

ONDECK^{SKIPPER}

www.skipperondeck.gr

2025
DIGITAL MEDIA KIT



• BANNERS • ADVERTORIALS • RICH MEDIA • E-NEWSLETTER

Main Leaderboard | 728 x 90 px

Leaderboard 1 | 1200 x 150 px

Sidebar Banner | 300 x 300 px

Leaderboard 2 | 1200 x 300 px

In-Content Leaderboard
728 x 90 px

Skyscraper Banner
300 x 600 px

TECHNICAL REQUIREMENTS

FILE FORMATS: GIF, JPG, HTML5/ZIP or 3rd Party Tag. MAX FILE SIZE for GIF or JPG 250 kb (initial load). For HTML5 banners: a ZIP containing the creative assets (JPG or GIF only) and HTML5. All other files that are referenced by the HTML file should be included in the zip file. Ensure an exit function and click tag are included. The max size of the HTML5 bundle or the extracted files cannot exceed 1MB (1000 kb)



Advertorial Article
[View the full content here](#)

WEEKLY NEWSLETTER



Olympic Yacht Show 2023: Οι εγγραφές ανοίγουν
Το μεγάλο event για το yachting, το Olympic Yacht Show 2023 θα πραγματοποιηθεί από τις 28 έως τις 31 Οκτωβρίου 2023, στην Ολυμπία Marina επί της οδού...

Νέο τμήμα Yachting Services από τη Marine Plus S.A.
Η Marine Plus S.A. δημιούργησε το 1998 με στόχο να παρέχει υπηρεσίες...

Marine Yachting Catering: Το νέο τμήμα της ONDECK
Η Marine Yachting Catering είναι η νέα υπηρεσία που προσφέρει...

PROMO ARTICLE
Αναζητείτε να αγοράσετε ένα νέο σκάφος? Διαβάστε το άρθρο...



Construction of the new super-fast cruiser Mykonos M72 is underway
The construction of the new super-fast cruiser Mykonos M72 is underway...

Promo Article
[View the full content here](#)

CUSTOM NEWSLETTER



Κάντε το επόμενο σας event να ξεχωρίζει!
Η εξαιρετική ποιότητα των υπηρεσιών, η διαθεσιμότητα και οι υψηλοί επιπέδου υπηρεσίες είναι οι χαρακτηριστικές αξίες της Μπιεργής Catering

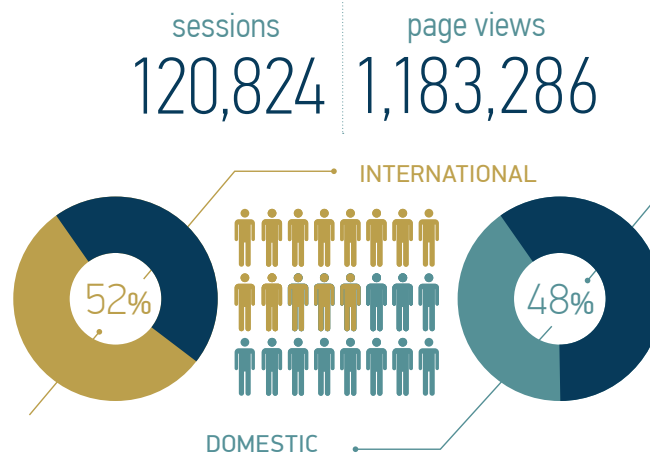


M ΜΠΙΕΡΓΗΣ CATERING



* GOOGLE ANALYTICS

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* PERIOD WINTER 2024-'25 (DEC - JAN - FEB)

OVERVIEW

USERS	134,418	NEW USERS	112,885
SESSIONS	120,824	PAGES / SESSION	9.79
PAGEVIEWS	1,183,286	AVG. SESSION DURATION	00:07:09



COUNTRY	USERS	% USERS
1. GREECE	71,846	53.45%
2. United States	13,549	10.80%
3. Netherlands	10,067	7.49%
4. Ireland	7,608	5.66%
5. Finland	3,723	2.77%
6. United Kingdom	2,889	2.15%
7. Germany	2,809	2.09%
8. Sweden	2,634	1.96%
9. Austria	2,298	1.71%
10. France	2,245	1.67%

