

# Media planning guide

# 2022

**Digital**  
**Ship**



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# Editorial calendar 2022

## Issue

## Editorial focus

### February/March

copy deadline  
7 February

#### Smart technologies

• Wearable technology • Drones and autonomous systems • AR and VR • Smart navigation • Remote monitoring and intervention

**Extra distribution:** [CMA 29-31 March 2022](#)  
[Singapore Maritime Week 4-8 April 2022](#)

### April/May

copy deadline  
21 March

#### Tackling decarbonisation, plus Nor-Shipping 2022 preview

• Regulatory update - progress towards meeting IMO 2030 and 2050 goals • Engine performance optimisation • Tools for fuels and emissions monitoring • Digital bunkering and e-procurement • Digital twins and building the 'green' ship • Nor-Shipping 2022 exhibitors preview

**Extra distribution:** [Nor-Shipping 4-7 April 2022](#)  
[Sea Japan 20-22 April 2022](#)

### June/July

copy deadline  
16 May

#### Maritime communications, plus Posidonia preview

• Managing IT services and onboard communications • Recent IT projects onboard vessels • Update on crew connectivity and applications to improve seafarer wellbeing • Ship to shore communications • Managing network security • Posidonia 2022 exhibitors preview

**Extra distribution:** [Posidonia 6-10 June 2022](#)

### August/ September

copy deadline  
8 August

#### Sensors and software, plus SMM preview

• Smart sensors and optimising ship performance • Maritime software updates • Capturing sensor data • Wireless sensor networks and their security • SMM 2022 exhibitors preview

**Extra distribution:** [SMM 6-9 September 2022](#)

### October/November

copy deadline  
3 October

#### Power and propulsion

• Future and alternative fuels • Electric propulsion • AI for predictive maintenance • Digital twin modelling • Optimising propeller performance and 3D printed spare parts

**Extra distribution:** [International Workboat Show](#) Dates to be confirmed  
[Adipec](#) Dates to be confirmed

### December/ January 23

copy deadline  
5 December

#### Autonomous systems and remotely operated ships

• Developments in autonomous technology this year • Case studies: unmanned and autonomous vessel voyages • Designing the autonomous ship • Changing role of crew • Safety and security of remotely operated vessels

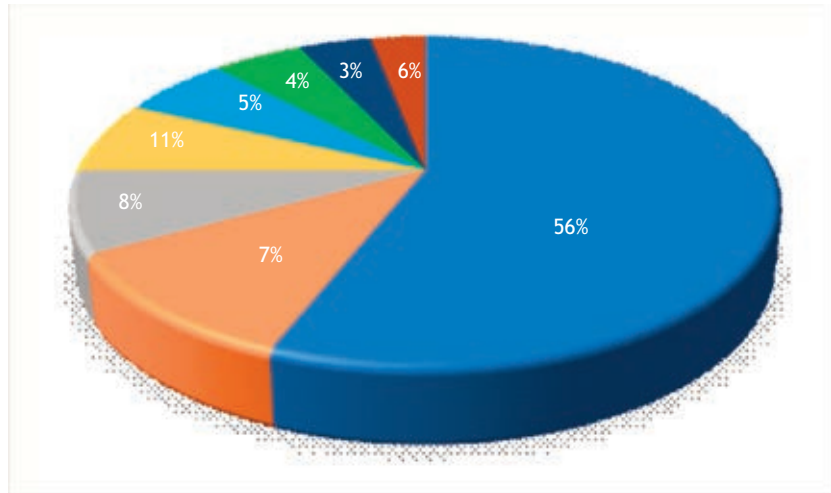
*\*Please note that all editorial topics and copy deadlines are subject to change.*

*For further information concerning extra distributions of the magazine please contact Ria Kontogeorgou at [ria@thedigitalship.com](mailto:ria@thedigitalship.com)*

