Media planning guide

2021

Digital Ship

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Editorial calendar 2021

Maritime Satcoms | Software and Big Data | Navigation & Autonomous Systems
| Advance Technology | Cybersecurity | Regulations | Safety at sea

Issue | Editorial focus

February/March

copy deadline
10 February

Maritime IoT for fleet efficiency:
The Internet of Things (IoT) in the maritime industry is enabling shhipowners and operators to improve operational efficiency and cut costs. This issue will examine some of the recent developments in maritime IoT and look at the application of new IoT-driven solutions across the industry.

April/May

copy deadline
22 March

Training and remote learning:
Advanced technologies and communications are enabling seafarers to fully immerse themselves in various scenarios for learning purposes. 2020 has also demonstrated the importance of remote learning and training. This issue looks at the evolution of maritime learning and the continuing role technology will play in educating mariners remotely.

June/July

copy deadline
17 May

Start-ups in maritime innovation:
Start-ups are bringing new ideas and solutions to the maritime industry that have not been seen before. This issue looks at how start-ups are driving innovation and asks several start-up companies what it takes to be successful in the industry.
Extra distribution: Satellite 2021 27-29 July 2021 Washington DC, USA

August/September

copy deadline
9 August

Autonomous systems in shipping:
The increasing capability of autonomous systems is helping to deliver decision-support and remote inter-vention from the shore. This issue looks at the role of automation in shipping and how advanced tools will help those onboard and onshore operate ships both safely and efficiently.
Extra distribution: SeaAsia 21-23 September 2021 Marina Bay Sands, Singapore
NEVA 2021 21-24 September 2021 Lenexpo, Saint Petersburg, Russia

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October/November

copy deadline
20 September

Creating value from data:
More and more data are being gathered from ships but turning this data into real value can be a challenge. Data can be used to predict machine failures, improve vessel performance and operational logistics, and much more, but the way it is hosted and managed will determine how valuable it is for the user. This issue looks at how data is being managed today and how it can be turned into valuable insights.
Extra distribution: CMA 2021 13-15 October 2021 Connecticut, USA
Kormarine 19-22 October 2021 Busan, South Korea
Europort 2-5 November 2021 Ahoy, Rotterdam, The Netherlands

December/ January 22

copy deadline
22 November

Cyber-threat response in 2021
The maritime industry's IT and OT systems are vulnerable to cyber-attacks and require the right measures to be in place to minimise risk. This issue looks at how the cybersecurity landscape has changed in 2021, giving an overview of the latest risks and threats to the industry and the measures that have been adopted to minimise vulnerabilities to IT and OT systems in shipping.
Extra distribution: Norshipping 13-10 January 2022 Oslo, Norway

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*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

Demographics

Distribution by sector

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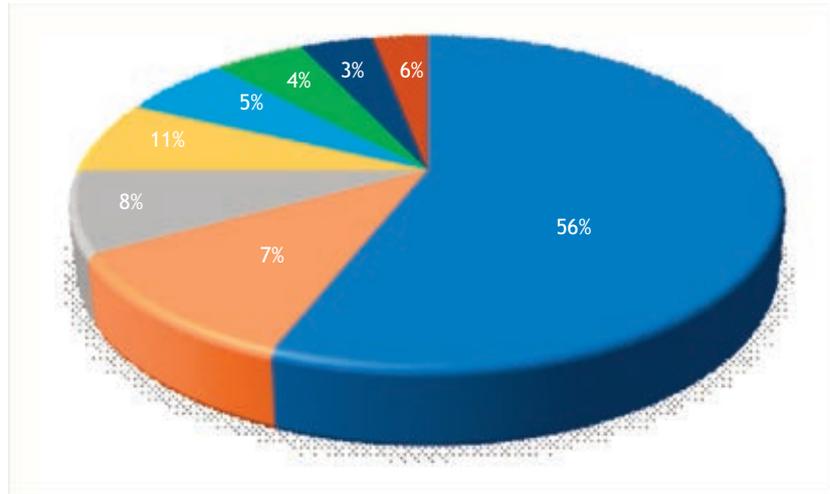
Geographical distribution

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%
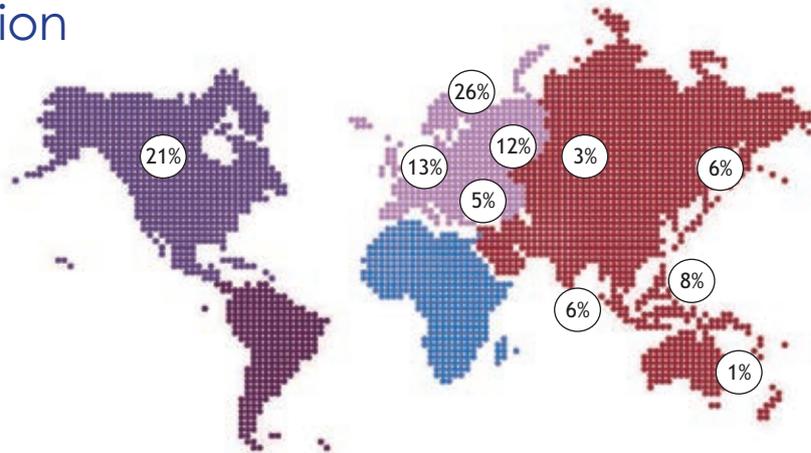
Website statistics

	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.

