

2017 MARKETING ACTIVITIES



**Mediterranean
Corner**

ICE & ANNAPOLIS BOAT SHOWS SOCIAL MEDIA

MedCorner web-page on ICE website: shared on ICE's social media & Annapolis Boat Show's official social media with approx. 30 000 followers (+ MedCorner related content sharing)

CHESAPEAKE BAY FACEBOOK

Chesapeake Bay Magazine Facebook post one week before the boat show (10 000 followers)

YACHTS CROATIA MAGAZINE

Two-page spread PR article about MedCorner on YACHTS Croatia Magazine (Licenced edition of the worldwide YACHTS magazine)

USSS OFFICIAL WEBSITE & PRINTED MATERIAL

USSS list of MedCorner exhibitors on official website & printed material

CHESAPEAKE BAY MAGAZINE

A monthly publication for boating in Chesapeake Bay & OFFICIAL USSS PROGRAM will feature a MedCorner 1/6 page ad and will be distributed during the boat show

SPIN SHEET MAGAZINE

A monthly magazine for Chesapeake Bay sailors will dedicate its September issue to USSS, will also feature a 1/6 page MedCorner ad