## Editorial focus

### February/March

**Maritime IoT for fleet efficiency:**
The Internet of Things (IoT) in the maritime industry is enabling shipowners 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.

**copy deadline 10 February**

### April/May

**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.

**copy deadline 22 March**

### June/July

**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**

**copy deadline 17 May**

### August/September

**Autonomous systems in shipping:**
The increasing capability of autonomous systems is helping to deliver decision-support and remote intervention 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**

**copy deadline 9 August**

### October/November

**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**

**copy deadline 20 September**

### December/January 22

**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**

**copy deadline 22 November**

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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: 56%
- Equipment suppliers: 11%
- Ports/Harbours: 8%
- Equipment manufacturers: 7%
- Offshore: 5%
- Consultants: 3%
- Government agencies/Costguards: 2%
- Ship/boat builders: 1%

Geographical distribution

- Northern 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

<table>
<thead>
<tr>
<th></th>
<th>Total for Year</th>
<th>Average for year</th>
<th>Busiest Month</th>
</tr>
</thead>
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<tr>
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<td>17,083</td>
<td>17,100</td>
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<tr>
<td>Users</td>
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<td>13,166</td>
<td>14,000</td>
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<td>Page Views</td>
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<td>26,416</td>
<td>28,500</td>
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</table>
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.

### Website banners

<table>
<thead>
<tr>
<th>Website banners</th>
<th>Measurements are in pixels</th>
<th>per month (Gross)</th>
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</thead>
<tbody>
<tr>
<td>Video banner</td>
<td>418 px x 245 px</td>
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</tr>
<tr>
<td>Leaderboard Large (shared max 4 clients)</td>
<td>728 px x 90 px</td>
<td>€2000</td>
</tr>
<tr>
<td>Top banner (large)</td>
<td>468 px x 60 px</td>
<td>€2000</td>
</tr>
<tr>
<td>Top banner (small)</td>
<td>200 px x 85 px</td>
<td>€1800</td>
</tr>
<tr>
<td>Middle banner</td>
<td>500 px x 60 px</td>
<td>€1800</td>
</tr>
<tr>
<td>Square side banner</td>
<td>230 px x 200 px</td>
<td>€1800</td>
</tr>
<tr>
<td>Tall side banner</td>
<td>230 px x 430 px</td>
<td>€2000</td>
</tr>
<tr>
<td>Small banner</td>
<td>180 px x 60 px</td>
<td>€1200</td>
</tr>
<tr>
<td>Bottom (fixed) banner</td>
<td>728 px x 90 px</td>
<td>€2000</td>
</tr>
</tbody>
</table>

ALL PRICES ARE GROSS

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

<table>
<thead>
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<th>E-newsletter banners</th>
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<td><strong>Middle banner</strong></td>
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<td><strong>Tall side banner</strong></td>
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</tr>
</tbody>
</table>

**ALL PRICES ARE GROSS**

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 database of the issue will also include the name, banner and link of the sponsoring company, and can include a short promotional paragraph.

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