

2025

# MEDIA GUIDE

THE INTERNATIONAL SEAKEEPERS SOCIETY





## ABOUT SEAKEEPERS

The International **SeaKeepers Society** unites vessel owners, scientists, and communities to advance oceanographic research, marine conservation, and education.

Together, we protect our oceans for future generations.

United States | United Kingdom | South Pacific | Singapore | Bangladesh



**250K+**

PAGE VIEWS

**280K+**

UNIQUE VISITORS

**+39K**

EMAIL SUBSCRIBERS

**+23M**

SOCIAL MEDIA VIEWS

(AS OF APRIL 2025)



## WHAT WE DO

We bridge the gap between science and the yachting community to advance oceanographic research, marine conservation, and education. By partnering with boat owners, we provide vessels that support scientists in conducting critical research and gathering data at sea. We also collaborate with educators to create immersive floating classroom experiences that inspire the next generation of ocean stewards.

### > 1998

The International SeaKeepers Society was conceived in 1997, and was officially established in 1998 in Monaco by six yacht owners who were drawn to the notion of “turning yachts into research platforms.”

### > 2001

Five yacht owners - among them Paul Allen, the Microsoft millionaire who owned “Medusa” among other yachts - collected oceanic and atmospheric data using a data collection device called the SeaKeeper 1000.

### > 2004

Dr. Sylvia A. Earle and Jean-Michel Cousteau join the Scientific Advisory Board to identify key areas where vessels could support oceanographic research.

### > 2012

SeaKeepers expands its scope by launching the “Scientific Vessel of Opportunity Program (SVOP)” encouraging yachts to host prominent scientists on missions aboard their vessels.

### > 2014

The SVOP concept evolves into the DISCOVERY Program, the primary initiative for accomplishing scientist-led expeditions, citizen science, educational outreach, and community engagement.





> **2015**

Board Member, Julian Chang, establishes a presence in Asia with its first international chapter, SeaKeepers Asia, based in Singapore.

> **2021**

The second international chapter was established in the United Kingdom to foster relationships across Europe and expand programming in that region.

> **2023**

Education increases as a central focus of SeaKeepers' mission, enabling a greater emphasis on student engagement and teacher development.

The third international chapter was established in the South Pacific, with headquarters in Auckland, New Zealand.

SeaKeepers celebrates 25 years of ocean conservation.

> **2024**

The International SeaKeepers Society continues its expansion with the official launch of its Bangladesh chapter, operating as an extension of the SeaKeepers Asia Chapter.

