



IDEAS | DECISIONS | SUCESS



MEDIA KIT 2024

About us



čarter.hr is a unique website that helps Croatian charter companies make better business decisions and improve their management.

čarter.hr was created as a project of Zona Plus d.o.o. digital marketing agency



We offer  
well-positioned and  
targeted online  
advertising.

[www.čarter.hr](http://www.čarter.hr)

# Why choose us?



## Why advertise with us?

čarter.hr services are used by nautical charter professionals, business managers, base managers, booking and base staff to get relevant information about trends in nautical charter.

Also, to familiarise themselves with various tools that facilitate their daily work and give them the opportunity to improve.

**Target group** - a precise target market is one of the pillars of a successful advertising campaign and the most important condition for a top result. The main users of čarter.hr are active charter companies with a total of over 4,000 vessels.

**Quality recommendations** - many related companies for which nautical charter is a field of activity (such as accounting services, insurance companies, etc.) refer their users to čarter.hr.

**High ranking on search engines** - we are very well positioned for the most important key search terms related to charter business.

**Flexible and affordable** - we offer a selection of advertising packages tailored to your needs to get the most out of everything. Whether it's reaching your target market through affiliate content creation, increasing your brand awareness or something else, contact us with confidence.

### E-book: Nautical charter Overview of conditions and trends

An overview of nautical trends is our unique annual analysis of trends in the Croatian charter. To learn more about it, visit our [website](#). If you want to talk about sponsorship, feel free to [contact us](#).

# In numbers

**4000+**

VESSELS

**3%**

SHARE IN CRO TOURISM

**1000+**

CHARTER COMPANIES

**185**

NAUTICAL TOURISM PORTS

**7%**

ANNUAL VESSEL INCREASE

Monthly visits



**1,300**

Average monthly page views



**3,100**

Average time spent



**2.39 min**

Page view per user



**2.19**

Users (%)



**53.6/46.4**

**183+mil KN**

NAUTICAL TOURISM PORTS TOTAL ANNUAL REVENUE

## Reach YACHT CHARTER professionals

By partnering with čarter.hr, you give your business the opportunity to operate in the right, growth-enhancing environment. Our website, which has a certain authority, is used by professionals of various profiles in the field of nautical charter. For them it is one of the fundamental sources for many aspects of their business.

### Benefits

- ✓ Bring visitors to your website when they are looking for advice or need a specific suggestion for their business and when they are looking for industry related news.
- ✓ Ideal for boosting a broader marketing campaign or testing new audiences.
- ✓ Coordinate your business with čarter.hr to gain the inherited trust and authority.

### Advertising placement

Depending on your needs and wishes, our marketing offer includes sponsored content, e-books, various reports and sponsored newsletters.

## Sponsored content

Traditional ads often can't convey all the important information you like to apply to your target market, so sponsored content is a great solution. Therefore, we place articles, posts, images, videos and more in selected relevant places so that your target customers can find you and gain trust in your brand.

- SEO benefits from positioning on a website with credibility
- Article promoted in our weekly newsletter
- Positioning on čarter.hr for a continuous period of six months
- Links to your website
- Mentioning on social networks

## Sponsored newsletters

Sponsored eNewsletters are a great opportunity to raise awareness about your brand, expand your target market and achieve conversions. Our team will dedicate themselves to their creation so that everything, from graphics to the text, is perfectly aligned with needs of your potential clients.

Promote your business or services directly on the e-mail lists of our subscribers - professionals in nautical charter.

- ✓ An efficient, high-quality and increasingly common way of promoting a company, product or service on the Internet.
- ✓ Represents the advertiser's PR text, which is published on the front page and in the corresponding topic section.
- ✓ The sponsored article shows the advertiser's activity, services or offer, a topic expertly covered by our journalists and equipped in cooperation with top photographers.

## ARTICLE

- ✓ Article up to max. 1.5 text cards
- ✓ 1 photo with text
- ✓ The possibility of a link to the website at the request of the advertiser

### DURATION:

**7 DAYS**

(1 day on the cover + 6 days in the corresponding section)

### PRICE:

**200 EUR**

\*VAT included

# Sponsored webinar



- ✓ An efficient, high-quality and increasingly common way of promoting a company, product or service on the Internet.
- ✓ As a sponsor, you will receive the following benefits:
- ✓ Featured placement in all marketing materials for the webinar, including e-mails, social media posts, and the webinar platform.
- ✓ A dedicated segment in the webinar to showcase your products and services and provide a deeper dive into the benefits and features of your offerings.
- ✓ Access to the webinar's attendee list, including the contact information of all attendees who gave consent, so you can follow up and continue the conversation after the event.

