



NAFTIKA CHRONIKA

THE LEADING GREEK SHIPPING MAGAZINE

SINCE 1931

MEDIA KIT

2018



PRINT



DIGITAL



EVENTS

G | R | A | T | I | A

PUBLICATIONS

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

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TELEPHONE

+30 210 9222501
+30 210 9222640

ADRESS

132 Syngrou Avenue
Athens, 117 45, GR

WEB

www.gratia.gr
info@gratia.gr

SOCIAL

fb.com/naftikachronika
goo.gl/WNkzu

Who we are

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

87

years of publication

13

events per year

11

annual editions

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 87 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 and international shipping industry and exclusive interviews with key players 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. Three specialized issues (February, May and November) are 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 Communication Channels

We offer you a wide range of communication channels

A monthly magazine- Three annual English editions- 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 and defence, market news, maritime policies and events, all hosted in a modern, mobile friendly website.



Special Publications

Three annual English editions (February, May, and November) are published exclusively in English. Additionally, in depth analysis of the most critical periods of the Greek shipping industry are presented in special editions. For 2017- 2018 *Naftika Chronika* will publish a historical edition dedicated to the role of mothers, wives and daughters in Greek Ship-owning families.



Social Media

During the period Nov' 16 to Oct' 17 we reached more than 307,000 unique visitors, generating more than 948,000 page views and 28,000,000 impressions. 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.



Efkranti Awards

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



Isalos.net

The main objective of our web initiative is to provide a reliable channel of communication between the shipping industry and the younger generation, which also functions 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 the full day career forums- the Go Maritime events.

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 <i>Greek Edition</i>	The Maritime Industry: Forecasts and predictions <ul style="list-style-type: none"> • 2017 Review: Greek Shipowners and managers' insight and predictions for 2018. • Annual reports on the charter market, sale & purchases.
FEBRUARY <i>English Edition</i>	The Shipping industry around the world The International Issue - English edition Shipowners and managers from the global shipping industry analyze Market prospects and developments
MARCH <i>Greek Edition</i>	The Green Issue <ul style="list-style-type: none"> • Marine and Maritime R&D • New Products for Shipping • Green developments • Marine Coatings & Paints • Water Treatment Solutions
APRIL <i>Greek Edition</i>	The Efkranti Awards Issue <ul style="list-style-type: none"> • Efkranti Awards: A presentation of the award-winning personalities and organizations of the year. • HR and Crew Management: Developments in shipping • New Threats for Maritime Security
MAY <i>English Edition</i>	Posidonia English edition Everything you need to know about Greek shipping <ul style="list-style-type: none"> • Classification Societies • Flag registration • Ship insurance - P&I Clubs • Fuels and Lubricants • Maritime Studies: Universities and Colleges
JUNE - JULY <i>Greek Edition</i>	Posidonia Greek edition The Mediterranean Issue <ul style="list-style-type: none"> • The Global Cruise Industry • The maritime industry in the Mediterranean, Balkan and Black Sea States • New Technology trends • Ports & Port Policy • Short sea shipping
AUGUST <i>Greek Edition</i>	The Dry Market & Bulk Carrier Issue <ul style="list-style-type: none"> • Bulk Carriers and Dry Market Review • Towage & Salvage • Satellite Communications
SEPTEMBER <i>Greek Edition</i>	Historical Edition Mothers, wives, daughters: revisiting the role of Women in Greek Ship -owning Families
OCTOBER <i>Greek Edition</i>	The Wet Market & Tanker Vessels Issue <ul style="list-style-type: none"> • Tankers and Wet Market • New trends in Shipping Finance • Maritime Software
NOVEMBER <i>English Edition</i>	The Shipbuilding & Ship Repair Issue <ul style="list-style-type: none"> • Shipbuilding Industry / Shipyards: Annual Report • Technical managers discuss future industry trends
DECEMBER <i>Greek Edition</i>	The Master Mariners and Chief Engineer's Issue <ul style="list-style-type: none"> • Challenges and Prospects for today's Chief Officers and Mariners • New technologies for Seafarers • Health and Safety on board • Smart Shipping

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

4,000

copies of the monthly issue are distributed to shipping companies and senior shipping managers

2,500

the general, technical & supply managers who subscribe to *Naftika Chronika*

1,200

the number of issues distributed each month for free at maritime educational institutions

DIGITAL PUBLICATION

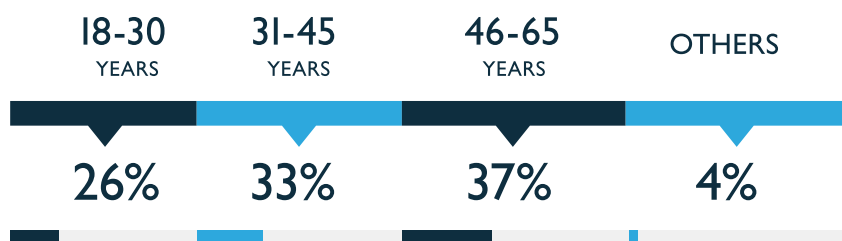
96

Naftika Chronika magazine past issues available online at:
www.naftikachronika.gr/issues

