



MEDIA PACK 2010

BRINGING YOU THE VERY LATEST SHIP SUPPLY NEWS AND INFORMATION FROM AROUND THE WORLD

READERSHIP STATISTICS

Promoting the image of ship supply worldwide is essential to the growth of the sector and the magazine of the International Ship Suppliers & Services Association is a vitally important cog in the marketing and educating machinery.

In the decade it has been published, The Ship Supplier has become the number one magazine for ship purchasing and ship supply.

According to a recent survey, on average each copy of the Ship Supplier is read by 4.9 people per copy – that's a readership of over 25,000!



Total circulation 5,641 plus bonus show circulation

BROCHURE DISTRIBUTION & ANNIVERSARY SUPPLEMENTS

Why not distribute your company brochure with The Ship Supplier magazine?

Prices subject to weight and quantity.

Celebrate your company's anniversary or event with your own company supplement.

Written, designed and distributed together with The Ship Supplier, you can also have additional copies for your own marketing use.

Prices subject to requirements. View examples on www.shipsupplier.com



www.theshipsupplier.com

The ISSA Ship Supplier website - see back issues online.

Online advertising packages available

Contact issa@elabor8.co.uk



GEOGRAPHICAL DISTRIBUTION



ISSA WALLPLANNER 2010

Included with our Winter/December 2009 issue will be our ISSA yearly wall planner 2010. Packed with important shipping events and dates. Ideal to advertise all year round to your customers.

Please contact issa@elabor8.co.uk



ISSA WORLD MAP 2010



Included in our June/Summer 2010 issue will be our annual ISSA World Map. This shows all ports worldwide covered by ISSA members. Another ideal opportunity to advertise to your customers.

Extra copies will also be available to purchase.

Please contact issa@elabor8.co.uk

ISSA CATALOGUE 2012/3

The current ISSA Catalogue 2009 is available to buy. Please contact the ISSA Secretary for further details email: secretariat@shipsupply.org

The next edition will be published in 2012, pre-register your interest now! Please contact issa@elabor8.co.uk



FEATURES PROGRAMME

Winter/December 2009		Copy Deadline 10th December - Published end of December
Regional Focus	North America, Asia & Australasia	
Industry Focus	<ul style="list-style-type: none"> • Fire, Evacuation & Distress • Cruise • Offshore Supply • Tools & Equipment 	
2010 Wall Planner	One free copy distributed with each magazine	
Related Events	CMA USA (March) APM Singapore (March)	
Spring/March 2010		Copy Deadline 10th March - Published end of March
Regional Focus	Europe & Greece/Posidonia	
Industry Focus	<ul style="list-style-type: none"> • Bonded Stores & Duty Free • Safety Systems, Training & Equipment • Medical • Food & Beverage • Flags & Signage 	
Related Event	Posidonia Greece (June)	
Summer/June 2010		Copy Deadline 10th June - Published end of June
Regional Focus	Scandinavia & Germany	
Industry Focus	<ul style="list-style-type: none"> • Ropes, Anchors & Chains • Coatings, Sealants & Chemicals • Navigation, Charts & Bridge Systems • Convention Preview • Ship Agency 	
ISSA World Map 2010	One free copy distributed with each magazine	
Related Event	SMM Germany (Sept)	
Autumn/September 2010		Copy Deadline 10th September - Published end of September
Regional Focus	U.A.E, Middle East & Africa	
Industry Focus	<ul style="list-style-type: none"> • Deck & Engine & Spare Parts • Oily Water Separators/Ballast Water Treatments • Beers, Wines & Spirits • Life Saving Equipment 	
Related Events	55th ISSA Convention, Dubai (October)	
Winter/December 2010		Copy Deadline 10th December - Published end of December
Regional Focus	Central & South America	
Industry Focus	<ul style="list-style-type: none"> • Cruise • Software & Ordering Systems • Lightings & Fixtures • Logistics 	
2011 Wall Planner	One free copy distributed with each magazine	

ISSA Convention Issue

Advertising Guidelines



ADVERTISING RATES & PACKAGES

With a readership of over 5,000, The Ship Supplier is the advertising vehicle you have been waiting for. **Stay one step ahead of your competition and advertise your message to your customers!**

Advertising Rates - Full Colour Only	Non Members	ISSA Members
Double Page	GBP 3,000	GBP 2,600
Back Cover	GBP 2,500	GBP 2,300
Inside Front/Inside back cover	GBP 2,200	GBP 2,000
Full Page	GBP 2,000	GBP 1,650
Half Page	GBP 1,000	GBP 850
Quarter Page	GBP 600	GBP 500
Banner (1/8th page)	GBP 400	GBP 350
Company Listings	GBP 150 to 200	

Special options available:
 Inserts, belly bands, CD tip-ins, gatefolds – prices on request.

Wallpaper & World Map Advertising Packages	
Advertising packages available	from GBP 500 to GBP 1200

Website Sponsorship	
Sponsorship of The Ship Supplier website	from GBP 1500

ADVERTISEMENT SIZES

Ad size	Orientation	Trim (mm)	Full Bleed (mm)	Inset (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
	Vertical	105 x 297	108 x 303	85 x 264
Quarter Page	Vertical	n/a	n/a	85 x 130
	Horizontal	n/a	n/a	174 x 65
Banner 1/4	Horizontal	n/a	n/a	174 x 35

Company Listings - we do the artwork for you

ACCEPTABLE WAYS OF SUPPLYING YOUR ARTWORK

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

- CD or DVD - post discs to the address below in a well packed envelope. Discs will be returned by request.
- USB Flash Drive - post flash drives to the address below. Drives will be returned by post.
- Email - Artwork under 15MB in size can be emailed to: issa@elaborb.co.uk.
- 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 or email issa@elaborb.co.uk.

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 Grayscale in colour mode. If sending jpeg 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 EPS** 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 Distiller 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 don't 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 customer's 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.

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 COMMUNICATIONS

www.elaborb.co.uk

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