



# 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 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.

**Extra distribution: Satellite 2021 15-18 March 2021 Washington DC, USA**

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.

**Extra distribution: SeaAsia 20-22 April 2021 Marina Bay Sands, Singapore**

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: Nor-Shipping 1-4 June 2021 Oslo, Norway**

August/September

copy deadline  
9 August

### 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: Europort 2-5 November 2021 Rotterdam, The Netherlands  
NEVA 2021 21-24 September 2021 Lenexpo, Saint Petersburg, Russia**

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 May 2021 Connecticut, USA  
Kormarine 9-22 October 2021 Busan, South Korea**

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: Marintec China 7-10 December 2021 Shanghai, China**

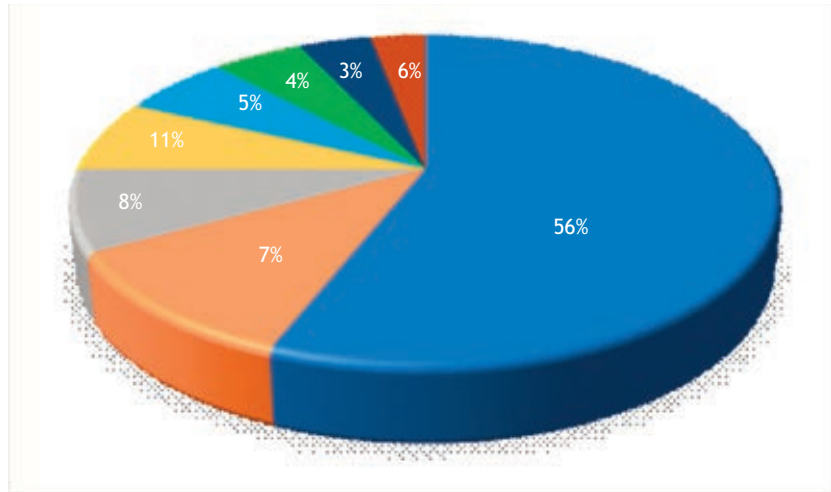
*\*Please note that all editorial topics and copy deadlines are subject to change.*

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

# Demographics

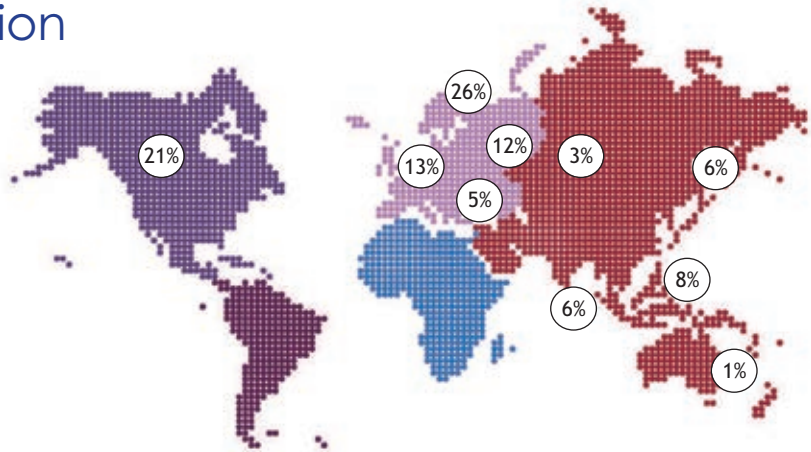
## Distribution by sector

- 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	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.

The image shows a sample of the 'Digital Ship' e-newsletter. It features a dark blue header with the 'Intellian' logo and the title 'Digital Ship'. Below the header is a 'Maritime Information technology news update' for 'September 5 2014'. The main content area includes several articles with images and text. On the right side, there are two vertical banners: a square one with a red background and the text 'YOUR BRIDGE. OUR MISSION' and a tall one with a blue background and the text 'Manage sloshing and boil-off gas on LNG carriers digitally'. Arrows from the left and right point to these different banner types.

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## E-newsletter banners

*Measurements are in pixels*

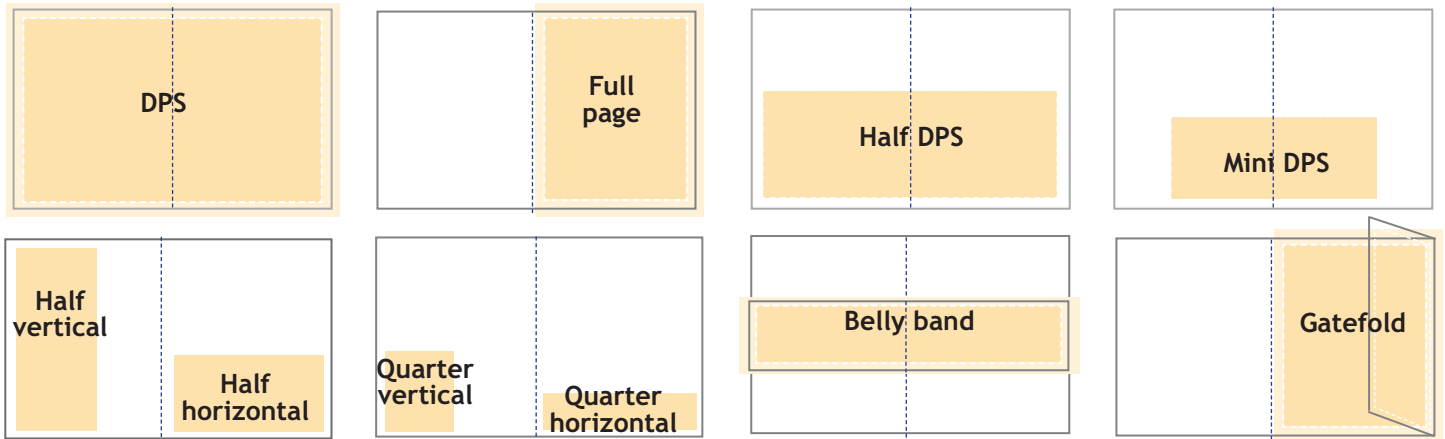
	width	height	p/month (Gross)
Leaderboard banner (exclusive)	728 px	90 px	€2000
Top banner (exclusive)	468 px	60px	€2000
Middle banner	500px	60 px	€1800
Tall side banner	230 px	430 px	€2000
Square side banner	230 px	200 px	€1800

## 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 database 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