

MEDIA INFORMATION 2023

THE INTERNATIONAL
TECHNICAL MARITIME
PUBLICATION



Your publishing partner

Content



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Editorial profile/publisher



Total circulation
6,590 Copies
(IVW III/22)

Ship&Offshore

1 Editorial profile:

International, independent maritime publication on classic shipbuilding, marine equipment industry, offshore and marine technology.

Sister periodical of the German trade magazine Schiff&Hafen.

2 Special features:

- For the fifth time, Ship&Offshore will add a dedicated issue on digitalisation, autonomous shipping and smart technologies in the maritime industry to its portfolio. SmartShip will be distributed at all major trade fairs and conferences in 2023/2024.
- As usual, we are focusing on environmentally friendly and sustainable developments and technologies with a GreenTech Special Edition.
- What's more, Ship&Offshore Edition for China is published in the national language with the aim to inform local decision-makers about the latest trends in the maritime industry.

3 Editorial department:

Kathrin Lau (Editor-in-Chief)
phone: +49-40-23714-237
email: kathrin.lau@dvvmedia.com

4 Publisher:

DVV Media Group GmbH, Hamburg

5 Frequency:

6x Ship&Offshore International,
1x Ship&Offshore Special SmartShip,
1x Ship&Offshore Special GreenTech,
1x Ship&Offshore Energy at Sea,
1x Ship&Offshore China Edition

6 Publishing company:

DVV Media Group GmbH, Hamburg
postal address: P.O. Box 10 16 09, D-20010 Hamburg
company address: Heidenkampsweg 73-79, D-20097 Hamburg
phone: +49 40 237 14 - 100 • fax: +49 40 237 14 - 236

7 Subscription sales + marketing:

Markus Kukuk (Marketing Director)

8 Annual subscription:

www.shipandoffshore.net/subscriptions

9 ISSN-Nr.

0938-1643

10 Terms and conditions:

www.shipandoffshore.net/terms-and-conditions

Analysis of circulation and business sector



Total circulation
6,590 Copies
 (IVW III/22)

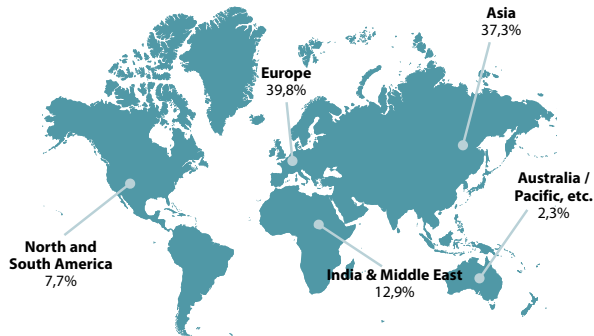
Ship & Offshore

1 Analysis of circulation – Ship&Offshore International Editions (Audited circulation – IVW III/22)

Total circulation:	6,590	100 %
Subscription and sales:	342	
Free circulation:	6,248	
Europe: Norway, Denmark, the Netherlands, Sweden, Finland, Germany, Spain, Italy, etc.	2,623	39,8 %
Asia: China, South Korea, Indonesia, Philippines, Vietnam, Malaysia, India, Russia, etc.	2,458	37,3 %
North and South America:	508	7,7 %
India & Middle East:	850	12,9 %
Australia/Pacific, etc.:	151	2,3 %

2 Sector/economic areas/specialisation/professional groups

According to readership groups based on classification code numbers	Share of actual circulated copies %
Actually circulated copies	100
Shipbuilding and supply industry	45.4
Shipping companies/shipping	20.7
Shipping sector/ports/port operators	7.2
Offshore/ocean technologies	18.3
Science/research	1.5
Associations/organisations	2.5
Others	4.4



Advertisement rate card no. 15

effective from January 1st 2023



Total circulation
6,590 Copies
(IVW III/22)

Ship & Offshore

1 Magazine size: 210 (width) x 297 (height) mm, DIN A 4

2 Page size: 183 x 248 mm

Column number: 3 columns, column width: 58 mm
4 columns, column width: 42 mm

3 Printing and binding

Offset printing, adhesive binding

4 Technical specifications:

Printing material: preferably email EPS, PDF
(PDF-version minimum 1.3) or TIFF data

Picture resolution: minimum 300 dpi

Colour mode: ISO Coated v2 (ECI)

5 Publication schedules:

Publication: 10 editions per year

Publication schedule: see editorial programme

Advertising deadline: see editorial programme

6 Terms of payment:

Payment due immediately on receipt of invoice,
rates excluding VAT (19%), net without deductions.

