

Scandinavian

# SHIPPING GAZETTE

## *Rate Card & Editorial Schedule 2008*



*Publisher and Editor: Rolf Petrénilsson Published by: Scandinavian Shipping Gazette Publishing House  
Marketing Manager: Marit Eggen, Sales Manager: Odd Einar Reseland*

# RATE CARD

## Formats and prices

Spread Size: 394x240 mm Bleed*: 420x275 mm NOK 27,900	Full page Size: 184x240 mm Bleed*: 210x275 mm NOK 17,000
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Half page, landscape Size: 184x118 mm Bleed*: 210x135 mm NOK 11,100	Half page, portrait Size: 90x240 mm Bleed*: 100x275 mm NOK 11,100
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Quarter page, landscape Size: 184x58 mm Bleed*: 210x75 mm NOK 7,900	Quarter page, portrait Size: 90x118 mm Bleed: n/a NOK 7,900
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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 NOK.**  
**Norwegian companies are not subject of VAT taxation.**

### Cover pages

First cover .....	NOK 24,200
Second, third & last cover .....	NOK 28,200

### Column millimetre

Editorial page, colour .....	NOK 45
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### SSG Recruitment Service, Vacancies in shipping

E-mail and shipgaz.com (one month) .....	NOK 6,000
E-mail and shipgaz.com (one month) ordered with fixed size magazine ad .....	NOK 2,000

### Banners, www.shipgaz.com

Top banner (468x60 px) incl design, 1 month .....	NOK 11,100
Following per month .....	NOK 5,550
Side banner (100x60 px) incl design, 1 month .....	NOK 4,700
Following per month .....	NOK 2,350

### Production costs

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

Please visit [www.shipgaz.com](http://www.shipgaz.com)

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## EDITORIAL SCHEDULE

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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 &amp; 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, Environment &amp; 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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## CONTACT INFORMATION

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### Scandinavian Shipping Gazette

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@eranet.pl

#### ► Norway

Part Media  
Odd Einar Reseland, sales manager  
Sandakerveien 76 E, NO-0483 Oslo  
Phone: +47-22 09 69 17, Fax: +47-22-09 69 39  
E-mail: odd.einar@shipgaz.com

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## ADVERTISING MATERIAL

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**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.

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## SPECIFICATION FOR DIGITAL MATERIALS

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### 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](mailto:ad@shipgaz.com)  
CD (per mail)  
Ftpserver: [ftp.shipgaz.com](ftp://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](mailto:ad@shipgaz.com)  
More information can be found on our website: [www.shipgaz.com/advertising/](http://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  
Visiting address: Södra Hamngatan 53  
Phone: +46-31-62 95 70  
Fax: +46-31-80 27 50  
Internet: [www.shipgaz.com](http://www.shipgaz.com)  
E-mail: [ad@shipgaz.com](mailto:ad@shipgaz.com)