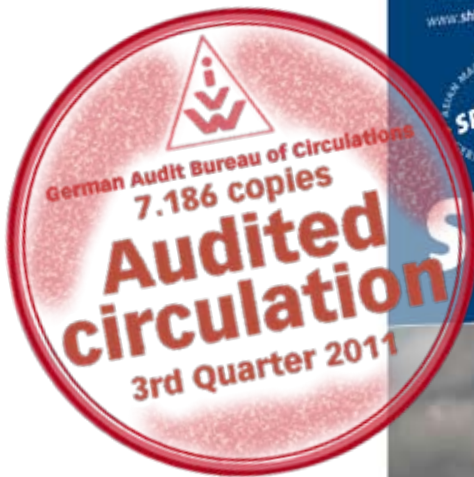


# Can you afford not to advertise in this high quality publication?



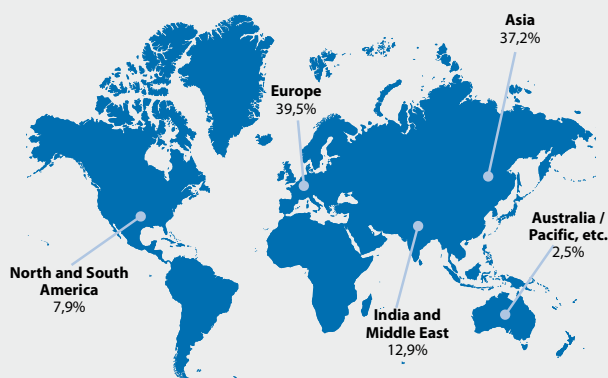
# Analysis of circulation and business sector International Editions

## 1 Analysis of circulation – Ship&Offshore International Editions

(Audited circulation – IVW III/11)

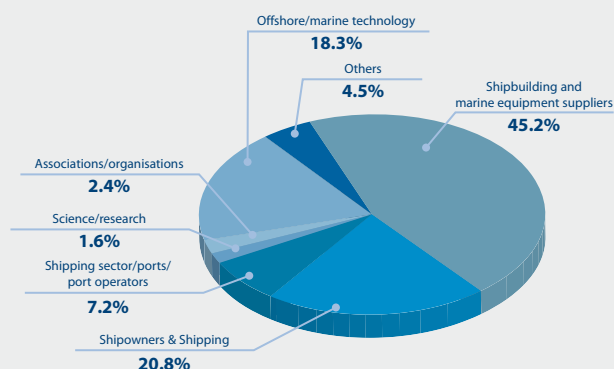


<b>Number of copies printed:</b>	<b>8,000</b>	
<b>Total circulation:</b>	<b>7,186</b>	<b>100%</b>
<b>Subscription/sales:</b>	<b>932</b>	
<b>Free circulation:</b>	<b>6,254</b>	
<b>Europe:</b>	<b>2,838</b>	<b>39.5%</b>
Norway, Denmark, Netherlands, Sweden, Finland, Germany, Spain, Italy, Greece, France, etc		
<b>Asia:</b>	<b>2,673</b>	<b>37.2%</b>
China, Korea, Indonesia, Philippines, Vietnam, Malaysia, etc		
<b>India and Middle East:</b>	<b>927</b>	<b>12.9%</b>
<b>North and South America:</b>	<b>568</b>	<b>7.9%</b>
<b>Australia/Pacific, etc:</b>	<b>180</b>	<b>2.5%</b>
<b>Remaining copies, voucher copies:</b>	<b>814</b>	



## 2 Sector/economic areas/specialisation/professional groups

According to readership groups based on classification code numbers	Share of actual circulated copies %
<b>Actually circulated copies</b>	<b>100.0</b>
<b>Shipbuilding and supply industry</b>	<b>45.2</b>
<b>Shipping companies/shipping</b>	<b>20.8</b>
<b>Shipping sector/ports/port operators</b>	<b>7.2</b>
<b>Offshore/ocean technologies</b>	<b>18.3</b>
<b>Science/research</b>	<b>1.6</b>
<b>Associations/organisations</b>	<b>2.4</b>
<b>Others</b>	<b>4.5</b>



# Analysis of circulation and business sector Vietnam, China and Russia Editions

## 1 Analysis of circulation – Ship&Offshore China Edition:

Number of copies printed:	6,000	
Total circulation:	5,850	100%
Remaining copies, voucher copies:	150	

**Circulation in China:** The Ship&Offshore China Edition is published in cooperation with the Chinese Society of Naval Architects & Marine Engineers (CSNAME) and SHIP ENGINEERING. The print run is 6,000 copies. The CSNAME/SHIP ENGINEERING controlled circulation is 5,850 copies to all relevant enterprises in the ship-building industry, shipping lines, maritime authorities, the navy, port authorities and research institutes. (Distribution is handled by the CSNAME/SHIP ENGINEERING to important names and addresses.)

