



SHIP TECHNOLOGY GLOBAL

Media Pack

2022

Powered by VERDICT

Contents

01. The magazine

02. Sponsorship

03. Editorial calendar

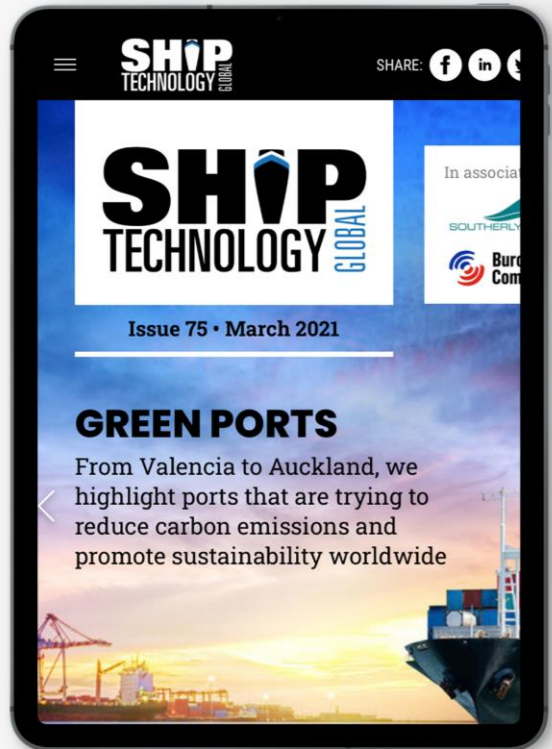
04. Advertising

05. Pricing

The magazine

01



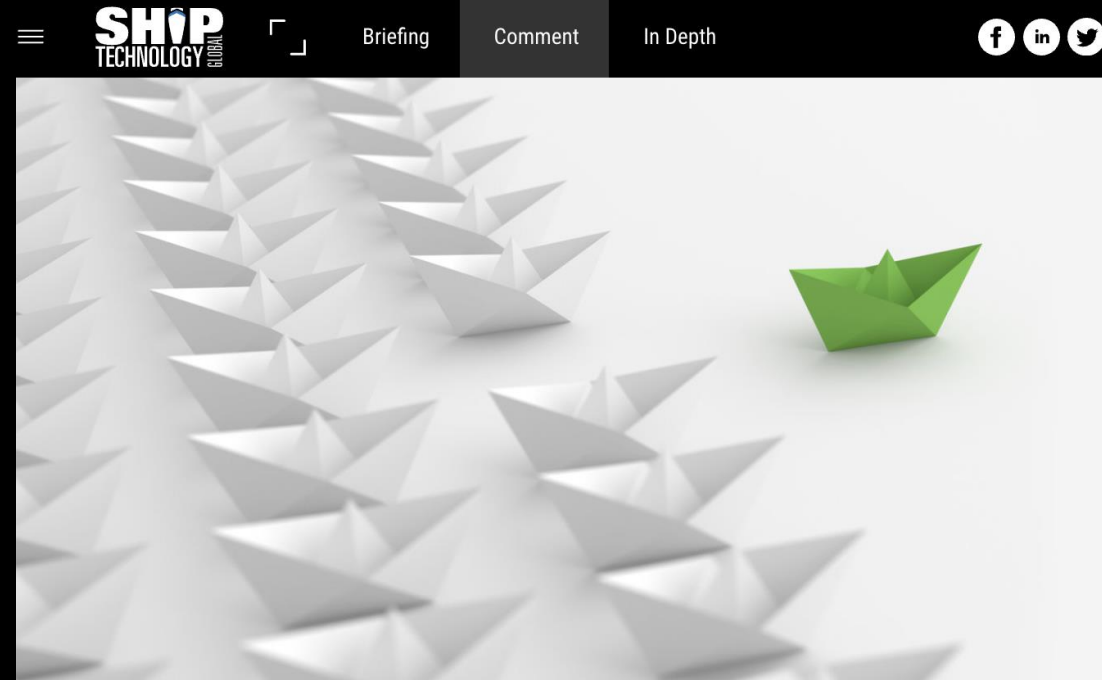


The magazine

At Ship Technology Global (STG) we supply our readers from the shipping industry with all the latest business news and insights in an accessible digital format.