Leaderboard (large)

Top banner (small)

Top banner (large)

video

Video

Middle banner

Square side banner

Tall side banner

Small banner

Bottom banner (fixed)

ALL PRICES ARE GROSS

Website banners

Website banners	Measurements are in pixels		per month (Gross)
	width	height	
Video banner	418 px	245 px	€3500
Leaderboard Large (shared max 4 clients)	728 px	90 px	€2000
Top banner (large)	468 px	60 px	€2000
Top banner (small)	200 px	85 px	€1800
Middle banner	500 px	60 px	€1800
Square side banner	230 px	200 px	€1800
Tall side banner	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.

Leaderboard →

Intellian

Digital Ship

Maritime information technology news update — September 5 201

Top banner →

Upgrade and Save with Iridium Certus® 700

← Square side banner

News

SevenCs to debut Electronic Chart Table at SMM.
German developer SevenCs has announced the launch of its latest ENC software, the Electronic Chart Table, which it says was specifically designed for touch screen operation on devices ranging from 46 to 75 inches.

Need a secure IT network? We've got you covered.

...electrocomponents
...erx has announced RS Components and ...arketing partner members.

...radar emulation
...(RCG) has added an emulation of the ...Northrop Grumman Sperry Marine to its

Shipping Guides Ltd has launched a new digital database designed specifically for the tanker sector, FindaportSCD.

SENER releases latest version of FORAN CAD/CAM.
SENER has released the latest version of its FORAN shipbuilding CAD/CAM software.

Manage sloshing and boil-off gas on LNG carriers digitally

Start now >

← Tall side banner

Middle banner →

We go Above and Beyond Discover the Marlink experience ⊙

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E-newsletter banners

Measurements are in pixels

	width	height	p/month (Gross)
Leaderboard banner (exclusive)	728 px	90 px	€2000
Top banner (exclusive)	468 px	60px	€2000
Middle banner	500px	60 px	€1800
Tall side banner	230 px	430 px	€2000
Square side banner	230 px	200 px	€1800

E-blast - €1800

If you want to reach your clients / partners easily, to promote your company or a new service/product, then we can offer you our email blast service. What you have to do is to 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).

Specifications

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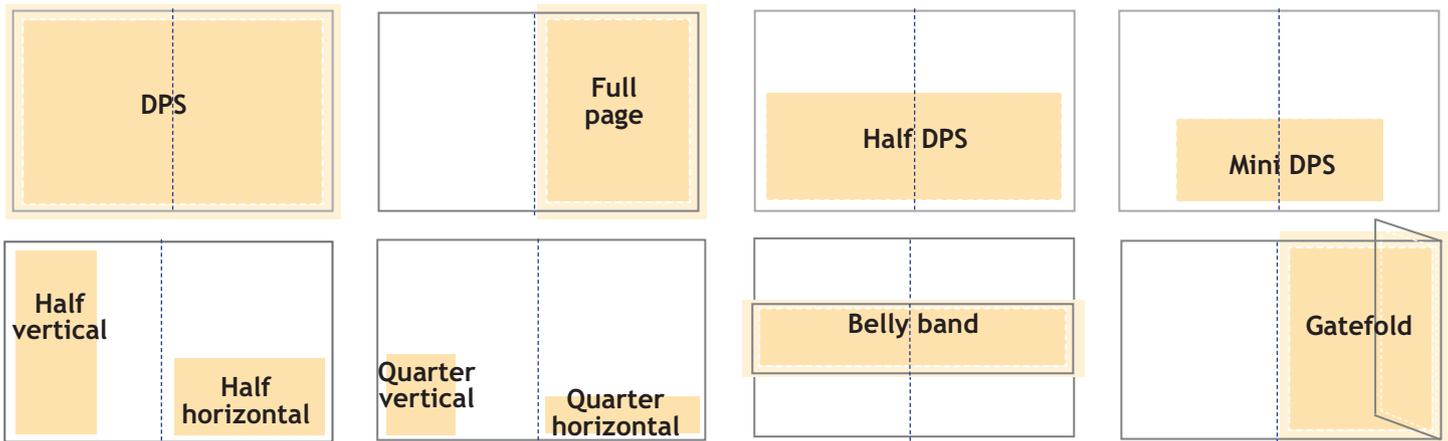
Digital options

The digital edition of Digital Ship magazine offer more options through which 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.

Sponsorship - €2000 (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 digital edition of the magazine. The email sent out informing our databse of the issue will also include the name, banner and link of the sponsoring company, and can include a short promotional paragraph.

ALL PRICES ARE GROSS

	Height x width in mm			Rate (Gross)
	Bleed	**Trim**	**Type area**	
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