



# 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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# 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**

editions per year

*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.

In November 2017 *Naftika Chronika* won the *Piraeus International Centre Award* at the *Lloyd's List Annual Greek Shipping Awards*.

# Our Communication Channels

We offer you a wide range of communication channels



## 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

During the period January 2017 to December 2017 we reached almost 300,000 unique visitors, generating more than 900,000 page views and 28,000,000 impressions. This would not have been possible without our social media channels, our mobile applications and of course our 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 2018 *Naftika Chronika* will publish a historical edition dedicated to the role of mothers, wives and daughters in Greek Ship-owning families.



## Newsletter

*Naftika Chronika* launched in January 2018 the e-newsletter service. The newsletter is distributed via email every Monday and Thursday to members of the Greek shipping community while it features the most significant news of the Greek and international shipping industry, selected by the editorial team of *Naftika Chronika*.



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

# 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

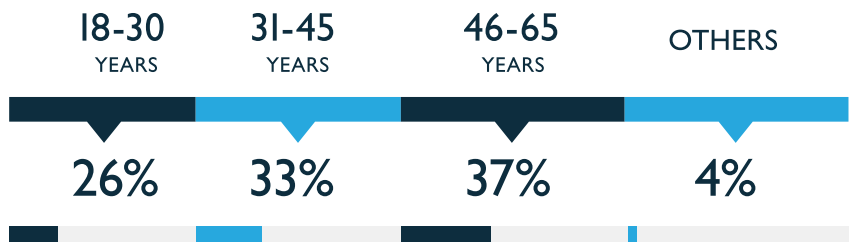
## FACTS & FIGURES



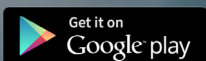
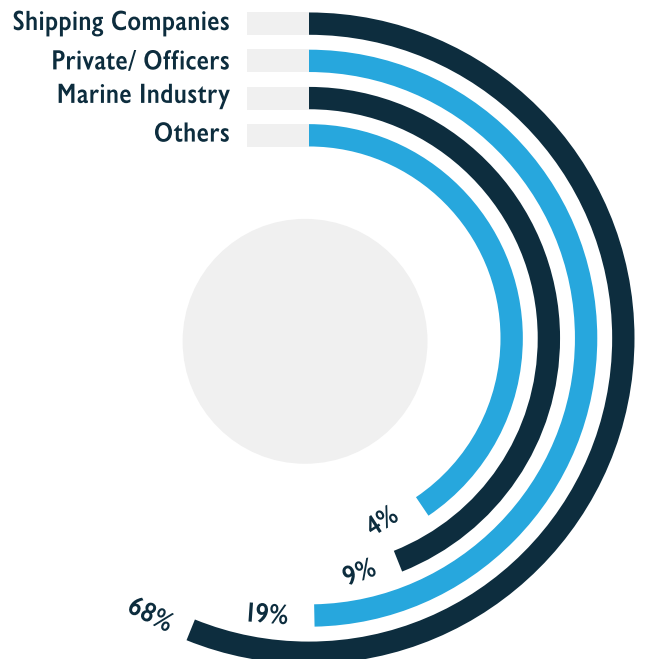
## DIGITAL PUBLICATION



