



NAFTIKA CHRONIKA

THE LEADING GREEK SHIPPING MAGAZINE

SINCE 1931

MEDIA KIT

2017



PRINT



DIGITAL



EVENTS

G | R | A | T | I | A

PUBLICATIONS

NAFTIKA CHRONIKA • ISALOS.NET • EFKRANTI AWARDS • GRATIA RELATIONS

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G | R | A | T | I | A
P U B L I C A T I O N S

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Who we are

Words without substance are meaningless

Throughout our 85 years of continuous publication, we have had a long story to tell...

Since 1931, we have been crossing seas and oceans to bring you the most reliable information around

85

years of publication

13

events per year

11

annual editions

55

articles per week on
naftikachronika.gr

NAFTIKA CHRONIKA has been a constant point of reference for the shipping community since its first issue in 1931 and has to this date the reputation of being the most objective and valuable source of information for its readers.

During its 85 years of publication, NAFTIKA CHRONIKA has won numerous prestigious awards for editorial excellence.

Our international news together with thought provoking articles on issues relating to the Greek shipping industry and exclusive interviews with key players of the industry have become standard reading for business executives and technical managers around the world.

NAFTIKA CHRONIKA is a Greek edition magazine and all articles featured are in Greek. An annual issue (May edition) is published exclusively in English. Its frequency is ten (10) issues per year plus one special edition.

A well informed team of journalists, shipping economists, lawyers and academics are on hand to provide incisive comments and up-to-date information on various subjects relating to the shipping industry and the shipping- related sectors.

Our Story

We are passionate about telling stories
Below is our story in a concise timeline

1931**The Creative Idea**

The publisher establishes Naftika Chronika amid an unstable political and economic environment.

1946**The Era of the Liberty Ships**

The publisher along with Emanuel Kulundis played a key role in the purchase of Liberty ships by Greek

1977**UGS honors the publisher of Naftika Chronika**

In a special ceremony that took place on March 1977, the publisher of Naftika Chronika was honored by the Union of Greek Shipowners (UGS).

2000**Awards & Distinctions**

Since 2000, Naftika Chronika has been recognised as an editorial benchmark and have won numerous prestigious awards for editorial excellence from the Academy of Athens Award, the City of Athens (Municipal) Award and the Botsis Journalism Award.

2002**A new Era**

The Internet signals the dawning of a new era in the history of communication and journalism. In 2002 we were the first Greek maritime magazine to broadcast online.

2008**The Efkranti Awards**

Since 2008, the annual Efkranti Awards are conferred on personalities who during the previous year distinguished themselves in various sectors of the Greek shipping industry.

2009**Go Maritime**

We launch "Go Maritime" - a research that aims to study the sociological profile, the motives and the preferences of the students of Merchant Marine Academies & Maritime Universities in Greece.

2015**Isalos.net**

As part of our ongoing interest in marine and maritime education we launch Isalos.net. Our new educational initiative aims at strengthening the bonds between younger generations and the maritime industry.

Our Communication Channels

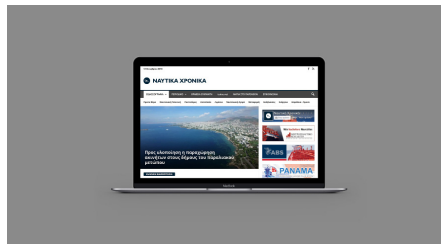
We offer you a wide range of communication channels

A monthly magazine - An annual english edition - Special Publications - Events - Social Media



Naftika Chronika

Naftika Chronika is the shipping magazine with the most subscribers in Greece and with the highest reputation among the Greek shipping community. Our international news, thought provoking articles on issues relating to the Greek shipping industry and exclusive interviews with key players of the industry have become standard reading for business executives and technical managers around the world.



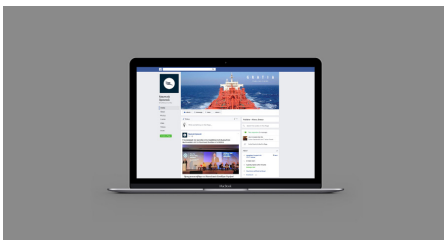
naftikachronika.gr

naftikachronika.gr features breaking news from the Greek and global shipping industry. We provide daily updated and last minute news in categories such as ocean-going shipping, ports, coastal shipping, energy, safety & defense, market news, maritime policies and events, all hosted in a modern, mobile-friendly website.



Special Publications

An annual Naftika Chronika issue (May edition) is published exclusively in English. Additionally, in-depth analyses of the most critical periods of the Greek Shipping industry are presented in special editions. For 2016- 2017 Naftika Chronika will publish a historical edition concerning the past and present of maritime education in Greece.



