

SHIP
MANAGEMENT
INTERNATIONAL

MEDIA PACK 2012



**Let your
marketing
glide you to
SUCCESS**

The proven choice of today's owners and managers

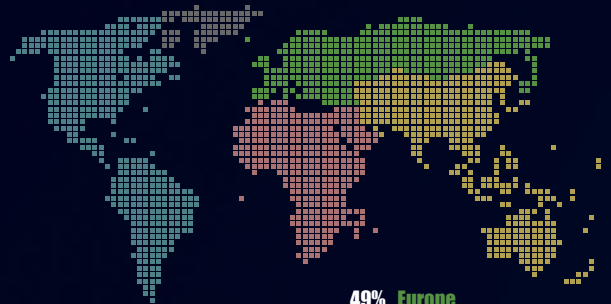
Published bimonthly and circulated to shipowning and shipmanagement company chief executives and managing directors, Ship Management International is the must read publication in this vibrant and fast moving sector.

Hard hitting articles plus in-depth research and analysis will aim to educate and update today's ship managers, both-in house and third party, on the issues affecting the way they manage their ships including policy and regulation, profit and loss analysis, crew, technical and commercial developments as well as financial analysis, debt management and trade route assessment.

The finest maritime writers and industry experts ensure Ship Management International continues its pledge of being the most dynamic and essential shipmanagement magazine in the industry.

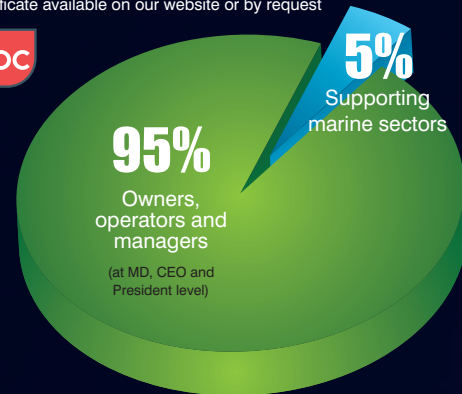
Increased pagination and circulation for 2012

Circulation



49% Europe
27% Asia & Australia
12% The Americas & Canada
12% Middle East & Africa

ABC Circulation Worldwide 8129
Certificate available on our website or by request



Regular Features & Highlights

– How I Work

SMI talks to industry leaders and asked the question: How do you keep up with the rigours of the shipping industry?

– First Person

Every issue we interview a senior member of the shipowning or regulatory sectors

– Insider

An opportunity to discover the secrets of how managers manage their ships

– Dispatches

SMI's hard-hitting news feature section

– EcoVision

Covers the wide-ranging and pressing environmental aspects of shipping

New for 2012 Maritime Medical

A dedicated new section covering news, views and comments governing the health & medical welfare of today's 1.5 million seafarers. Maritime Medical will provide the type of quality information that owners, ship & crew managers and industry practitioners demand. It will educate and update those interested in the wellbeing of their crew and chart the latest developments in medical R&D, regulation & legislation and seafarer health & fitness



Valued and read by today's ship owners and ship managers

Forthcoming Features Programme

Regional Focus

Hong Kong & China
Singapore & Philippines

Market Sector

Bunkering Fuels & Lubricants
Shipbroking & Shipping Services
Ship Supply & Services

Trade Analysis

Container Shipping
Cruise

Business Viewpoint

Ship Maintenance

Deadline Dates

Artwork: 10th Nov
Publication: 4th Dec

NOV/DEC 2011

Regional Focus

Singapore & SE Asia
USA & Canada
Central & South America

Market Sector

Crew Travel
Ports & Port Services
IT Services & Software

Trade Analysis

Ice Class
Ro-Ro & Car Carriers

Business Viewpoint

Safety & Regulation

Related Event:

CMA & Cruise Miami, USA & APM, Singapore (March)

Deadline Dates

Artwork: 17th Jan
Publication: 4th Feb

JAN/FEB 2012

Regional Focus

Gibraltar
Spain & Italy
UK & Ireland

Market Sector

Crew Calling & Communications
Ship Registries
Bunkering, Fuels & Lubricants

Trade Analysis

Crew Management, Training & Services
Towage & Salvage

Business Viewpoint

Security & Piracy

Related Event:

