

Scandinavian

SHIPPING GAZETTE

Rate Card & Editorial Schedule 2008



*Publisher and Editor: Rolf Petrénilsson Published by: Scandinavian Shipping Gazette Publishing House
Marketing Manager: Lars Adrians*

RATE CARD

Formats and prices

Spread Size: 394x240 mm Bleed*: 420x275 mm € 3,360	Full page Size: 184x240 mm Bleed*: 210x275 mm € 2,100
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Half page, landscape Size: 184x118 mm Bleed*: 210x135 mm € 1,390	Half page, portrait Size: 90x240 mm Bleed*: 100x275 mm € 1,390
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Quarter page, landscape Size: 184x58 mm Bleed*: 210x75 mm € 990	Quarter page, portrait Size: 90x118 mm Bleed: n/a € 990
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Special format

First cover Bleed*: 210x220 mm	Last cover Bleed*: 210x250 mm	Column millimeters width: 1 c. 58 mm, 2 c. 121 mm, 3 c. 184 mm max height: 240 mm
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*Add 3 mm trim on all sides

Effective 2008. All prices in euro.

Cover pages

First cover	€ 3,100
Second, third & last cover	€ 2,280

Column millimetre

Editorial page, colour	€ 5.50
Editorial page, black	€ 2.30

SSG Recruitment Service, Vacancies in shipping

E-mail and shipgaz.com (one month)	€ 805
E-mail and shipgaz.com (one month) ordered with fixed size magazine ad	€ 260

Banners, www.shipgaz.com

Top banner (468x60 px) incl design, 1 month	€ 1,300
Following per month	€ 650
Side banner (100x60 px) incl design, 1 month	€ 550
Following per month	€ 270

Production costs

Reproduction costs may be charged for the production of complicated material.

Please visit www.shipgaz.com

EDITORIAL SCHEDULE

Scandinavian Shipping Gazette • SSG

<i>Special/theme</i>		<i>No</i>	<i>Publishing day</i>		<i>Deadline for space</i>	
<i>Short Sea Shipping</i>		2	25	Jan	11	Jan
<i>Education & Training</i>		4	22	Feb	8	Feb
<i>Shipbuilding and Ship Repair</i>		6	25	Mar	5	Mar
<i>Ro-Ro Technology</i>	(Ro-Ro)	8	18	Apr	4	Apr
<i>Shipping and Ship Management</i>	(Posidonia)	10	16	May	30	Apr
<i>Offshore Developments</i>		12	16	Jun	30	May
<i>Yearbook of Maritime Technology</i>	(SMM)	16	29	Aug	8	Aug
<i>Safety, Enviroment & Security</i>		18	26	Sep	12	Sep
<i>Ports and Maritime Logistics</i>		20	24	Oct	10	Oct
<i>Maritime Scandinavia</i>		22	21	Nov	7	Nov
<i>Ships of the Year</i>		24	19	Dec	5	Dec

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P.O. Box 370, SE-401 25 Göteborg, Sweden
Visiting address: Södra Hamngatan 53
Phone: +46-31-62 95 70, Fax: +46-31-80 27 50
E-mail: info@shipgaz.com, editorial@shipgaz.com,
marketing@shipgaz.com, ad@shipgaz.com
internet www.shipgaz.com

Marketing office in Göteborg

Lars Adrians, marketing manager
Phone: +46-31-62 95 71
E-mail: lars@shipgaz.com
Agne Carlsson, sales
Phone +46-31-62 95 74
E-mail: agne@shipgaz.com
Tedd Juhlin, sales
Phone: +46-31-62 95 84
E-mail: tedd@shipgaz.com
Ulla-Beth Wiberg, traffic
Phone: +46-31-62 95 76
E-mail: ad@shipgaz.com

Branch office in Norway

Marit Eggen, marketing manager
Kilgata 9, NO-3217 Sandefjord, Norway
Phone: +47-33-52 21 00
Mobile: +47-91-31 59 01
Fax: +47-33-52 21 01
E-mail: marit.eggen@shipgaz.com

Sales representatives

► Finland and Åland

Oy Marconwest Ltd
Stig-Johan Lundström
Ruissalontie 10 as 22, FI-20200 Turku, Finland
Phone: +358-45 132 4499
Fax: +358-50 855 558 21
E-mail: stig-johan.lundstrom@marconwest.fi

► Germany

German-Europe Link Verlags GmbH
Angelika Volkrodt
P.O. Box 1368, DE-23903 Ratzeburg, Germany
Phone: +49-4541-86 03 22
Fax: +49-4541-86 03 33
E-mail: angelica.volkrodt@gel-verlag.de

► Poland

Leszek Szymanski
Korzystno 17C, PL-78-132 Grzybowo, Poland
Phone: +48-94-354 04 84
Fax: +48-94-358 12 04
Mobile: +48-602-579 620
E-mail: 602579620@erant.pl

► Norway

Part Media
Odd Einar Reseland, sales manager
Sandakerveien 76 F, NO-0483 Oslo
Phone: +47-22-09 69 10
Fax: +47-22-09 69 39
E-mail: odd.einar@shipgaz.com

ADVERTISING MATERIAL

Material: Only digital material, see specification below.

Layout: Advertising price include standard layout.

Production costs: Production costs may be charged for the production of complicated material. Please contact the advertising department for further details.

SPECIFICATION FOR DIGITAL MATERIALS

Advertisement size

Text-face: 184×240 mm
Format, trimmed: 275×210 mm
Full page: 184×240 mm
Half page: 184×118 mm or 90×240 mm
Quarter page: 90×118 mm or 184×58 mm
Columns: 3
Column width: 58 mm
Column height: 240 mm
Bleed: 210×275 mm
(+ 3 mm trim size)
Colour: four colours or black

Print information

Printing: Offset
Screen: 175 lines per inch

Accepted file formats for material ready for print

Pdf
Eps
QuarkXPress 6.5
InDesign CS

Important: Fonts and images must be included or attached!

Text-format

Via e-mail, in a Word file or similar.

Digital images

File formats: Photoshop, eps, tiff or jpeg
Resolution: 300 dpi
Colour space: RGB, CMYK or LAB
Black and white images: black and white, 1200 dpi
Please specify colour values for logos in CMYK, for adequate colour reproduction.
Do not send images in Word or PowerPoint files

Send by:

E-mail: ad@shipgaz.com
CD
Ftpserver: ftp.shipgaz.com
User: ftpuser
Password: skalm4n

Sender

When sending material, please state the following:

Company
Contact person
Phone
Fax
E-mail address
Date
Which issue for insertion

Questions?

Send an E-mail to ad@shipgaz.com
More information can be found on our website: www.shipgaz.com/advertising/. You can also download this specifications in pdf-format.

Addresses and phone numbers

The Scandinavian Shipping Gazette
P.O. Box 370, SE-401 25 Göteborg, Sweden
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Phone: +46-31-62 95 70
Fax: +46-31-80 27 50
Internet: www.shipgaz.com
E-mail: ad@shipgaz.com