

Digital Ship

Media planning guide

Ria Kontogeorgou
Advertising Manager
Tel: +44 (0)207 017 3442
Mob: +44 (0)7815 481036
Skype: ria.kontogeorgou
Email: ria@thedigitalship.com

Rob O'Dwyer
Editor
Tel: +44 (0)20 8144 6737
Email: odwyer@thedigitalship.com

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www.thedigitalship.com

1st Floor, 30 Warner Street, London EC1R 5EX, UK

Issue	Extra Distribution	Editorial focus	Copy deadline*
February / March	CMA Connecticut, 2-4 April 2017 Stamford, Connecticut	Smart shipping - projects in development	18 February
April / May	Sea Asia Singapore 2019 (Marina Bay Sands), April 9-11 Satellite 2018 (Washington, USA) May 6-9	Internet of Things in a maritime context	18 March
June / July	Nor-Shipping 2019 (Norway) June 4-7 Seawork International 2019 (Southampton, UK), June 11-13	Finding value in Blockchain ALSO: Nor-Shipping Maritime IT exhibitor preview	13 May
August / September	Neva 2019- (St. Petersburg, Russia) September 17-20 Pacific 2019 (Sydney, Australia) October 8-10	Dealing with the Cyber Threat	19 August
October / November	Europort 2019 Rotterdam, November 5-8 SHIPPINGInsight 2019 (Stamford Hilton/ Stamford, CT, USA) Oct tbc OilComm & FleetComm 2019 (Houston, Texas) Oct tbc Kormarine Busan 2019, October 22-25	Mixing connectivity options on board	23 September
December / January	International Workboat Show (New Orleans, USA) December 2019 TBC Marintec China 2019 (Shanghai, China) December 3-6	Cloud computing for vessel efficiency	11 November

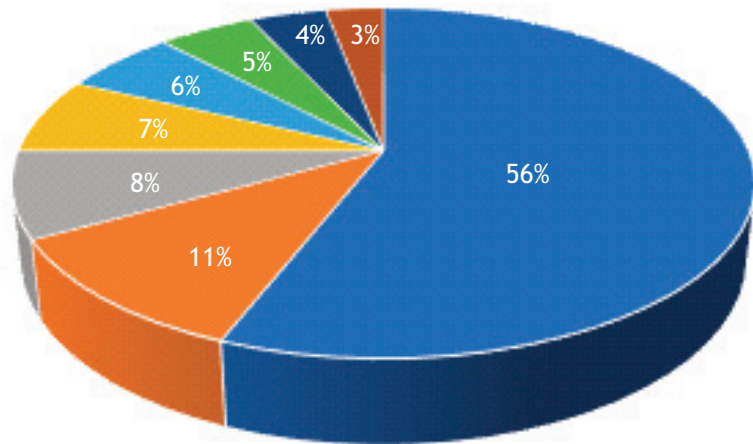
*** Deadlines are a guide and subject to change**

For further information on particular issue dates please contact Ria Kontogeorgou at ria@thedigitalship.com.

Demographics

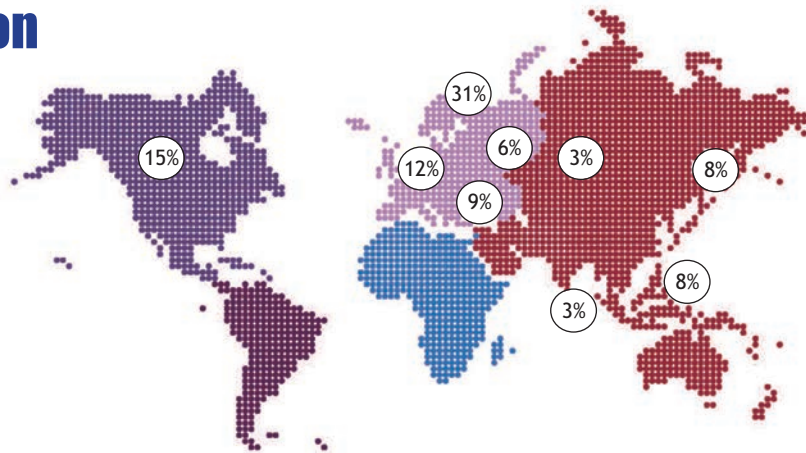
Distribution by sector

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



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	128,863	10,739	15,384
Users	75,305	6,275	9,554
Page Views	254,168	21,181	29,323

Online options

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 image shows a screenshot of the Digital Ship website. Red arrows point from labels on the left to specific banner locations on the website:

- Leaderboard:** Points to the top navigation bar area.
- Top banner:** Points to a banner at the top of the main content area.
- Video:** Points to a video player in the main content area.
- Middle banner:** Points to a banner in the middle of the page.
- Square banner:** Points to a square banner in the right sidebar.
- Small banner:** Points to a small banner in the bottom left of the main content area.
- Bottom banner (fixed):** Points to a large banner at the very bottom of the page.