## WEBINAR

- ✓ Dedicated webinar
- ✓ Targeted audience
- ✓ Measurable results
- ✓ Brand Awareness

### DURATION:

up to 60 min

### PRICE:

1.000 EUR

\*VAT included



## STANDARD

- ✓ Company logo
- ✓ Contact (phone, e-mail, web)
- ✓ Category label
- ✓ Short business description (up to 10 words)

FREE

## PRO

- ✓ All from STANDARD pack incl. +
- ✓ "Company profile", "Why to use", "Services"
- ✓ Links to social networks (FB, IG, LN, Google)
- ✓ 1x Sponsored post on social networks (FB, IG-7 days)
- ✓ 1x Post on LinkedIn network
- ✓ Promoting through Newsletter (monthly 1x)

200 EUR/mo \*

[www.čarter.hr](http://www.čarter.hr)

## ELITE

- ✓ All from PRO pack incl. +
- ✓ 1x Post on LinkedIn network
- ✓ Promoting through regular Newsletter (monthly 2x)
- ✓ Direct Promote - dedicated Newsletter (1x month)
- ✓ PR article (1 every 6 months)
- ✓ Position on the front page of the čarter.hr website 7 days
- ✓ Monthly analytics reports
- ✓ Featured placement in our Webinars

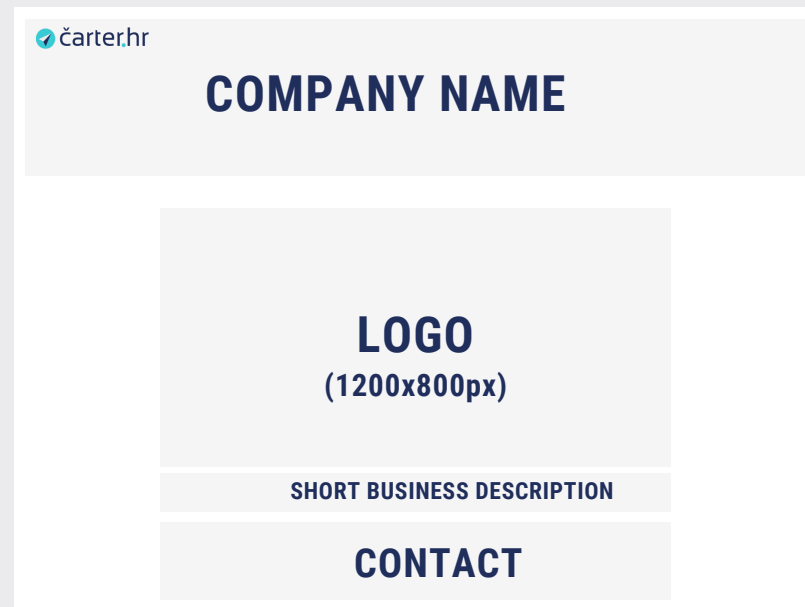
500 EUR/mo \*

\*VAT inclusive