OPERATING SYSTEM	USERS	% USERS
1. WINDOWS	56,684	42.17%
2. iOS	34,102	25.37%
3. Android	26,158	19.46%
4. Linux	10,955	8.15%
5. Macintosh	8,992	6.69%

1. WEBSITE PROFILE

ARTICLES

10.000

E-NEWSLETTERS

950

UNIQUE VISITS

(sessions)

40,274

PAGE VIEWS

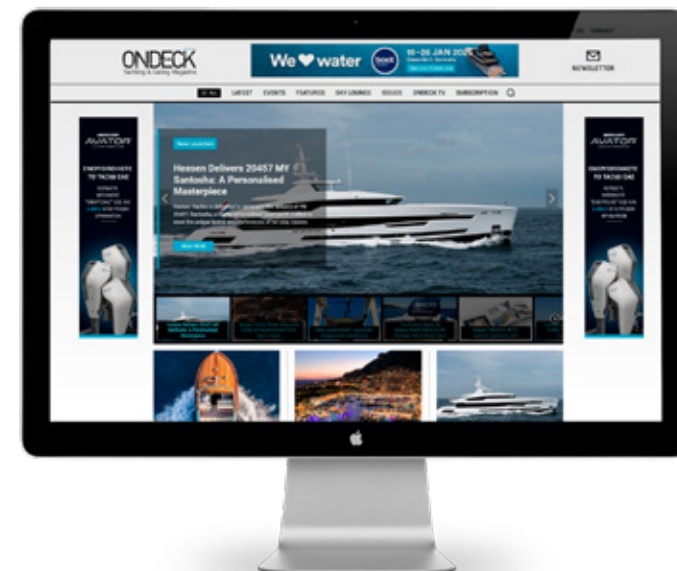
394,428

ENGLISH & GREEK LANGUAGE
BUSINESS SECTION
LIFESTYLE SECTION

SEO OPTIMIZED

No1 WEBSITE IN GREECE FOR YACHTING

PER MONTH AVERAGE



2. NEWSLETTER CAMPAIGNS

DEDICATED & CUSTOMIZED
BUSINESS CAMPAIGNS

3.550

HIGH PROFILE PROFESSIONALS
FROM SHIPPING & YACHTING INDUSTRY



4 REGULAR
CAMPAIGNS/MONTH

16.500

SUBSCRIBED USERS
AND VALID E-MAIL ADDRESSES



3. SOCIAL MEDIA

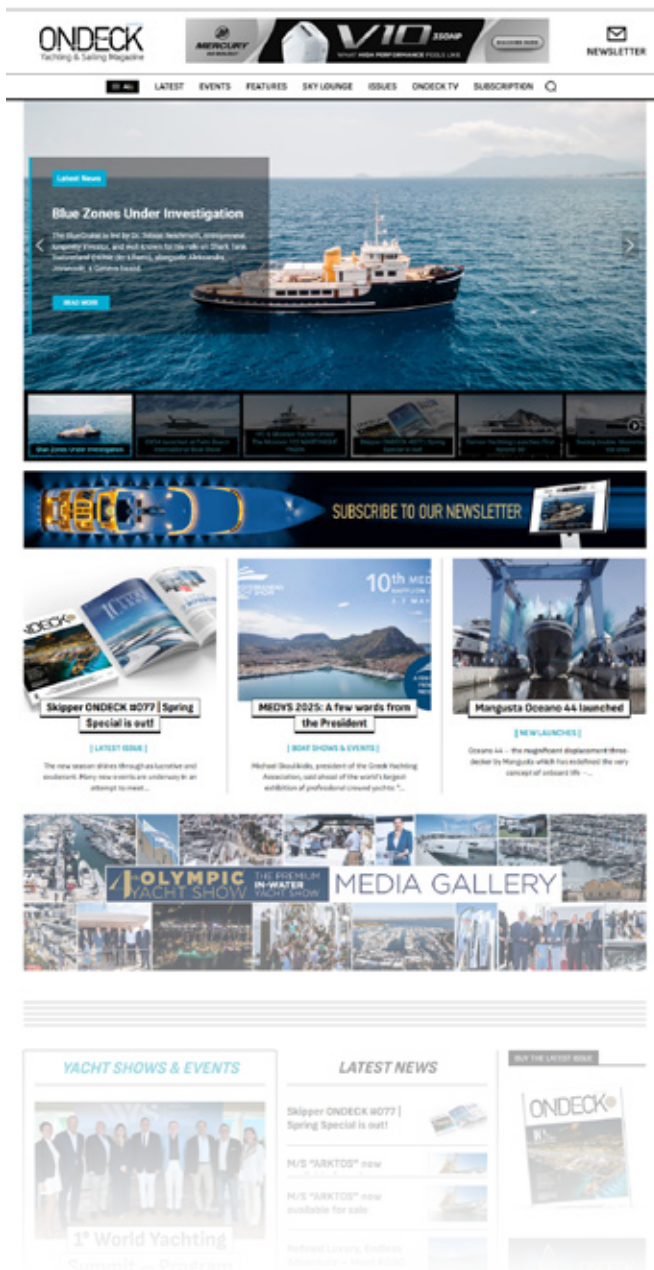
23.600

FB & INSTAGRAM
FOLLOWERS



- SkipperOnDeck
- ondeck_mag
- ONDECK Media
- SkipperOnDeck
- OnDeck_Magazine

PROMO POSTS on FACEBOOK & INSTAGRAM



* GOOGLE ANALYTICS

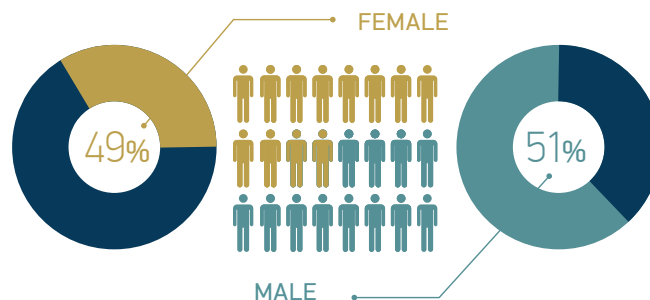
