

Advertising Opportunity



Boating Industry Association
of Victoria





There is an incredible opportunity for industry members to advertise in the Discover Boating Monthly Update. Direct contact to a 46K+ boater audience across a number of platforms, including:

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

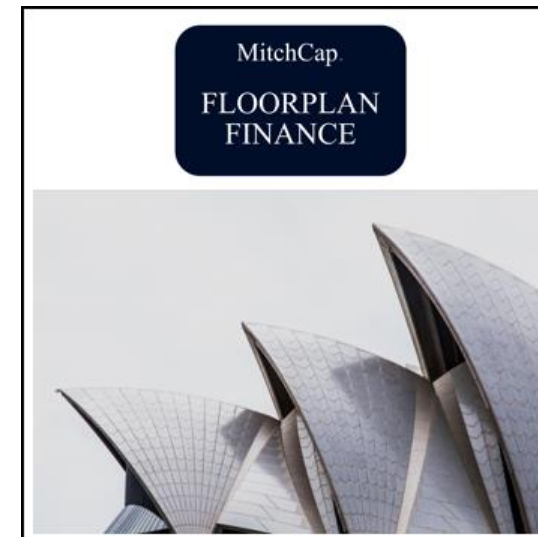
Plus an extended network through members, sponsors and contributors.

**DESIGN YOUR OWN
6X6CM BOX!**

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

**HAVE YOUR ADVERT SEEN
BY 46K+ BOATER AUDIENCE**

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





MONTHLY UPDATE



WHAT'S ON: APRIL 2021



AAA Marine - Family Fun Day!
Five boat and board titles, 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
Cranes Waterway
[SEE MORE](#)

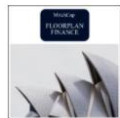


Hook A Winner!
The biggest fresh water fishing competition is back in 2021!
25th - 28th March 2021
Goulburn River
[SEE MORE](#)

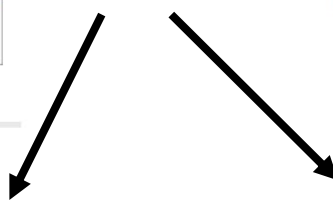


4x4 FISHING & BOATING
Where like-minded 4x4, fishing & camping enthusiasts start their adventure.
20 - 22 August 2021
Melbourne (Swangronds)
[SEE MORE](#)

[Visit Calendar](#)



YOUR ADVERT

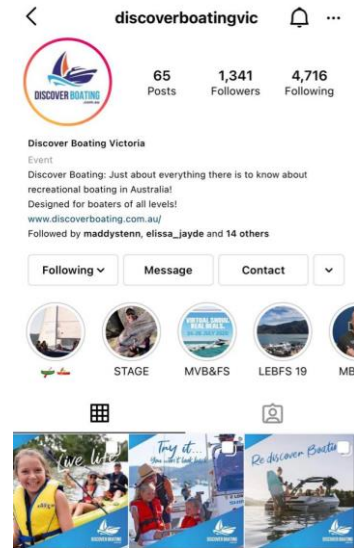
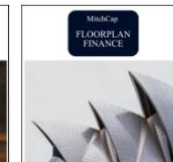


GREAT BOAT SHOW SIGNS IF THE U.S. MARKET IS ANYTHING TO GO BY!
The Orlando Boat Show at the Orange County Convention Center in Florida had its highest attendance in a decade, topping the 2019 attendance by a whopping 66 percent.



[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 Update (EDM):

- 46k+ subscribers
- Min 6 editions per year
- Premium positions available + rotational basis
- Advertisements and Advertorials opportunity

Industry E-News:

- 1,600 industry emails
- Fortnightly editions
- Posts, Advertisements and Advertorials opportunity
- B2B Opportunity

Social Media:

- 5,500+ 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

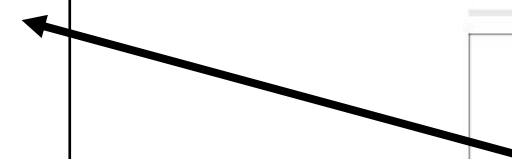


ENDEAVOUR II

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](#)



BOAT DEALER OF THE MONTH HIGH COUNTRY HOUSEBOAT SALES



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[CLICK HERE TO BUY NOW](#)

Display Rates

	One Off	x 3	x 6	x 12
Discover Boating Update – 46K+ Advert	\$420	\$380	\$340	\$300
Discover Boating Update – 46K+ Advertorial	\$840	\$720		
BIAV Industry E-News – 1.6+ Advert	\$210	\$190	\$170	\$150
BIAV Industry E-News – 1.6K Advertorial	\$420	\$360		
Discover Boating Video Development	Enquire			

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