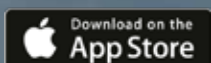
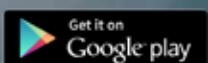
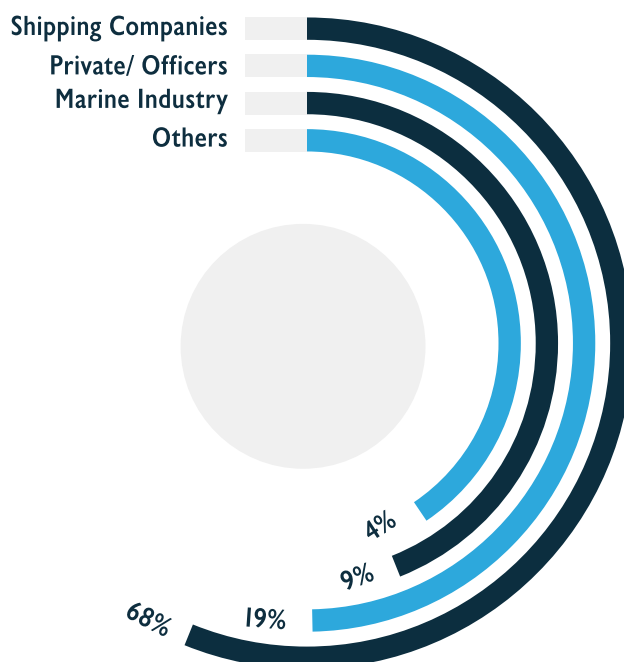
200

Average montly purchases of the current *Naftika Chronika* magazine online via:
ReadPoint

SUBSCRIBERS AGE



INDUSTRY TYPE (SUBSCRIBERS)



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

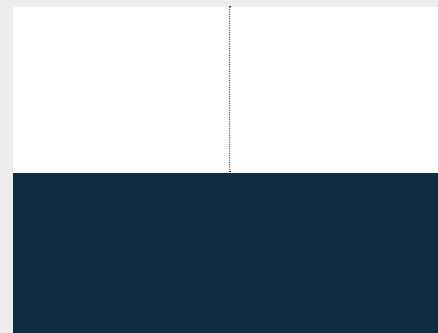


FULL DOUBLE PAGE

4 colour

TRIM SIZE
43cm x 29cm

TYPE AREA
42cm x 28cm



1/2 DOUBLE PAGE

4 colour

TYPE AREA
41cm x 13cm

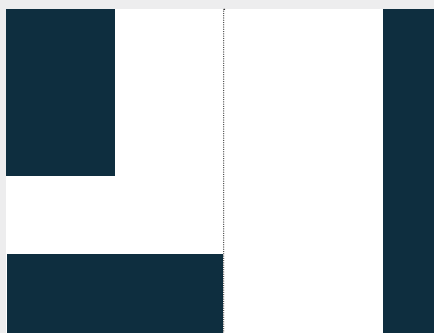


HALF PAGE

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

Digital Audience

From Jan' 17 to Dec' 17 we generated more than 28,000,000 impressions across the internet, while targeting a maritime- oriented 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 January 2017 to December 2017, *naftikachronika.gr* reached more than 294,384 unique visitors (according to Google Analytics), generating more than 918,589 page views and 28,000,000 impressions across the internet (according to Sprout Social), while at the same time targeting a more specific, maritime- related audience.



294,384

Unique Users



918,589

Pageviews



28,000,000

Impressions



1.3'