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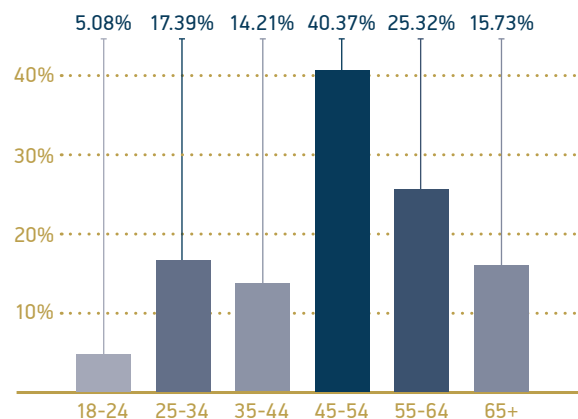
SESSIONS 120,824 | PAGEVIEWS 1,183,286

DEMOGRAPHICS

GENDER



AGE



AFFINITY CATEGORY (REACH)

% USERS

1.	LIFESTYLES & HOBBIES/ BUSINESS PROFESSIONALS	5.01%
2.	Technology/Social Media Enthusiasts	4.69%
3.	News & Politics/Avid News Readers	3.05%
4.	Travel/Travel Buffs/ Beachbound Travelers	3.22%
5.	Lifestyles & Hobbies/Green Living Enthusiasts	3.12%
6.	Shoppers/Value Shoppers	3.08%
7.	Banking & Finance/Avid Investors	2.96%
8.	Sports & Fitness/Health & Fitness Buffs	2.87%
9.	Beauty & Wellness/ Frequently Visits Salons	2.81%
10.	Sports & Fitness/Sports Fans	2.68%

IN-MARKET SEGMENT

% USERS

1.	Trips by Destination/Trips to Europe/Trips to Greece	4.05%
2.	Autos & Vehicles/Vehicles (Other)/Boats & Watercraft	2.70%
3.	Real Estate/Residential Properties	2.61%
4.	Financial Services/ Investment Services	2.47%
5.	Travel/Hotels & Accommodations	2.02%