Social Media

During the period Nov '15 to Nov '16 we reached more than 248,000 unique visitors, generating more than 814,000 page views and 25 million impressions across the internet. This would not have been possible without our social media channels. We spread stories through Facebook, Twitter, YouTube, LinkedIn, Instagram, Flickr and other social media.



Annual Events: Efkranti Awards

Initiated by "Naftika Chronika" in 2008, the Efkranti Awards are organized annually aiming at awarding pioneering personalities who distinguished themselves during the previous year in various aspects of the Greek shipping industry. Its the only event devoted to the protagonists of the Greek shipping industry (www.efkranti.gr).



Isalos.net

The main objective of our new web -initiative is to provide a reliable channel of communication between the shipping industry and the younger generation, which will also function as a platform of continuous information on the challenges and requirements of the maritime and seafaring professions. Isalos.net also organises monthly educational events as well as a full-day career forum - "Go Maritime".



NAYTIKA XRONIKA

Αρ. Φύλλου 188
— 03.2016
naftikachronika.gr

6€

ΧΟΡΗΓΟΣ ΤΕΥΧΟΥΣ



EST. 1936
KATRADIS GROUP OF COMPANIES

— Ο ελληνόκτητος στόλος πρώτος στον κόσμο και το 2016

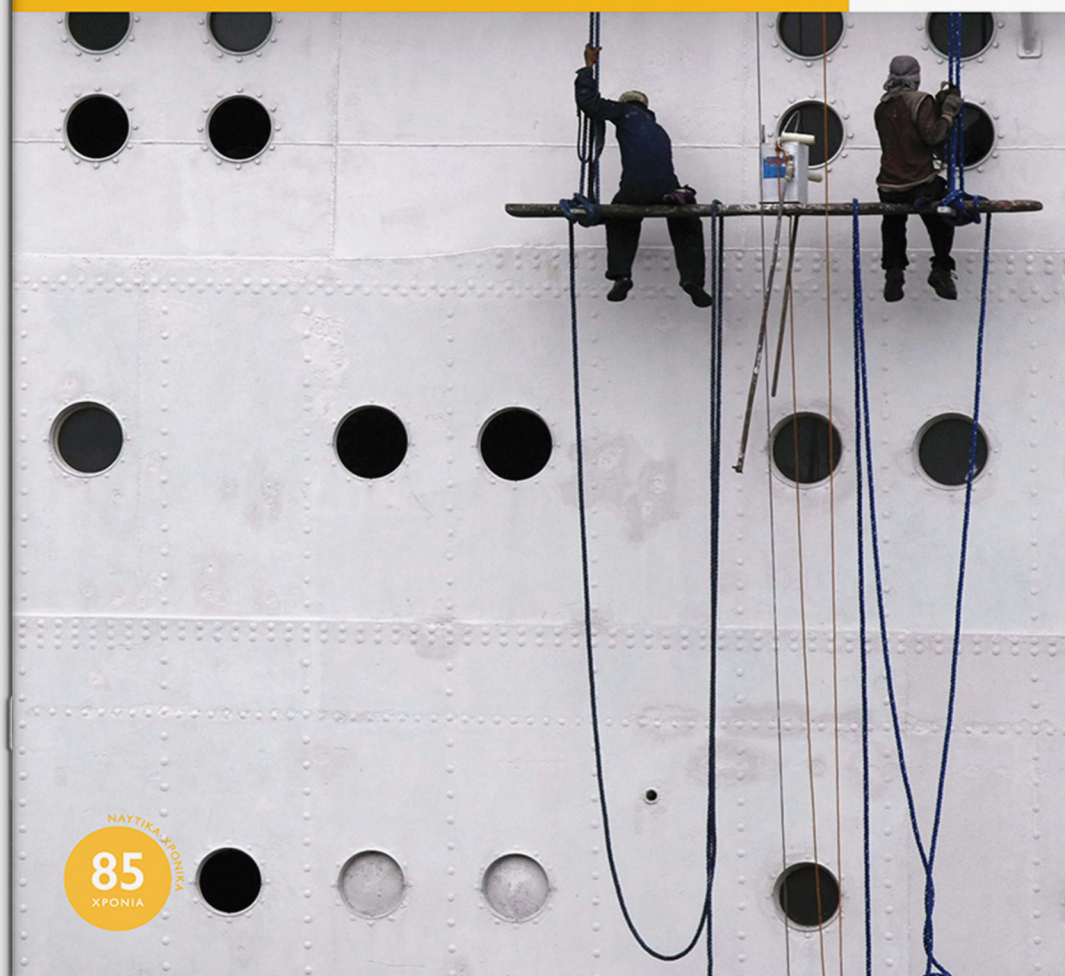
— Οι προβλέψεις του ΟΟΣΑ για την ανάπτυξη και οι επιπτώσεις στη ναυτιλία