## 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



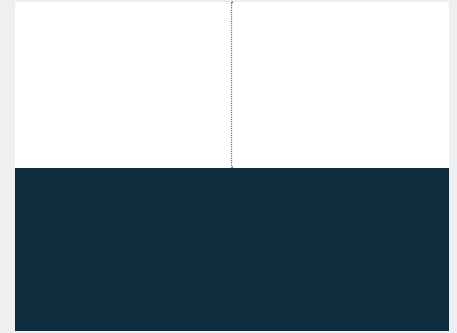
**FULL PAGE**  
4 colour

TYPE AREA  
21cm W x 28cm H



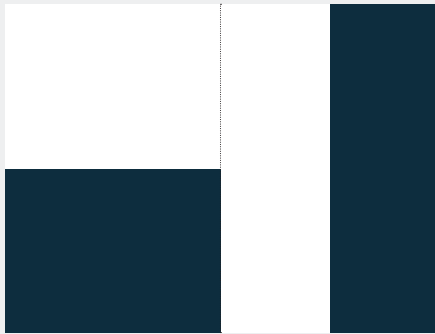
**FULL DOUBLE PAGE**  
4 colour

TYPE AREA  
42cm W x 28cm H



**1/2 DOUBLE PAGE**  
4 colour

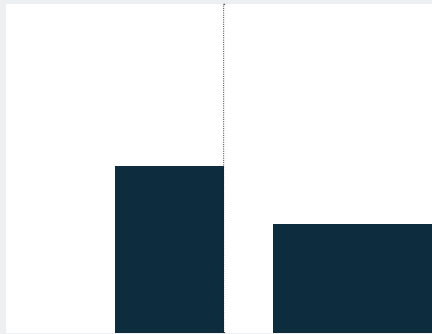
TYPE AREA  
42cm W x 14cm H



**HALF PAGE**  
4 colour

HORIZONTAL TYPE AREA  
21cm W x 14cm H

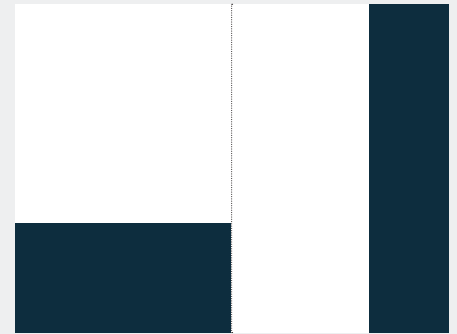
VERTICAL TYPE AREA  
10cm W x 28cm H



**1/4 PAGE**  
4 colour

VERTICAL TYPE AREA  
10cm W x 14cm H

HORIZONTAL TYPE AREA  
14cm W x 10cm H



**1/3 PAGE**  
4 colour

HORIZONTAL TYPE AREA  
21cm W x 9cm H

VERTICAL TYPE AREA  
7cm W x 28cm H

# 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 and in the contents of the magazine
- B. A double full page spread advertisement (in the first two pages of the magazine)
- C. Two inside pages, either an advertisement or an advertorial (publi), or an interview