Navalia & ISSA Convention, Spain & SMI Conference, Cyprus (May)

Deadline Dates

Artwork: 10th Mar
Publication: 4th Apr

MAR/APR 2012

Regional Focus

Greece
Dubai & Middle East
Cyprus

Market Sector

Classification
Shipbroking & Shipping Services
Coatings, Chemicals & Corrosion

Trade Analysis

Chemicals & Products Trade
LNG/LPG

Business Viewpoint

Ship Finance & Consultancy

Related Event:

Posidonia, Greece (June)

Deadline Dates

Artwork: 7th May
Publication: 20th May

MAY/JUN 2012

Regional Focus

Scandinavia
Germany & Eastern Europe
Russia & Artic Shipping

Market Sector

IT Management Software
Navigation & ECDIS
Crew Calling & Entertainment
Systems

Trade Analysis

Reefers
Offshore & Offshore Support

Business Viewpoint

Crew Welfare

Related Event:

SMM Germany & IMPA UK
(Sept)

Deadline Dates

Artwork: 10th Jul
Publication: 4th Aug

JUL/AUG 2012

Regional Focus

Holland & Benelux
China
Japan & Korea

Market Sector

Technical Management
Training & Crew Retention
Port & Agency services

Trade Analysis

Heavy Lift & Project Cargo
Tankers

Business Viewpoint

Insurance & Law

Related Event:

Inmex, China (Nov)

Deadline Dates

Artwork: 10th Sep
Publication: 4th Oct

SEP/OCT 2012

Regional Focus

Panama & South America
India
Malta

Market Sector

Marine insurance & P&I
ECDIS & Weather Tracking
Crew Management

Trade Analysis

Short Sea Shipping
Ship Supply & Agency Services

Business Viewpoint

Fire & Evacuation

Deadline Dates

Artwork: 10th Nov
Publication: 4th Dec

NOV/DEC 2012

The complete marketing package - print, digital & events

**Contact our sales team now for your
advertising and sponsorship requirements**

smi@elabor8.co.uk / jwinfield@elabor8.co.uk
Tel + 44 (0) 1296 682051/682241
Fax +44 (0) 1296 682156

SHIP
MANAGEMENT
INTERNATIONAL

6TH INTERNATIONAL SHIP MANAGEMENT SUMMIT

**SPONSORSHIP
OPPORTUNITIES**

AMATHUS BEACH HOTEL,
LIMASSOL, CYPRUS
TUESDAY 8TH MAY 2012



A superb one day shipowning and shipmanagement conference and exhibition plus networking cocktail party by the pool.

Sponsorship and exhibition packages available



Today's news for today's owners and managers at the click of a **button**

Over 1,400 unique industry leaders are clicking onto www.shipmanagement.com every week to read daily updated news stories about the shipping industry and watch key players in the shipping industry being filmed on SMI TV.

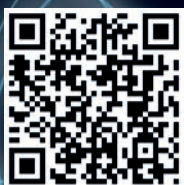
Past issues of SMI are also held on-line (not the current issue as this is for subscribers only) so you can also enjoy a good read on your iPad as you whizz across the Atlantic or soar off towards the Far East.

With so many key players accessing our website, why not use it as the perfect advertising medium.

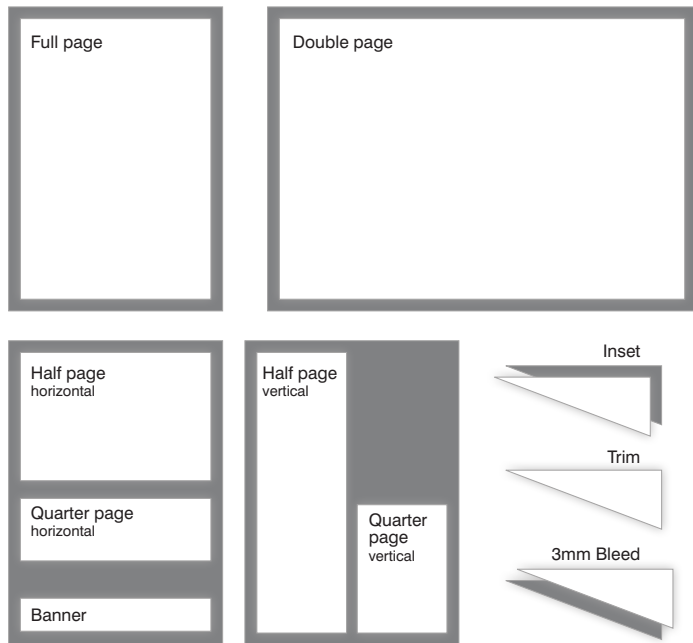
For further information please contact our advertising department on:

+44 (0) 1296 682051 or

email: jwinfield@elabor8.co.uk



Advertising pricing & technical guidelines



Advertising rates

Rates	Per Issue
Double Page	GBP 5,000
Back Cover	GBP 3,500
Inside Front/Inside Back Cover	GBP 3,200
Full Page	GBP 3,000
Half Page	GBP 1,600
Quarter Page	GBP 800
Banner (1/8th page)	GBP 400

Advertising sizes

Ad size	Orientation	Trim	Full Bleed	Inset
		mm	mm	mm
Double Page	Horizontal	420 x 297	426 x 303	384 x 264
Full Page	Vertical	210 x 297	216 x 303	174 x 264
Half Page	Horizontal	210 x 145	216 x 151	174 x 130
Half Page	Vertical	105 x 297	108 x 303	85 x 264
Quarter Page	Horizontal	n/a	n/a	174 x 65
Quarter Page	Vertical	n/a	n/a	85 x 130
Banner 1/8	Horizontal	n/a	n/a	174 x 35

Advertising sizes

All web adverts supplied must be at 72dpi jpegs, gifs or animated gifs. Images must be supplied with the URL that they are to linked to.



Banner type	PX size	Memory size	Price pc month
1 Header banner	468 x 60	100kb max	GBP 800
2 Sidebar	175 x 130	60kb max	GBP 700
3 Central news banner	410 x 80	100kb max	GBP 600

Supplying your artwork

We only accept digital artwork for all advertising. Please supply in one of the following ways:

- **Email** - Artwork under 15MB in size can be emailed to: jwinfield@elabor8.co.uk or sales@elabor8.co.uk
- **CD or DVD** - post discs to the address below in a well packed envelope. Discs will be returned by request.
- **FTP** - If artwork is too large to email it can be uploaded to our server via FTP (File Transfer Protocol) or we can retrieve artwork from your server should you wish. If you wish to use our server for your artwork please contact our sales team on: +44 (0)1296 682051

Digital Artwork Formats:

- **Images Artwork** may be supplied in a flat image format such as TIFF (.tif), Bitmap (.bmp), Photoshop EPS (.eps) or Jpeg (.jpg). When supplying images they must be at least 300dpi in resolution and be CMYK or Greyscale in colour mode. If sending Jpegs make sure they are saved with the least compression possible.
- **Quark Xpress or Adobe InDesign** If supplying adverts in Xpress format please make sure they are back saved in a version 4 compatible file. All fonts and high resolution (300dpi) CMYK images used in the artwork must be sent with the Xpress or InDesign file. Please make sure files are Pre Flight checked for press printing before supplying. If sending Xpress or InDesign files a physical laser printed or inkjet printed proof must be sent with the artwork.
- **Illustrator or Freehand** files may be supplied in an editable EPS format with all fonts set to outline and all colours used must be CMYK.
- **PDF** When supplying artwork as a PDF please make sure the Distill settings are set at high resolution PDFX1a (ideal) or Press Quality. If your artwork has bleed please include trim marks within the PDF.
- **Non Acceptable Formats** Word Documents, Excel Files, Corel Draw native files, Paintshop Pro native files, Microsoft Publisher and Adobe Pagemaker files. We do not accept artwork as film separations.

Disclaimer

Supplied files must meet the size and format specifications within this document. Additional work to unacceptable files will be charged at GBP 90 per hour (GBP 90 min charge). Customers will be informed before any such work is carried out. The accuracy of supplied artwork remains the customers responsibility. We will not accept liability for content accuracy if printed proofs have not been supplied. Equally, we will not accept responsibility for errors in final print due to supplied digital data that does not correspond with our specifications.

Advert Design

We can assist you with your artwork - design or amendment - prices on request.

Contact details

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