

# Shipping World & Shipbuilder

Informing the Industry Since 1883

## SW&S ADVERTISING RATES

Inside Front Cover . . . . .	£3,410
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Full Page . . . . .	£2,840
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Half DPS Spread . . . . .	£2,840
Half Page . . . . .	£1,610
Quarter Page . . . . .	£940

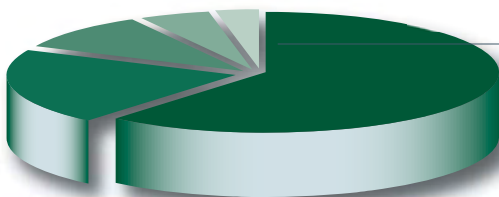
## Series Discounts:

2 ins –	5% per ins,
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6 ins –	15% per ins,
8 ins –	20% per ins,
10 ins –	30% per ins

**For Sponsorship  
opportunities call  
the sales team on  
020 7 382 2609**

## Geographical Distribution

Europe	65%
The Americas	10%
Asia	15%
Australasia & Pacific Rim	2%
Rest of world	8%



## Market Sector

Shipowners/operators/ shipmanagers	61%
Shipbuilders/repairers	21%
Brokers/agents/insurers	10%
Naval architects/consultants	5%
Marine equipment/services	3%

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## FEBRUARY

Bonus Distribution: CRUISE MIAMI  
Area Report: Germany  
Maritime Services: Ship Finance  
Ship Type: Cruise ships  
Propulsion Technology: Electric Propulsion

## MARCH

Bonus Distribution: EAST MED  
Area Report: Turkey  
Maritime Services: Insurance & Indemnity  
Ship Systems: Cargo Handling  
Propulsion Technology: Fuel Treatment

## APRIL

Bonus Distribution: GAS TECH  
Area Report: Singapore  
Maritime Services: Ship Agents  
Ship Type: Gas Ships  
Propulsion Technology: Gas Engines & Turbines

## MAY

Bonus Distribution: NORSHIPPING  
Area Report: Scandinavia  
Maritime Services: Ship Management  
Ship Systems: Waste Handling  
Propulsion Technology: Gearboxes & Transmissions

## JUNE

Area Report: Japan  
Maritime Services: Underwater Repair  
Ship Type: Containerships  
Ship Systems: Marine Coatings  
Propulsion Technology: Turbochargers

## JULY/AUGUST

Bonus Distribution: NEVA  
Area Report: Russia  
Maritime Services: Boiler Repairs  
Ship Type: Ice-breakers  
Propulsion Technology: Propellers, Pods & Thrusters

## SEPTEMBER

Bonus Distribution: KORMARINE  
Area Report: Korea  
Maritime Services: Manning & Training  
Ship Systems: Noise & vibration  
Propulsion Technology: Low-Speed Engines

## OCTOBER

Bonus Distribution: EUROPORT  
Area Report: The Netherlands  
Maritime Services: Towing & Salvage  
Ship Type: Dredgers  
Propulsion Technology: Fuel & Emissions

## NOVEMBER

Bonus Distribution: MARINE TECH CHINA  
Area Report: China  
Maritime Services: Ship Registries  
Ship Systems: Water Treatment  
Propulsion Technology: Waste Heat Utilisation, Transmissions

## DECEMBER

Area Report: Denmark  
Ship Type: Ferries  
Maritime Services: Hull & Machinery Repairs  
Propulsion Technology: High-Speed Engines

## Regulars

Industry News  Repair and Product updates  Shipyard Focus  Classification Reports  The Inside View  And more...



<b>1/2 Pg Upright</b> 90mm wide x 250mm deep	<b>1/3 Strip Upright</b> 60mm wide x 250mm deep	<b>2/3 Strip Upright</b> 120mm wide x 250mm deep
<b>1/4 Pg Upright</b> 85mm wide x 120mm deep	<b>1/2 Pg Across</b> 190mm wide x 120mm deep	
<b>1/3 Strip Across</b> 190mm wide x 90mm deep	<b>1/2 Pg island</b> 120mm wide x 180mm deep	
<b>1/4 Strip Across</b> 190mm wide x 60mm deep		

**Acceptable software:**

Quark XPress □ InDesign □ (all fonts images and files in Mac format to be included), Photoshop □ Illustrator Acrobat (Hi Res PDFs only – 300dpi)

*NB All production work is undertaken on a Apple Mac platform not PC*

**Acceptable formats:**

TIFF □ EPS □ JPEG (Hi Res – 300dpi) PDF (Hi Res – 300dpi) All files and fonts to be sent in Mac format **not** PC

**Compression:**

We accept stuffed and zipped files

# ADVERTISING GUIDES

Illustrations to denote shape only, not to actual size.

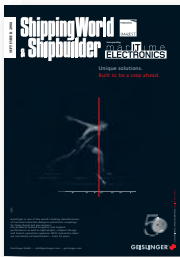
**FULL PG**

with bleed  
220mm wide x 307mm deep

no bleed  
190mm wide x 280mm deep

actual trim size  
210mm wide x 297mm deep

<b>DOUBLE PG</b>	<b>SPREAD</b>
with bleed 430mm wide x 307mm deep actual trim size 420mm wide x 297mm deep	no bleed 390mm wide x 280mm deep
<b>DOUBLE HALF</b>	<b>PG SPREAD</b>
with bleed 430mm wide x 150mm deep actual trim size 420mm wide x 145mm deep	no bleed 390mm wide x 140mm deep



**Covers:**  
**Shipping World & Shipbuilder:** Full PG with bleed – ensure no text is within the top 70mm. (To allow for masthead)  
**Maritime IT & Electronics,** Full PG with bleed - ensure no text is within the top 60mm. (To allow for masthead)

**We can accept artwork by any of the following methods:** **Via FTP:** contact us for details  
**Via Email:** jo.cooper@imarest.org (Maximum 10MB)

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