

A man in medieval armor, including a helmet and a sword, is shown in a dark setting. The armor is made of metal plates and chainmail. The man has a beard and is looking directly at the camera.

**ASM**  
ASIA SHIPPING MEDIA

Bringing maritime media  
out of the dark ages

2014 print and online media information



QR to latest issue



# Why bother with an executive when you can hear from the CEO?

*Maritime CEO* is the title for gaining exclusive insights into what the top people in shipping and offshore are thinking.

*"Maritime CEO cuts through data and market noise and gives views and commentary on strategic issues faced by maritime businesses globally."*  
—Manish Singh, MD, Ideocean

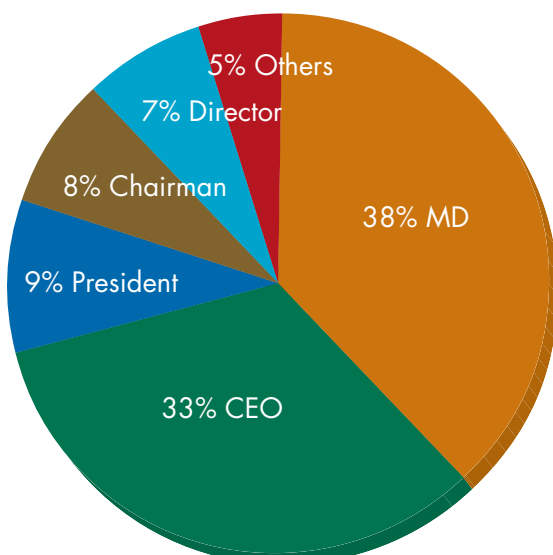
Our team of 17 experienced journalists from around the world makes contact with the most important executives in our industry every day. These interviews are then turned into profiles and released both on our website and in our glossy magazine, which is sent to our exclusive database of the top 3,000 names in shipping. It is also available to read for free online, with the launch issue receiving more than 11,000 online reads on its first day alone.

The magazine features exclusive market reports on tankers, dry bulk and the container industry from well-respected names including Jeffrey Lansberg and Charles De Trenck. The financial section holds important economic snapshots of China, India, Brazil, the EU and the US from top economists.

Every issue contains our interactive Executive Debate section where famous names in shipping are invited to comment on a key issue affecting the industry.

Towards the back of the magazine are pages dedicated more to the recreational side of being a maritime boss, namely gadgets, books, travel, yachting and golf ending with a column from one shipping's most acerbic writers, Andrew Craig-Bennett.

## Readership by job title



# The global platform for Chinese shipping

- Dual language
- 12 correspondents across six cities
- Guaranteed circulation to top China, HK and Taiwan owners
- Distributed to 200 Chinese shipbuilders

*SinoShip* is the first and only global print magazine dedicated to China's shipping and offshore industries. It's published quarterly in dual language for both the local market to keep updated and for the international market to understand this giant of world shipping.

Targeted distribution includes all members of the China Shipowners' Association (CSA) and the China Association of the National Shipbuilding Industry (CANSI). All Chinese companies can sign up for a subscription free of charge. All ordinary members of the Hong Kong Shipowners Association plus Taiwanese owners also receive the magazine for free.

Dual language ensures your editorial/advertising message reaches the entire Chinese maritime community. The magazine is also available to read free online.

*SinoShip* is produced by an exclusive editorial from a team with over 50 years of experience covering maritime markets in Asia, including five full time local editorial staff and one shipping economist.

We guarantee 3,000 hard copies per issue plus subscription. China distribution minimum 1,000 copies, Asia distribution 1,000, ROW 500 and 500 at events.



QR to  
latest  
issue

*"SinoShip is relevant,  
topical and well written"*

— Tim Huxley, CEO, Wah Kwong  
Maritime Transport Holdings

*"SinoShip gives me  
insights into my  
industry that I cannot  
get anywhere else"*

— Yang Xianxiang, CEO, SITC  
International Holdings

## 2014 Editorial Schedule

In every issue: Lines, Shipbuilding, Offshore, Finance, Logistics, Commodities plus regular maritime centre developments from Hong Kong, Shanghai and Taipei

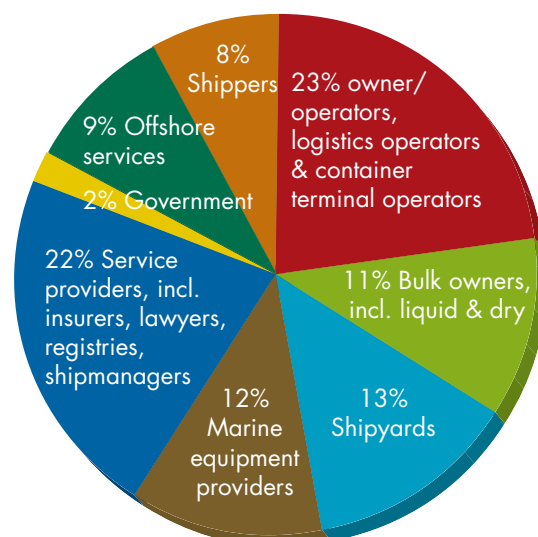
**Issue 1** to include Repair, Breakbulk

**Issue 2** to include Ship Recycling, Crewing

**Issue 3** to include Legal, LNG, Propulsion

**Issue 4** to include Insurance, Ports

## Readership by sector







# Stay in the loop on Singapore's maritime market

Every year our Southeast Asian title *SeaShip News* produces the definitive annual report on Singapore.

The holistic guide to shipping's new centre of gravity serves to highlight every sector in the Lion Republic's maritime set up.

Written by a team of Singapore-based journalists and economists this title aims to differentiate itself from myriad reports on the Lion Republic via two important distinctions.