— Μικρές και μεγάλες ναυτιλιακές αντιμετωπίζουν παρόμοια προβλήματα στην επιβίωσή τους

— Αλλάζει ο μεταφορικός χάρτης στην Ανατολική Μεσόγειο

— Καθυστερεί η εφαρμογή της νέας Ballast Water Management Convention

— Ο Ασιατικός γίγαντας αναστατώνει τις παγκόσμιες αγορές



85
ΧΡΟΝΙΑ

NAYTIKA XRONIKA

Print

Naftika Chronika magazine is a trusted source of information for decision makers in the maritime industry

THE MAGAZINE'S CONTENT



Oceangoing shipping

Exhaustive coverage of merchant shipping and shipowning community activities on an international level.



Market News & Analysis

The latest stock market, financial and business news concerning the shipping industry.



Interviews

Top figures in the maritime sector contribute their views to the broader debate on issues concerning the shipping industry.



Geopolitics

Geopolitical news covering all regions; analyses of the impact of geopolitics on national economies and the shipping market.



Energy

Latest news and analysis on energy markets, gas, oil, coal and commodities.



Coastal & Cruise Shipping

Extensive coverage of the daily developments in the international sea-lanes.



Port Industry

Regular analysis of developments in the port industry.



EU Affairs

All the latest news on maritime policy from European Institutions and stakeholders.



Maritime Law

Authoritative representatives of the legal sciences elaborate on the major points of concern for shipping in terms of law.



Environment

News and developments on the issues of climate change, global warming, and pollution at sea.



Calendar of events

Press releases, photos and information regarding past and upcoming industry events, conferences and trade shows.



Aviation Industry

Aviation news on important industry areas: market, science and engineering news related to the business of flying.

Editorial Calendar

In each issue we host a different shipping- related thematology
This way, we ensure that we cover a broad range of shipping interests

MONTH	REPORTS
JANUARY	<ul style="list-style-type: none"> • 2016 Review • Annual reports on the charter market, sale & purchase • Lifesaving Equipment
FEBRUARY	SPECIAL ISSUE: NAFTIKA CHRONIKA UPHOLDS GREEK MARITIME TRADITION
MARCH	<ul style="list-style-type: none"> • Marine and Maritime R&D • New Industrial Products for Shipping • “Green” developments (Green issue) • Marine Coatings & Paints
APRIL	<ul style="list-style-type: none"> • Efkranti awards: A presentation of the personalities and institutions of the year • HR and Crew management: Developments in Shipping • Smart Shipping • New threats for Maritime Security
MAY	Annual English Edition <ul style="list-style-type: none"> • Classification Societies • Flag registration • Ship Insurance - P&I Clubs • Piracy & Security • European Maritime Day: A tribute to European Maritime Policies and Initiatives
JUNE - JULY	<ul style="list-style-type: none"> • The Global Cruise Industry • Towage and Salvage • New Technology trends
AUGUST	<ul style="list-style-type: none"> • Bulk Carriers and Dry Market Review • Satellite Communications • Energy, Fuel and the Environment: What lies ahead?
SEPTEMBER	SPECIAL ISSUE: 70 YEARS ANNIVERSARY OF THE ESTABLISHMENT OF THE GREEK MARITIME EDUCATION FUND A TRIBUTE TO BENEFACTORS AND PROTAGONISTS
OCTOBER	<ul style="list-style-type: none"> • Tankers and Wet Market • New trends in Shipping Finance • Maritime Software
NOVEMBER	<ul style="list-style-type: none"> • Shipbuilding Industry/ Shipyards: Annual Report • Technical managers discuss the future trends of the industry • Fuels and Lubricants
DECEMBER	<ul style="list-style-type: none"> • The LNG - LPG market prospects • Short Sea Shipping and the Container Market • Ports & Port Policy

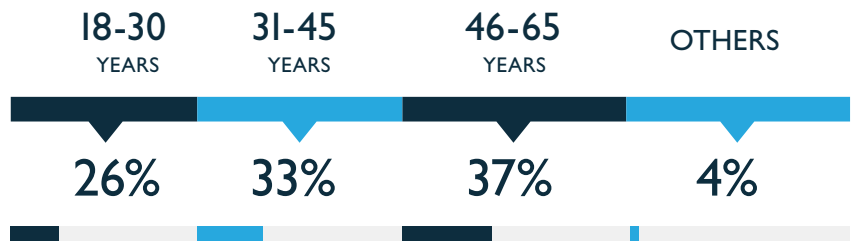
Magazine's Audience

Take advantage of unique advertising opportunities to reach the World's leading shipping community, ensuring that you are delivering the right message to the right audience

