

SWZ | MARITIME

MEDIA BROCHURE 2024



PRINT STATISTICS



13,500

Per edition
(11 per year)



100%

Paying
readers

ONLINE STATISTICS



58,000

Website
pageviews p/month



2,250+

Newsletter
subscribers

SWZ | MARITIME

MYbusinessmedia

SWZ|MARITIME PLATFORM FOR SPECIALISTS IN MARINE ENGINEERING

SWZ|Maritime consists of a trade magazine, a website, a weekly newsletter and social media channels. This makes it a full-fledged platform for specialists in marine engineering.

Engineering is the magazine's common thread. In addition, the editorial content contains general news and recurrent segments labelled: *markets* (national and international), *people*, *education*, *projects* and *products*.

Target audience

SWZ|Maritime is distributed among companies and institutions connected with all possible branches of the maritime industry. It is mainly read by managers, engineers, seafarers, students and experts in nautical science and marine and offshore engineering.

SWZ|Maritime's partners are: KNVTS (Royal Dutch Association of Maritime Engineers), Nautilus (Dutch Maritime Labour Union), NVKK (Dutch Association of Merchant Ship Captains), NMT (Netherlands Maritime Technology), KVNR (Royal Dutch Association of Shipowners), KIVI (Dutch Royal Institute of Engineers) and Marin (Maritime Research Institute Netherlands).

8 REASONS FOR ADVERTISING

- All (guest)editors of SWZ offer **professional, high quality content** in maritime engineering.
- Increase your **brand recognition** in the maritime sector.
- Advertorials enable you to connect in a personal tone of voice with specific **target audiences**.
- Advertise your **services** and **innovations** to a clearly defined target market.
- Acquire participants for your **event, workshop** or **seminar**.
- SWZ offers tailored multimedia solutions to reach all segments within the maritime sector, through a balanced **mix** of **online** and **print media**.
- SWZ is a multi media brand with an average reach of **13,500 readers per edition** (print) and each **month 18,000** maritime professionals **online**, including **2,250+ subscribers** of the **e-newsletter**.
- **Recruit staff** for jobs in maritime/engineering via our website, e-newsletter and magazine.

PHOTO: FLYING FOCUS



PUBLICATION DATES 2024

Edition / Theme	Book before	Deadline material	Release date
1. Education / Labour market developments	12 January	15 January	30 January
2. Dredging	07 February	08 February	23 February
3. Port special	06 March	07 March	22 March
4. Inland navigation / Maritime Industry	10 April	11 April	26 April
5. Safety on the North Sea	06 May	07 May	28 May
6. Overview of Dutch shipbuilding	12 June	13 June	28 June
7/8. SMM	03 July	04 July	19 July
9. Yachts / Monaco Yacht Show / METSTRADE	04 September	05 September	20 September
10. Maritime Awards Gala	02 October	03 October	18 October
11. Offshore / Offshore Energy	06 November	07 November	22 November
12. Digitalisation in shipping	27 November	28 November	13 December



ADVERTISING IN SWZ|MARITIME

SWZ|Maritime presents its professional content in a visually attractive magazine.

SWZ|Maritime magazine is published 11 times a year (with a double edition in August) and is distributed among companies and institutions connected with the maritime and offshore industries.

Increase your brand awareness Advertise in SWZ|Maritime magazine to increase your brand awareness, or generate (extra) attention for your product or service.

A tailored cross-media campaign is also possible.

Contact: bert@veninga.net for further information.

Company register

Logo, profile and contact information € 1,295
1 year, in which your company's details will be included in a category of your choice.

Attachments

Price and options on request

- 80 grams paper (gr/m2)
- inserted within the magazine as pre-agreed
- execution to be in accordance with pre-agreed format
- required print run: standard circulation + 3%

Adhesive + 1/1 advert

Price on request

Generate higher response with your promotion.

Foldable cover

Price on request

Example: your company's annual calendar.

Advertorial

Price on request

Advertise your product or service in an editorial style.

Folded sheet (4 consecutive pages)

Price on request

An eyecatcher when your message requires space.

MAGAZINE

For SWZ|Maritime, the following advertising rates will apply in 2024:

If you are or will become a member of the KNVTS, we can offer a 10% discount on top of the reduced prices below.

Page Size (trimmed) w x h 225 x 297 mm
incl. 3 mm bleed w x h 231 x 303 mm

1/1 page full colour

One-time run per 12 months 1/1 page € 2,495
Additional adverts result in a discount.
2 adverts, discount 10% € 2,245 each
3 adverts, discount 20% € 1,996 each
5 or more adverts, discount 30% € 1,746 each
Advert / full page + bleed w x h 225 x 297 mm
Advert / within type area w x h 195 x 255 mm

1/2 page full colour

One-time run per 12 months 1/2 page € 1,395
2 adverts, discount 10% € 1,255 each
3 adverts, discount 20% € 1,116 each
5 or more adverts, discount 30% € 976 each
Portrait w x h 95 x 255 mm
Landscape w x h 195 x 125 mm

1/4 page full colour

One-time run per 12 months 1/4 page € 795
2 adverts, discount 10% € 715 each
3 adverts, discount 20% € 636 each
5 or more adverts, discount 30% € 556 each
Portrait w x h 95 x 125 mm
Landscape w x h 195 x 60 mm

1/8 page full colour

One-time run per 12 months 1/8 page € 495
Running 3 adverts, discount 20% € 396 each
5 or more adverts, discount 30% € 346 each
Portrait w x h 95 x 60 mm

Ad placement preferences result in a 20% surcharge on all of the rates given above.