Firstly, it serves as a genuine sectoral annual, dissecting every maritime strand of the country, rather than merely carrying corporate profiles.

Secondly, the magazine's distribution is second to none: every leading player in Singapore will receive this title, and as an annual, it has a long shelf life. Moreover, it is distributed at many key events.

*"Great news and  
'current' from guys  
who care about this  
business"*

—Mike Meade, CEO, M3 Marine  
Group

## ASM PRINT MEDIA

### Advertising Rates

Full Page	US\$4,500
Inside Front Cover	US\$5,000
Outside Back Cover	US\$5,500
Half Page	US\$2,850
Quarter Page	US\$1,800

### Tech Specs

	Trim Size	Bleed Size
Full page	210 x 297mm	216 x 303mm
Half page	180 x 128mm	—
Quarter page	84 x 128mm	—

Files should be PDF, EPS or 300 ppi TIF, with necessary crops and bleed. Details available on request

### Package Prices

Talk to us about a tailored package should you require multiple advertisements or a print and web banner advertising combination to suit your requirements. Contact [grant@asiashippingmedia.com](mailto:grant@asiashippingmedia.com)

### Bonus Distribution

Our hardcopy magazines will be distributed at the all the top shipping events of 2014, including:

Asia Pacific Maritime  
Breakbulk China  
Singapore Maritime Week

Posidonia  
Marine Money Asia Week  
SMM

TPM Asia  
World (China) Shipping Summit  
TransAsia

# The Breakfast of and Champions Roundtables fit for a King

Our print titles have also spawned sideline events, such as our business breakfasts and our new roundtables.

Held in plush surroundings our breakfasts and lunches are different to your standard event fare, in that they are intimate, interactive and informal.

The meetings are designed to be highly topical and bring together the leading shipowners in a city. The exclusive by-invitation-only method we employ ensures a high calibre networking event.



*If you want to meet the  
top owners in a city  
there is no better way  
than sponsoring the  
neutral platform  
of an ASM event.*



**Some roundtables have an  
old-fashioned outlook...**

**Ours are more cutting edge.**

**maritimeCEO Roundtables**

Exclusive and intimate shipowner gatherings  
around the world, helping you to stay sharp.

For details contact [grant@asiashippingmedia.com](mailto:grant@asiashippingmedia.com)

**By invitation only**  
Enjoy freshly squeezed data and sizzling debate with your bacon and eggs  
at one of SinoShip's upcoming exclusive business breakfasts

**17 May** **SinoShip Dry Bulk Business Breakfast**  
Foreign Correspondents Club, Hong Kong  
SPONSORED BY: **DVB** **RIGHTSHIP**

**23 May** **SinoShip LNG Business Breakfast**  
Kerry Hotel, Pudong, Shanghai  
SPONSORED BY: **Standard Chartered** **Watson, Farley & Williams**  
Law, Hong & Co.

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For more details contact [grant@sinoship.org](mailto:grant@sinoship.org)

## Venues

Venues have included:  
Foreign Correspondents  
Club, Hong Kong  
Mandarin Oriental Hotel,  
Hong Kong  
Kerry Hotel, Pudong,  
Shanghai  
Fullerton Hotel, Singapore

## Topics

The topics for breakfasts  
include:

**Dry Bulk, Tankers,  
LNG, Ecoships,  
Offshore Support,  
Shippers, Security**



*Asia Shipping Media has some of the fastest growing accounts of any maritime publisher in the world of social media*

# Keeping up-to-date made e-easy

Asia Shipping Media's websites bring daily breaking news and interviews via a global network of over 20 journalists. On top, each site contains an In Focus section with topical industry-contributed features as well as access to all our magazines. Readers can also subscribe for a free weekly email newsletter.



**maritimeCEO** [www.maritime-ceo.com](http://www.maritime-ceo.com)

Our daily portal for gaining exclusive insight into what the top people in shipping and offshore are thinking. In our first year we have interviewed the world's largest owners of containers, dry bulk, breakbulk, roros and FSRUs.



**SinoShipNEWS** [www.sinoshipnews.com](http://www.sinoshipnews.com)

Part of SinoShip, the hub for all things China maritime. Our goal is simple — to be the global platform for Chinese shipping. With 12 correspondents in six cities across Greater China, dual language SinoShip News is the best-placed media source to report on China's fast evolving maritime scene.



**seashipnews** [www.seashipnews.com](http://www.seashipnews.com)

The leading site for maritime and offshore across Southeast Asia. With correspondents in Singapore, Manila, Bangkok, Ho Chi Minh City, Kuala Lumpur and Jakarta, SeaShipNews is unique in its scope and resources for covering the region's exciting maritime sectors.



**gulfshipnews** [www.gulfshipnews.com](http://www.gulfshipnews.com)

The only dedicated maritime portal for the Middle East. With local staff on the ground GulfShip News is the only source to cover the whole region. Bureau chief Jawad Ahmad runs the newsroom from Cairo and is ably supported by a network of reporters in key shipping hubs including Dubai, Muscat and Doha.

ASM  
WEB MEDIA

## Ad Rates (Annual Prices)

Site sponsor	US\$20,000
390 x 100px	US\$10,000
296 x 250px	US\$10,000
234 x 80px	US\$4,000

## Social Media

Asia Shipping Media has some of the fastest growing accounts of any maritime publisher in the world of social media. Every day, hundreds of links, discussions, polls and comments are posted onto our various social media offerings ensuring that we now have a reach of over 25,000 people via social media.

**Twitter** 10,000+

**Facebook** 6,000+

**LinkedIn** 8,000+

**Weibo** 3,000+

Figures as of November 1st, 2013.