FACTS & FIGURES



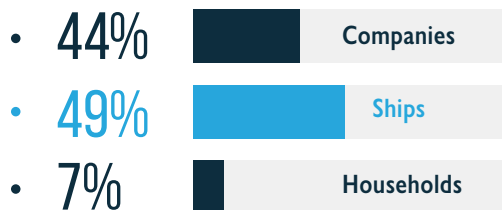
SUBSCRIBERS AGE



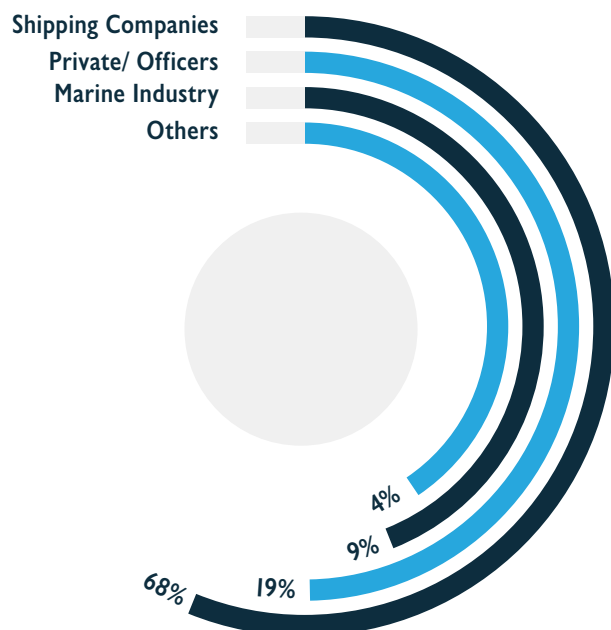
SUBSCRIBERS GENDER



READABILITY AVERAGE (SUBSCRIBERS)



INDUSTRY TYPE (SUBSCRIBERS)

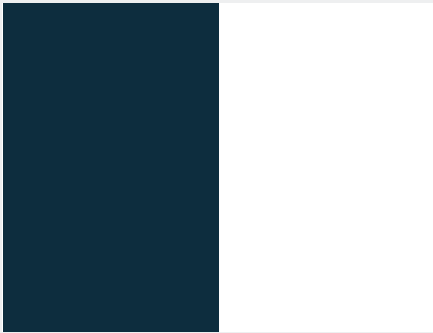


“

Through “Naftika Chronika”, you will have the opportunity to address the Greek shipowning community and maritime executives in their own language

Ad Specs

Choose the option that better serves your marketing strategy or contact us and we will help you find the best way to reach our audience



