



THE Motorship

2017

Insight for marine technology professionals



WHY THE MOTORSHIP?

The Motorship is the magazine for senior marine engineers. Professionals from ship builders, naval architects to equipment suppliers rely on The Motorship to keep up-to-date with news and information to help do their jobs and run their businesses better. It has been the trusted source since 1920.

The Motorship will give your company a competitive edge – Monthly in Print, 24/7 online and weekly E-Newsletter.



IN PRINT

Each month we send MS to 7,307 individual addresses and it is read by more than 19,729 industry professionals. Your advertisements will be seen in context alongside our valued content which is trusted by readers with real purchasing authority. Print copies tend to be

retained for reference helping to strengthen your brand and generate enquiries long after it is published.

ONLINE motorship.com

is a key source of the latest industry news with new content added every day. As a marketing platform, it can help your business stay 'front of mind' to an average of 18,708 visitors a month. It is very effective way to

make an impact and drive traffic to your website.

ADVERTISING

An advertisement in The Motorship appears both in print and online. We provide a free design and production service. Call now to discuss the advertising solution to suit your business +44 1329 825335 sales@motorship.com

MS E-NEWSLETTER



MS E-Newsletter is a summary of the top news stories and is sent every week direct to the Inbox of 11,110 key decision-makers. Each issue has one exclusive sponsor opportunity. It is an extremely effective way for businesses to reinforce written announcements, events and messages.

MS JOBS

Motorship.com lists a comprehensive selection of the latest jobs from across the industry. Premium MS Jobs are listed on the homepage attracting 48,715 unique views. They also appear in the E-Jobs Bulletin which is sent to the Inbox of 11,110 industry professionals every two weeks. MS Job resources will help your company attract the skilled professionals who read and use MS to search for new opportunities.

MS INDUSTRY DATABASE

MS industry database is a comprehensive list of companies involved in the global ship technology, building and repair sectors. It enables buyers to source company information easily and is central to creating a network of customers. When you purchase an MS Database listing, we do not just offer you our high quality traffic and branding on our trusted sites. With motorship.com's rich content and in-house SEO specialists we will actively boost your Google ranking in one step.

TARGETED EMAIL MARKETING

We can send a select number of client branded emails direct to the MS database of 11,110 key marine professionals. This enables your business to access a highly targeted audience using our email system and e-marketing expertise. We can help with design and response testing.



The Motorship In Print

7,307¹
Average monthly circulation

19,729²
readers



www.motorship.com

18,708³
Average unique visitors per month

48,715⁴
Unique page impressions



Combined audience

26,015
Monthly print and online audience



The Motorship e-News Bulletin

11,110
Inboxes weekly

Source:

¹ ABC Circulation certificate – January to December 2015

² Readership figures based on 2.7 readers per copy

³ Google Analytics September 2016

⁴ Google Analytics filtered to show sessions duration >1 second

“The Motorship consistently features articles on the cutting edge of marine technology yet does so in a manner which engages the marine professional, balanced with a style that allows the general reader to understand the topic.”

Maurice O'Donoghue, Intertek

Intertek

Valued Quality. Delivered.

WHO READS IT?

- CEOs
- Managing Directors
- Fleet Managers
- Commercial Directors
- Technical Directors
and other senior marine technology professionals

WHAT DO THEY DO?

- Ship builders and repair
- Ship owners and managers
- Naval architects and consultants
- Port and harbour authorities
- Equipment suppliers
- Shipping associations
- Research/education/training

FLEXIBLE AND EFFECTIVE MULTI-MEDIA ADVERTISING OPTIONS

Senior marine engineers and managers use The Motorship to keep up to date with the latest news, source companies, new products and services. Collectively they spend millions on vessels, plant and equipment every year. Maximise the value of your marketing campaign

by using all of The Motorship's media channels – In print, online, E-News bulletins and supporting content services. **Call now to discuss the advertising solution to suit your business +44 1329 825335 • sales@motorship.com**

ADVERTISEMENT RATES

| Display | Print+ | Online | 1 | 3 | 6 | 11 |
|---------|-------------------|--------------------------|------|------|------|------|
| | DPS | Leaderboard/Skyscraper | 5535 | 4980 | 4705 | 4425 |
| | Full Page | Leaderboard/Banner | 3445 | 3100 | 2925 | 2755 |
| | Half Page | Spotlight | 2205 | 1985 | 1870 | 1765 |
| | Quarter Page | Button | 1520 | 1370 | 1290 | 1220 |
| Premium | Front Cover | E-News | 4465 | | | |
| | IFC, IBC and Back | E-Newsletter Sponsorship | 4175 | | | |

| | | |
|----------------------------------|---------------------------------------|------|
| Jobs – Recruitment | Home page listing & Jobs E-Newsletter | 405 |
| MS Weekly E-Newsletter | Sponsorship | 615 |
| E-Cast Service | Your content to our list | 2565 |
| Inserts – starting cost per '000 | | 280 |

