

# Newsletter

effective from January 1st 2019

The Ship&Offshore E-mail newsletter is published weekly and has subscribers of more than 12,000 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: 12,000 email addresses

### 2 Performance values:

- Opening rate: 14.93 %
- Unique click rate: 1.76 %
- Click-to-open rate: 10.81 %

*(Average per newsletter between January 1st - October 2018)*

### 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: € 1,600 (per newsletter)**

#### ■ Textlink

Placement: after the sponsoring advertorial

Data format: 150 characters

**Price: € 2,000 (4 weeks)**

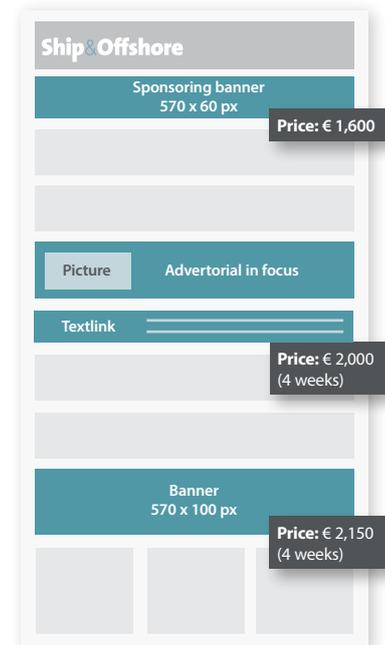
#### ■ Banner (570 x 100 px)

Placement: before or between the news reports

Data format: JPG or GIF (animated)

File size: max. 150 KB

**Price: € 2,150 (4 weeks)**



## The industry portal for shipping, shipbuilding, marine and offshore technology

Ship&Offshore is also your reliable media partner for online marketing. The latest industry news, important events and further information services from Ship&Offshore ensure that our readers use the pages on a daily basis. Reach the decision-makers from the areas of shipbuilding, shipping, navigation, offshore and marine technology, shipyard industries and ship financing as well as related businesses from industry and trade.

### 1 Facts:

**Access control:**

**Page Impressions:**

**Visits:**

**Unique Visits:**



13,198\*

3,995\*

2,484\*

\* Average per month between October 1st January 2018– 1st October 2018

**2 Rotation note:** Depending on demand it is possible that your banner will appear in rotation with a maximum of two other advertisers.

### 3 Banner rates:

Size	Dimension	Rate (per month)
Skyscraper	120x600 pixels	€ 2,250
Superbanner	728x90 pixels	€ 1,950
Content Rectangle	300x250 pixels	€ 1,500
Footer	728 x 90 pixels	€ 1,300
Mini Rectangle	300 x 125 pixels	€ 1050
Wallpaper	728 x 90 pixels + 120 x 600 pixels	€ 3,350

Special formats on request.

### 4 Supply of advertising data:

At least three working days before ad is due to appear by email to [vera.hermanns@dvvmedia.com](mailto:vera.hermanns@dvvmedia.com)

### 5 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html and JavaScript) or third-party-provider tags.
- URLs have to be integrated in a html5-banner using html or a JavaScript enabled browser.
- File size: maximal 100KB (with regard to html5-banners this refers to the total size of all integrated images).
- JavaScript tags: Banner activation via Google DoubleClick for Publishers (DFP). We kindly ask you to send only the JavaScript tag. The tag starts with “<script>” and ends with “</noscript>”.
- The data has to be transferred 3 days before starting the advertising period.

The diagram illustrates the placement of various banner ads on a webpage. The 'Ship&Offshore' logo is at the top. The Superbanner (728 x 90 px) is at the top with a rate of € 1,950\*. The Wallpaper (728 x 90 px + 120 x 600 px) is on the right with a rate of € 3,350\*. The Skyscraper (120 x 600 px) is on the right with a rate of € 2,250\*. The Content Rectangle (300 x 250 px) is on the left with a rate of € 1,500\*. The Mini Rectangle (300 x 125 px) is in the middle with a rate of € 1050\*. The Footer (728 x 90 px) is at the bottom with a rate of € 1,300\*.