

# Newsletter

effective from January 1st 2022

The Ship&Offshore Email newsletter is published weekly and has subscribers of more than 7,900 readers. It offers the latest news on marine and offshore technology for the global maritime market.

### 1 Concept & facts you should know:

- Language: **English**
- Frequency: weekly (Tuesday)
- Circulation: 7,900 email addresses

### 2 Performance values:

- Opening rate: 14.48 %
- Unique click rate: 1.74 %
- Click-to-open rate: 12.01 %

*(Average per newsletter between January 1st - September 2021)*

### 3 Geographical analysis of distribution:

- 33.8 % Germany/Austria/Switzerland
- 19.0 % Asia
- 6.3 % North and South America
- 27.47 % Rest of Europe
- 12.3 % Middle East
- 0.9 % Other countries

### 4 Newsletter Advertising Forms:

#### ■ Sponsoring

Placement: in the head of the newsletter and the advertorial after the second news report

Format header: 570 px width / 60 px high

Advertorial: max. 500 (blank-)letters, hyperlinks to the website and a picture (275 px width / 180 px high)

Alternative: banner (570 px width / 100 px high)

**Price: € 1,800 (per newsletter)**

#### ■ Textlink + Picture (275 x 180 px)

Placement: after the sponsoring advertorial

Data format: 150 characters, picture as JPG or PNG

**Price: € 2,600 (4 weeks)**

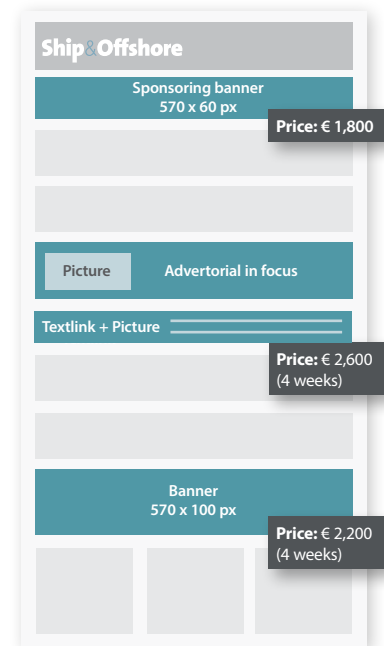
#### ■ Banner (570 x 100 px)

Placement: before or between the news reports

Data format: JPG or PNG

File size: max. 150 KB

**Price: € 2,200 (4 weeks)**



# Sponsored Content

effective from January 1st 2022

Your sponsored content will be delivered via the regular editorial system and published for a period of six months in an appropriate section of the website. Benefit from this offer and present your products and services in an editorial outfit. You may provide us with up to 300 words and an image width of 1920 px.

Of course you can also set a direct web link to your website.

## 1 Occasion:


- Product-Service-Presentation
- Brand Communication
- Pre-Exhibition Communication

## 2 Visualisation:

- Image Size: 1920 px wide
- Textrate: 300 words
- Duration: 6 months
- Duration on Homepage: 1 month
- Advertisement Identification as Advertorial

## 3 Price:


- € 1,800



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The Wärtsilä 31SG pure gas engine is now available for marine applications (Source: Wärtsilä)

**SPONSORED CONTENT**

## Wärtsilä unveils new gas-only engine

24 September 2019

Wärtsilä has launched a pure gas engine for marine applications, called Wärtsilä 31SG. Until now, the company has pursued a dual-fuel strategy for its gas-burning engines but, it says, the new engine, based on the existing Wärtsilä 31 platform, will reduce the total cost of ownership and the environmental footprint of vessels operating in regions with access to a developed gas bunkering infrastructure.

The lean-burn, spark ignition engine was introduced for land-based applications in 2017. Since then, the company has delivered more than 1,800 engines operating for 37 million running hours in shoreside energy market applications.

Wärtsilä claims that the engine is ideally suited for hybrid applications because it provides high thermal efficiency and lower investment costs to offset the additional cost of energy storage. Pairing the Wärtsilä 31SG with battery packs also enables design for redundancy and high system efficiency, the company said.

The latest development comes as part of Wärtsilä's strategy of cutting the greenhouse gas emissions of its gas engines by 15% between 2015 and 2020.

◀ Shipbuilding

# Webinar – Go online with us together!

The term webinar is composed of the words web and seminar and describes the **modern form of an Online conference** or training, which can be transmitted to the Internet using various online tools. The biggest advantage of a webinar is that it can be followed from almost anywhere in the world and that by an unlimited number of participants. The only requirement is a desktop or a mobile device that has a stable network connection. We combine for you our decades of experience in the maritime industry and in the implementation of various events with a cutting-edge form of event online presence. We would like to assist you with the implementation of your webinars with the support of our editorial and technical know-how.



## We offer you:

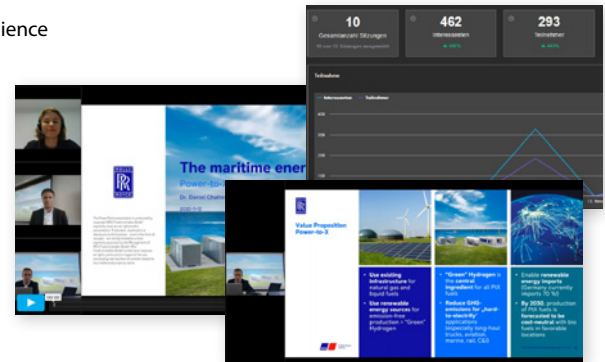
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the maritime industry for the content design of your format
- The handling of the entire participant and speaker management
- A marketing plan which is tailor-made for your webinar in order to reach your potential audience
- The supply of the prepared video material following the online event
- A long-term platform for webinar review
- A detailed evaluation and analysis of the webinar data
- Lead Generation

## Possible areas of application:

- E-Learning
- Introduction and explanation of (new) products
- Online interviews and discussions
- Company internal communication platform
- Replacement for a meeting on the spot to cover distances

## Your benefits:

- Information of the participants regardless of the location
- You benefit from our publishing network and with our help you can design versatile programs
- Greater reach in marketing activities
- Through detailed analysis and feedback from the participants, you can draw long-term conclusions for your company



Price on request!