**85,000+**

STUDENTS INDIRECTLY &  
DIRECTLY IMPACTED

**550+**

PROJECTS &  
PROGRAMS COMPLETED

**200+**

PROGRAM PARTNERS  
ENGAGED IN PROJECTS

**200+**

VESSELS REGISTERED IN  
THE DISCOVERY FLEET

**125+**

AT-SEA RESEARCH DAYS  
SINCE 2012

**100+**

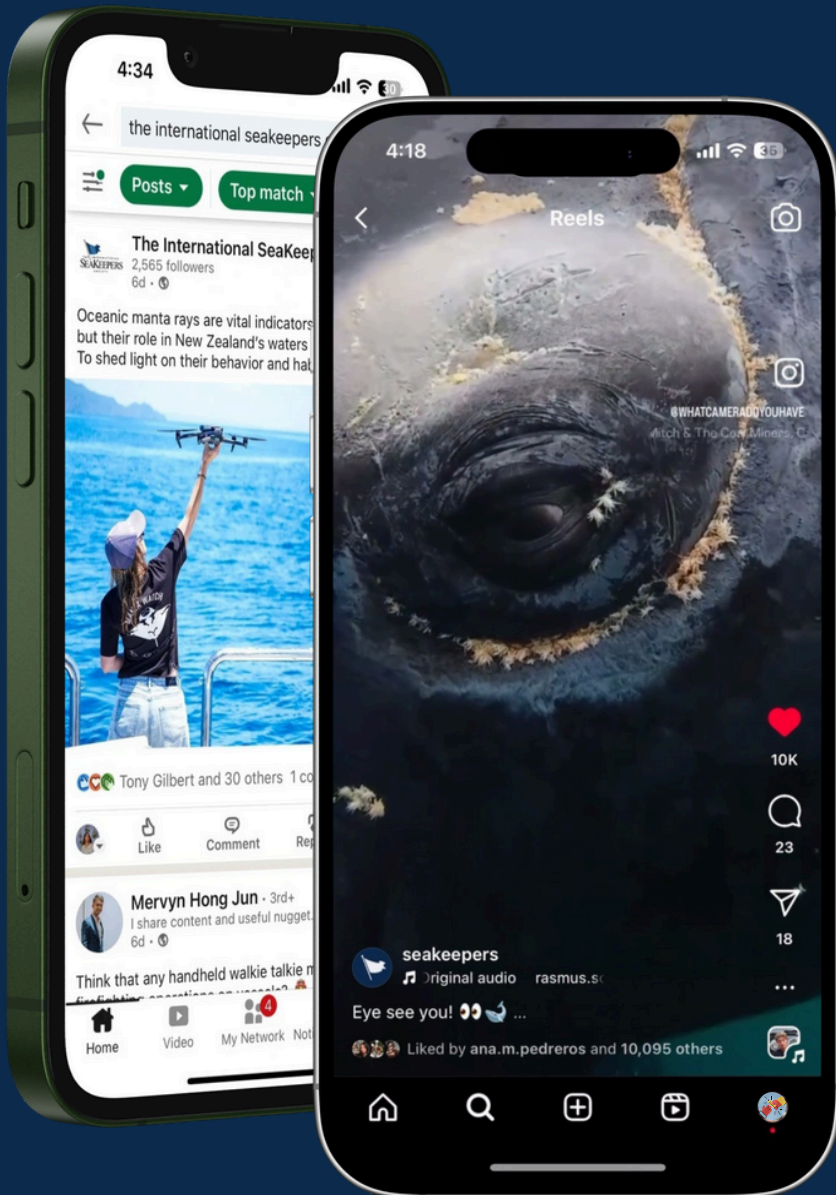
RESEARCHERS  
SUPPORTED

**20**

PUBLISHED SCIENTIFIC  
PAPERS FROM 2012- 2023

(AS OF APRIL 2025)

# ONLINE COMMUNITY



**36.6K**  
TOTAL FOLLOWERS

**10M+**  
ACCOUNTS REACHED

**253K+**  
INTERACTIONS



(AS OF APRIL 2025)



# EMAIL NEWSLETTERS

A Summary of **SeaKeepers** e-marketing performance that offers insights into audience preferences, helping optimize future communications with donors, supporters, volunteers, and the boating and scientific communities.

