

RIBsONLY.com

Home of the Rigid Inflatable Boat · since 2008

MEDIA KIT · CALENDAR YEAR 2027

Issued	23 September 2026
Rates in this kit	€ 1,040* · € 1,490* · € 2,390* per calendar year · three places per level for 2027
Validity	Quotes in this kit are valid until 31 December 2026 and reviewed annually.
Contact	Talk to us · bookings are taken directly, no agency or intermediation.

*Placements run for one full calendar year, 1 January – 31 December 2027.

The Market Grows with Us

Volume base stays 3–9 m; growth concentrates in 9–15 m and larger premium, maxi and chase boats, composite hulls, Hypalon collars and electric drivetrains raising the value per unit sold.

Segment	2025	2026 est.	2030–2034	CAGR
Global RIB market	\$1.55–1.77B	\$1.66–1.86B	\$2.26–2.79B	5.2–8.0%
Electric RIB market	\$1.52B	\$1.71B	\$4.39B (2034)	12.5%
North America	\$0.64B	\$0.68B	steady growth	—
Asia-Pacific	market leader	high expansion	fastest-growing region	highest regional

Sources: Fortune Business Insights · The National Law Review · MarketDataForecast · The Business Research Company (2026).

Audience & Perfomance

Verified* Growth, not Estimated Reach

Search visibility	Heading to 1,000,000 impressions in 2026, check the advertisers page
YouTube reach	350,000+ total views. Visual storytelling for the RIB community
Pinterest	2,400+ pins on the public RIBsONLY.com board, discovery traffic from new boating audiences
Network	RIBsONLY.com · TheRIBWall.com · RIBManufacturerList.com · weekly RIBs ONLY Insider newsletter · LinkedIn group
Placement rates	Three presence levels at € 1,040 · € 1,490 · € 2,390 per calendar year, three places per level for 2027.

* Figures: verified platform data, Q3 2026 (Google Search Console, Bing Webmaster Tools, YouTube, public Pinterest board).

Channels in the Ecosystem

Channel	Role in the funnel
Editorial hub	Boat tests, reviews, news, guides and buying advice, read at the moment shortlists are made.
RIBs ONLY Insider	Weekly newsletter, direct to inbox. More than 80% of reads happen on mobile.
Community	The RIBsONLY.com LinkedIn group and the RIBs ONLY 2.0 group on Facebook, owners, skippers and B2B decision-makers exchanging practice and purchases.
Friends network	Permanent brand presence across TheRIBWall.com and RIBManufacturerList.com the niche's shelf.

Audience Proof - Where the Audience Lives

Beyond the placement inventory, the same readers are active on channels we run ourselves. We list them because they show who the audience is not as something you can buy.

Organic channel	What it means for you
RIBs ONLY 2.0	Active owner and skipper community on our Facebook group: RIBs ONLY 2.0 . Daily questions about hulls, tubes, engines and outfits: the conversation you want your brand to be part of.
Pinterest board	2,400+ pins, RIBsONLY.com content only public board. Prospective buyers who do not search for a RIB yet, discovering one anyway. All link back to the article on RIBsONLY.com and seeing your ad.
YouTube channel	350,000+ total views. Boat tests and action footage watched to the end, the format that carries the feeling of a hull on the water.

No paid placements are offered in these three. They are the reason the rate card on page 4 reaches an audience that already engages with the niche.

New for 2027 - Brand Finder, live since 26 September 2026

Now they look you up on the spot.

The RIBsONLY Brand Finder turns a moment of attention into an answer. At a boat show, at a dealer, while considering a used RIB, or while dreaming about the one you would like: a visitor types your brand, and the tests, reviews, model presentations and technical information already published on RIBsONLY.com are on the screen. No digging through years of articles.

It lives on the home screen of a phone and it draws on the same knowledge base our editorial adds to every week, so presence here is presence at the moment a name is checked, not only the moment it is seen.

Your Brand, Every Page, Each Format with its Own Job

Format	Buyer intent	Recommended content	Strategic value in 2027
Native boat tests & reviews	High to very high	Extended test, technical specifications, high-quality video	Builds direct authority and lowers the threshold at premium prices, proof of quality at the research moment.
Newsletter placement	Very high	One short sponsored item, mobile-optimised, one CTA	Reaches decision-makers on the phone; ideal for product launches and offers.
Friend of RIBsONLY.com	Always-on	Brand profile, permanent placement across the network	Anchors the brand as a known name in the industry, continuous, not campaign-bound.
Brand display · every page	Focused	Clean banner and action creative, contextual sidebars	A permanent visual position for every brand: sidebars on every page of the platform network.

Bottom line: your brand, every page, every visit in a closed niche, constant presence is the advantage.

Three Levels, One Calendar Year (2027)

Level	What it includes	Rate per calendar year	Places left 2027
Starter: Season of Visibility	52 newsletter sponsored items (one per week) · Backlink in your profile block	€ 1,040*	5
Growth: The Feature Track	52 newsletter sponsored items (one per week) · Backlink in your profile block · 2 sponsored features per year, on the website and in the weekly newsletter	€ 1,490*	4
Authority: Friend of RIBsONLY.com	52 newsletter sponsored items (one per week) · Backlink in your profile block · 6 bespoke deep-dive articles per year, on the website and in the weekly newsletter · network-wide presence on every page · contextual integration in editorial and search · your chosen videos with backlink in the RIBsONLY.com YouTube channel (350,000+ views)	€ 2,390*	3

Terms of the Rate card

Annual basis. Rates are quoted for one full calendar year, 1 January 2027 – 31 December 2027. Starting later is equally welcome: your fee and the number of newsletter editions are counted from your first live week until 31 December. Single one-off placements are not offered.

Places are limited. When a level is sold out for 2027, new placements start in the next calendar year at the then-current rate.

Rate validity. This card is valid until 31 December 2026 and reviewed annually.

Media placements only. Nothing in this kit creates a partnership, joint venture or agency relationship between advertiser and RIBsONLY.com.

The **Friend of RIBsONLY.com level** combines the platform's strongest formats in one annual commitment, 6 bespoke deep-dive articles, network-wide presence on every page and contextual integration in editorial and search, on top of everything in The Feature Track.

* Join at any time. Your fee and newsletter exposure are adjusted from your first live week through 31 December.

Authority You Borrow

EEAT-backed Editorial

Used-RIB Buyer's Checklist (2026). The free guide is one of the most downloaded resources on RIBsONLY.com, co-written with 11 industry experts: *Adam Younger, Andy Squirrel, Arjen Maan, Fraser Mackie, Mike Tilley, Petter Martens, René Haar, Robin Kilroy, Roy Andersen, Tim De Rick and Tom Bettie*. Placements sit beside content the community already trusts, experience, expertise, authoritativeness and trustworthiness, transferable to the brand that appears next to it.

And this is only the beginning. More guides, reference works and specialist publications are already in development. For you that means more high-value editorial environments.

Editorial independence. Sponsored items are marked as such and woven into the regular editorial flow. Advertising never buys a verdict in a test or review; claims are checked against specs and sources before publication. This is why the audience reads to decide and why presence here compounds.

Production & Delivery

Ad assets	Banner creatives as WebP/AVIF or JPG/PNG at size 620 px wide, maximum 150 KB per asset. We review, convert and test per placement.
Lead times	Newsletter and display placements: 10 working days before the run. Sponsored features and deep-dives: from 4 weeks for briefing and production.
Tracking	No cookies are set for ad measurement on top of the platform's existing consent setup.