At Ship Technology Global we supply our readers from the shipping industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.



ENVIRONMENT

CHAMPIONING SCRUBBER TECHNOLOGY TO MEET ENVIRONMENTAL COMPLIANCE

The current pace and intensity of regulatory change for shipping has never been greater. Owners face the overwhelming challenge of having to comply with current environmental regulations and those likely to emerge in the future. Wärtsilä Exhaust Treatment director **Sigurd Jenssen** explains how shipping must embrace future-proofed technology solutions to tackle many of shipping's key sustainability issues.

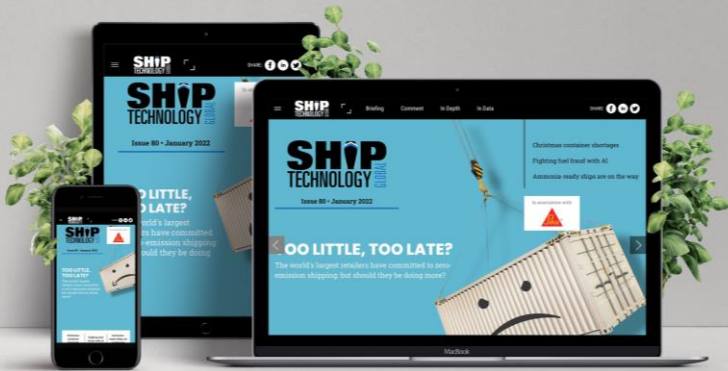
With the shipping industry up against growing environmental pressure from shippers, consumers and investors – and not to mention regulators – our sector now faces an acute need to cut air pollution and make real progress towards decarbonisation.

Collective measures should be implemented and in this case, 2020 marked the



We can highly recommend Ship Technology Global to all companies, especially those who have just started their business on the marine market.