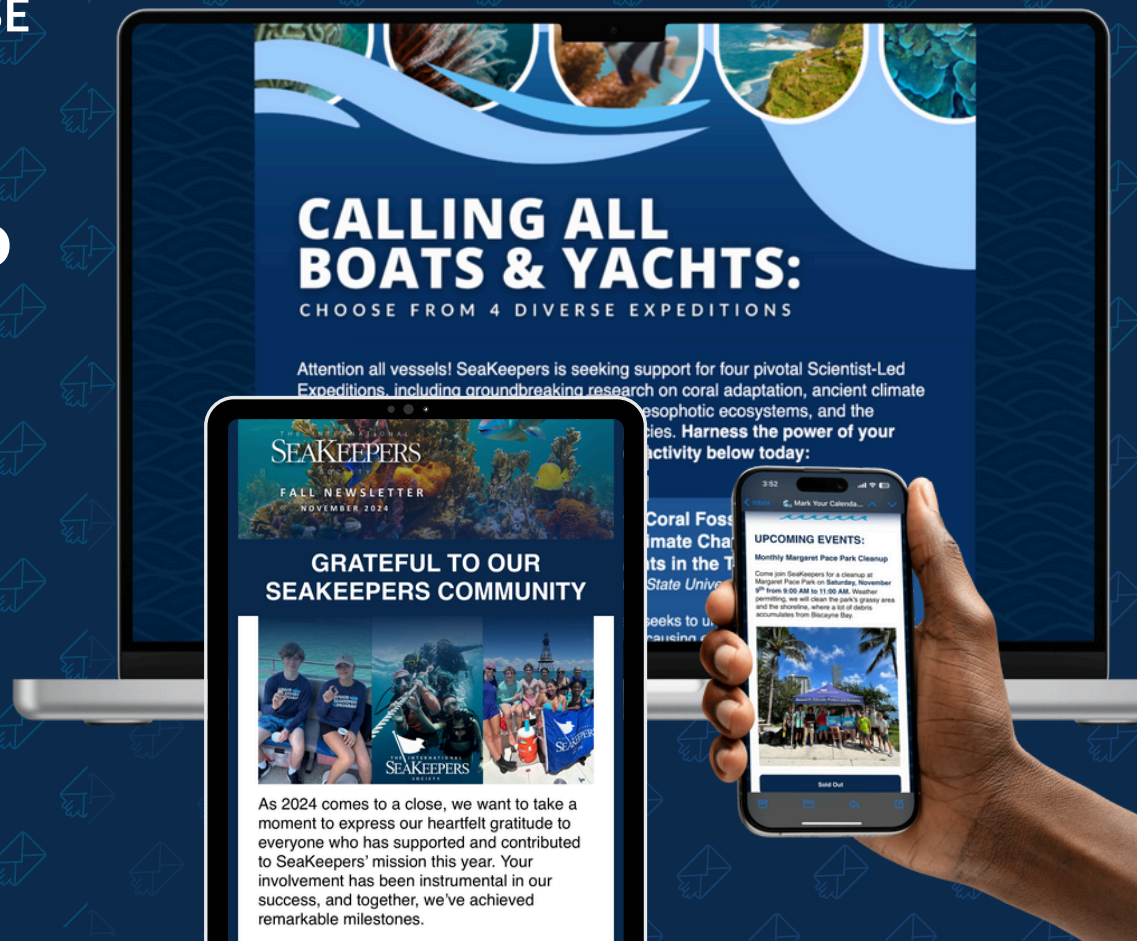
**40K**  
SUBSCRIBERS

**59.3K**  
DATABASE

**2%**  
CLICK RATE

**33%**  
OPEN RATE

(AS OF APRIL 2025)





# AUDIENCE DEMOGRAPHICS

Key demographic insights provide valuable data to better understand and connect with our online community of ocean advocates, boating enthusiasts, and scientific supporters.

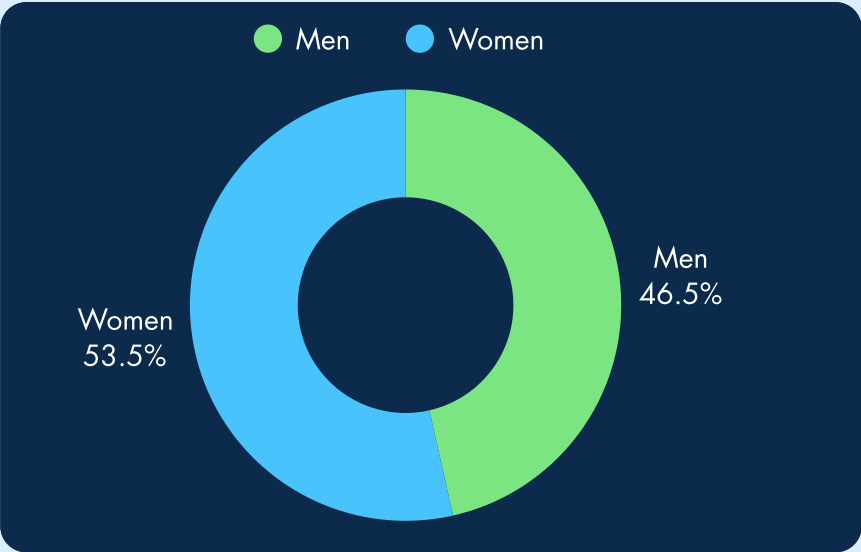
## LOCATION

United States	38.2%
Argentina	23.3%
United Kingdom	4.0%
Brazil	3.9%
Other	30.6%

## AGE

18–24 years	20.1%
25–34 years	35.5%
35–44 years	24.8%
45–54 years	19.6%

## GENDER





## WEBSITE ANALYTICS

Website performance insights offer a view of user engagement, showcasing how our online content resonates with ocean advocates, yachting enthusiasts, and research supporters.

