

SHIPPAX MEDIA INFO 18

*More than just advertising
Let us navigate together*

SHIPPAX 



Register of all ships, with a theme vessel presentation and ship market report. Annual, issued in March, together with the **SHIPPAXGUIDE** pocket. Published in April. Also available as an online magazine.

Published since 1975.



Ferry and cruise traffic statistics, extensive market & outlook reports for cruise, ferry, ro-ro and hi-speed sections. Annual, issued in June, together with the **SHIPPAXFINANCIAL** pocket (online). Published in June. Also available as an online magazine.

Published since 1998.



Our comprehensive presentation of all newbuilt and converted ferries, cruise liners and ro-ro vessels. Also with a theme vessel presentation. Annual, issued in October, together with the **SHIPPAXADDRESS** pocket (online). Published in November. Also available as an online magazine.

Published since 1980.



Published monthly, **SHIPPAXINFO** covers monthly statistics, fleet change reports, order books, current projects and latest news with analysis. The October issue comes with the **SHIPPAXHI-SPEED** pocket. Publication date: 1st every month (Jan/Feb issue: 1st of February, Jul/Aug issue: 1st of July). News and articles are available online.

Published since 1965.

Themes 2018

	SHIPPAXGUIDE Distributed at SHIPPAX FERRY CONFERENCE 18	SHIPPAXMARKET Distributed at SHIPPAX FERRY CONFERENCE 19	SHIPPAXDESIGNS Distributed at SHIPPAX FERRY CONFERENCE 19	SHIPPAX FERRY CONFERENCE 18 The annual meeting for ferry shipping professionals April 18-20, 2018 on COLOR MAGIC Oslo - Kiel - Oslo
Vessel	TBN	With all available traffic statistics. With extensive Market & Outlook Reports, Fleet Analyses, Demand & Supply of ferry, cruise, ro-ro and hispeed.	TBN	
Yard	TBN			
Owner	TBN			
Designer	TBN			
Artwork deadline	March 10th, 2018	May 1st, 2018	November 1st, 2018	

 2018	January/February 2018	March 2018	April 2018	May 2018	June 2018
	Theme: The digital challenge Just re-delivered: STAVANGERFJORD Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 18	Theme: Norwegian cruise ship building Distributed at Seatrade Cruise Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 18	Theme: Banking/financing Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 18	Theme: Shippax Awards Just delivered: GLEN SANNOX/Ferguson Marine MØKSTRAFJORD/Tersan Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 18	Theme: Greece - a ferry and cruising nation Distributed at Posidonia Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 18
	On order: Ro-ro	On order: Hi-speed/Ferry	On order: Cruise	On order: Ro-ro	On order: Hi-speed
	July/August 2018	September 2018	October 2018	November 2018	December 2018
	Theme: TBN Just delivered: VISBORG *Fjord1 Yard 132/Havyard *Caronte & Tourist/Sefine	Theme: Canada Just delivered: *Wightlink Yard 52/Cemre *Woolwich Ferry/Remontowa Distributed at SMM	Theme: High-speed/Mexico Just delivered: MUNKEN/Kleven Distributed at Interferry	Theme: TBN Just delivered: *Molslinjen/RMC (Rauma) *Irish Ferries Yard 771/Flensburg LE LAPEROUSE/Vard	Theme: TBN Just delivered: *Fjord1 ZeroCat/Fjellstrand *Western Islands/Crist ROALD AMUNDSEN/Kleven SCENIC ECLIPSE/Uljanik
	On order: Ferry/Cruise	On order: Ro-ro	On order: Hi-speed	On order: Ferry	On order: Cruise
Artwork deadline: 20 days before publication date (10th every month).					

Circulation

Our publications, annuals and monthly magazine, all reach approx 3,000 readers each. Numbers may vary due to different distribution campaigns. Almost all of our subscribers claim they file their publications and use them as future reference, which means that an advert gets seen many times over the years.

READERSHIP

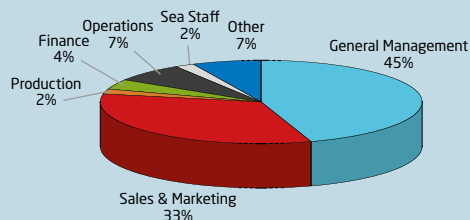
Paid subscription-only distribution.
68% of our readers are involved in purchasing decisions.
Pass-on readership: 5.8
Back-copies are regularly requested.

LONG TERM READERS

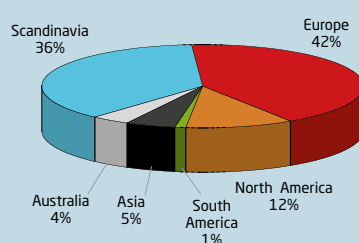
51% between 1 and 5 years
44% more than 5 years
96% of our readers file their copies for future reference.

The graphs represent SHIPPAXGUIDE but circulation differs only marginally for the other publications.