Banco



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

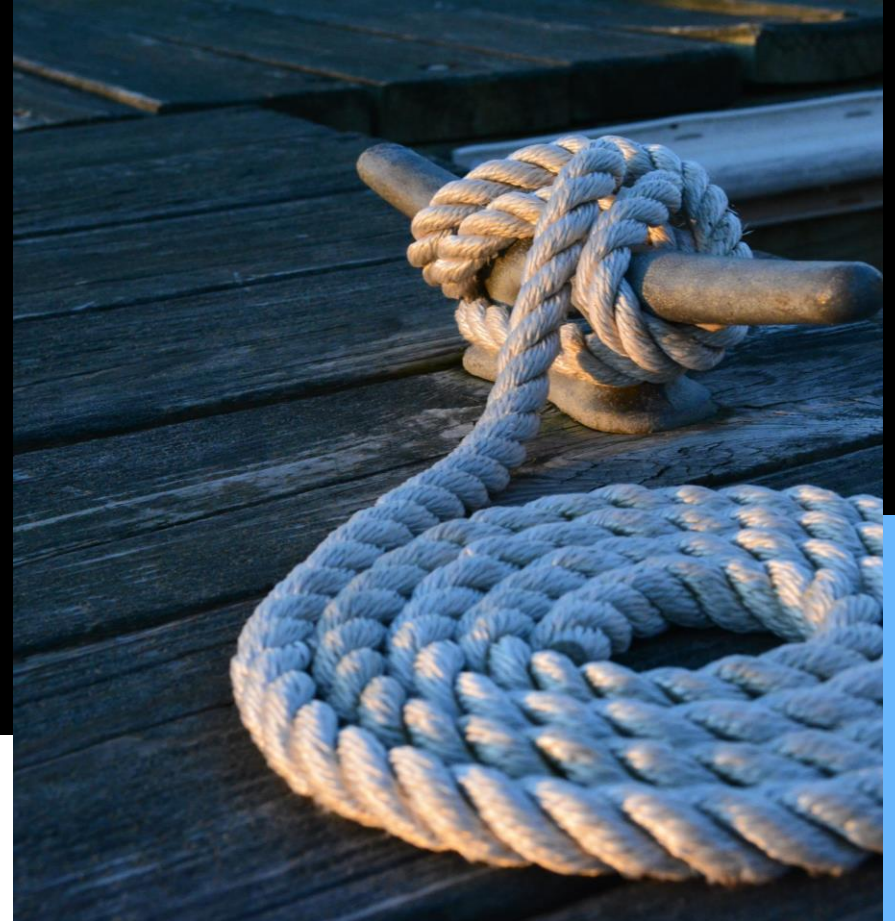
Owned network

Targeted database

Sent directly to the inboxes of over 17,000 shipping professionals including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured weekly in newsletters sent to over 5,000 contacts
- Regular articles on the website push readers to the magazine
- Promoted throughout our sister site ship-technology.com - a leading website in the industry with a global audience of over 100,000 unique users a month.