FULL PAGE

4 colour
TRIM SIZE
22cm x 29cm

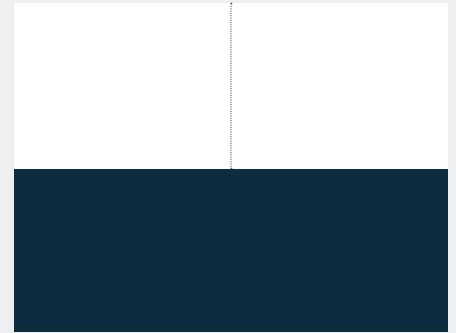
TYPE AREA
21cm x 28cm



FULL DOUBLE PAGE

4 colour
TRIM SIZE
43cm x 29cm

TYPE AREA
42cm x 28cm



1/2 DOUBLE PAGE

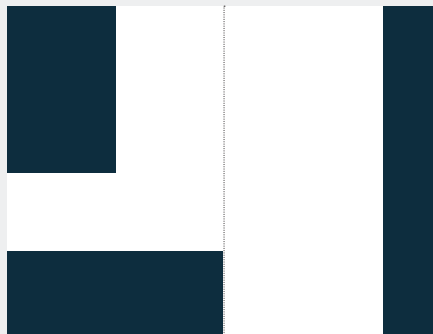
4 colour
TYPE AREA
41cm x 13cm



HALF PAGE

4 colour
HORIZONTAL TYPE AREA
20cm x 13cm

VERTICAL TYPE AREA
10cm x 27cm

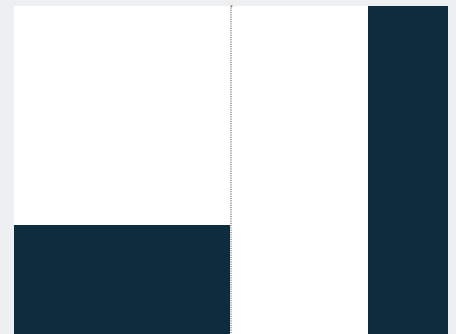


1/4 PAGE

4 colour
Corner Type area
10cm x 13,5cm

VERTICAL TYPE AREA
5cm x 27cm

HORIZONTAL TYPE AREA
7cm x 20cm



1/3 PAGE

4 colour
HORIZONTAL TYPE AREA
20cm x 9cm

VERTICAL TYPE AREA
6,6cm x 27cm

Ad Rates

The more you book the better it gets
Greater impact, more engagement, better price

4-COLOUR ADS	X1	X2 (each)	X3 (each)	X6 (each)	X11 (each)
FULL PAGE	€950	€800	€700	€550	€400
HALF PAGE	€600	€500	€450	€400	€300
ONE-THIRD PAGE	€550	€450	€400	€350	€250
QUARTER PAGE	€500	€400	€350	€300	€200

THE SPONSORSHIP INCLUDES:

- A. Your company logo published on the cover of the magazine
- B. Your company logo published in the contents of the magazine
- C. A double full page spread advertisement (in the first two pages of the magazine)
- D. Two inside pages, either an advertisement or an advertorial (publi), or an interview

Sponsorship of an issue

€2500

THE SPONSORSHIP INCLUDES:

- A. Your company logo published on each page of the article
- B. Your company logo published in the contents of the magazine
- C. One full page advertisement or advertorial (publi)

Sponsorship of an article

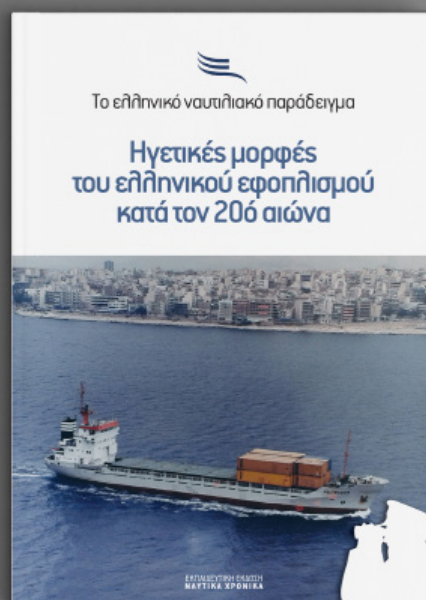
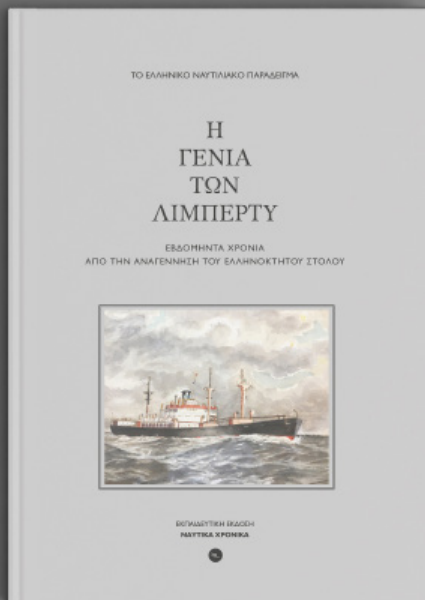
€1300

VAT

+24%

Special Publications

We present regular in-depth analyses of the most critical periods of the shipping industry



THE GREEK SHIPPING PARADIGM: THE LIBERTIES GENERATION 70 YEARS SINCE THE REVIVAL OF THE GREEK MERCHANT FLEET

SEPTEMBER 2016

On the occasion of the 70 years since the purchase of 100 Liberty-ships by Greek shipowners, Naftika Chronika magazine has published a special issue dedicated to the valuable contribution of those ships to the regeneration of the Greek shipping industry after World War II which helped in shaping the Greek shipping miracle. The shipowners and ship-owning families mentioned in the special issue are: Manolis Kulukundis, John C. Carras, Costas M. Lemos, Stavros G. Livanos, Aristotle Onassis, and the Fafalios and Embiricos Families. Moreover, the special issue includes unpublished interviews/ testimonies of Greek seafarers (masters and engineers), who worked on Liberty ships from 1943 until the 1960s.