The advertising options mentioned above can be accompanied by a free advertorial on our website. We ask that you provide us with the input for this.

When you book an advert with us, we can also offer your company a spot in the "Search" section of the magazine for **€ 1000 for a full year** (all issues). In this section, we place your company logo and address along with a short text if required.

WEBSITE AND NEWSLETTER

SWZ|Maritime online is fully in English and covers news and developments in marine engineering.

In addition, the website offers an event calendar, job vacancies, videos and selected SWZ-articles. Subscribers also have exclusive access to the archive, which dates back to 1919.

Digital newsletter

Each week, subscribers receive the latest headlines via the newsletter. Digital advertising is possible via an enclosed banner or advertorial. Extra attention can be generated via the social media channels of SWZ|Maritime.

Contact: bert@veninga.net for further information.

NEWSLETTER

Full size banner (468x60 pixels) Duration: 1 month	€ 495
Advertorial banner 245 characters (incl. spaces) + logo Single placement	€ 295
Partner mailing 100% personal content / Price on request	

NEWSLETTER + WEBSITE

Job vacancy Duration: 1 month	€ 395
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WEBSITE

Advertorial App. 500 words	1 month / € 1,495
Whitepaper Duration: 1 month / price on request	
BANNERS:	
Half page ad (300x600 pixels) (desktop only) Duration: 1 month	€ 1,795
Leaderboard (728x90 pixels) Duration: 1 month	€ 1,295
Square banner (336x280 pixels) Duration: 1 month	€ 1,295
Double sized banner (320x100 pixels) (mobile only) Duration: 1 month	€ 1,295

PRINT + WEBSITE + NEWSLETTER

- **JOB VACANCY PACKAGE 1**
1/2 page in SWZ|Maritime magazine, publication online and 1 month in the e-newsletter: € 1,695
- **JOB VACANCY PACKAGE 2**
1/4 page in SWZ|Maritime magazine, publication online and 1 month in the e-newsletter: € 1,095

ADVERTISING SPECIFICATIONS 2024

Deadlines will be communicated via the media-advisors.

Delivery of advertisement materials: two weeks prior to publication at the latest

We request to receive your advertisement in Certified-PDF format, at the latest on the previously mentioned deadlines for publication.

Send your file(s) to our Traffic department:
traffic@mybusinessmedia.nl
Telephone: +31 61 297 02 31

Please state: SWZ|Maritime and edition.

Use *Wetransfer* to send large files (+6 MB).

Non-certified PDF files may be rejected by the printer. Additional costs may be charged for technical adjustments.

Technical specifications for banners

File type(s): (animated) gif, jpg or png
Max file size: 120 kb
Colour: RGB
Resolution: 72 dpi

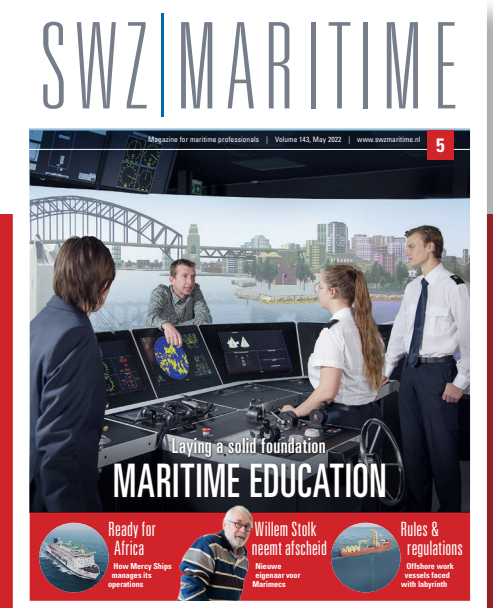
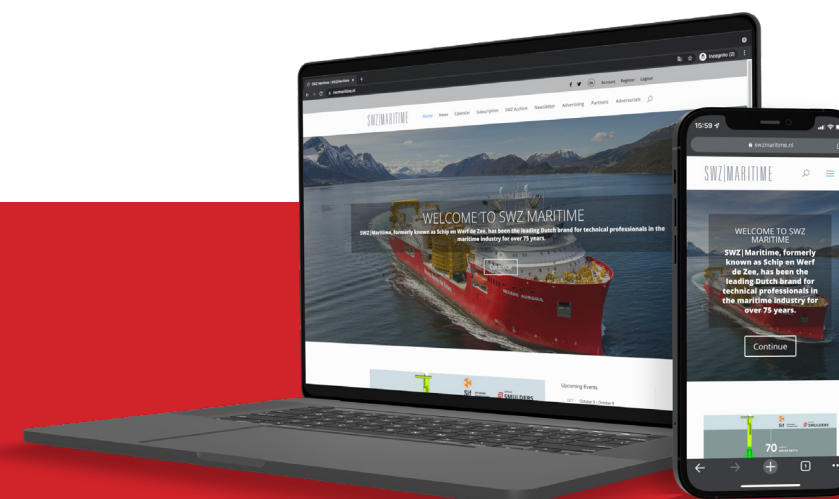
Animated gif: stop after 3 loops.
First and last frame must be identical and contain the primary message/call to action.

Use the exact dimensions as specified.

Technical specifications for print ads

File type: Certified-PDF (magazine print)
Colour: CMYK (full colour)
Total ink coverage (C+M+Y+K): 300 max.

Rasterised images (photography etc) used in the advertisement must contain a print resolution of 300 dpi.



CONTACT INFORMATION

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