ALL PRICES ARE GROSS

Website banners

Measurements are in pixels

	width	height	per month (Gross)
Video banner	418 px	245 px	€3500
Leaderboard banner (shared max 4 clients)	728 px	90 px	€2000
Top banner	468 px	60 px	€1900
Middle banner	500 px	60 px	€1800
Square banner	230 px	200 px	€1800
Small banner	180 px	60 px	€1200
Bottom (fixed) banner	728 px	90 px	€1900

E-newsletter



ALL PRICES ARE GROSS

E-newsletter banners

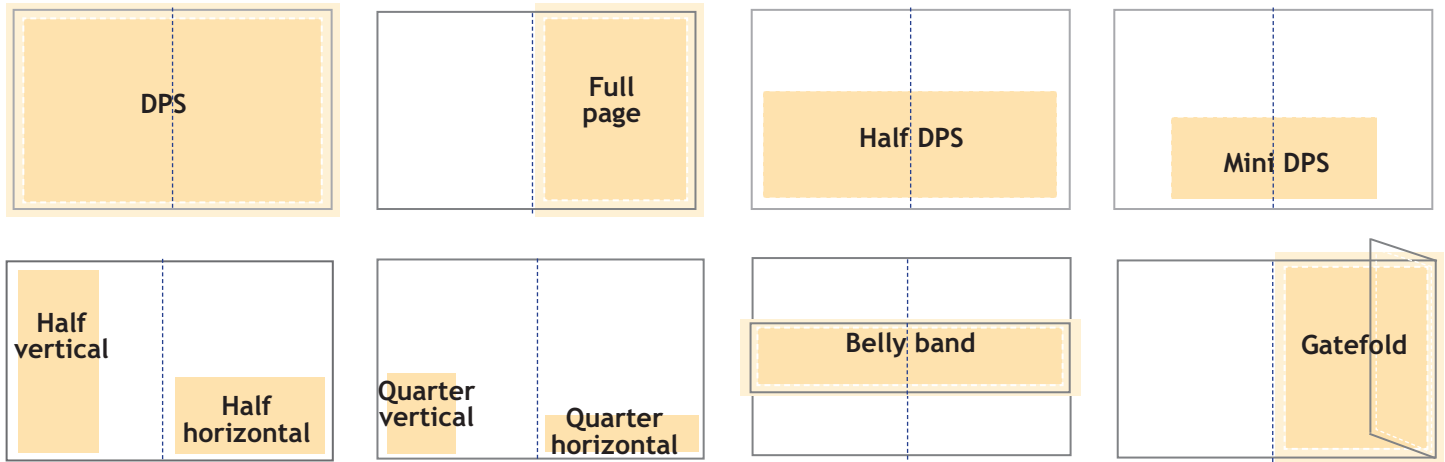
	<i>Measurements are in pixels</i>		
	width	height	p/month (Gross)
Leaderboard banner (exclusive)	728 px	90 px	€2000
Top banner (exclusive)	468 px	60px	€1900
Middle banner	500px	60 px	€1800
Square banner	230 px	200 px	€1800
Small banner	180 px	60 px	€1200

E-blast - €2400

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 16000 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 - €350*

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”.

*The price of €350 will be added to the cost of your advertisement in the magazine.

Sponsorship - €2300

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
<i>Landscape</i>	<i>n/a</i>	<i>n/a</i>	177 x 254	
<i>Portrait</i>	<i>n/a</i>	<i>n/a</i>	358 x 125	
Quarter page				€2,000
<i>Landscape</i>	<i>n/a</i>	<i>n/a</i>	88 x 254	
<i>Portrait</i>	<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 3.0, 4.0, 5.0 & 6.0, 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