17,000

shipping
professionals

100,000

unique users
a month



Worldwide reach

We can help you communicate directly with the global shipping industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



NEW OPPORTUNITIES

Align your brand
with key topics
within the industry
to demonstrate
leadership and
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



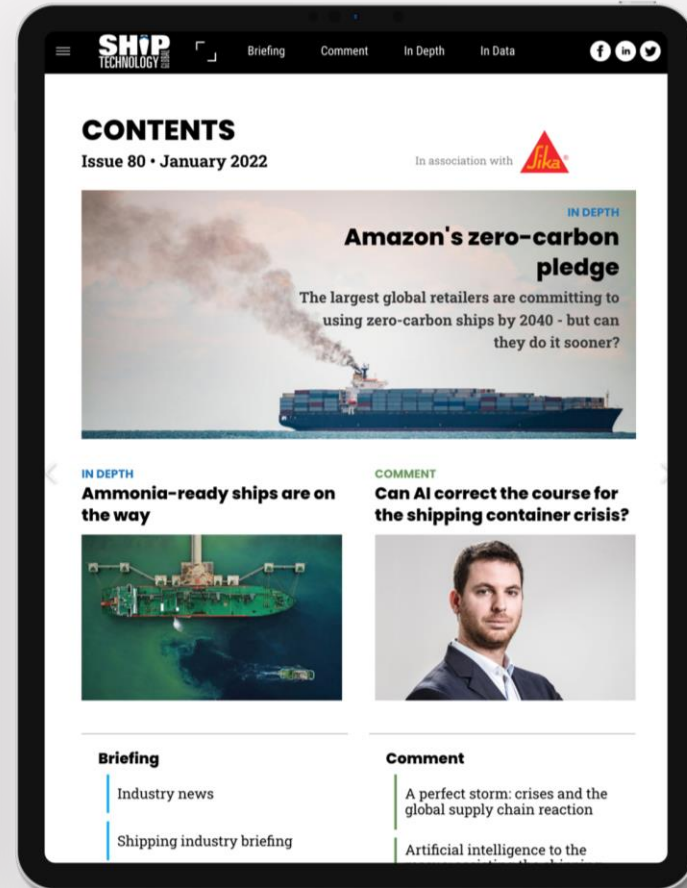
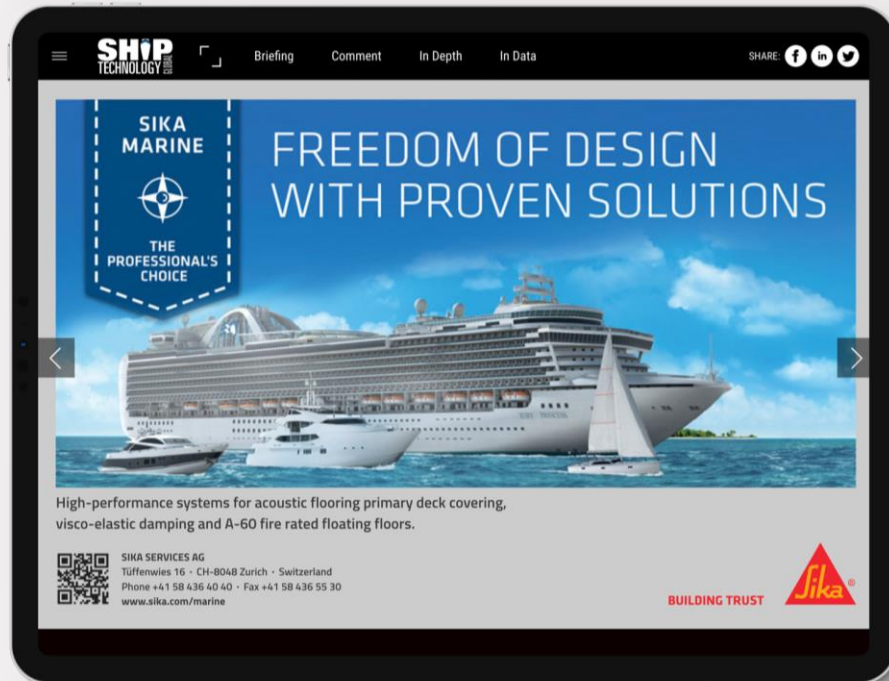