### Bonus Distribution:

- CIMPS / EUROPORT China**, Nanjing, China (May 23rd – 25th 2012)
- OTE Offshore Technology Equipment Exhibition & Conference**, Nanjing, China (May 23rd – 25th 2012)
- SHIPTEC CHINA**, Dalian, China (October 23rd – 26th 2012)
- INMEX CHINA**, Kanton, China (November 21st – 23rd 2012)

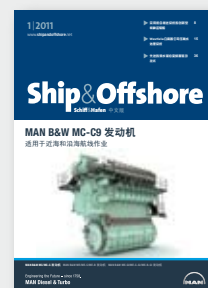
## 2 Analysis of circulation – Ship&Offshore Vietnam Edition

Number of copies printed:	6,000	
Total circulation:	5,850	100%
Remaining copies, voucher copies:	150	

**Circulation in Vietnam:** The Ship&Offshore Vietnam Edition is published before important international exhibitions in this region. The Vietnam Edition is published prior to "Maritime Vietnam". 50% of the circulation is distributed to visitors and exhibitors of this exhibition and the remaining 50% to decision-makers in the ship-building industry, shipping lines, maritime authorities, the navy, port authorities and research institutes.

### Bonus Distribution:

- Vietship**, Hanoi, Vietnam (February 28th – March 1st 2012)



Issue	Dates	Subjects	Trade fairs/exhibitions with extra coverage
January 2012 International 1	<b>Publishing:</b> 20.01.2012 <b>Order:</b> 16.12.2011 <b>Material:</b> 23.12.2011	Automation, measurement & control technology Classification & consulting Corrosion protection: ships' paint & surface coating technology Deck equipment & cargo security Electrical engineering & on-board networks <b>International Buyer's Guide</b>	<b>PACIFIC 2012</b> Sydney, Australia (January 31st – February 03rd 2012)
February 2012 Vietnam-Edition	<b>Publishing:</b> 14.02.2012 <b>Order:</b> 20.01.2012 <b>Material:</b> 27.01.2012	Trends and developments in European shipbuilding, shipping, offshore and maritime technology in Vietnamese language <b>Selected Buyer's Guide</b>	<b>Vietsip</b> Hanoi, Vietnam (February 28th – March 01st 2012)
March 2012 International 2	<b>Publishing:</b> 01.03.2012 <b>Order:</b> 30.01.2012 <b>Material:</b> 06.02.2012	<b>Special: Shipbuilding in Asia</b> Cruise ships Green ship technology Navigation & communication, fleet management Offshore technology & offshore supply vessels Piping systems / HVAC (Heating Ventilation Air Conditioning) Ships' furniture & interiors	<b>Seatrade Cruise Shipping Convention</b> Miami, USA (March 12th – 15th 2012) <b>ASIA PACIFIC MARITIME</b> Singapore, Singapore (March 14th – 16th 2012) <b>Tube Intern. tube and pipe-exhibition</b> Düsseldorf, Germany (March 26th – 30th 2012) <b>RORO</b> Gotenborg, Sweden (April 17th – 19th 2012) <b>SEA JAPAN</b> Tokyo, Japan (April 18th – 20th 2012)
April 2012 International 3	<b>Publishing:</b> 12.04.2012 <b>Order:</b> 15.03.2012 <b>Material:</b> 22.03.2012	LNG/LPG Offshore: Oil & gas Offshore: Renewables and energy storage solutions Propulsion & manoeuvring technology Shipbuilding: Arctic Ships Shipbuilding: RoRo-Ships Ship design & construction <b>International Buyer's Guide</b>	<b>Hannover Messe 2012</b> Hannover, Germany (April 23rd – 27th 2012) <b>Seatrade Offshore Marine Asia</b> Suntec, Singapore (April 25th – 27th 2012) <b>5. ECPTS</b> <b>European Conference on Production Technologies in Shipbuilding</b> Bremerhaven, Germany (April 26th – 27th 2012) <b>OTC</b> Houston, USA (April 30th – May 03rd 2012)
May 2012 China-Edition	<b>Publishing:</b> 01.05.2012 <b>Order:</b> 30.03.2012 <b>Material:</b> 06.04.2012	Trends and developments in European shipbuilding, shipping, offshore and maritime technology in Chinese language <b>Selected Buyer's Guide</b>	<b>CIMPS / EUROPORT China</b> Nanjing, China (May 23rd – 25th 2012) <b>OTE Offshore Technology Equipment Exhibition &amp; Conference</b> Nanjing, China (May 23rd – 25th 2012)
June 2012 International 4	<b>Publishing:</b> 25.05.2012 <b>Order:</b> 18.04.2012 <b>Material:</b> 25.04.2012	Corrosion protection: ships' paint & surface coating technology Green ship technology Navigation & communication, fleet management Ocean & offshore engineering Shipbuilding: Ferries Ship repair & conversion <b>International Buyer's Guide</b>	<b>POSIDONIA</b> Athens, Greece (June 04th – 08th 2012) <b>TOC Europe</b> Terminal Operations Antwerp, Belgium (June 12th – 16th 2012) <b>OMAE 2012</b> <b>31st International Conference on Ocean, Offshore and Arctic Engineering</b> Rio de Janeiro, Brazil (June 10th – 15th 2012)