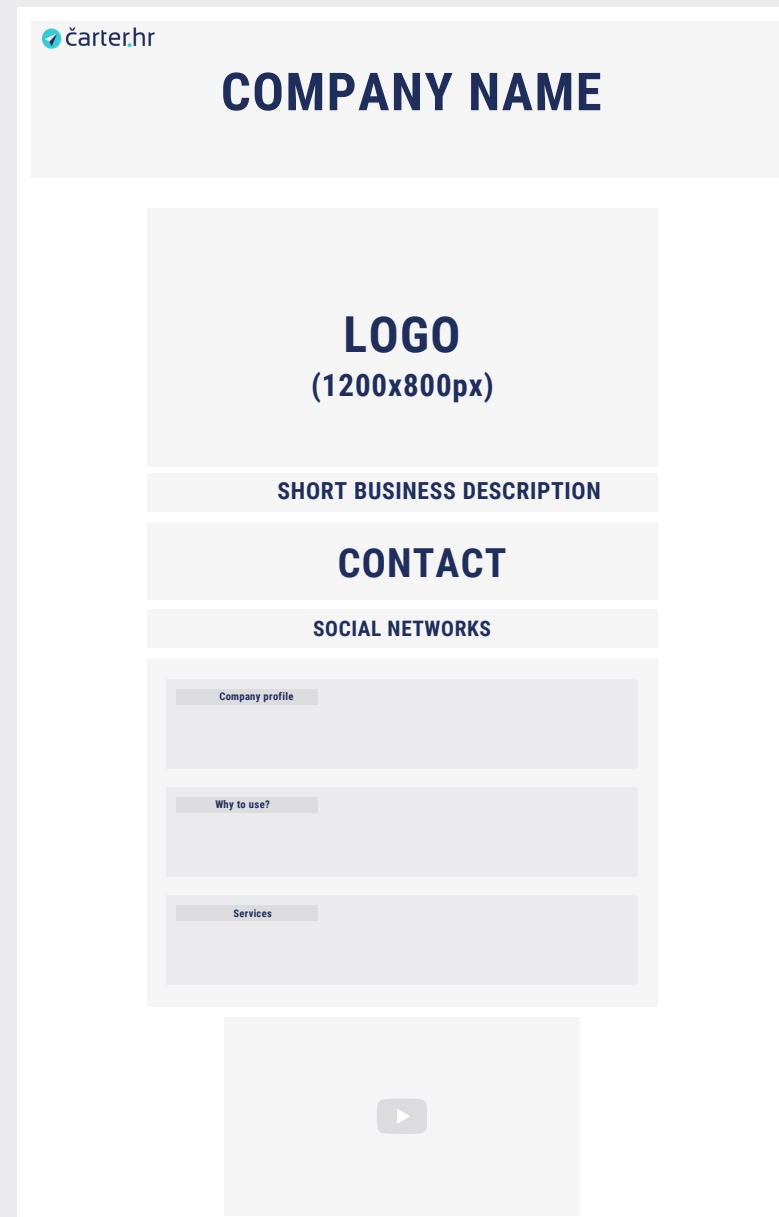
# Services page layout



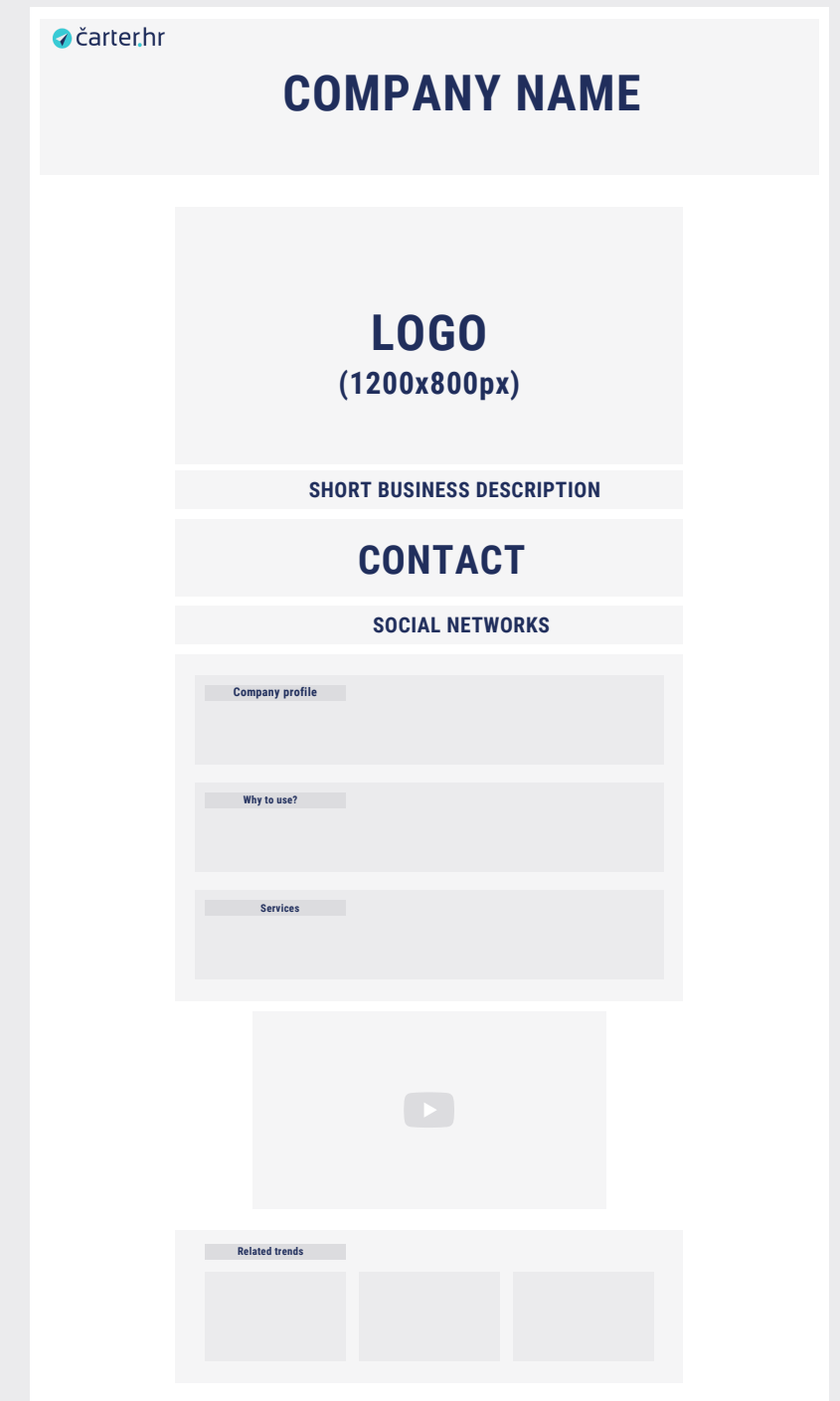
## Standard



## Pro



## Elite



## Reach out to professionals in the Croatian nautical charter and direct them to your business

To find out advertising options that can help your business and what advertising packages we offer, feel free to contact us.

### Successful advertising

We use Google Ads for our advertising campaigns, so you can be sure that your ads are precisely tailored to your target audience. We also base our recommendations on historical search results to provide you with the best possible advice. Our team takes care of your reports, which are delivered in real time so you can measure and optimize your ad performance.

### Available promotions

- Featured post on the cover
- Company profile on 'Services' page
- Newsletter
- Sponsored content (articles, webinars)
- Affiliate content
- Nautical market status report
- E-books

For advertising offer, contact us:  
e-mail: [info@carter.hr](mailto:info@carter.hr)  
mob: 095 25 25 925