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Thematic	Lead article	Data article	Intent topic
Jan	Environment	Fuels & environment In this issue, we highlight the maritime industry's moves to reduce its carbon output and find greener energy sources.	Q4 2022 Deals & M&A trends	Shipbuilding, Conversion, Repair and MRO
Mar	Robotics	Shipbuilding & design As demand for shipping inevitably increases, what impact will this have on shipbuilding and design processes?	ESG investment & hiring trends	Propulsion, Transmission and Engine Room Equipment
May	IoT	Safety & security Examining new technologies, innovative approaches and regulatory changes that can help keep ships and their occupants safe.	AI investment & hiring trends	Corrosion, Cathodic Protection, Coatings and Insulation

Advertising

04



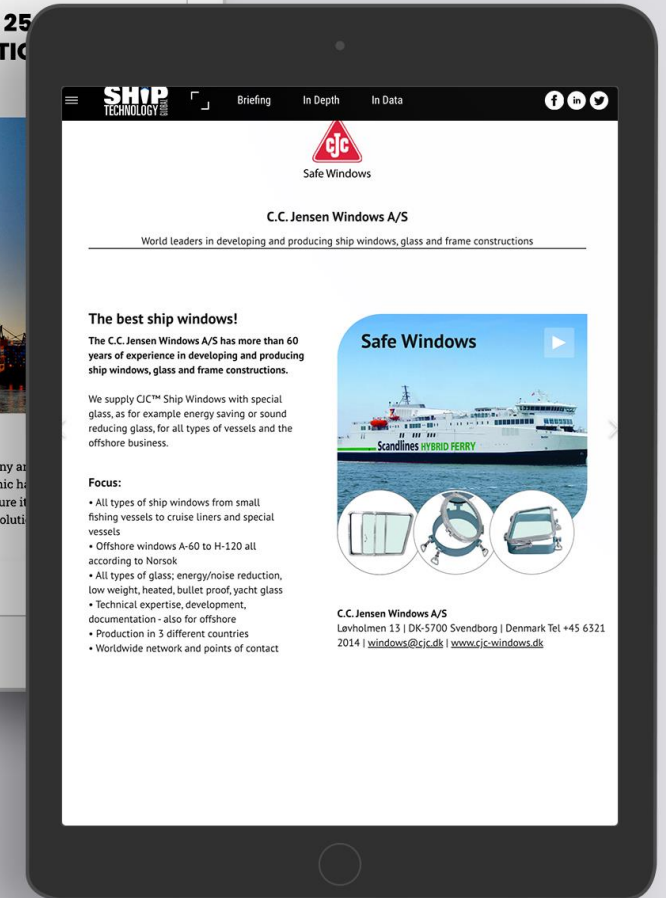
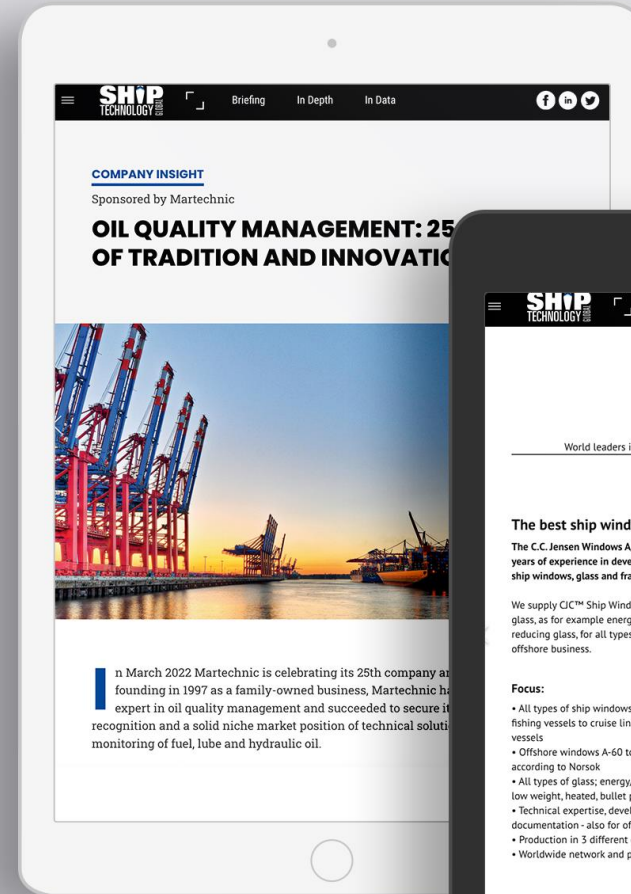
Adverts

Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



Left: Company insight
Right: Interactive lead page

Display advertising

As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

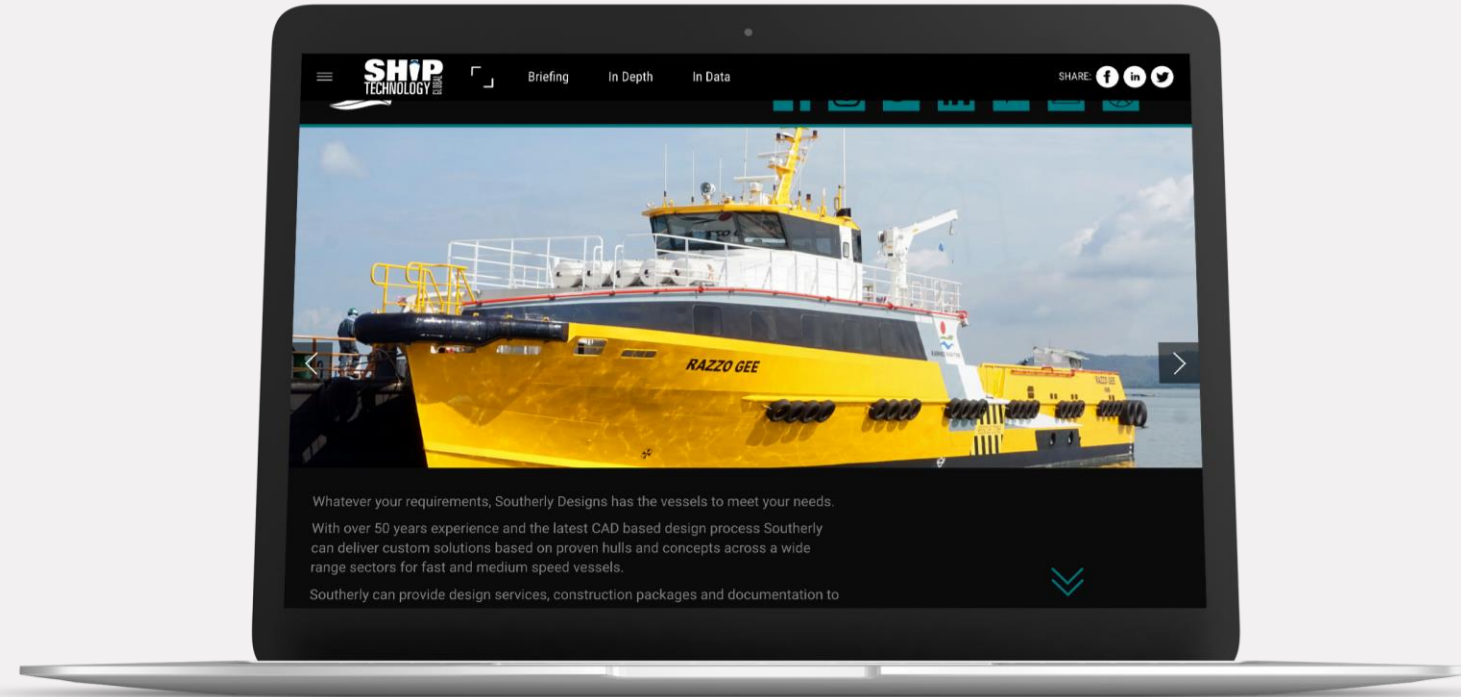


JUST FOOD MAGAZINE
ATTRACTS OVER 100,000
UNIQUE USERS A MONTH

Display ads

Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with all our packages



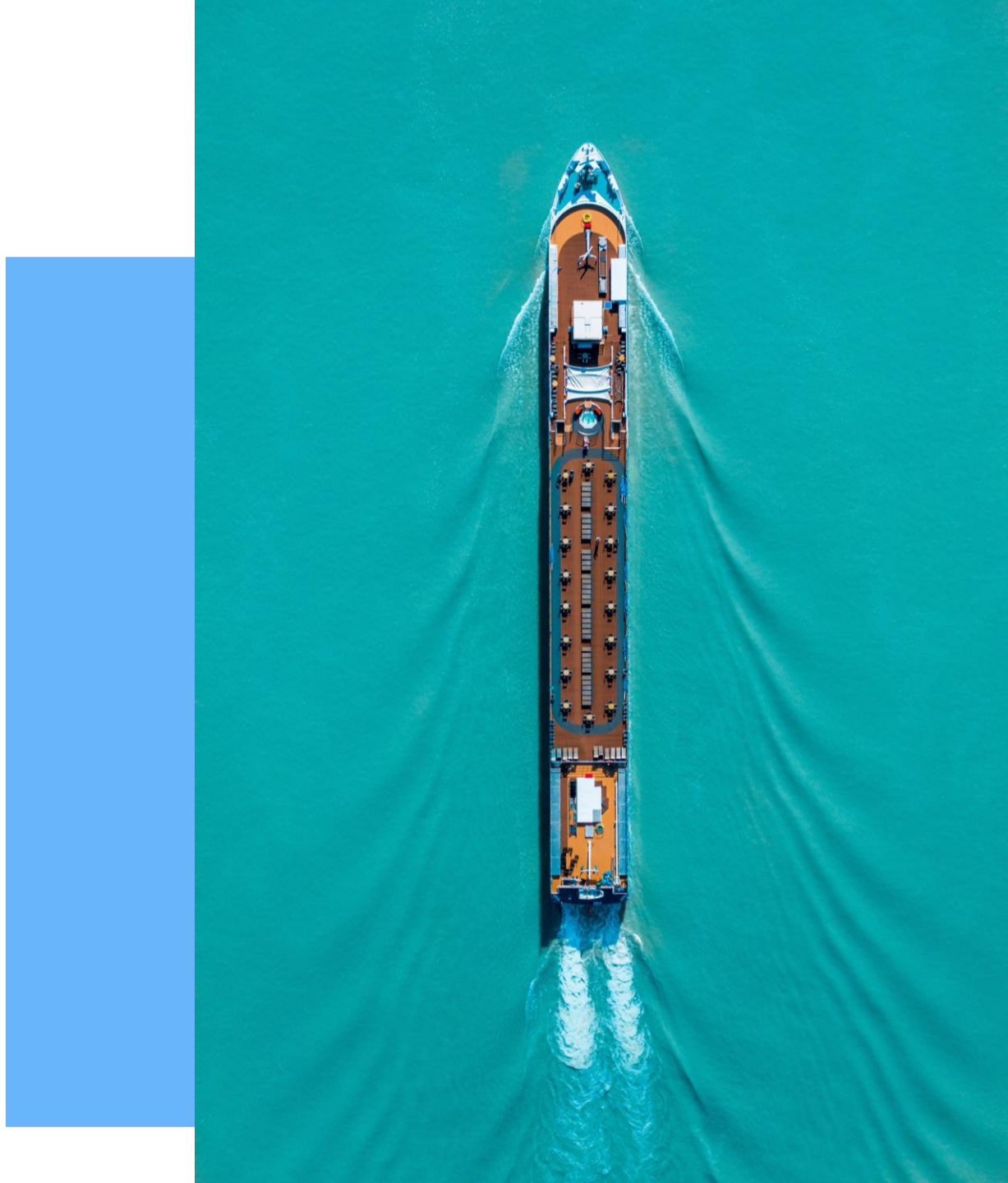
Showcase: Display ad

Our advertisers

SULZER



HEINEN & HOPMAN



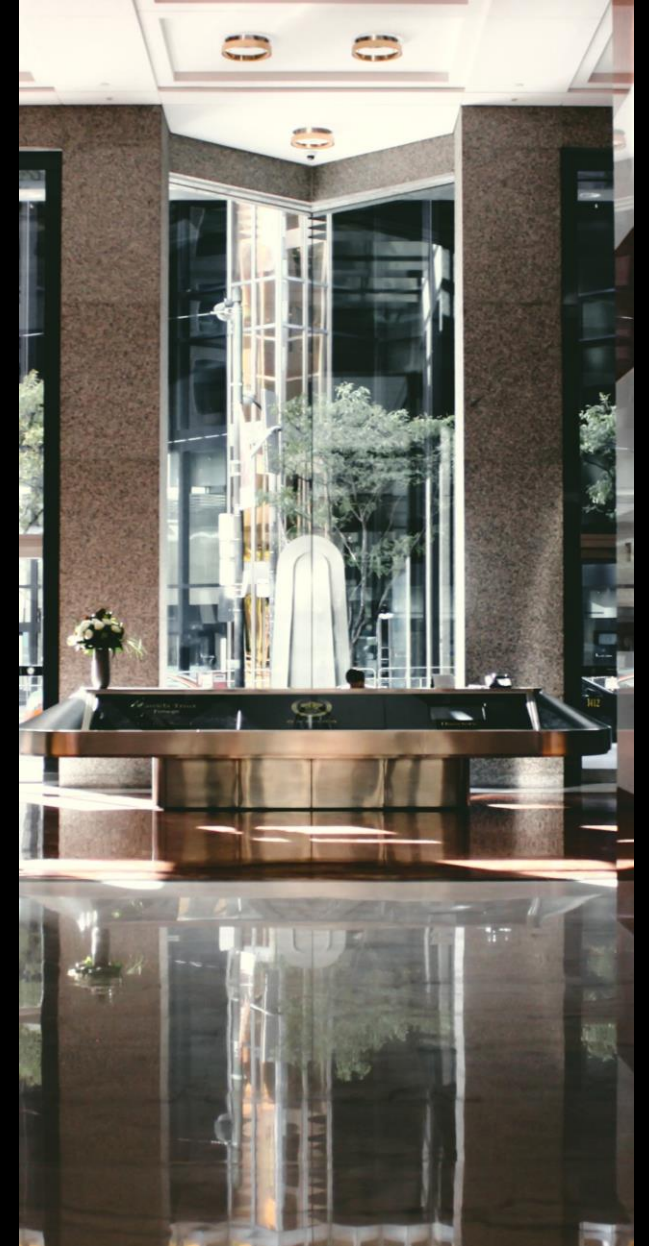
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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