Issue	Dates	Subjects	Trade fairs/exhibitions with extra coverage
July 2012 International 5	Publishing: 10.07.2012 Order: 12.06.2012 Material: 19.06.2012	<b>Special: Deep sea mining, oil &amp; gas</b> <b>Review: "AVL Large Engines TechDays 2012"</b> Electrical engineering & on-board networks Offshore technology & offshore supply vessels Propulsion & manoeuvring technology Safety & security Shipbuilding: Heavy lift and project cargo	<b>ONS 2012</b> Stavanger, Norway (August 28th – 31st 2012) <b>Navalshore</b> Rio de Janeiro, Brazil (August 2012)
August 2012 Special GreenTech	Publishing: 01.08.2012 Order: 20.06.2012 Material: 29.06.2012	„Green Ship Technology“ including hull optimisation, ship design, environmentally friendly coatings, ballast water treatment, emissions reduction, propulsion systems, emission control and operational optimisation <b>Selected Buyer's Guide</b>	
September 2012 International 6	Publishing: 21.08.2012 Order: 16.07.2012 Material: 23.07.2012	<b>SMM Edition</b> <b>Comprising exhibitor preliminary reports incl. Green Ship Technology</b> <b>Special: Offshore wind energy</b> Cruise Ships and yachts <b>International Buyer's Guide</b>	<b>SMM 2012 shipbuilding, machinery &amp; marine technology</b> Hamburg, Germany (September 04th – 07th 2012) <b>RIO OIL &amp; GAS EXPO</b> Rio de Janeiro, Brazil (September 17th – 20th 2012) <b>HUSUM Windenergy 2012</b> Husum, Germany (September 18th – 22nd 2012) <b>Monaco Yacht Show</b> Monaco, Monaco (September 21st – 24th 2012) <b>Gastech 2012</b> London, UK (October 8th – 11th 2012) <b>Euronaval 2012</b> Paris, France (October 22nd – 26th 2012) <b>Offshore Energy 2012</b> Amsterdam, The Netherland (October 23rd – 24th 2012) <b>Seatrade Middle East Maritime</b> Dubai, UAE (October 27th – 29th 2012)
October 2012 China-Edition	Publishing: 02.10.2012 Order: 04.09.2012 Material: 11.09.2012	Trends and developments in European shipbuilding, shipping, offshore and maritime technology in Chinese language <b>Selected Buyer's Guide</b>	<b>SHIPTEC CHINA</b> Dalian, China (October 23rd – 26th 2012) <b>INMEX CHINA</b> Kanton, China (November 21st – 23rd 2012)
November 2012 International 7	Publishing: 01.11.2012 Order: 24.09.2012 Material: 01.10.2012	Automation, measurement & control technology Electrical engineering & on-board networks Green ship technology Navigation & communication, fleet management Small ships Shipbuilding: Tugs and workboats <b>International Buyer's Guide</b>	<b>SPS/IPC/DRIVES electric automation</b> Nuremberg, Germany (November 27th – 29th 2012) <b>International Workboat Show</b> New Orleans, USA (November 2012)
December 2012 International 8	Publishing: 23.11.2012 Order: 26.10.2012 Material: 01.11.2012	<b>Special: Offshore &amp; arctic technology</b> <b>Special: MEX – Marine Engine Index</b> Offshore technology Propulsion & manoeuvring technology Ship design & construction Ship repair & conversion Shipbuilding: Offshore supply and installation vessels <b>International Buyer's Guide</b>	<b>ATC 2012 Arctic Technology Conference</b> Houston, USA (December 3rd – 5th 2012) <b>MARITIMA</b> Paris, France (December 12th – 15th 2012) <b>BUSINESS: Offshore 2012</b> Hamburg, Germany (December 2012)

