

CarAdvice.com Makes Further Strides Into Marine Space With BoatAdvice Expansion

~ cements two strategic partnerships to give consumers more compelling content and better connect boating industry ~

Sydney, June 6 2016 – BoatAdvice, part of CarAdvice.com Limited, has signed two partnerships with Club Marine and Boatsonline to advance its goal of becoming the go-to online destination for all things marine. BoatAdvice, which launched in May 2015, has joined forces with Club Marine, Australia's largest marine insurer and marine lifestyle publisher, with media assets regularly reaching over 100,000 boat-owners. Via its newly launched initiative, Club Marine TV, Club Marine is strengthening its digital relationship with its loyal audience by publishing engaging and educational boating videos. BoatAdvice is assisting Club Marine to film and produce a number of the videos and, in return, select BoatAdvice content, including boat reviews and lifestyle pieces, will be published in Club Marine Magazine, Australia's most widely read boating magazine. It is envisaged that this new relationship with Club Marine will help BoatAdvice increase brand awareness and distribute its content to a new audience, underpinned by Club Marine's heritage in boating. Club Marine CEO and magazine publisher, Simon McLean said: "Consumers and the marine industry are hungry for engaging boat-related content. Via Club Marine TV, we are bringing educational video content to the boating public in an effort to make boating safer and more attractive for the current, and next generation of boaties. We value our relationship with BoatAdvice and we see this partnership as a great way to expand our content offering into the digital space." Additionally, BoatAdvice will now also manage and re-sell display advertising for Boatsonline, Australia's second largest marine classified site. This relationship allows the highly resourced and experienced team at BoatAdvice and CarAdvice to develop its display business in a commercial relationship beneficial to both parties. Specifically, it gives BoatAdvice more ad inventory and the opportunity to introduce its lifestyle, destination, technology and know-how marine content to a new audience. Boatsonline owner Graeme Monkhouse said: "Over the past 16 years we have built a very popular classified site that consistently ranks in the top three domestic marine sites according to Nielsen. We have existing advertisers within the marine industry, but the partnership with CarAdvice allows us to access a larger pool of advertisers and offer premium advertising solutions across our combined audience of highly qualified boat and car shoppers. "Establishing partnerships with two strong industry brands in Club Marine and BoatsOnline within just twelve months is testament to our business and the demand for industry collaboration to get the best content to our mutual audiences. It also now gives us the second largest marine audience in Australia," said Andrew Dalton, General Manager at BoatAdvice. "Boaties and the boating industry are a close-knit highly active and engaged community and we want to be where they are. Combine Club Marine, Boatsonline and BoatAdvice and that's a pretty complementary team." "These announcements replicate our highly successful automotive model in the marine space, to give marine enthusiasts access to the best and most relevant content, and so really bring the industry together online," said Andrew Beecher, CEO of CarAdvice. Taking the lead from the well-established manufacturer-friendly CarAdvice.com.au model, BoatAdvice is aimed at connecting boat manufacturers, brokers and dealers with in-market boat buyers...and the occasional dreamer. For more information please visit www.boatadvice.com.au, www.clubmarine.com.au or www.boatsonline.com.au.

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