## Sponsorship of an issue

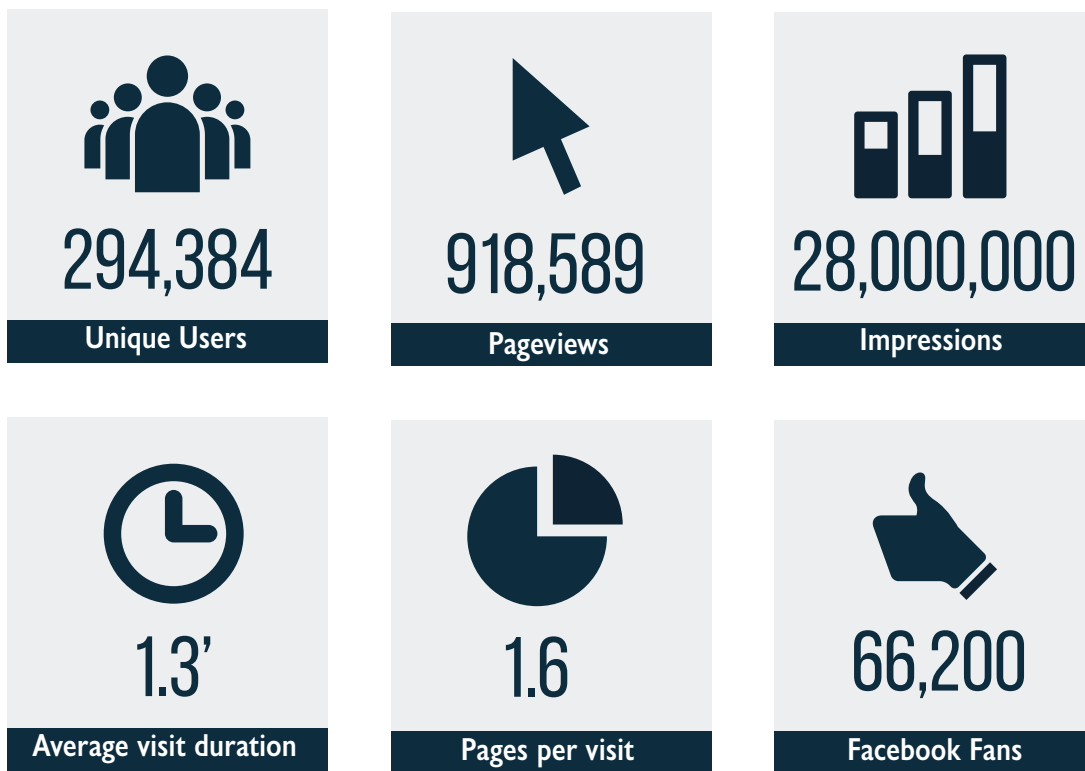
**€2500**

# 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

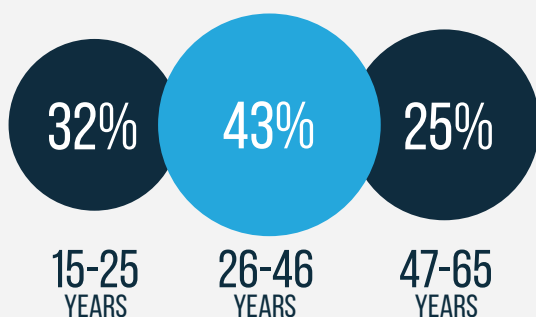
*Naftika Chronika* always follows the trends in the new media. We constantly pursue to increase our digital readers, trying to bring into your attention the largest audience possible.

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.

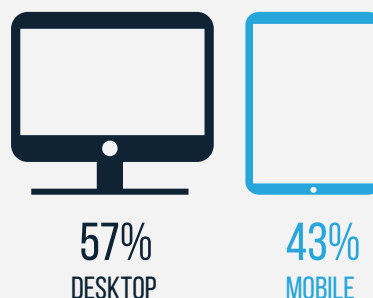


Source: Google Analytics, Facebook Insights & Sprout Social

## VISITORS AGE



## VISITORS BEHAVIOR








## WEBSITE

### AD SPECS

#### LEADER HEAD


470X60

#### MIDDLE BANNERS



470X60

#### SIDE BANNERS



300X90

300X90

### AD RATES

TYPE	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

## NEWSLETTER

### AD RATES

TYPE	X1	X2 (each)	X3 (each)	X6 (each)	X12 (each)
LEADER HEAD (560X80 PIXELS)	€1000	€900	€700	€550	€450
MIDDLE BANNERS (560X80 PIXELS)	€700	€600	€550	€500	€400

You are not sure about what option better suits your marketing strategy or you need a more custom solution?  
Feel free to email us at [advertising@gratia.gr](mailto:advertising@gratia.gr)

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



\* The complete photo albums from the Efkranti Awards ceremonies are available at [www.efkranti.gr](http://www.efkranti.gr).

9

consecutive years

8

category prizes

67

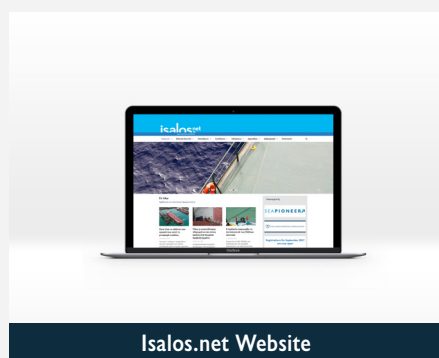
personalities, companies  
& institutions awarded

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



\* The complete photo albums from the Isalos.net events are available at [isalos.net/category/events/isalosnet](http://isalos.net/category/events/isalosnet).

10

seminars  
on a yearly basis

130

panelists have  
participated so far

4,310

participants  
on a yearly basis





# NAYTIKA XRONIKA

NAFTIKA CHRONIKA | TRIANNUAL ENGLISH EDITION

Issue No. 207  
— 02.2018  
nafikachronika.gr

6€

ISSUE SPONSOR



— Panagiotis Laskaridis discusses his priorities as the newly elected president of ECSA  
— Anastasios Papagiannopoulos, President of BIMCO, on the challenges the shipowners will face in 2018  
— Consolidation of Greek companies and growth of fleet in 2017