**55K+**

WEB VIEWS

**192K+**

PAGE VIEWS

**77K+**

SESSIONS

(AS OF APRIL 2025)



### OUR IMPACT

Our fleet drives impact across four core programmatic pillars.

**237**

EXPEDITIONS

**200+**

FLEET VESSELS

(AS OF APRIL 2025)



### OUR COVERAGE

Extensive media coverage from committed partners who amplify our mission.

**225**

MEDIA ARTICLES

**95**

PRESS RELEASES

(AS OF APRIL 2025)

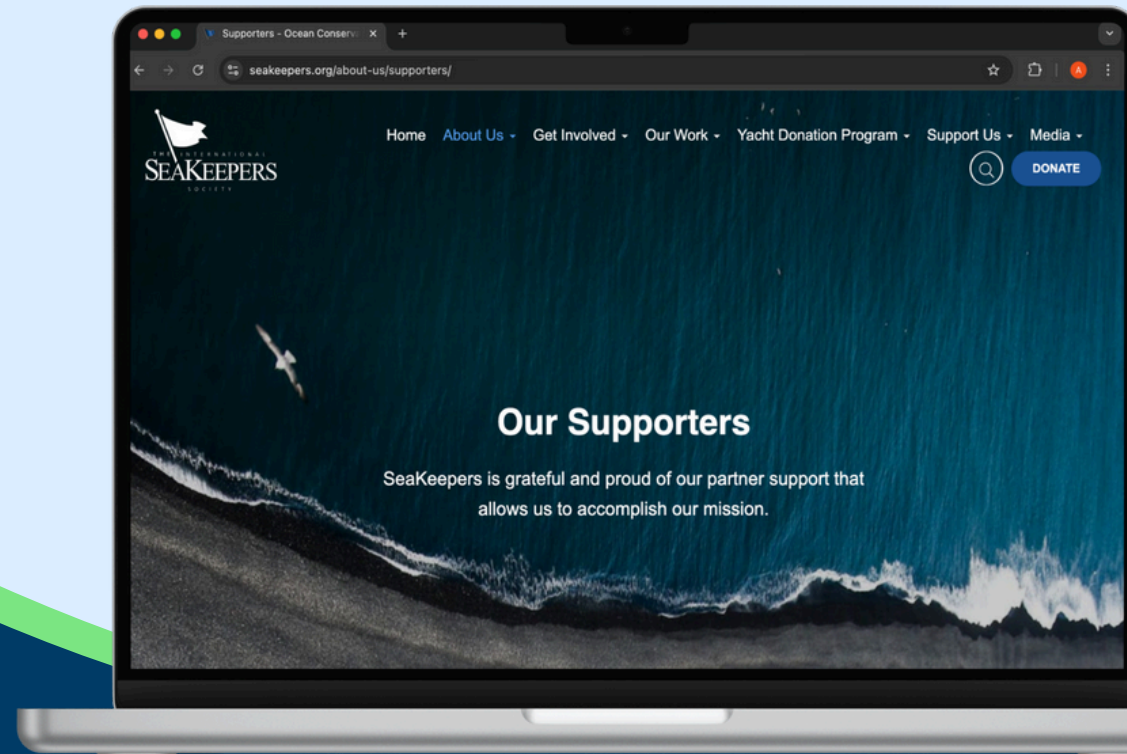


# NETWORK



SeaKeepers is proud to partner with media organizations and luxury publications to spread awareness about our ocean conservation efforts and engage with a global community of ocean enthusiasts. Our partnerships enable us to share our stories with diverse audiences and offer opportunities to participate in our unique programming.