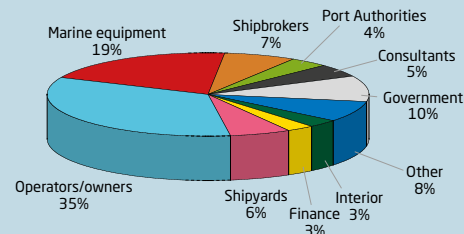
Readership by Department



Readership by Geographical Area



Readership by Industrial Sector



Advertising opportunities

Type

Double page spread

SEK 39,000 USD 4,300 EUR 3,900



Dimensions

Two full pages
Two full pages with margins

Width x height

420 x 297 mm + 3 mm bleed
395 x 270 mm

Full page

SEK 23,500 USD 2,600 EUR 2,350

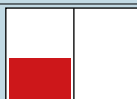


Full page
Full page with margins

210 x 297 mm + 3 mm bleed
185 x 270 mm

Half page, horizontal

SEK 17,500 USD 1,930 EUR 1,750



With margins

185 x 132 mm

Half page, vertical

SEK 19,500 USD 2,150 EUR 1,950



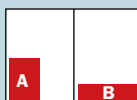
With margins

90 x 270 mm

Quarter page, vertical (A)*

Quarter page, horizontal (B)*

SEK 12,500 USD 1,380 EUR 1,250



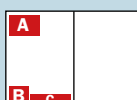
With margins

A 90 x 132 mm
B 185 x 60 mm

Eighth page

SHIPPAXINFO

SEK 8,500 USD 940 EUR 850



With margins

A 90 x 30-60 mm
B 58 x 30-60 mm
C 121 x 30 mm

Banner, SHIPPAX Pocket

(GUIDE, ADDRESSES, FINANCIAL, HI-SPEED)

SEK 15,000 USD 1,650 EUR 1,500 (price per section)

(printed in two colours, black and cyan)



With margins

89 x 10 mm

* Subject availability

Fixed prices in SEK. Rates of exchange may vary.

For multiple inserts, please ask for an offer.

Technical information

All publications are reproduced in CMYK throughout.
Spotcolour is available at an additional cost.
Screen ruling 150 lpi.

Artwork must be saved in CMYK.

Preferably include proof print in 100% scale. If material is not accompanied by a full colour proofprint in 100% scale, or if produced by other means than stated above, we can not guarantee quality and will not accept any claims.

Media: E-mail, CD-rom.

Software: PDF-files (high resolution, press optimized PDF-files with all typefaces included), Photoshop, Illustrator CS.

Scanned artwork: Line art should be scanned at 1,200 dpi. Half-tones preferably 300 dpi, although 250 dpi is acceptable. Below this we cannot guarantee good reproduction. Scans should be saved as EPS,TIF, JPEG or GIF.

Fonts: All fonts, for Mac, must be included, both for screen and for postscript.

Please make sure that the resolution of your advertising material is 300 dpi (also PDF files).
Please note that the full page size including bleed is 216x303 mm.

Online advertising

We have a strong growth on our website, and below are our latest figures (excluding our own traffic):

+250,000 visits per year
+650,000 page views per year

Our visitors come from all over the world, but with an extra-large representation in Europe and Scandinavia.

Online banners

www.shippax.com

Our website is an excellent way to reach even broader and more people. Direct link to advertisers website is included.

File format: GIF, jpeg

Size: "Panorama" 1,170 x 250 pixels, "postcard" 770 x 350 pixels, "portrait" 370 x 350 pixels

Price: "Panorama" SEK 50,000/month USD 5,520/month EUR 5,000/month
"Postcard" SEK 25,000/month USD 2,760/month EUR 2,500/month
"Portrait" SEK 20,000/month USD 2,200/month EUR 2,000/month

Fixed price in SEK. Rates of exchange may vary.

Other banners may be placed on the same space. For exclusive right and for longer periods please contact us for offer.



"Panorama"



"Postcard"



"Portrait"

Shippax weekly newsletter

Summarized news from the week sent out every Friday to our entire active list of over 8,000 contacts.

Advertisement banners are available with direct link to website.

File format: GIF, jpeg

Size: 540 x 250 pixels

Price: SEK 15,000/week USD 1,660/week EUR 1,500/week
SEK 50,000/month USD 5,520/month EUR 5,000/month

Fixed price in SEK. Rates of exchange may vary.

For longer periods please contact us for offer.



Adved Value - extra services for our advertisers

• Free SHIPPAXINFO!

Complimentary trial subscription to our monthly magazine SHIPPAXINFO. If you are already a regular subscriber, why not have a copy sent to your home address? Or to a colleague?

With each subscription you can apply for a complimentary password to our online news service at www.shippax.com featuring all recent news as it happens, and with free access to our news archive where you can search on any word or phrase.

• Free Photos!

Should you need a photo or two for use in your advertisement, you can borrow these from us. No charge for as long as you are a regular advertiser with us, and subject that the photo copyright is retained by us or our own photographers. If you need anything further, we can fix it at cost price.

• Free Advice!

Call us whenever you need to check any specific information stemming from the market.

• Free Information!

We have an extensive database. Do you need to produce a market report for your company? A lot of the information you need may be only a few "clicks" away in our computer; then you'll get it for free. If you need a more complex research study, you will be one of our priority clients.

Contact information

SHIPPAX wants you to get the most from your advertising. Call or send an e-mail, and let us help you get in touch with the core of the passenger shipping business.

advertising@shippax.se

SHIPPAX



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