

Newsletter

effective from January 1st 2020

The Ship&Offshore E-mail newsletter is published weekly and has subscribers of more than 10,000 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: 10,000 email addresses

2 Performance values:

- Opening rate: 14.03 %
- Unique click rate: 1.64 %
- Click-to-open rate: 11.72 %

(Average per newsletter between January 1st - October 2019)

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)

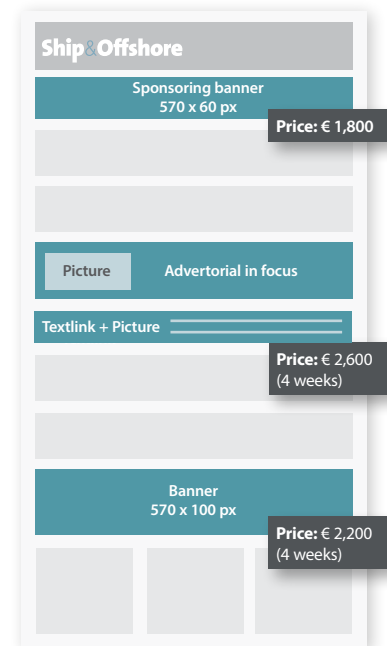
■ Banner (570 x 100 px)

Placement: before or between the news reports

Data format: JPG or PNG

File size: max. 150 KB

Price: € 2,200 (4 weeks)



1 Facts:

Access control:

Page Impressions*:

Visits*:

Unique Visits*:

Google Analytics

9,676*

4,017*

2,667*

* Average per month between 1st January 2019 - 1st October 2019

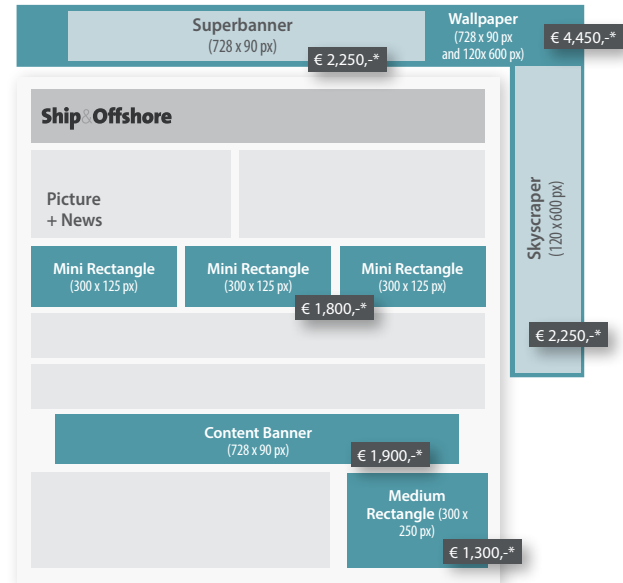
2 Rotation note: Depending on demand it is possible that your banner will appear in rotation with a maximum of two other advertisers.

3 Banner rates:

Size	Desktop (in pixels)	mobile Version (in pixels)	Rate* (per month)
Super Banner (Leaderboard)	728 x 90	300 x 125	€ 2,250
Mini Rectangle	300 x 125		€ 1,800
Content Banner	728 x 90	300 x 125	€ 1,900
Medium Rectangle	300 x 250		€ 1,300
Skyscraper	120 x 600		€ 2,250
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 and JavaScript) or third-party-provider tags.
- URLs have to be integrated in a html5-banner using html or a JavaScript enabled browser.
- JavaScript tags: Banner activation via Google AdManager. We kindly ask you to send only the JavaScript tag.



* 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

NEW - Sponsored Content

effective from January 1st 2020

Starting in January 2020, Ship&Offshore will expand its online offering with sponsored content articles in the look and feel of editorial articles. It will be integrated in the high-quality editorial coverage on the website and marked as Sponsored Content.

Your sponsored content will be delivered via the regular editorial system and published for a period of three 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 two pictures sized 630x354 px (article view) and 220x124 px (category view).

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

1 Occasion:

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

2 Visualization:

- Image Size 1: 630 x 354 px
- Image Size 2: 220 x 124 px
- Textrate: 300 words
- Duration: 3 months
- Advertisement Identification as Advertorial

3 Price:

- € 1,800

The screenshot shows a web page from Ship&Offshore. At the top, the logo 'Ship&Offshore' is displayed in white on a dark blue background. To the right of the logo are links for 'About Us', 'Contact', and 'Sign Up'. Below the logo is a navigation bar with links for 'NEWS', 'TOPICS', 'PUBLICATIONS', 'MARITIME ARCHIVES', 'EVENTS', and 'BUYER'S GUIDE'. The main content area features a breadcrumb trail: 'Home > News > Shipbuilding > Wärtsilä unveils new gas-only engine'. Below the breadcrumb is a large image of a Wärtsilä 31SG pure gas engine in a factory setting. A person in a blue uniform is standing next to the engine for scale. Below the image is a caption: 'The Wärtsilä 31SG pure gas engine is now available for marine applications (Source: Wärtsilä)'. The article title is 'Wärtsilä unveils new gas-only engine' in bold black text. Below the title is the date '24. September 2019'. The article text begins with a large 'W' and states: '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.' At the bottom left of the article is a back arrow and the text 'Shipbuilding'.