# Demographics

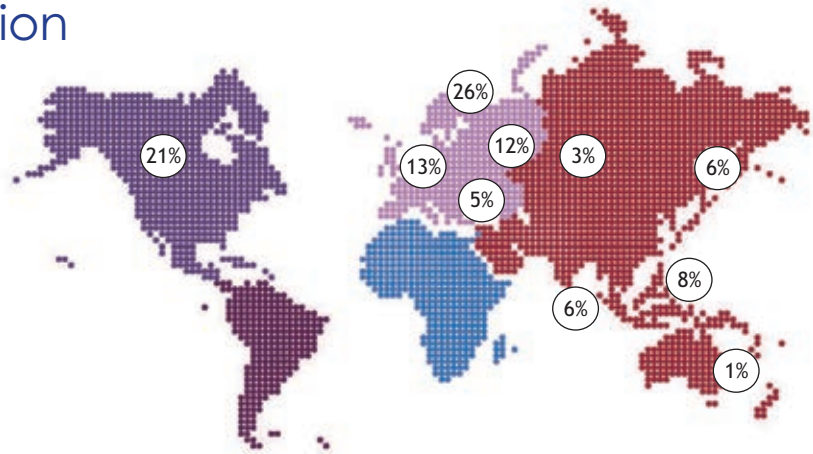
## Distribution by sector

- Shipowners/managers
- Equipment suppliers
- Ports/Harbours
- Equipment manufacturers
- Offshore
- Consultants
- Government agencies/Coastguards
- Ship/boat builders



## Geographical distribution

Nothern Europe	26%
Northern America	21%
Western Europe	13%
Eastern Europe	12%
Southeast Asia	8%
Southern Asia	6%
Eastern Asia	6%
Southern Europe	5%
Western Asia	3%
Australasia	1%



## Website statistics

	Total for Year	Average for year	Busiest Month
Sessions	205,000	17,083	17,100
Users	158,000	13,166	14,000
Page Views	317,000	26,416	28,500

# Website banners

Reach our online audience with our website banners. Ranging from the prominently positioned leaderboard to the eye-catching video, there is something for every need.



**ALL PRICES ARE GROSS**

## Website banners

*Measurements are in pixels*

	width	height	per month (Gross)
Video banner (Maximum file size 4GB, max frame size 1920x1080. Any standard video format)			€3500
Leaderboard (shared max 3 clients)	728 px	90 px	€2000
Top banner	700 px	70 px	€2000
Middle banner	500 px	60 px	€1800
Square side banner	230 px	200 px	€1800
Tall side banner (max 3)	230 px	430 px	€2000
Small banner	180 px	60 px	€1200
Bottom (fixed) banner	728 px	90 px	€2000

# E-newsletter banners

Our weekly e-newsletter is sent out every Friday to a database of 33,000 industry professionals.



**ALL PRICES ARE GROSS**

## E-newsletter banners

	<i>Measurements are in pixels</i>		p/month (Gross)
	width	height	
Leaderboard banner (exclusive)	728 px	90 px	€2000
Top banner (exclusive)	728 px	90px	€2000
Middle banner	500px	90 px	€1800
Tall side banner	230 px	430 px	€2000
Square side banner	230 px	200 px	€1800

# Digital options

## E-blast - €1,800

We offer an email blast service, where you can send your personalised message directly to our audience of more than 8,000 industry professionals. Our list is GDPR compliant. (We provide activity report/ statistics upon request). Preferred format: HTML file. To hit modern browsers and mobile devices we recommend any html be presented no wider than 600 pixels and have no animated gifs. If animated gifs are used make sure the most relevant information is placed on frame one as some email apps will not produce the animation but freeze on this frame. No flash. No javascript.



## Promotional message - €1,000

A promotional message on the Digital Ship newsletter enables you to highlight your news or product through text and an image. A promotional message is placed below the news on Digital Ship's newsletter and includes:

- ♦ A horizontal (600px w x 200px h) or vertical banner (230px w x 430px h)
- ♦ Header and 150 words of text
- ♦ Links to your website



## Sponsored content - €850

Sponsored content enables you to highlight your news or product through a short word-only message. Sponsored content is placed within the news section of the Digital Ship newsletter and includes:

- ♦ Header and a short paragraph -approx. 50-80 words
- ♦ Links to your website



## Sponsorship - €2,000 (net)



Sponsoring an issue of the digital edition of Digital Ship offers great exposure for your brand. A banner with your advertising message will be prominently displayed on the cover of the digital edition of the magazine. The email sent out informing our database of the issue will also include the name, banner and link of the sponsoring company, and can include a short promotional paragraph.