All printed advertisements include an online advertisement
5% discount for pre-payment. 10% surcharge for specific positions

CALL US TODAY TO DISCUSS YOUR NEXT ADVERTISING CAMPAIGN
+44 1329 825335 • sales@motorship.com

MOTORSHIP DIRECTORY

The ship technology build and repair industry database

The Motorship Directory is the comprehensive industry database for marine technology professionals involved in the global ship technology, building and repair sectors, searchable by category.

Seen by – **19,729 readers in print¹**
48,715 unique users online².

Powered by industry leading Funnelback enterprise search platform.

Boost your Google ranking

Take the uncertainty out of SEO spending

Easily add pictures, sales documents and videos


Use the social media links

Optimised thanks to The Motorship's rich editorial content

It is a targeted and cost effective way to boost your business.

¹ABC Circulation certificate January-December 2015 ²Google Analytics September 2016 filtered to show session >1 sec

Data Listing online and in print for 12 months

| Online | Premium £1,425 | Standard £1025 |
|--|-------------------|-------------------|
| Address/contact information | ✓ | ✓ |
| Category headings | 10 | 10 |
| Website and email links | ✓ | ✓ |
| Company description | 200 words | 30 words |
| Your company logo | ✓ | ✓ |
| Sponsored keywords | 3 keywords | 1 keyword |
| Videos | 2 videos | |
| Image gallery | 6 images | |
| Downloadable PDFs | 1 | |
| Social media links  | ✓ | |
| In Print | | |
| Category headings | 1 | 1 |
| Company description | 30 words | 30 words |
| Address/contact information | ✓ | ✓ |

FEATURES SCHEDULE 2017

REGULARS (CORE FEATURES IN EVERY ISSUE)

News Review
Machinery Matters (new products and applications)
50 Years Ago (a look back at history)
Design for Performance (novel aspects of ship design)
Ship Description (recent deliveries)

JANUARY

Review of the Year, Fuels & Emissions, Ship Propulsion, Control and Automation

FEBRUARY

North American Shiprepair & Shipbuilding, Specialist Propulsion Ballast Water Management, Cruiseship Technology
CMA Shipping, 20-22 March, Connecticut, USA

MARCH

Asia Market Report, Ship Propulsion, LNG Fuelled Ships, Deck & Cargo Equipment
Gastech, 4-7 April, Tokyo, Japan
Sea Asia, 25-27 April, Singapore

APRIL

Propulsion & Emissions Preview, Ship Propulsion, Fuels & Emissions, Offshore Ship Technology
Propulsion & Emissions Conference, 10-11 May, Hamburg, Germany

MAY

Europe Market Report, Nor-Shipping Preview, Specialist Propulsion, Ballast Water Management
Nor-Shipping, 30 May-2 June, Oslo, Norway
Electric & Hybrid Marine, 6-8 June, Amsterdam, The Netherlands

JUNE

Propulsion & Emissions Review, Specialist Propulsion, Gensets and Auxiliary Applications, Turbochargers, LNG Fuelled Ships
Seawork International, 13-15 June, Southampton, UK

JULY/AUGUST

Fuels & Emissions, Ship Propulsion, Control and Automation, Water Treatment, Ballast Water Management
Inamarine, 23-25 August, Jakarta, Indonesia

SEPTEMBER

Scandinavian Report, Specialist Propulsion, LNG Fuelled Ships
IMPA London

OCTOBER

Ship Propulsion, Fuels & Emissions, Paints & Coatings
Kormarine, 24-27 October, Busan, Korea

NOVEMBER

Specialist Propulsion, LNG Fuelled Ships, Gas Fuelled Ships Preview
Europort, 7-10 November, Rotterdam, The Netherlands
Gas Fuelled Ships, 14-16 November, Hamburg, Germany

DECEMBER

Asia Market Report, Ship Propulsion, Ballast Water Management, Offshore Ship Technology
Marintec China, 5-8 December, Shanghai, China

Extra distribution at featured events

*This schedule is provisional and may be subject to amendment

THE Motorship

Informing Shipping Professionals since 1920

Contact our sales team today to discuss your advertising campaign for 2017

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