SeaKeepers' membership includes entrepreneurs, yachtsmen, corporations, divers, scientists, and concerned citizens united in their commitment to restore and protect the world's oceans. With a growing audience of over **55,000 annual visitors** and **59,000 contacts in our database**, SeaKeepers offers membership programs for individuals and marinas to further engage with our community.





## MEDIA PARTNERS

We are grateful to our valued media partners who have supported SeaKeepers' mission by sharing news, advertisements, and key messages with their audiences.



# CONNECT WITH US

To stay up to date on our latest expeditions, activities, and media coverage, visit our website at



[SEAKEEPERS.ORG/](https://seakeepers.org/)

[@SEAKEEPERS](https://www.instagram.com/seakeepers)

## USA



+1 786.924.6209

## UK & EUROPE

+44 7458 368245

## SOUTH PACIFIC

+64 21.550.840

## ASIA

+65 83437026



[INFO@SEAKEEPERS.ORG](mailto:info@seakeepers.org)



[@SEAKEEPERS](https://www.facebook.com/seakeepers)



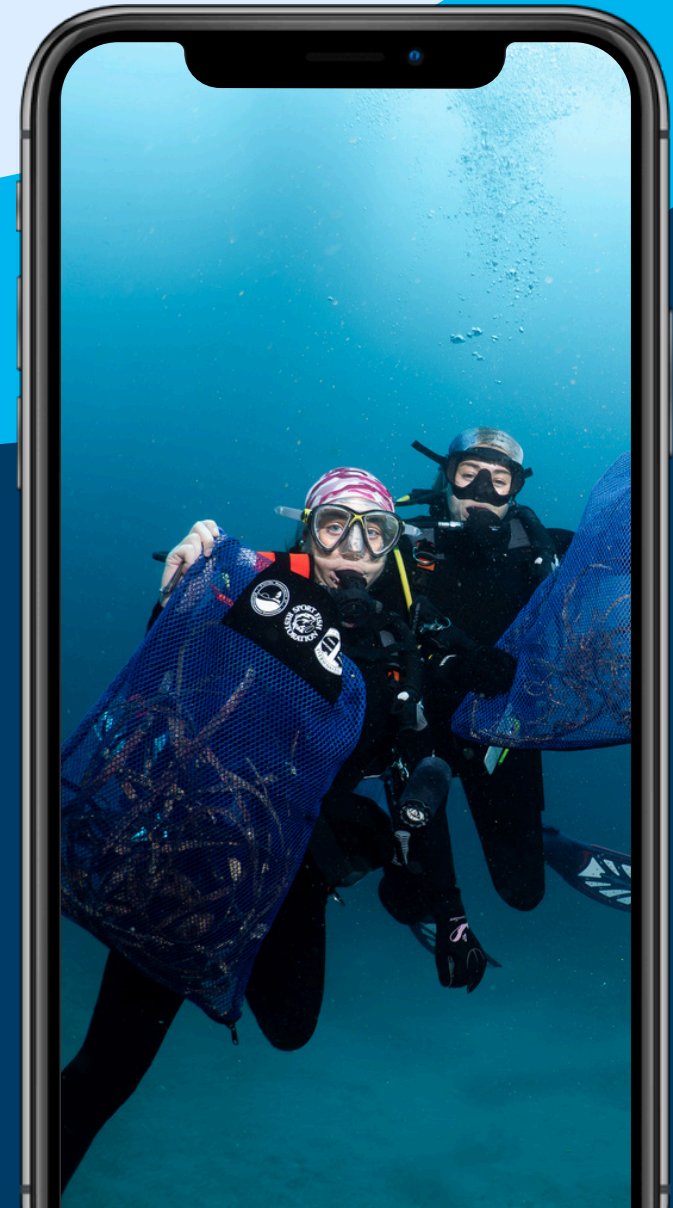
[WWW.SEAKEEPERS.ORG](https://www.seakeepers.org)



**786-924-6209**



**[INFO@SEAKEEPERS.ORG](mailto:info@seakeepers.org)**



## ADMIRAL CLUB MEMBERS

Admiral Club Members are part of an elite group of our most generous benefactors, and are prominently recognized across all SeaKeepers platforms.

