

# SHIPPAX MEDIA INFO 19



*More than just advertising  
Let us navigate together*

SHIPPAX





### SHIPPAXGUIDE

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

Published since 1975.



### SHIPPAXMARKET

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.



### SHIPPAXDESIGNS

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.



### SHIPPAXINFO

Published 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. 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 2019

	SHIPPAXGUIDE Distributed at SHIPPAX FERRY CONFERENCE 20	SHIPPAXMARKET Distributed at SHIPPAX FERRY CONFERENCE 20	SHIPPAXDESIGNS Distributed at SHIPPAX FERRY CONFERENCE 20	SHIPPAX FERRY CONFERENCE 19
Vessel	TBN	With all available traffic statistics. With extensive Market & Outlook Reports, Fleet Analyses, Demand & Supply of ferry, cruise, ro-ro and high-speed.	TBN	The annual meeting for ferry shipping professionals 12-14 March, 2019 on SILJA SERENADE Stockholm - Helsinki - Stockholm
Yard	TBN			
Owner	TBN			
Designer	TBN			
Artwork deadline	August 1th, 2019	May 1st, 2019	October 1st, 2019	

SHIPPAXINFO 2019	January/February 2019	March 2019	April 2019	May 2019	June 2019
	Theme: TBN Just delivered: ELIO CELEBRITY EDGE Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 19	Theme: TBN Just delivered: KITAKAMI TASMANIAN ACHIEVER II RICHARD WITH Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 19	Theme: Shippax Awards Just delivered: W.B. YEATS Woolwich Ferries Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 19	Theme: TBN Just delivered: VISBORG Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 19	Theme: TBN Just delivered: VILLA DE TEROR HUFTARØY Distributed at Norshipping Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 19
	On order: Ro-ro	On order: High-speed/Ferry	On order: Cruise	On order: Ro-ro	On order: High-speed
	July/August 2019	September 2019	October 2019	November 2019	December 2019
	Theme: TBN Just delivered: COLOR HYBRID On order: Ferry/Cruise	Theme: TBN Just delivered: HONFLEUR HANSEATIC NATURE On order: Ro-ro	Theme: TBN Just delivered: ROALD AMUNDSEN Distributed at Interferry On order: High-speed	Theme: TBN Just delivered: TBN On order: Ferry	Theme: TBN Just delivered: STENA ESTRID COSTA SMERALDA 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

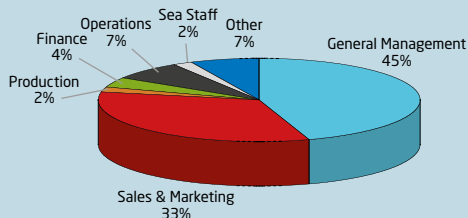
Paid subscription-only distribution. 68% of our readers are involved in purchasing decisions. Pass-on readership: 5.8 Back-copies are regularly requested.

### LONG TERM READERS

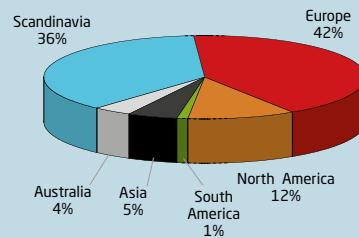
51% between 1 and 5 years  
44% more than 5 years  
96% of our readers file their copies for future reference.

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

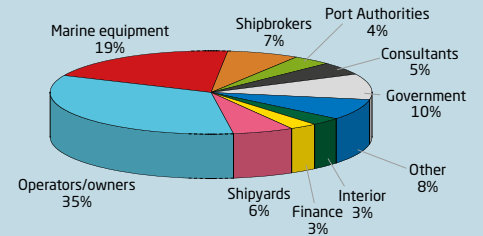
Readership by Department



Readership by Geographical Area



Readership by Industrial Sector



## Advertising opportunities

### Type

#### Double page spread

SEK 39,000    USD 4,000    EUR 3,500



### 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 2,530    EUR 2,100



Full page  
Full page with margins

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

#### Half page, horizontal

SEK 17,500    USD 1,810    EUR 1,570



With margins

185 x 132 mm

#### Half page, vertical

SEK 19,500    USD 2,000    EUR 1,750



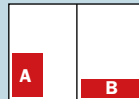
With margins

90 x 270 mm

#### Quarter page, vertical (A)\*

#### Quarter page, horizontal (B)\*

SEK 12,500    USD 1,300    EUR 1,150



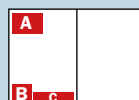
With margins

A 90 x 132 mm  
B 185 x 60 mm

#### Eighth page

#### SHIPPAXINFO

SEK 8,500    USD 940    EUR 760



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, HIGH-SPEED)

SEK 15,000    USD 1,550    EUR 1,345 (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.

**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](http://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 5,180/month EUR 4,500/month

"Postcard" SEK 25,000/month USD 2,590/month EUR 2,250/month

"Portrait" SEK 20,000/month USD 2,070/month EUR 1,800/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 1,550/week EUR 1,350/week

SEK 50,000/month USD 5,180/month EUR 4,500/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](http://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](mailto:advertising@shippax.se)

# SHIPPAX



PO Box 7067, SE-300 07 HALMSTAD, Sweden

Visiting address: Horngatan 4,  
SE-302 33 HALMSTAD, Sweden

Tel +46 (0)35 218370

Fax +46 (0)35 130129

E-mail: [info@shippax.se](mailto:info@shippax.se)

[www.shippax.com](http://www.shippax.com)