

Media planning guide

2020

**Digital
Ship**

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The Digital Ship is dedicated to delivering breaking news and in-depth features on maritime communications, information technology, and the latest industry innovations. The Digital Ship website and social media channels host up-to-date news, while the weekly e-newsletter provides a round-up of key maritime headlines. Six times a year the Digital Ship magazine is published, providing insight into topics such as maritime satcoms, software, navigation and autonomous solutions, cybersecurity, regulation, and safety at sea.

Sponsorship Opportunities

The Digital Ship is proud to work with a range of organisations. We offer various options for sponsored content, all of which is promoted through our social media channels. Opportunities to collaborate with Digital Ship include:

Magazine articles

Digital Ship publishes six magazines a year, both online and in print. Articles submitted to the magazine will feature in one of these magazines and promoted across social media. Articles can also be written by Digital Ship, based on provided content or interviews to highlight a product, technology, or to showcase company knowledge and expertise.

News articles

News articles or industry updates submitted to Digital Ship for publication on the website and weekly e-newsletter. News articles are also promoted across all Digital Ship's social media channels.

White papers

White papers submitted to Digital Ship are hosted on the website to provide detailed information and insight to Digital Ship readers on maritime technology and communications. White papers are promoted via Digital Ship's social media.

Company directory

Digital Ship provides the opportunity for companies to highlight their area of expertise through a brief company profile hosted on the main website. Contact details plus company quotes, images and a link to the website are provided.

Editorial calendar 2020

Maritime Satcoms | Software and Big Data | Navigation & Autonomous Systems
| Cybersecurity | Regulations | Safety at sea

Issue

Extra Distribution

Editorial focus

February / March

copy deadline
10 Feb

APM March 18-20
CMA March 31 - April 2
Sea Japan March 11-13
CIO @SeaJapan March 11
CIO Cyprus March 24
CIO London March 31
Cyber Athens April 7

Digital trends and maritime start-ups

April / May

copy deadline
30 Mar

Danish Maritime Fair May 13-14
CIO Copenhagen April 28
CIO Japan May 26

Robotics and autonomous solutions

June / July

copy deadline
4 May

Posidonia 2020 June 1-5
CIO @Posidonia June 3
CIO Helsinki June 16

The future of maritime satcoms.
PLUS: Posidonia supplement - New levels of digitalisation in the Greek shipping market

August / September

copy deadline
27 Jul

SMM September 8-11
CIO @SMM September 9
CIO Singapore October 6

Managing new cybersecurity threats.
PLUS: SMM supplement - How the German shipping community is turning big data into big value

October / November

copy deadline
21 Sep

CIO Rotterdam October 15
DS Athens November 10-11
CIO Bergen November 24

Digital technologies for vessel performance

December / January 2021

copy deadline
23 Nov

International Workboat Show, December

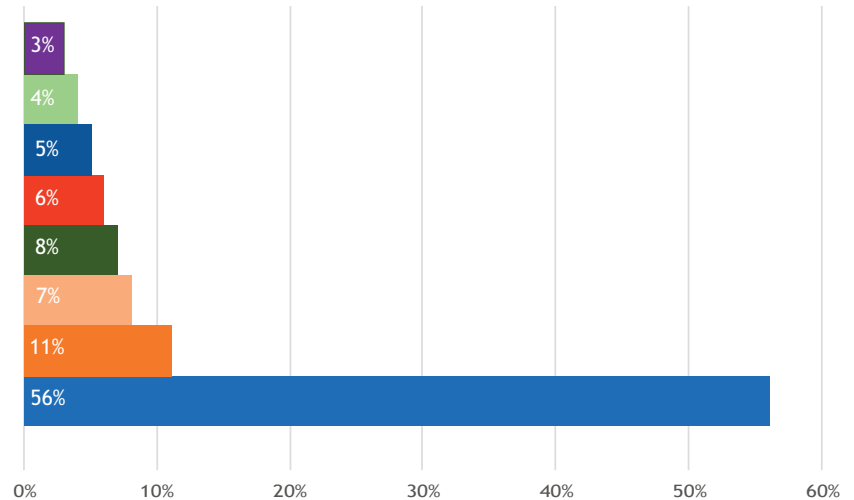
Collaboration and transparency in the digital transformation