Paul Allen\*

Jamie Coulter

James & Sujo Offield

Lee & Penny Anderson

Richard\* & Helen De Vos

Vee King & Linda Shaw

Fred & Phyllis Balm

Charles & Diane Gallagher

Don Tomlin

Albert Gersten

J. Mark Grosvenor

John & Nancy Williams

Jim & Nancy Baldwin

Jim\* & Jan Moran

\*DECEASED





# FOUNDING MEMBERS

MICHAEL & SARA ABRAHAM  
MOHAMMED AL-BARWANI  
NASSER AL-RASHID  
THEODORE & GIANNA ANGELOPOULOS  
MICHAEL & SHEILA ASHKIN  
FRANK & SALLY ATLASS  
ANTHONY & LINDA BAKKER  
H. DOUG BARNES  
RICHARD BEATTIE  
MICHAEL & KAREN BLAKE  
TIM BLIXSETH  
STEVE & TINA BOSTIC  
JOHN LANDRUM BRYANT  
BRIAN & ANNIE CHANG  
JIM CLARK  
BRIAN & DENISE COBB  
DAVID COPLEY  
BRYAN & CHRISTINE CRESSEY  
LARRY DE GEORGE JR.  
MICHAEL DE GROOTE  
ROY & PATRICIA DISNEY  
ALEX & RENATE DREYFOOS  
RICHARD & JUDI DUCHOSSOIS  
ORIN & CHARLENE EDSON  
RICK & PATTY ELKUS  
BRUCE A. ERIKSON  
DONATELLA DE FILIPPO CAMPIONI  
ROBERT & MARILYN FISHER  
STEVE FORBES  
STEPHEN & LORI GAROFALO

RUSS GEORGE  
ROBERT GERARD  
OWEN GLENN  
CHENG LIANG GOH  
FRANK & LEE GOLDBERG  
MARC & DIANE GOLDMAN  
TOM GONZALES  
THOMAS HAFFA  
DUANE & LOLA HAGADONE  
MATTHEW HAGANS  
JOHN HARGREAVES  
JERRY & MARYANNA HERBST  
BILL & KERRY HOLEKAMP  
DOUG & ROXANNE HOUGHTON  
STANLEY & KAREN HUBBARD  
RICHARD HULL  
GALE ANNE HURD  
JOHN & JUNE KLINDWORTH  
SCOTT & MANDY LEONARD  
LESLIE J. LOTT  
CHRISTINA SORENSON LOTTER  
ROBERT & ROXANA LORTON  
EDWARD LOZICK  
J. DANIEL & ELLE LUGOSCH III  
HENRY & KELLY LUKEN  
CHRISTINE LYNN  
GERALD & LINDA MACKIE  
CRAIG & SUSAN MCCAW  
RICHARD & LYNETTE MERRILAT  
HOWARD & RORY MEYERS

MICHAEL T. MOORE  
JOHN & SUSAN MORRISON  
NANCY S. MUELLER  
LEE & LAURA MUNDER  
PETER NICHOLAS  
BUD & MARLA PAXSON  
CARLOS & MARIANA PERALTA-QUINTERO  
JERRY PIKOLYSKY & LEE CLARK  
JOHN PORTER  
GARY PRIMM  
DENISE RICH  
JOHN & IRENE ROTH  
MARLYENE SEXTON  
DAVID & JACQUELINE SIEGEL  
BILL SIMON FAMILY  
MICHAEL SMURFIT  
JOHN & SUE SOBRATO  
JIM & CYNTHIA STEBBINS  
PHILIP STEPHENSON  
ROBERT & CHRISTINE STILLER  
HRH PRINCE KHALED BIN SULTAN  
JOHN & GEORGENE TOZZI  
GARY & STACI TURNER  
LEO & KATHRYN VECELLIO  
DOUGLAS & LINDA VON ALLMEN  
JAY WADE  
TED WAITT  
HERBERT & NICOLE WERTHEIM  
FRANK WLASEK  
AMBROUS & ANNIE YOUNG