

1 Facts:

Access control:



Page Impressions*:

3,633*

Visits*:

2,121*

Unique Visits*:

1,241*

* Average per month between September 2021 - July 2022

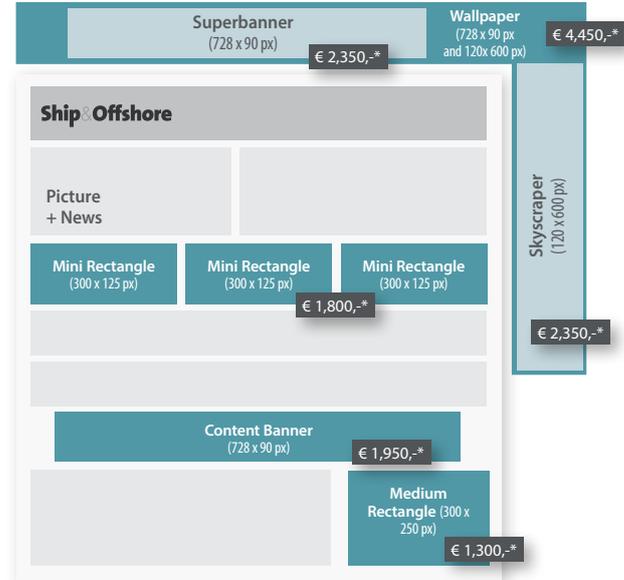
2 Rotation note: Depending on demand it is possible that your banner will appear in rotation with a maximum of two other advertisers.

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)

