

SHIPPAX MEDIA INFO 22

*More than just advertising...
Let us navigate together!*

SHIPPAX 

ANNUAL AND MONTHLY PUBLICATIONS



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.



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 **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.

EDITORIAL THEMES IN 2022

	SHIPPAXGUIDE Distributed at	SHIPPAXMARKET Distributed at	SHIPPAXDESIGNS Distributed at
Vessel	AURA SEAWAYS	With all available traffic statistics. With extensive Market & Outlook Reports, Fleet Analyses, Demand & Supply of ferry, cruise, ro-ro and hispeed.	VIKING GLORY
Yard	GSI		Xiamen Shipbuilding
Owner	DFDS		Viking Line
Designer	OSK-ShipTech		Deltamarin
Artwork deadline	2022		2022

The annual meeting for ferry shipping professionals
4-6 May 2022 on SILJA SYMPHONY
Stockholm-Helsinki-Stockholm

 2022	January/February 2022	March 2022	April 2022	May 2022	June 2022
	Theme: Two years into COVID-19, lessons learned AUTO ADVANCE	Theme: Future fuels and consequences HAVILA CAPELLA MARSHAL ROKOSSOVSKY Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 22	Theme: Innovation of future ship designs AURA SEAWAYS FERRY KYOTO Distributed onboard to all delegates participating at SHIPPAX FERRY CONFERENCE 22	Theme: VIKING GLORY NILS HOLGERSSON Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 22	Theme: Shippax Awards BOTHNIA ENABLER HONFLEUR Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 22
	On order: Ro-ro	On order: High-speed/Ferry	On order: Cruise	On order: Ro-ro	On order: High-speed
	July/August 2022	September 2022	October 2022	November 2022	December 2022
	Theme: BORE WAY Distributed to all delegates participating at SHIPPAX FERRY CONFERENCE 22	Theme: E-FLEXER MOBY FANTASY A GALEOTTA Distributed at SMM	Theme: EXPRESS 5 HELLENIC Distributed at Interferry	Theme:	Theme:
	On order: Ferry/Cruise	On order: Ro-ro	On order: High-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

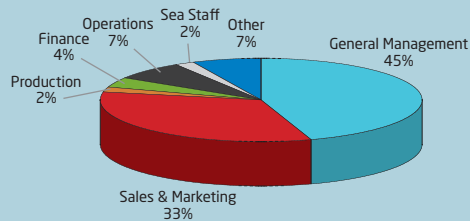
Paid subscription-only distribution.
68% of our readers are involved in purchasing decisions.
Pass-on readership: 5.8
Back-copies are regularly requested.

LONG TERM READERS

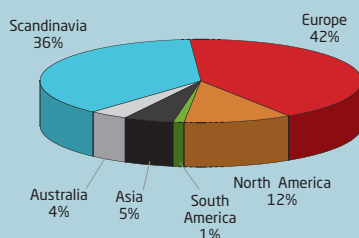
51% between 1 and 5 years
44% more than 5 years
96% of our readers file their copies for future reference.

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

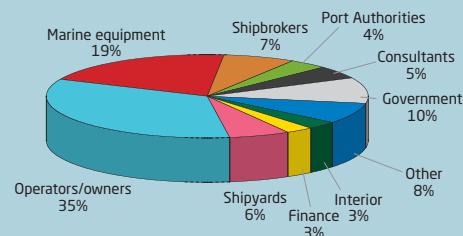
Readership by Department



Readership by Geographical Area



Readership by Industrial Sector



ADVERTISING OPPORTUNITIES

Type

Double page spread

SEK 39,000 USD 4,259* EUR 3,750*



Dimensions

Two full pages
Two full pages with margins

Width x height

420 x 297 mm + 3 mm bleed
395 x 270 mm - no bleed

Full page

SEK 23,500 USD 2,560* EUR 2,260*



Full page
Full page with margins

210 x 297 mm + 3 mm bleed
185 x 270 mm - no bleed

Half page, horizontal

SEK 17,500 USD 1,905* EUR 1,680*



With margins

185 x 132 mm - no bleed

Half page, vertical

SEK 19,500 USD 2,125* EUR 1,870*



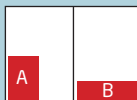
With margins

90 x 270 mm - no bleed

Quarter page, vertical (A)¹

Quarter page, horizontal (B)¹

SEK 12,500 USD 1,360* EUR 1,200*



With margins

A

90 x 132 mm - no bleed

B

185 x 60 mm - no bleed

Eighth page

SHIPPAXINFO

SEK 8,500 USD 925* EUR 815*



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, ADDRESSES, FINANCIAL, HIGH-SPEED)

SEK 15,000 USD 1,635* EUR 1,440* (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.

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 wettransfer 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 216x303 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 5,445/EUR 4,800)*
"Postcard" SEK 25,000/month (USD 2,720/EUR 2,400)*
"Portrait" SEK 20,000/month (USD 2,070/EUR 1,920)*

**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 1,635/EUR 1,440)*
SEK 50,000/month (USD 5,445/EUR 4,800)*

**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 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 

PO Box 7067
300 07 HALMSTAD
Sweden

Visiting address:
Horngatan 4, 302 33 Halmstad
Sweden

Tel +46 35 218370
info@shippax.se
www.shippax.com