## Video embedding

The digital edition of Digital Ship magazine offer more options to deliver your marketing message. Embedding a video into your advertisement is one of them. The content can be linked to a source such as YouTube or directly to your company website where you may have a call to action such as “sign up for more information here”.

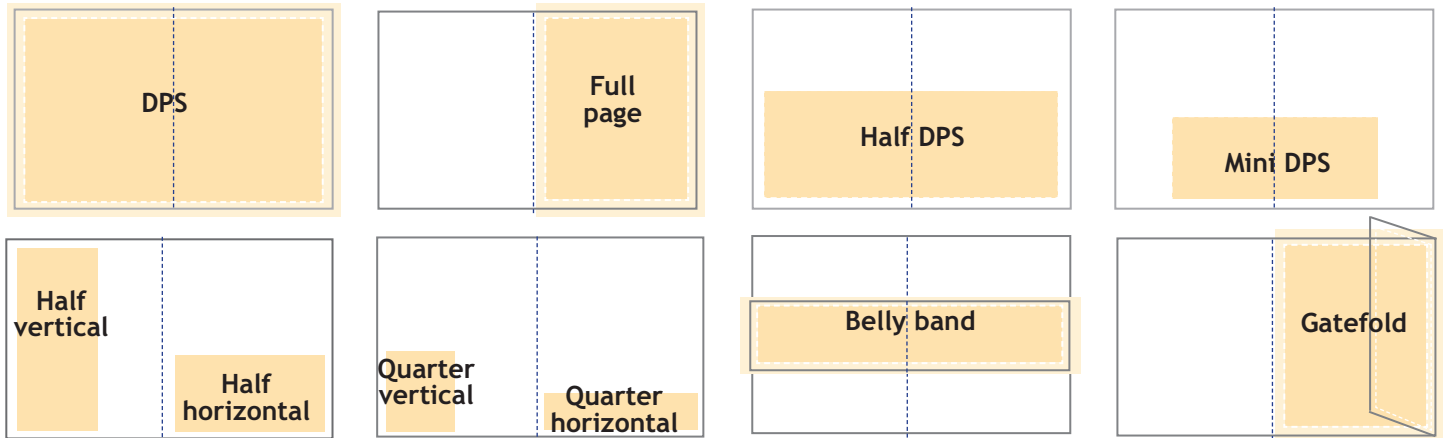
A supplementary price will be added to the cost of your advertisement in the magazine.

ALL PRICES ARE GROSS



# Specifications

The magazine is tabloid-sized (382 mm high x 283 mm wide) and full colour throughout



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	Bleed	Height x width in mm Trim	Type area	Rate (Gross)
DPS	392 x 576	382 x 566	358 x 537	€5,000
Full page	392 x 293	382 x 283	358 x 254	€3,000
Half DPS	n/a	n/a	177 x 537	€4,000
Mini dps	n/a	n/a	190 X 280	€3,500
Half Page				€2,200
Landscape	n/a	n/a	177 x 254	
Portrait	n/a	n/a	358 x 125	
Quarter page				€2,000
Landscape	n/a	n/a	88 x 254	
Portrait	n/a	n/a	177 x 125	
Belly band	666 x 110	566 x 100		€5,000
Gatefold	392 x 434.5	382 x 424.5		€4,000

## Preferred file formats

PDF, Acrobat CMYK. 300 dpi, flatten transparencies, embed fonts  
 JPEG, CMYK. 300 dpi | TIFF, CMYK. 300 dpi | EPS, CMYK. 300 dpi

Artwork to to Vivian Chee, [chee@btconnect.com](mailto:chee@btconnect.com)