VAT identification number: DE 118619873

Bank:

Deutsche Bank AG Account no. 020 14 26 00
(Sort-Code 200 700 00)

IBAN DE 8320 0700 0000 2014 2600

BIC (Swift) DEUTDEHH

7 Bleed advertisements:

Printing material formats for bleed advertisements:

Format	Dimensions (+ 3 mm all around)
1/1 page	210 x 297 mm
1/2 page horizontal	210 x 140 mm
1/2 page vertical	103 x 297 mm
1/3 page horizontal	210 x 98 mm
1/3 page vertical	71 x 297 mm
1/4 page horizontal	210 x 78 mm
1/4 page vertical	103 x 140 mm

8 Editorial profile:

Bleed advertisement	10 % surcharge
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9 Surcharges for special positions:

Cover 2, 3 and 4	10 % on basic price
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Advertisement rate card no. 15

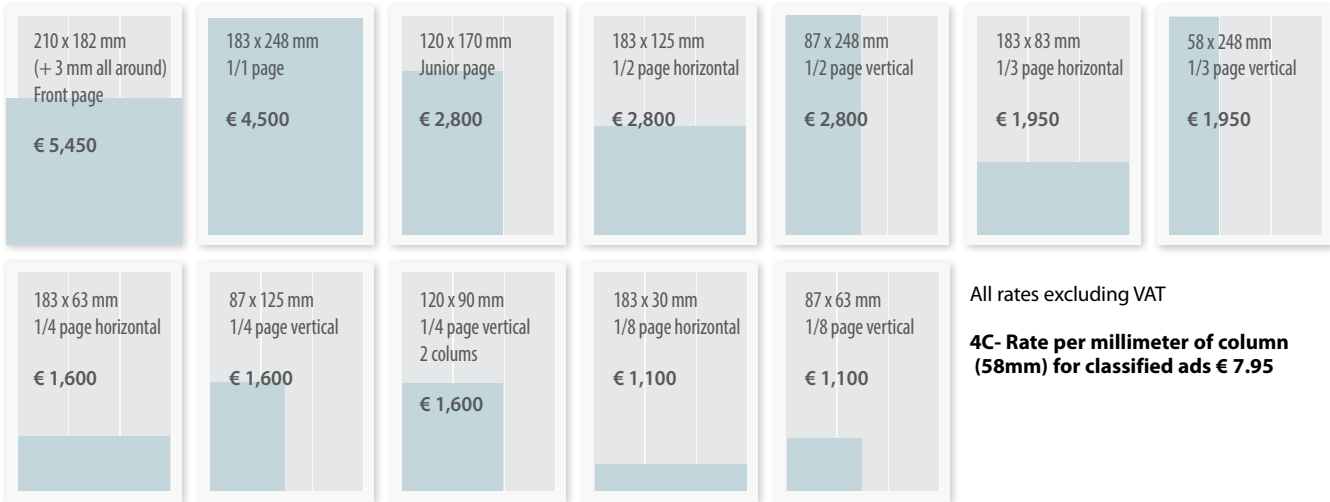
effective from January 1st 2023



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Ship & Offshore

11 Advertisement sizes and rates (4C): (width x height mm)



12 Surcharges for special positions:

Inside front-, Inside back - and Outside back-Cover Editorial	10% on basic price
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13 b/w advertisement and special colour:

per special colour (from HKS/Pantone)	€ 450
b/w advertisement*	20% discount on 4C rate

* All rates for fixed advertisement sizes are including 4C printing in CMYK.
b/w bookings will be calculated with a 20% discount on the 4C-rate.

14 Discounts: for bookings within 12 months

Frequency discount	%	Volume discount	%
Frequency/forthcoming		number of pages	
3 insertions	5	3 pages	10
6 insertions	10	6 pages	15
more than 9 insertions	15	more than 9 pages	20

Bleed, surcharge, loose inserts, technical further costs do not qualify for a discount. Terms and conditions are given at www.shipandoffshore.net/termsoftrade

Special advertising forms

effective from January 1st 2023



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Ship & Offshore

13 Bound inserts:*

2 pages	4 pages	6 pages	8 pages
€ 2,600	€ 3,850	€ 5,100	€ 6,500

For discounts see volume discount list. One page = one advertisement page.

Please deliver bound insert in untrimmed format of 216 mm width and 303 mm height (four pages and more should be folded). If the insert overlaps from the pages of the magazine on two corners, the German Post Office will levy an additional postal charge. Number of inserts given on application.