# Advertisement rate card

effective from January 1st 2011



Total circulation  
**7186 Copies** (IWW III/11)  
Paid circulation  
932 Copies

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

213 x 185mm Front page (incl. bleed) basic price 4C <b>€ 4,710</b>	183 x 251mm 1/1 page basic price 4C <b>€ 3,780</b>	120 x 170mm Junior page basic price 4C <b>€ 2,170</b>	183 x 125mm 1/2 page width basic price 4C <b>€ 2,170</b>	89 x 251mm 1/2 page height basic price 4C <b>€ 2,170</b>	183 x 83mm 1/3 page width basic price 4C <b>€ 1,550</b>	58 x 251mm 1/3 page height basic price 4C <b>€ 1,550</b>
183 x 63mm 1/4 page width basic price 4C <b>€ 1,220</b>	89 x 125mm 1/4 page height basic price 4C <b>€ 1,220</b>	120 x 90mm 1/4 page height 2 columns basic price 4C <b>€ 1,220</b>	183 x 30mm 1/8 page width basic price 4C <b>€ 690</b>	89 x 63mm 1/8 page height basic price 4C <b>€ 690</b>	4C-millimetre rate, single-column (58mm) for classified ads € 7.70	

## 2 Surcharges for special positions:

Cover 2 and 4	10% on basic price
---------------	--------------------

## 3 b/w advertisement and special colour:

b/w advertisement*	30% discount on 4C rate
per special colour (from HKS/Pantone)	€ 50

\*All rates for fixed advertisement sizes are including 4C printing in CMYK.  
b/w bookings will be calculated with a 30% Discount on the 4C-Rate.

## 4 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](http://www.shipandoffshore.net/termsoftrade)

## Your publishing partner



**Florian Visser** (Advertising Director)  
Tel: +49/40/2 37 14-1 17  
E-mail: [florian.visser@dvmmedia.com](mailto:florian.visser@dvmmedia.com)



**Ilkay Gülgün** (Advertising Sales)  
Tel: +49/40/2 37 14-3 02  
E-mail: [ilkay.guelguen@dvmmedia.com](mailto:ilkay.guelguen@dvmmedia.com)



**Lars Groothoff** (Technical Department)  
Tel: +49/40/2 37 14-1 26  
E-mail: [lars.groothoff@dvmmedia.com](mailto:lars.groothoff@dvmmedia.com)



## Representatives

**Germany/Austria/Switzerland**  
Friedemann Stehr  
Homberger Str. 116a  
D-36251 Bad Hersfeld  
Tel: +49/66 21/96 82 93 0  
Fax: +49/66 21/96 82 93 3  
E-mail: [fs@friedemann-stehr.de](mailto:fs@friedemann-stehr.de)

**Poland/Eastern Europe**  
PROMARE Sp. Z.o.o.  
Wladyslaw Jaszowski  
Przebudowski 29/3  
PL-81-526 Gdynia  
Tel: +48/58/66 49 84 7  
Fax: +48/58/66 49 06 9  
E-mail: [promare@promare.com.pl](mailto:promare@promare.com.pl)

**France**  
Janie Durand  
13, rue du Général Pershing  
F 78000 Versailles  
Tel: +33/1/39 43 39 98  
Fax: +33/6/11 72 90 19  
E-mail: [durand.janie@wanadoo.fr](mailto:durand.janie@wanadoo.fr)

**Scandinavia**  
ÖRN MARKETING AB  
Roland Persson  
P.O. Box 184, SE-27124 Ystad  
Tel: +46/4 11/18 40 0  
Fax: +46/4 11/10 53 1  
E-mail: [marine.marketing@orn.nu](mailto:marine.marketing@orn.nu)

**UK/Ireland**  
UK Transport Press Ltd.  
Bernard Steel  
Bank House High Street Cuckfield  
GB-West Sussex RH17 5EN  
Tel: +44/14 44/41 42 93  
Fax: +44/14 44/41 42 93  
E-mail: [bernardsteel@uktpl.co](mailto:bernardsteel@uktpl.co)

**China**  
Ship Engineering  
Editorial & Publishing House  
Mr. Tian Liqun  
No. 851 Zhong Shan Nan Er Road  
CN-Shanghai 200032  
Tel: +86/21/64 41 63 91  
Fax: +86/21/54 59 57 66  
E-mail: [tian@cbg.com.cn](mailto:tian@cbg.com.cn)

**Singapore / Malaysia**  
Overseas Media Representation  
Winnie Low  
3791 Jalan Bukit Merah  
#06-09E-Centre @ Redhill  
Singapore 159471  
Telephone: +65 (0) 6271/78 84  
Fax: +65 (0) 6274/71 88  
E-Mail: [winnie\\_low@omr.com.sg](mailto:winnie_low@omr.com.sg)

**USA/Canada**  
The Maritime Executive Corp.  
Brett Keil  
3200 South Andrews Avenue,  
Suite 100  
Fort Lauderdale, FL 33316 - USA  
Tel: +1/95/48 48 99 55  
Fax: +1/95/48 48 99 48  
E-mail: [brett.keil@dvmmedia.com](mailto:brett.keil@dvmmedia.com)