

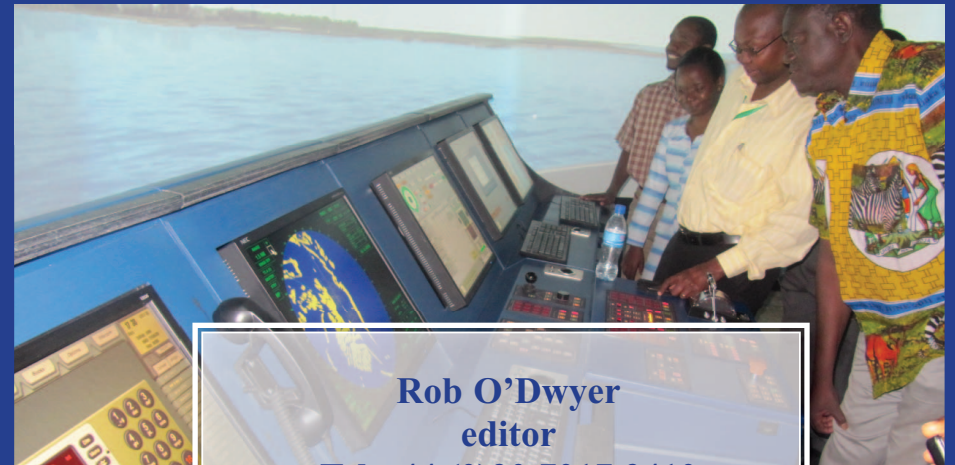
Digital Ship

Media planning guide
and editorial calendar

2012



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January/ February

- Managing satellite communication security
- Shipboard software and services
- Electronic charts and Navigation
- Long range ship tracking technologies
- Shipboard control and automation
- Ship Shore reporting
- Electronic Charts and Display Systems

Extra distribution:

Digital Ship Hamburg, February 1-2
Asia Pacific Maritime, March 14-16

March

- Broadband IP communications
- Supporting shipboard software
- Virus threats, firewalls, and traffic management
- Class societies' software
- Simplified voyage data recorders
- Shipboard control and automation

Extra distribution:

Digital Ship Scandinavia,
February 28-29
CMA, March 19-21

April

- VSAT contracts
- Maritime GSM services
- Ship shore reporting
- Crew e-mail
- Vessel traffic systems
- Knowledge Management Software
- Navigation systems
- Developments with ECDIS

Extra distribution:

Digital Ship Cyprus, March 28-29

May

- Crew calling and GSM
- Choices of satellite systems
- E-procurement
- Shipboard software / Support for shipboard computers
- Computer Training Software
- Integrating communications systems

Extra distribution:

Digital Ship Singapore, May 22-23

June/July

- Optimising broadband links
- Remote monitoring
- Data integration services
- Maritime Purchasing Systems
- Maritime operations software
- Integrated Bridge systems

Extra distribution:

Posidonia, June 4-8

August

- E-procurement
- Computer based training software
- Automatic identification systems
- Latest developments with ECDIS
- Ship shore communications

September

- Future evolution in satellite communications
- Applications for Satcoms
- Maritime operations software
- Shipboard monitoring equipment
- Applications for Satcoms
- Vessel traffic systems
- Electronic navigation and charts

Extra distribution:

Digital Ship Hong Kong, October 10-11
SMM, September 4-7

October

- Ship shore communications – broadband
- Vessel traffic systems
- Innovations in ship-management software
- Operating in a VSAT environment

Extra distribution:

Digital Ship Korea, October 30-31

November

- Broadband IP communications
- Long Range Tracking systems
- Vessel traffic systems
- Safety and security electronics
- Automatic identification systems

Extra distribution:

Digital Ship Athens, November 27-29

December

- Satellite technologies in tracking and monitoring
- Computer based training
- Ship supplies online
- Developments in Navigation Systems
- Electronic Charts and Display Systems

Extra distribution:

Digital Ship Turkey

** The editorial content of each issue will vary according to the most important news that month, so please treat this calendar as a guide only.*

Advertising booking deadlines approximately the 15th of the month before the month of the issue – for further information on particular issue dates please contact Ria Kontogeorgou at ria@thedigitalship.com.

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Preferred file formats

PDF, Acrobat 3.0, 4.0, 5.0 & 6.0, CMYK. 300 dpi
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 London EC1Y 0UP, UK

The magazine is tabloid-sized (paper 382 mm high x 283 mm wide) and full colour throughout.

Frequency discounts
 10% for 3 issues / 15% for 6 issues /
 30% for 10 issues



DPS
 Height x width
 in mm
 Bleed size 392 x 576
 Trim size 382 x 566
 Type area 358 x 537
Rate: €7,350



Half DPS
 Height x width
 in mm
 Bleed size 197 x 576
 Type area 177 x 537
Rate: €4,830



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 Bleed size 392 x 293
 Trim size 382 x 283
 Type area 358 x 254
Rate: €4,675



Mini dps ("Fireplace")
 Type area 190 X 280
Rate: €5,985



**Half Page:
 Landscape:**
 Type area 177 x 254
Portrait:
 Type area 358 x 125
Rate: €2,940



**Quarter page:
 Landscape:**
 Type area 88 x 254
Portrait:
 Type area 177 x 125
Rate: €2,100

Special options available: Inserts, belly bands, gatefolds, advertorial, recruitment advertisements, CD Roms, inserts. Prices on request.

ONLINE OPTIONS

We offer advertising in our website, newsletter and online social network.

In the newsletter, we offer a large banner advert (468 x 60)* which appears right at the top, beneath our logo but before the news, which links directly to your website. We also offer small banner adverts (230 x 230) at the side.

On our website, we offer a large banner advert (468 x 60) across the top of our home page and small banner adverts (230 x 230) at the side. The same advert will also appear whenever anyone reads a full news story, and on many other pages of the site. We also have a 230 x 230 on the top of the left hand column and a 468 x 60 on the middle of the news section (see www.thedigitalship.com).

* All measurements are in pixels

Rates

468 x 60 banner
€1650

230 x 230 banner
€1550

180 x 60 banner
€1050 p/m



Newsletter
Big banner
(468 x 60)

Small banner
(230 x 230)

Website
Big banner
(468 x 60)

Small banner
(230 x 230)



Digital Ship

Exclusive to FleetBroadband inmarsat

Maritime information technology news update August 13 2010

Talk is cheap. inmarsat

News

Telemar completes Polaris acquisition

Beluga newbuild to install VSAT

Canfornav assists in ShipDecision upgrade

Triton implements Hughes VSAT

ARI simulation centre commences TOTS training

Second-generation Globalstar satellites delivered

One World, One Network Horizon sales@satcomglobal.com www.satcomglobal.com

Global, Smart, Free!

Digital Ship's online networking site

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