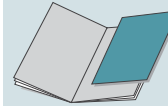
- 14 Loose inserts:*** size 205 x 290 mm
Up to 25 g € 350 per thousand. Number of inserts given on application. Per additional 5 g € 30 per thousand.
- 15 Postcards attached to page:*** per thousand € 230
The German Post Office will levy an additional charge for postcard or samples of goods attached to an advertisement. Number of postcards/samples of goods given on application.

16 Delivery address for bound inserts, loose inserts and postcards:

A & O GmbH
Mrs Waltraud Zurek
Elisabeth-Selbert-Straße 5
D-63110 Rodgau-Dudenhofen
GERMANY

Please add an insert reference with the issue number on your delivery note.

Loose inserts



Loosely inserted;
205 x 290 mm;
Up to 25 g.p. %
€ 350 per
thousand

Flying page



Cover page:
2 pages:
Front page 90 x 210
mm, Back cover 1/1
page
€ 16,800 incl.
production &
handling

Postcards attached to page



per thousand
€ 230
plus display area

Interested?

Please do not hesitate to contact us to receive more information on special advertisements.

Markus Wenzel (Advertising Sales Director)
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Buyer's Guide

effective from January 1st 2023

Ship&Offshore

The **Buyer's Guide** provides a market overview and an index of supply sources. Each listing in the Buyer's Guide includes your company logo (4 colour), address and communications data plus a concise description of products or services offered.

Objects	Schiff&Hafen	Ship&Offshore
Target regions	Central Europe	Worldwide
Issues	January / February – March – May – July / August – September – November –	January / February March / April Special SmartShip May / June July / August Special Green Tech September / October Special Green Tech Special China Edition

Price per keyword per issue:

	Size I	Size II
	H 30/W 58 mm	H 40/W 58 mm
1 Keyword	€ 95	€ 125
2 Keywords	each € 90	each € 120
3 Keywords	each € 85	each € 115
4 Keywords	each € 80	each € 110
5 Keywords	each € 75	each € 105
from 6 Keywords	each € 70	each € 100

Time span:

Minimum time span: one year

Online entry
is free of charge!

You can advertise in these categories:

- | | |
|-----------------------------------|--------------------------------|
| 1 Shipyards | 10 Ship's operation systems |
| 2 Propulsion systems | 11 Deck equipment |
| 3 Engine & engine components | 12 Construction & consulting |
| 4 Corrosion protection | 13 Cargo handling technology |
| 5 Ship's equipment | 14 Alarm & safety equipment |
| 6 Hydraulic & pneumatic equipment | 15 Port construction |
| 7 Onboard networks | 16 Offshore & ocean technology |
| 8 Measurement & control devices | 17 Maritime services |
| 9 Navigation & communications | |

Schedule and Subject Plan 2023

effective from January 1st 2023




Total circulation
6,590 Copies
(IVW III/22)

Audited circulation

Ship & Offshore

Issue	Dates	Subjects / Topics	Exhibitions / Conferences / Events
January / February International – 1	Publishing: 31.01.2023 Order: 22.12.2022 Ad material: 10.01.2023	Propulsion & Manoeuvring Technology Smart Ships Green Ship Technology Insurance Safety & Security International Buyer's Guide	
March / April International – 2	Publishing: 07.03.2023 Order: 07.02.2023 Ad material: 14.02.2023	Offshore Technology Cruise Ships & Mega Yachts Classification & Consulting Corrosion Protection Workboats International Buyer's Guide	CMA Shipping Conference & Exhibition , Stamford, USA, 21. – 23.03.2023 Seatrade Cruise Global , Miami Beach, USA, 27. – 30.03.2023 Sea Asia , Singapore, 25. – 27.04.2023 OTC , Houston, USA, 01. – 04.05.2023
Special SmartShip	Publishing: 12.04.2023 Order: 01.03.2023 Ad material: 08.03.2023	This annual special publication puts maritime digitalisation, autonomous technologies and smart applications in focus. International Buyer's Guide	Bonus distribution at all important exhibitions
May / June International – 3	Publishing: 09.05.2023 Order: 11.04.2023 Ad material: 18.04.2023	Propulsion & Manoeuvring Technology Navigation, Communication & Fleet Management Electric & Hybrid Propulsion RoRo Vessel & Ferries International Buyer's Guide	Nor-Shipping , Oslo, Norway, 05. – 09.06.2023 OMAE , Melbourne, Australia, 11. – 16.06.2023 TOC Europe , Rotterdam, The Netherlands, 13. – 15.06.2023 CIMAC World Congress , Busan, South Korea, 12. – 16.06.2023 Windforce Conference , Bremerhaven, Germany, tba Electric & Hybrid Marine World Expo , Amsterdam, The Netherlands, 20. – 22.06.2023