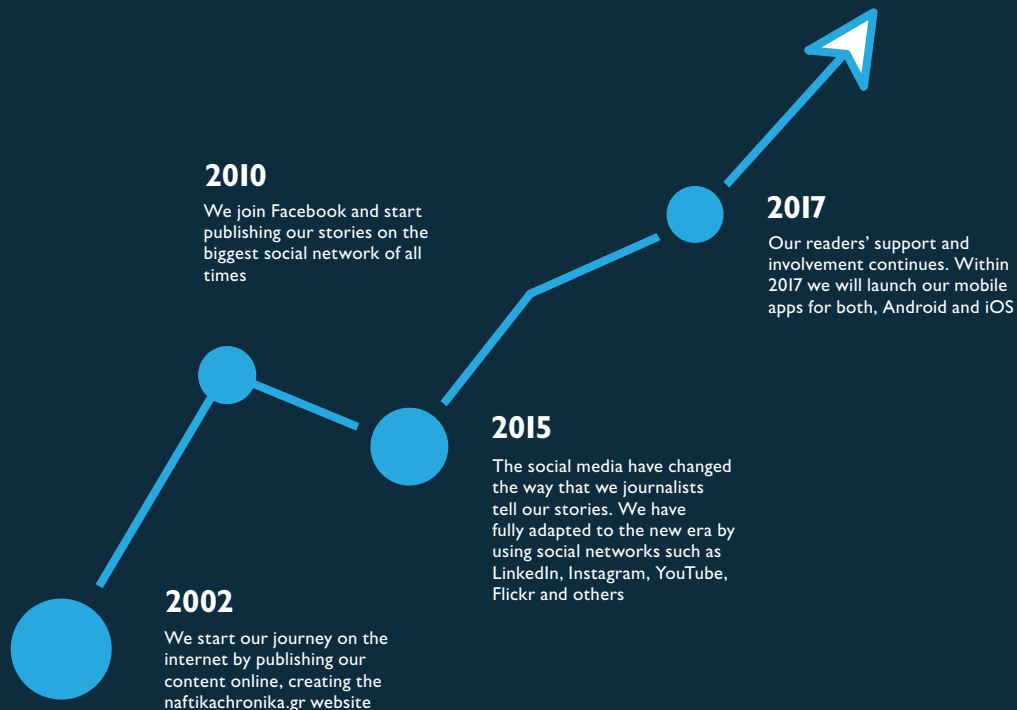
THE GREEK SHIPPING PARADIGM: THE SHIPPING LEADERS OF THE 20TH CENTURY

SEPTEMBER 2015

In 2015 Naftika Chronika magazine published its first special issue on the Greek Maritime Paradigm. This first special issue under the title “Leading figures of Greek shipping in the 20th century” was dedicated to the leading role of Greek shipowners in the world shipping industry during the previous century. The special issue presents the business philosophy, strategy and culture of some of the most important Greek shipowners: Leonidas Embiricos, Manolis Kulukundis, Stavros G. Livanos, Aristotle Onassis, Anthony J. Chandris, John S. Latsis. The aim of Naftika Chronika magazine is to communicate to the Greek audience the great history of modern Greek shipping.

Digital

Our readers can be your audience



NAFTIKA CHRONIKA always follows the trends in the new media. We constantly pursue to increase our digital readers, trying to bring into your attention the largest audience possible.

Notably, from December 2015 to December 2016, naftikachronika.gr reached more than 262,000 unique visitors (according to Google Analytics), generating more than 847,000 page views and 25 million impressions across the internet (according to Sprout Social), while at the same time targeting a more specific, maritime- related audience.



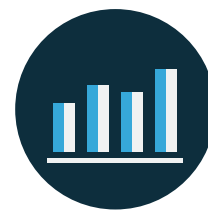
WEBSITE

WWW.NAFTIKACHRONIKA.GR



MOBILE APP

ANDROID & IOS



SOCIAL MEDIA

FACEBOOK, TWITTER, INSTAGRAM

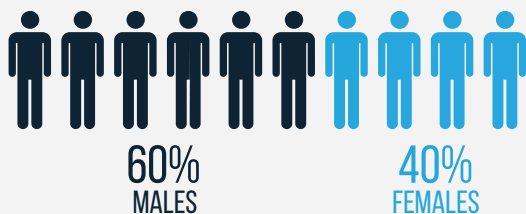
Digital Audience

From Dec '15 to Dec '16 we generated more than 25 million impressions across the internet, while targeting a maritime- oriented audience