**Please note that all editorial topics and copy deadlines are subject to change.
For further information on particular issue dates please contact Ria Kontogeorgou at ria@thedigitalship.com.*

Demographics

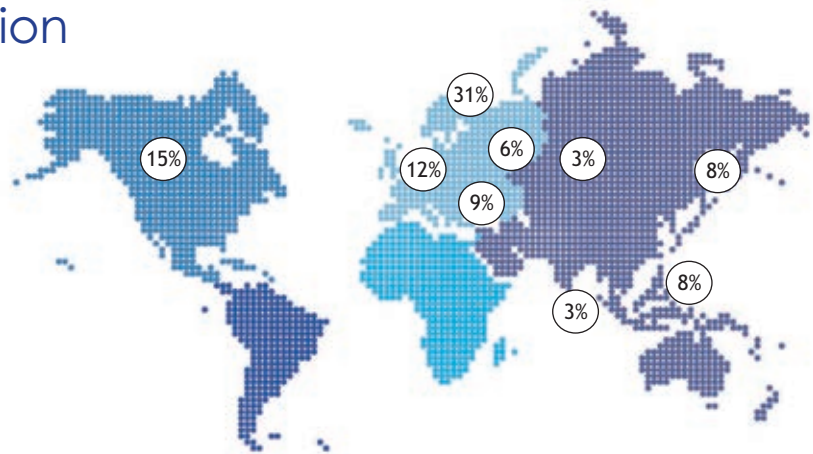
Distribution by sector

- Ship/boat builders
- Government agencies/Coastguards
- Consultants
- Offshore
- Equipment manufacturers
- Ports/Harbours
- Equipment suppliers
- Shipowners/managers



Geographical distribution

Northern Europe	31%
Northern America	15%
Western Europe	12%
Southern Europe	9%
Southeast Asia	8%
Eastern Asia	8%
Eastern Europe	6%
Southern Asia	3%
Western Asia	3%
Other	5%



Website statistics

	Total for Year	Average for year	Busiest Month
Sessions	217,300	18,100	17,000
Users	176,000	14,700	14,000
Page Views	360,000	30,000	28,500

Website banners

Reach our online audience with our website banners. Ranging from the prominently positioned leaderboard to the eye catching video, there is something for every need.

The screenshot shows a website layout with several banner types highlighted:

- Leaderboard (large):** A wide banner at the top right with a 'NEW!' button.
- Leaderboard (small):** A smaller wide banner at the top right.
- Top banner (small):** A wide banner at the top left.
- Top banner (large):** A wide banner at the top left, below the small one.
- Video:** A large video player in the main content area.
- Middle banner:** A horizontal banner in the middle of the page.
- Square side banner:** A square banner on the left side.
- Tall side banner:** A tall vertical banner on the right side.
- Bottom banner (fixed):** A wide banner at the bottom of the page.

ALL PRICES ARE GROSS

Website banners

Measurements are in pixels
width

height

per month
(Gross)

Website banners	width	height	per month (Gross)
Video banner	418 px	245 px	€3500
Leaderboard Large (shared max 4 clients)	728 px	90 px	€2000
Leaderboard Small	330 px	85 px	€2000
Top banner (large)	468 px	60 px	€2000
Top banner (small)	200 px	85 px	€1800
Middle banner	500 px	60 px	€1800
Square side banner	230 px	200 px	€1800
Tall side banner	230 px	430 px	€2000
Small banner	180 px	60 px	€1200
Bottom (fixed) banner	728 px	90 px	€2000

