Where like-minded 4x4, fishing & camping enthusiasts start their adventure.  
20 - 22 August 2021  
Melbourne (Dandenong)  
[SEE MORE](#)

[Visit Calendar](#)



### YOUR ADVERT



**GREAT BOAT SHOW SIGNS IF THE U.S. MARKET IS ANYTHING TO GO BY!**  
The Orlando Boat Show at the Orange County Convention Center in Florida had its highest attendance in a decade, topping the 2019 attendance by a whopping 66 percent.



[Click here](#) for more on this show and other great boat show progress in the United States.

For Melbourne Boat Show 2022 information and to book your site, [click here](#).

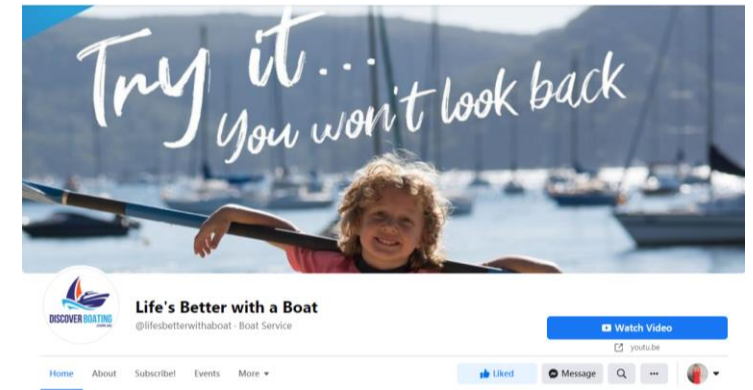
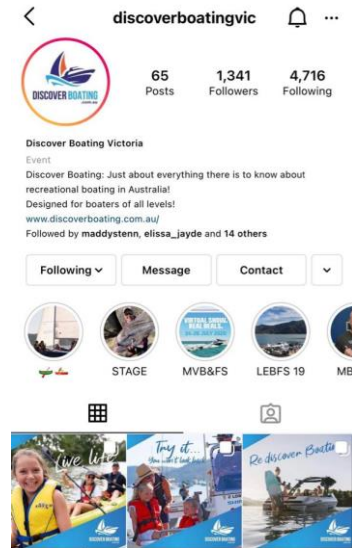


### Discover Boating Monthly Update (EDM):

- 37000+ subscribers
- 12 editions per year (sent monthly)
- Premium positions available + rotational basis
- Advertisements and Advertorials opportunity

### Industry E-News:

- 1,400 industry emails
- Fortnightly editions
- Posts, Advertisements and Advertorials opportunity
- B2B Opportunity



### Social Media:

- 8,000+ followers
- Monthly Update shared as a post multiple times

# Advertorial – Boat Dealer of the Month

There is also an opportunity to be 'Dealer of the Month' as an Advertorial.

You will be highlighted as Dealer of the Month in the:

- Discover Boating Monthly Update
- Facebook and Instagram posts
- Featured in the Industry E-News

You can choose what features in the advertorial under the title of 'Boat Dealer of the Month'. You can have any images, text, videos and links you'd like. It's totally up to you!



VICTORIAN MONTHLY UPDATE



## WHAT'S ON: MAY 2021



[Visit Calendar](#)



## BOAT DEALER OF THE MONTH HIGH COUNTRY HOUSEBOAT SALES



### ENDEAVOUR II

Endeavour11 offers this opportunity with a very well-presented entry-level houseboat holiday home; a first houseboat holiday home. She now ticks many of the boxes as being an ideal first family houseboat holiday home.

The Asking Price for Endeavour11 is \$230,000.00

[CLICK HERE TO BUY NOW](#)



### ENDEAVOUR II

Endeavour11 offers this opportunity with a very well-presented entry-level houseboat holiday home, a first houseboat holiday home. She now ticks many of the boxes as being an ideal first family houseboat holiday home.

The Asking Price for Endeavour11 is \$230,000.00

[CLICK HERE TO BUY NOW](#)

# Display Rates

	One Off	x 3	x 6	x 12
Discover Boating Monthly Update <b>Advert</b>	\$420	\$380	\$340	\$300
Discover Boating Monthly Update <b>Advertorial</b>	\$840	\$720		
BIAV Industry E-News <b>Advert</b>	\$210	\$190	\$170	\$150
BIAV Industry E-News <b>Advertorial</b>	\$420	\$360		
Discover Boating <b>Video Development</b>	Enquire			

Please Note: 20% discount for BIAV Members. Contact us [NOW](#) to become a member today!