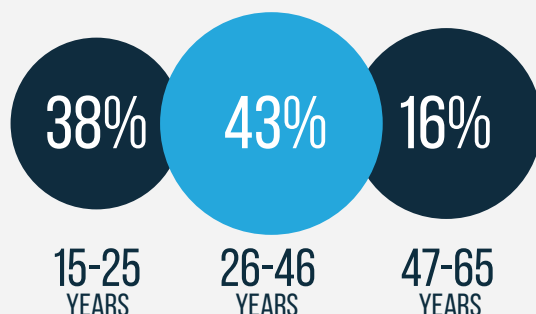


Source: Google Analytics, Facebook Insights & Sprout Social

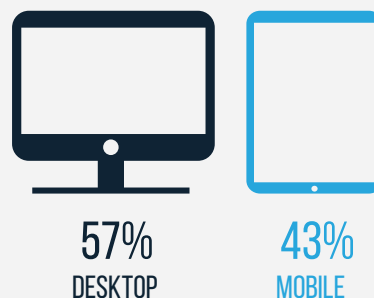
VISITORS GENDER



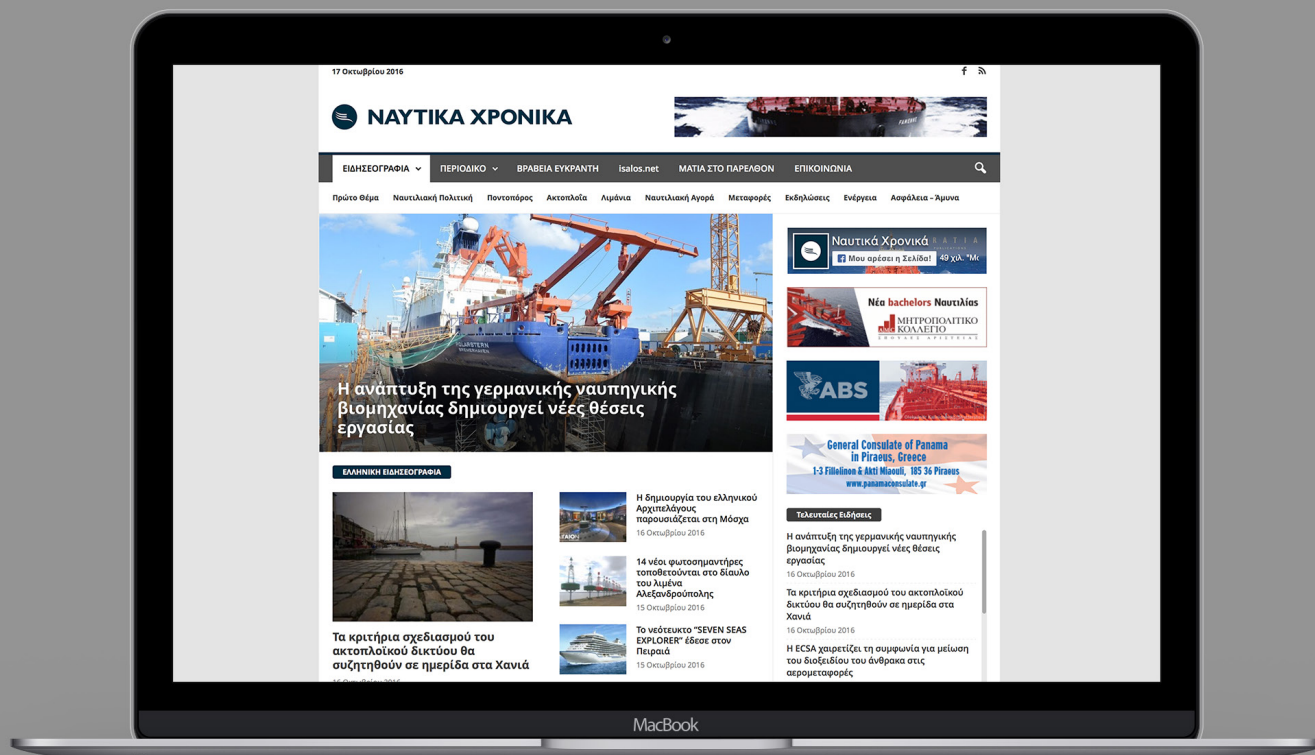
VISITORS AGE



VISITORS BEHAVIOR

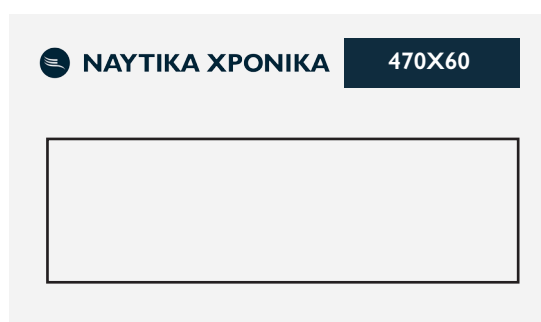


We communicate with our readers:
Our average response time through
our social networks is 1 minute



