

SHIPPAX MEDIA INFO 26

ANNUAL AND MONTHLY PUBLICATIONS

ANNUAL

	Material	Distribution
SHIPPAXGUIDE Register of all ships, with a theme vessel presentation and ship market report. Issued together with the SHIPPAXGUIDE pocket.	15 March	April
SHIPPAXMARKET Ferry and cruise traffic statistics, extensive market & outlook reports for cruise, ferry, ro-ro and hi-speed sections.	1 June	June
SHIPPAXDESIGNS Our comprehensive presentation of all newbuilt and converted ferries, cruise liners and ro-ro vessels. Also with a theme vessel presentation.	15 September	November
SHIPPAXFERRYCONFERENCE26 Conference catalogue	1 April	SFC26

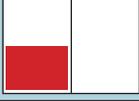
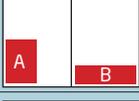
MONTHLY

SHIPPAXINFO

Covers monthly statistics, fleet change reports, order books, current projects and latest news with analysis. The October issue comes with the SHIPPAXHIGH-SPEED pocket.

Issues	Material	Distribution
January/February	1 Januari	End January
March	1 February	End February
April	1 March	End March
May	1 April	End April
June	1 May	End May
July/August	1 June	End June
September	1 August	End August
October	1 September	End September
November	1 October	End October
December	1 November	End December

ADVERTISING OPPORTUNITIES

Type		Dimensions	Width x height
Double page spread SEK 39,000 USD 4,110* EUR 3,540*		Two full pages	420 x 297 mm + 3 mm bleed
		Two full pages with margins	395 x 270 mm - no bleed
Full page SEK 23,500 USD 2,475* EUR 2,130*		Full page	210 x 297 mm + 3 mm bleed
		Full page with margins	185 x 270 mm - no bleed
Half page, horizontal SEK 17,500 USD 1,840* EUR 1,590*		With margins	185 x 132 mm - no bleed
Half page, vertical SEK 19,500 USD 2,050* EUR 1,770*		With margins	90 x 270 mm - no bleed
Quarter page, vertical (A)¹ Quarter page, horizontal (B)¹ SEK 12,500 USD 1,310* EUR 1,030*		With margins	A 90 x 132 mm - no bleed B 185 x 60 mm - no bleed
Eighth page SHIPPAXINFO SEK 8,500 USD 895* EUR 770*		With margins	A 90 x 30-60 mm - no bleed B 58 x 30-60 mm - no bleed C 121 x 30 mm - no bleed
Banner, SHIPPAX Pocket (GUIDE, HIGH-SPEED) SEK 15,000 USD 1,580* EUR 1,360* (price per section)		With margins	89 x 10 mm - no bleed

¹ Subject to availability

*Fixed prices in SEK. Rates of exchange may vary.

For multiple insertions, please ask for an offer.

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

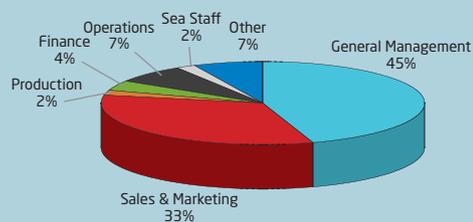
Paid subscription-only distribution. 68% of our readers are involved in purchasing decisions. Pass-on readership: 5.8 Back-copies are regularly requested.

LONG TERM READERS

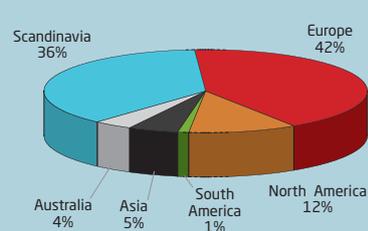
51% between 1 and 5 years
44% more than 5 years
96% of our readers file their copies for future reference.

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

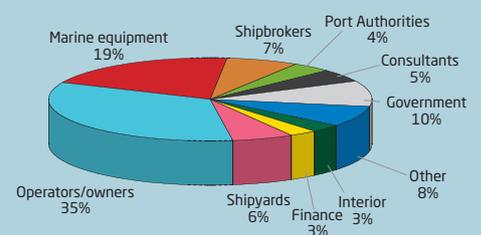
Readership by Department



Readership by Geographical Area



Readership by Industrial Sector



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.

Delivery: by E-Mail or filetransfer service such as wetransfer etc.

File formats: PDF-files (high resolution, print optimized PDF-files with all typefaces included), Photoshop CC (.psd), Illustrator CC (.ai).

Fonts: All fonts 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).

Make sure you add 3mm bleed for full page adverts without margins. Full page size including bleed is 216 x 303 mm. Do not add bleed for sizes less than full page.

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 formats: GIF, jpeg

Sizes:

"Panorama"
1,170 x 250 px



"Postcard"
770 x 350 px



"Portrait"
370 x 350 px



Prices: "Panorama" SEK 50,000/month (USD 5,270/EUR 4,545)*
"Postcard" SEK 25,000/month (USD 2,635/EUR 2,270)*
"Portrait" SEK 20,000/month (USD 1,107/EUR 1,815)*

**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 an offer.

SHIPPAX WEEKLY NEWSLETTER

Summarized news from the week sent out every Friday to our entire active list of over 10,000 contacts.

Advertisement banners are available with direct link to website.

File formats: GIF, jpeg

Size:

540 x 250 px



Prices: SEK 15,000/week (USD 1,580/EUR 1,360)*
SEK 50,000/month (USD 5,270/EUR 4,545)*

**Fixed price in SEK. Rates of exchange may vary.*

For longer periods please contact us for an offer.

ADDED 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 with 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

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