E-newsletter banners

Leaderboard

Top banner

Middle banner



Square side banner

Tall side banner

ALL PRICES ARE GROSS

E-newsletter banners

Measurements are in pixels

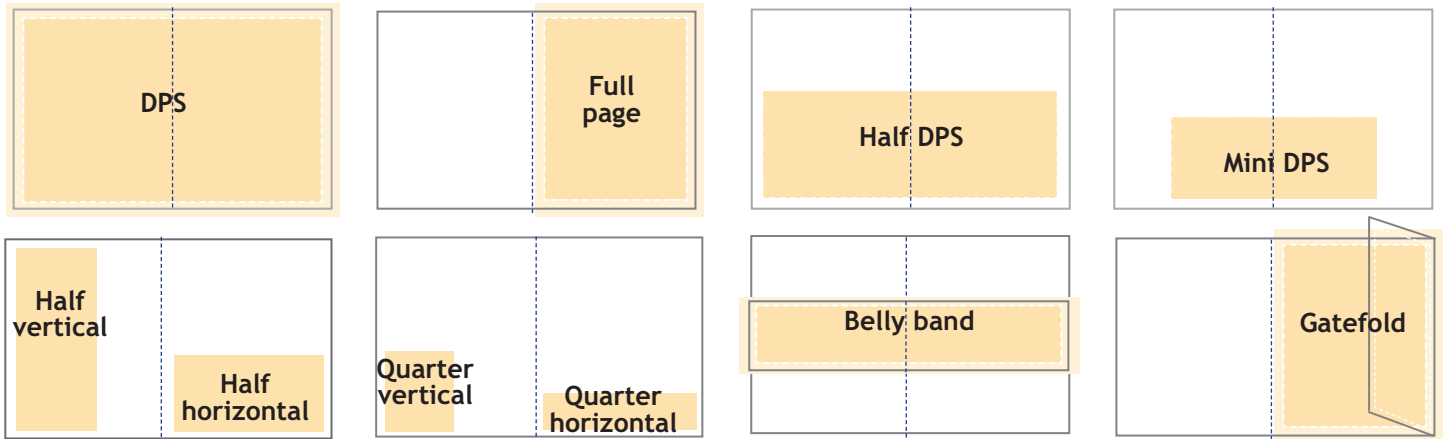
	width	height	p/month (Gross)
Leaderboard banner (exclusive)	728 px	90 px	€2000
Top banner (exclusive)	468 px	60px	€2000
Middle banner	500px	60 px	€1800
Tall side banner	230 px	430 px	€2000
Square side banner	230 px	200 px	€1800

E-blast - €1800

If you want to reach your clients / partners easily, to promote your company or a new service/product, then we can offer you our email blast service. What you have to do is to send your personalised message directly to our audience of more than 11,000 professionals. (We provide activity report/ statistics upon request).

Specifications

The magazine is tabloid-sized (382 mm high x 283 mm wide) and full colour throughout



ALL PRICES ARE GROSS

Digital options

The digital edition of Digital Ship magazine offer more options through which to deliver your marketing message. Embedding a video into your advertisement is one of them. The content can be linked to a source such as YouTube or directly to your company website where you may have a call to action such as “sign up for more information here”.

*A supplementary price will be added to the cost of your advertisement in the magazine.

Sponsorship

Sponsoring an issue of the digital edition of Digital Ship or our weekly newsletter offers great exposure for your brand. Your logo will be prominently displayed on the email sent to readers as the digital edition sponsor or the newsletter sponsor.

	Height x width in mm			Rate (Gross)
	Bleed	Trim	Type area	
DPS	392 x 576	382 x 566	358 x 537	€5,000
Full page	392 x 293	382 x 283	358 x 254	€3,000
Half DPS	<i>n/a</i>	<i>n/a</i>	177 x 537	€4,000
Mini dps	<i>n/a</i>	<i>n/a</i>	190 X 280	€3,500
Half Page				€2,200
Landscape	<i>n/a</i>	<i>n/a</i>	177 x 254	
Portrait	<i>n/a</i>	<i>n/a</i>	358 x 125	
Quarter page				€2,000
Landscape	<i>n/a</i>	<i>n/a</i>	88 x 254	
Portrait	<i>n/a</i>	<i>n/a</i>	177 x 125	
Belly band	666 x 110	566 x 100		€5,000
Gatefold	392 x 434.5	382 x 424.5		€4,000

Preferred file formats

PDF, Acrobat CMYK. 300 dpi, flatten transparencies, embed fonts
 JPEG, CMYK. 300 dpi | TIFF, CMYK. 300 dpi | EPS, CMYK. 300 dpi
 Artwork to to Vivian Chee, chee@btconnect.com