AD SPECS

LEADER HEAD



SIDE BANNERS



AD RATES

BANNERS	X1	X2 (each)	X3 (each)	X6 (each)	X12 (each)
LEADER HEAD	€1000	€900	€700	€550	€450
SIDE BANNERS	€450	€350	€300	€250	€150
VAT	+24%				

Efkranti Awards

The annual Efkranti Awards are conferred on maritipersonalities who distinguished themselves during the previous year in various sectors of the Greek shipping industry



Efkranti Awards 2015



Efkranti Awards 2014



Efkranti Awards 2008

* The complete photo albums from the Efkranti Awards ceremonies are available at www.efkranti.gr.

8

consecutive years

8

category prizes

58

personalities, companies
& institutions awarded

40

members
of the jury

THE SPONSORSHIP INCLUDES:

- A. Your company logo published in the pages of Naftika Chronika featuring the Efkranti Award winners
- B. Your company logo on the promotional material published for the ceremony. (save the date, invitations, special board, website)
- C. Distribution of your company's promotional material during the awards

Sponsorship of Efkranti 2016

€2000

*VAT is not included in the prices
above. VAT rate is 24%

Isalos.net

Access to a reliable channel of communication between the shipping industry and the youth via the Isalos.net website, which also offers monthly educational seminars and career days



* The complete photo albums from the Isalos.net events are available at www.flickr.com/photos/isalosnet/.

10

seminars on a yearly basis

95

panelists have participated so far

3,560

participants on a yearly basis

THE SPONSORSHIP INCLUDES:

- A. . Side banner on the isalos.net website (dimensions: 300x90 pixels)
- B. Representative of your company on the speakers' panel at our monthly educational events
- C. Your company logo on the board of sponsors
- D. Regular appearance of your company's relevant press releases on isalos.net

Sponsorship of Isalos.net

€3000

*VAT is not included in the prices above. VAT rate is 24%

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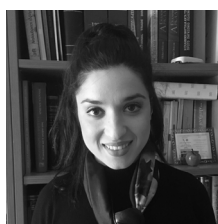
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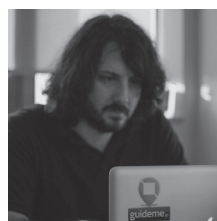
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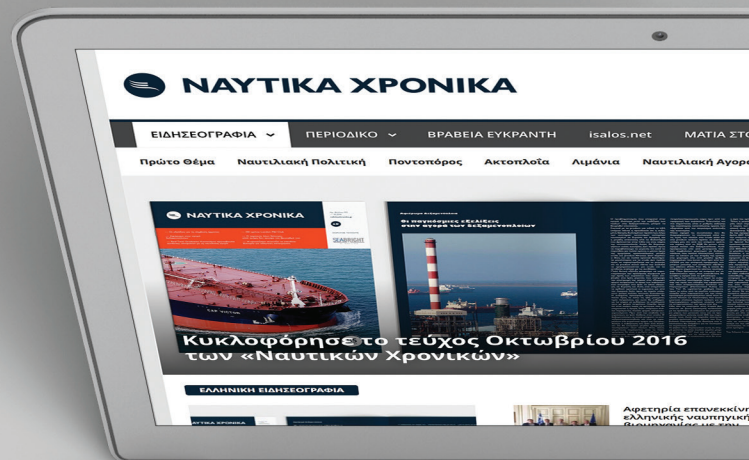
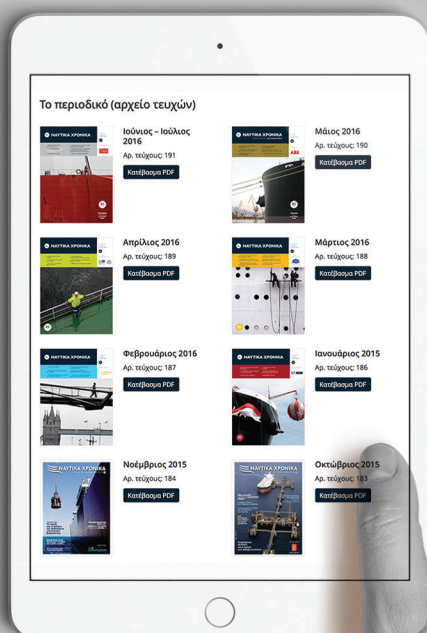
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