Average visit duration



1.6

Pages per visit

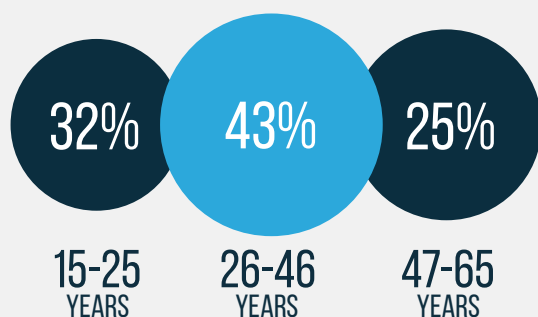


66,200

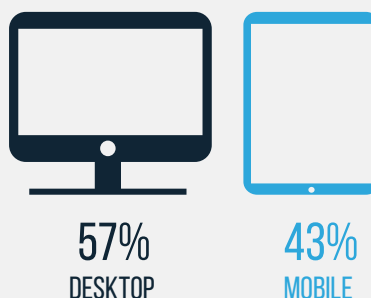
Facebook Fans

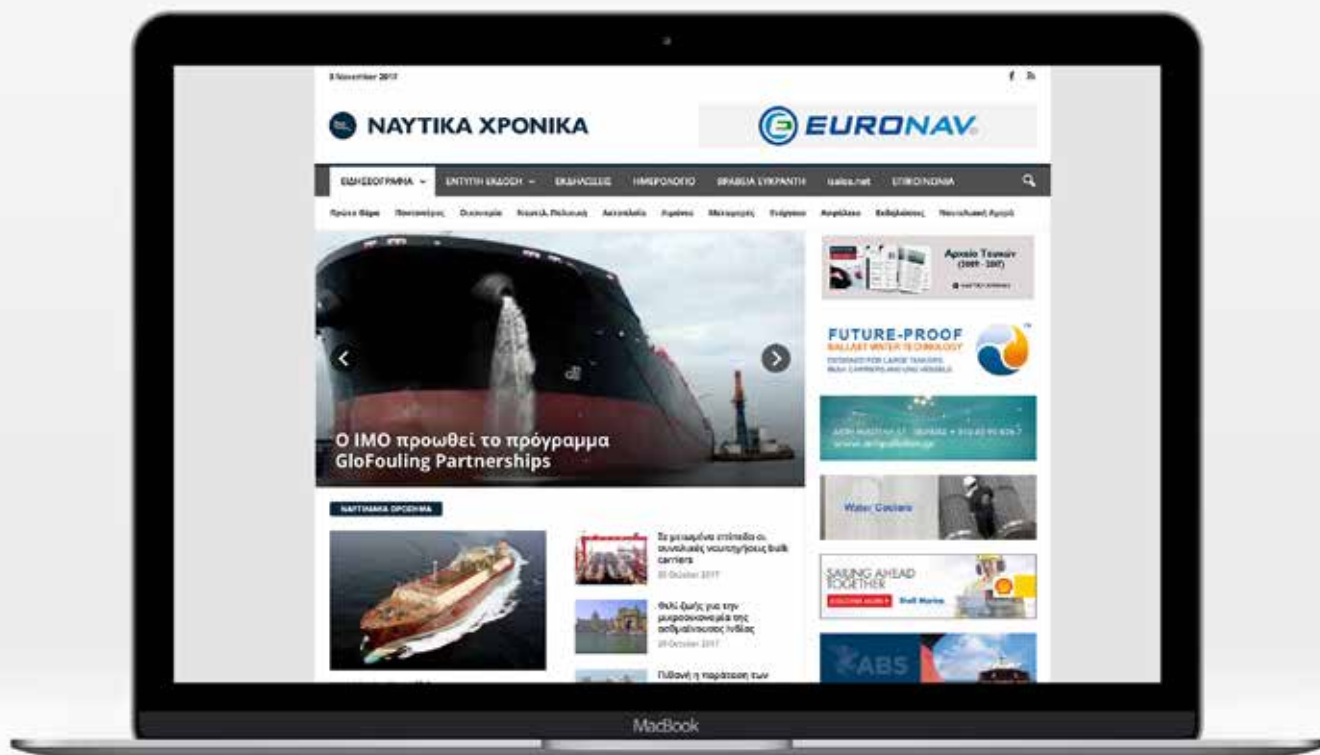
Source: Google Analytics, Facebook Insights & Sprout Social

VISITORS AGE



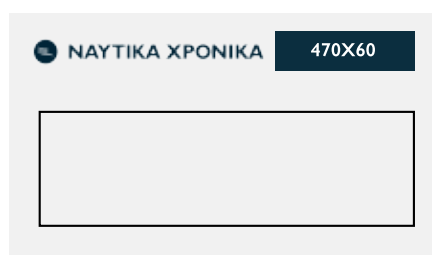
VISITORS BEHAVIOR





AD SPECS

LEADER HEAD



MIDDLE BANNERS



SIDE BANNERS



AD RATES

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

Efkranti Awards

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



Efkranti Awards 2016



Efkranti Awards 2015



Efkranti Awards 2014

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

9

consecutive years

8

category prizes

67

personalities, companies
& institutions awarded

35

members

Isalos.net

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



"Go Maritime" event in Chios - 10/3/2017



"Go Maritime" event in Thessaloniki - 26/5/2017



Isalos.net event in Piraeus - 19/10/2017

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

10

seminars
on a yearly basis

130

panelists have
participated so far

4,312

participants
on a yearly basis





NAFTIKA CHRONIKA

THE GREEK SHIPPING MAGAZINE

EDITORIAL TEAM

info@gratia.gr

ADVERTISING TEAM

advertising@gratia.gr

SUBSCRIPTIONS TEAM

subscriptions@gratia.gr