Issue	Dates	Subjects / Topics	Exhibitions / Conferences / Events
July / August International – 4	Publishing: 18.07.2023 Order: 20.06.2023 Ad material: 27.06.2023	HVAC (Heating, Ventilation & Air Conditioning) Repair, Conversion, Retrofitting Environmental Protection Condition Monitoring Digitalisation International Buyer's Guide	
Special Energy at Sea	Publishing: 31.08.2023 Order: 03.08.2023 Ad material: 10.08.2023	"Energy at Sea – The German Offshore Wind Compendium" is a special annual publication which reports about technologies and innovations in the offshore wind industry.	Bonus distribution at all important exhibitions
September / October International – 5	Publishing: 05.09.2023 Order: 08.08.2023 Ad material: 11.08.2023	Cruise Interior Offshore Wind Smart Ships Future Fuels & Energy Solutions International Buyer's Guide	Seatrade Europe: Cruise & River Cruise Convention , Hamburg, Germany, 06. – 08.08.2023 Kormarine , Busan, South Korea, 24. – 27.10.2023 Euronaval , Paris, France, tba
Special GreenTech	Publishing: 17.10.2023 Order: 12.09.2023 Ad material: 19.09.2023	This annual special publication revolves around green ship technologies including new engine concepts, future fuels, emission control systems, water treatment and much more. International Buyer's Guide	Bonus distribution at all important exhibitions
November / December International – 6	Publishing: 01.11.2023 Order: 04.10.2023 Ad material: 11.10.2023	Workboats & Small Ships Shortsea Shipping Ship Equipment & Service Pods, Propellers & Rudders International Buyer's Guide	Europort , Rotterdam, The Netherlands, 07. – 10.11.2023 Marintec China , December 2023
China Edition 	Publishing: 01.12.2023 Order: 09.10.2023 Ad material: 16.10.2023	A showcase of European shipbuilding and technology expertise, the Ship&Offshore China edition will present latest developments and products in the national language. International Buyer's Guide	

Special Editions

effective from January 1st 2023



Total circulation
6,590 Copies
(IVW III/22)

Audited circulation

Ship&Offshore



SmartShip
12.04.2023

1 Ship&Offshore SmartShip Edition

Total Circulation: 31,500 copies

Profile: This annual special publication, which puts maritime digitalisation, autonomous technologies and smart applications in focus, is now an integral part of the Ship&Offshore portfolio.

Printed: 13,500 copies:

- ▶ **8,000** Regular distribution in May 2023
- ▶ **5,500** Bonus circulation at major worldwide events

Digital: 18,000 direct to personalised email addresses



GreenTech
17.10.2023

2 Ship&Offshore Greentech Edition

Total Circulation: 31,500 copies

Profile: Ship&Offshore will publish its twelfth special edition, focusing on environmentally friendly technologies in 2023.

Printed: 13,500 copies:

- ▶ **8,000** Regular distribution in August 2023
- ▶ **5,500** Bonus circulation at major worldwide events

Digital: 18,000 direct to personalised email addresses



China
01.12.2023

3 Ship&Offshore China Edition

Total Circulation: 5,824 copies

Profile: The Ship&Offshore China Edition is published in cooperation with the Chinese Society of Naval Architects & Marine Engineers (CSNAME) and SHIP ENGINEERING. The controlled circulation to all relevant enterprises in the shipbuilding industry, shipping lines, maritime authorities, the navy, port authorities and research institutes is 5,824 copies.

Bonus Distribution: Marintec China

Digital distribution: Via Email, download and app



Energy at Sea
31.08.2023

4 Ship&Offshore Energy at Sea - The German Offshore Wind Compendium

Total Circulation: 15,000 copies

Profile: Energy at Sea - The German Offshore Wind Compendium serves as a joint external presentation of the industry players and as a strong reference for the German offshore wind industry.

Bonus Distribution: at major worldwide events

Digital distribution: 18,000 direct to personalised email addresses

1 Facts:

Access control:



Page Impressions*:

3,633*

Visits*:

2,121*

Unique Visits*:

1,241*

* Average per month between September 2021 - July 2022

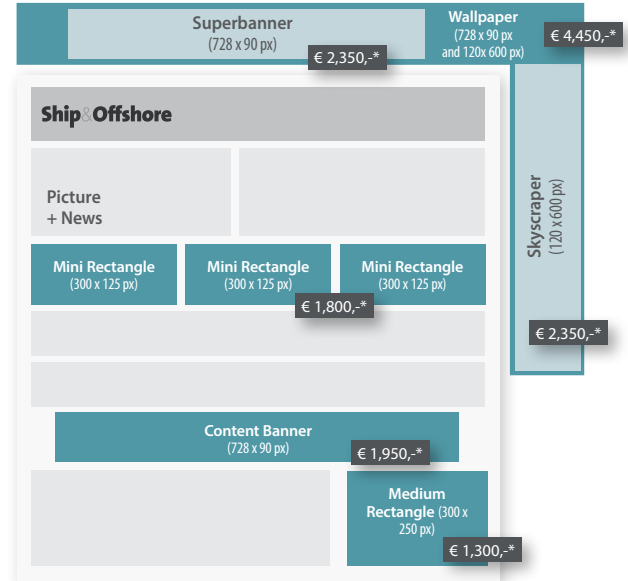
2 Rotation note: Depending on demand it is possible that your banner will appear in rotation with a maximum of two other advertisers.

3 Banner rates:

Size	Desktop (in pixels)	mobile Version (in pixels)	Rate* (per month)
Super Banner (Leaderboard)	728 x 90	300 x 125	€ 2,350
Mini Rectangle	300 x 125		€ 1,800
Content Banner	728 x 90	300 x 125	€ 1,950
Medium Rectangle	300 x 250		€ 1,300
Skyscraper	120 x 600		€ 2,350
Wallpaper	728 x 90		€ 4,450
(Super Banner plus Skyscraper)	120 x 600		

4 Technical specifications:

- .jpg, .png, .gif or html5-banner (as zip incl. html)
- URLs have to be integrated in a html5-banner using html browser.
- For data protection and technical reasons, we generally do not allow JavaScript and third-party ad server codes for advertising bookings.
- Requirements for the advertising media URL: Advertising media that are to be placed on websites of DVV Media Group GmbH must have a target URL that leads directly to a (product) website.
- Links to external web servers (ad servers such as Flashtalking, Criteo, etc.) will not be accepted. However, tracking parameters attached to the target URL are permitted.



* All prices are valid for 30 days, plus VAT.

5 Supply of advertising data:

At least three working days before ad is due to appear by email to vera.hermanns@dvvmedia.com

Newsletter

effective from January 1st 2023

The Ship&Offshore Email newsletter is published weekly and has more than 7,300 subscribers. 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: 7,300 email addresses

2 Performance values:

- Opening rate: 14.57 %
- Unique click rate: 4.63 %
- Click-to-open rate: 31.76 %

(Average per newsletter between January - August 2022)

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)

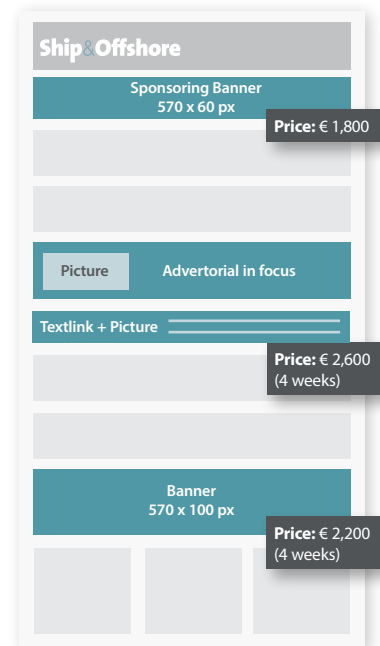
■ Banner (570 x 100 px)

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 2023

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:

- € 1,950

Ship & Offshore About Us Contact Us

NEWS TOPICS PUBLICATIONS MARITIME ARCHIVES EVENTS BUYER'S GUIDE

Home > News > Shipbuilding > Wärtsilä unveils new gas-only engine

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:

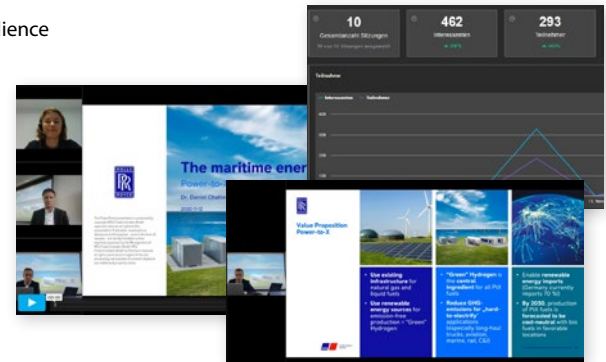
- An experienced contact person who will accompany you very closely in communication throughout the entire project
- A professional implementation of the webinar via a user-friendly online tool
- Our network in the maritime industry for the content design of your format
- The handling of the entire participant 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!

Markus Wenzel (Advertising Director)
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DVV Media Group GmbH
Heidenkampsweg 73-79 • D-20097 Hamburg

