

# SHIPPAX MEDIA INFO 23

*We look into the future and  
help you being a part of it!*

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 2023

	SHIPPAXGUIDE Distributed at	SHIPPAXMARKET Distributed at	SHIPPAXDESIGNS Distributed at
Vessel	PIONEER	With all available traffic statistics. With extensive Market & Outlook Reports, Fleet Analyses, Demand & Supply of ferry, cruise, ro-ro and hispeed.	TBN
Yard			
Owner	P&O		
Designer			
Artwork deadline	1 May 2023	15 May 2023	1 September 2023


**SHIPPAX**  
**FERRY CONFERENCE 23**

The annual meeting for ferry shipping professionals  
 24-26 April 2023 on CRUISE BARCELONA  
 Civitavecchia-Barcelona-Civitavecchia

 <b>SHIPPAXINFO</b> <b>2023</b>	January/February 2023	March 2023	April 2023	May 2023	June 2023
	<b>Theme:</b> French A GALEOTTA  Distributed to all delegates participating at <b>SHIPPAX</b> FERRY CONFERENCE 23	<b>Theme:</b> Design Trend Report SUNFLOWER KURENAI  Distributed to all delegates participating at <b>SHIPPAX</b> FERRY CONFERENCE 23	<b>Theme:</b> Baltic analysis CANOPÉE ISULA OYA III JASMINE LEADER  Distributed to all delegates participating at <b>SHIPPAX</b> FERRY CONFERENCE 23	<b>Theme:</b> Mediterranean analysis PIONEER MOBY FANTASY  Distributed to all delegates participating at <b>SHIPPAX</b> FERRY CONFERENCE 23	<b>Theme:</b> Japanese MANXMAN  Distributed at Norshipping Distributed to all delegates participating at <b>SHIPPAX</b> FERRY CONFERENCE 23
	On order: Ro-ro	On order: High-speed/Ferry	On order: Cruise	On order: Ro-ro	On order: High-speed
	July/August 2023	September 2023	October 2023	November 2023	December 2023
	<b>Theme:</b> TBN EXPRESS 5  Distributed to all delegates participating at <b>SHIPPAX</b> FERRY CONFERENCE 23	<b>Theme:</b> TBN	<b>Theme:</b> TBN  Distributed at Hurtigbåtkonferansen	<b>Theme:</b> TBN  Distributed at Interferry	<b>Theme:</b> TBN
	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

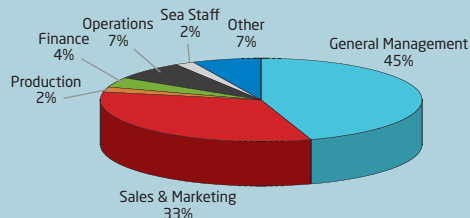
Paid subscription-only distribution.  
68% of our readers are involved in purchasing decisions.  
Pass-on readership: 5.8  
Back-copies are regularly requested.

### LONG TERM READERS

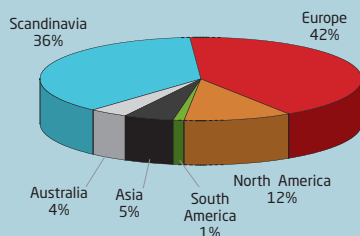
51% between 1 and 5 years  
44% more than 5 years  
96% of our readers file their copies for future reference.

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

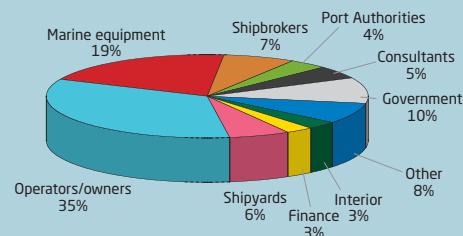
Readership by Department



Readership by Geographical Area



Readership by Industrial Sector



## ADVERTISING OPPORTUNITIES

### Type

#### Double page spread

SEK 39,000 USD 3,750\* EUR 3,460\*



### 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 2,260\* EUR 2,085\*

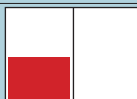


Full page  
Full page with margins

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

#### Half page, horizontal

SEK 17,500 USD 1,685\* EUR 1,550\*



With margins

185 x 132 mm - no bleed

#### Half page, vertical

SEK 19,500 USD 1,750\* EUR 1,730\*



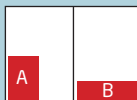
With margins

90 x 270 mm - no bleed

#### Quarter page, vertical (A)<sup>1</sup>

#### Quarter page, horizontal (B)<sup>1</sup>

SEK 12,500 USD 1,200\* EUR 1,110\*



With margins

A

90 x 132 mm - no bleed

B

185 x 60 mm - no bleed

#### Eighth page

SHIPPAXINFO

SEK 8,500 USD 820\* EUR 755\*



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 1,445\* EUR 1,330\* (price per section)



With margins

89 x 10 mm - no bleed

<sup>1</sup> 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 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 4,810/EUR 4,435)\*  
"Postcard" SEK 25,000/month (USD 2,405/EUR 2,220)\*  
"Portrait" SEK 20,000/month (USD 1,925/EUR 1,775)\*

*\*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 1,440/EUR 1,330)\*  
SEK 50,000/month (USD 4,810/EUR 4,435)\*

*\*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](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.

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