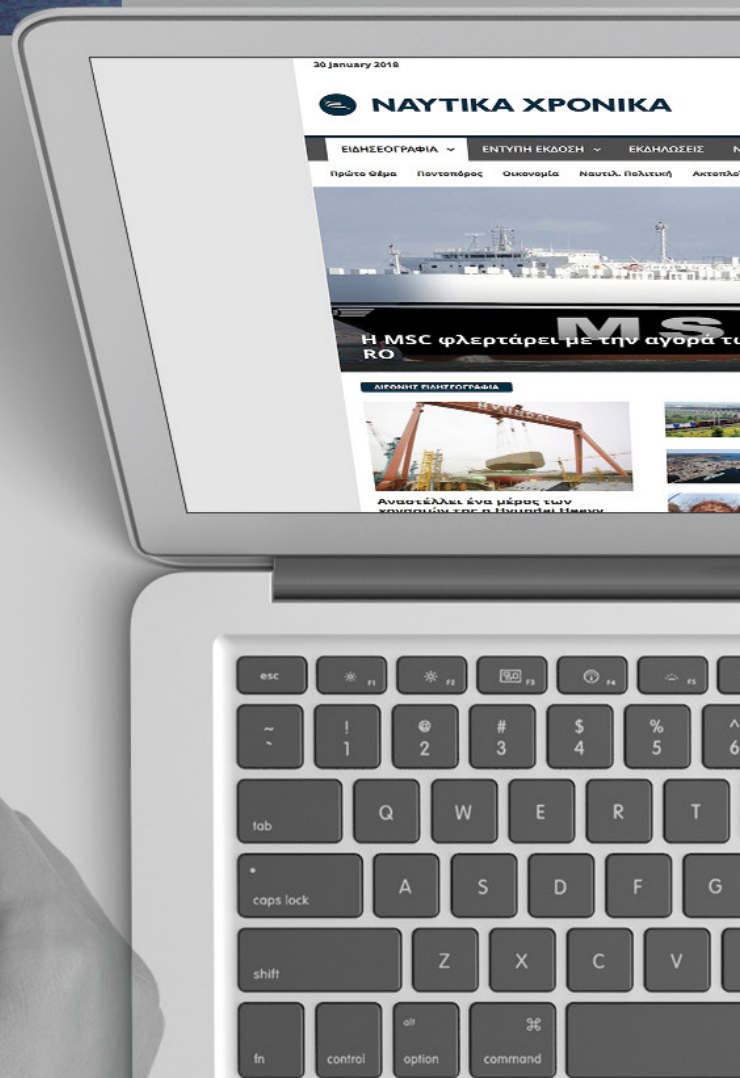
— The President of INTERCARGO, John Platsidakis, on how we must maintain our bond with our ship and our seamen  
— Capt. Dimitrios Matthalou, Chairman of Green Award Foundation, analyzes the prospects of the dry cargo sector  
— Can shipowners be "winners" in the new world of digitalization?



Greek companies significantly in 2017. In Research, the total is to 41 companies. There were some new entries (and in conjunction with vessels and tonnage, that consolidation has this year than in any 10 years. Interestingly, among very young fleets of any size show a small increase from 184 in 2016 to 184 in 2017, a clear trend of acquiring vessels and tonnage this year for newbuildings. Small (1-2 vessel fleets) are 265 last year, 198 left ship operation, 138 last year. The fleet grew by 100,000 DWT or 7% in 2017, with us, with us, finance but, but medium of vessels of

Greek fleet grew more moderately in numbers from 5230 to 5281. However, the average vessel size in the Greek fleet continued to grow from 69,203 to 73,330 or 6%. Bank ship finance continues to be challenging to obtain, with alternative ship finance and leasing available, albeit expensive. This is not reflected, however, in the growth of the Greek fleet. Greek owners have increased yet again their share of the world fleet (Source UNCTAD) to 16.72%, from 16.36% in 2016, 16.05% in 2015 and 15.41% in 2014. Japan has fallen slightly, China has gone up and there are two additions to the 1% and above Group, those of Iran and Indonesia. In the practically permanent absence of new vessels, the majority of small tonnage ventures have acquired equity funds (in 2017). The yearbook consists of 100 pages, relatively poor prices to acquire for their fleets.

Second hand market favorably to this is evidence of a 30% in the last year before they fell from 502 to 498 preferred than longer term of improving. The trend towards vessels has a number of scale shipping not costs, procurement savings but a not surprising ton DWT G and their share below 80%. take advantage of sales by bank. German owners be under financial. Across all sectors towards your fleet size. er fleet sizes realise that they can't





# NAFTIKA CHRONIKA

THE GREEK SHIPPING MAGAZINE

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