

NAFTIKA CHRONIKA • EFKRANTI AWARDS • ISALOS.NET

WEBSITE • NEWSLETTER

MEDIA KIT 2019

G R A T I A
PUBLICATIONS



Who we are

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. Three annual English editions (March, August and November) are published exclusively in English.



Special Edition

In depth analysis of the most critical periods of the Greek shipping industry are presented in special editions. For 2018 *Naftika Chronika* published a special edition dedicated to the role of mothers, wives and daughters within the Greek ship - community.



Efranti Awards

Initiated by *Naftika Chronika* in 2008, the Efranti 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 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.



Naftikachronika.gr

During the period January 2018 to September 2018 we reached almost 200,000 unique visitors, generating more than 600,000 page views and 19,000,000 impressions. This would not have been possible without our social media channels, our mobile applications and of course, our modern mobile friendly website.



Newsletter

Naftika Chronika launched in January 2018 the e-newsletter service. The newsletter is distributed via email every Monday, Wednesday and Friday 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*.

TELEPHONE

+30 210 9222501
+30 210 9222640

ADDRESS

132 Syngrou Avenue
Athens, 117 45 GR

WEB

www.gratia.gr
info@gratia.gr

SOCIAL

fb.com/naftikachronika
goo.gl/WNnkzu

Naftika Chronika

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

88

years of publication

11

annual editions

4

awards for editorial
excellence

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 88 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 (March, August 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.



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	EVENTS
JANUARY Greek Edition	The Maritime Industry: Forecasts and predictions <ul style="list-style-type: none"> • 2018 Review • Greek Shipowners and managers' insight and predictions for 2019 • Annual reports on the charter market, sale & purchases 	
FEBRUARY Greek Edition	The Annual Commodities Report	
MARCH English Edition	The European issue - Everything you need to know about Shipping in Europe	<ul style="list-style-type: none"> - Joint event Naftika Chronika with Royal Norwegian Embassy - Isalos.net London Event, 21st February - Sea Asia, 9 - 11 April, Singapore - CMA Shipping Conference, 2 - 4 April, Connecticut US
APRIL Greek Edition	The Special Issue on Maritime Education, Training and HR Development <ul style="list-style-type: none"> • Challenges and Prospects for today's Chief Officers and Mariners • (a) The Bridge of the Future • (b) The Engine room of the Future • New technologies for Seafarers 	
MAY Greek Edition	Maritime Industry - Environment & Regulations <ul style="list-style-type: none"> • Renewable energy • Regulations: Preparing for the global sulphur cap • The Efkranti Awards • The Global Cruise Industry • Short sea shipping • Piraeus shipping centre: the role of Shipbroker • Products presentation 	<ul style="list-style-type: none"> - Efkranti Awards ceremony
JUNE - JULY Greek Edition	The Dry Market & Bulk Carrier Issue <ul style="list-style-type: none"> • Bulk Carriers and Dry Market Review • Towage & Salvage • Ports & Port Policy 	
AUGUST English Edition	All you need to know about Greek and Cyprus maritime industry <ul style="list-style-type: none"> • Maritime Studies: Universities and Colleges • Satellite Communications 	
SEPTEMBER English Edition	Special Anniversary Edition Celebrating INTERCARGO's 40th anniversary	
OCTOBER Greek Edition	Trends in ship finance & new ship finance structures Smart shipping <ul style="list-style-type: none"> • Maritime Software • Security/Cyber security 	<ul style="list-style-type: none"> - Maritime Cyprus conference
NOVEMBER English Edition	The Shipbuilding & Ship Repair Issue <ul style="list-style-type: none"> • Shipbuilding Industry / Shipyards: Annual Report • Technical managers discuss future industry trends 	<ul style="list-style-type: none"> - Europort 2019, 5-8 November, Rotterdam
DECEMBER Greek Edition	The Wet Market & Tanker Vessels Issue <ul style="list-style-type: none"> • Tankers and Wet Market • Water treatment • Emissions • Coatings • Fuels 	

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 AND FIGURES

4,000

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

2,500

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

1,200

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

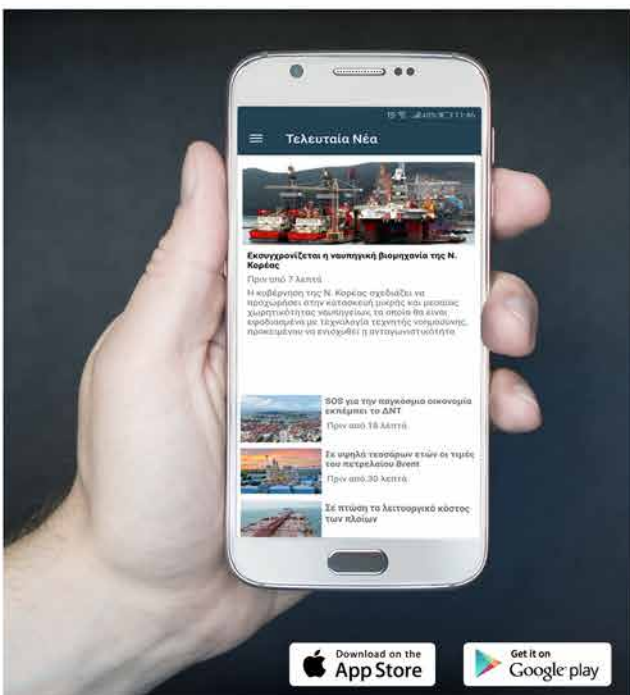
SUBSCRIBERS AGE



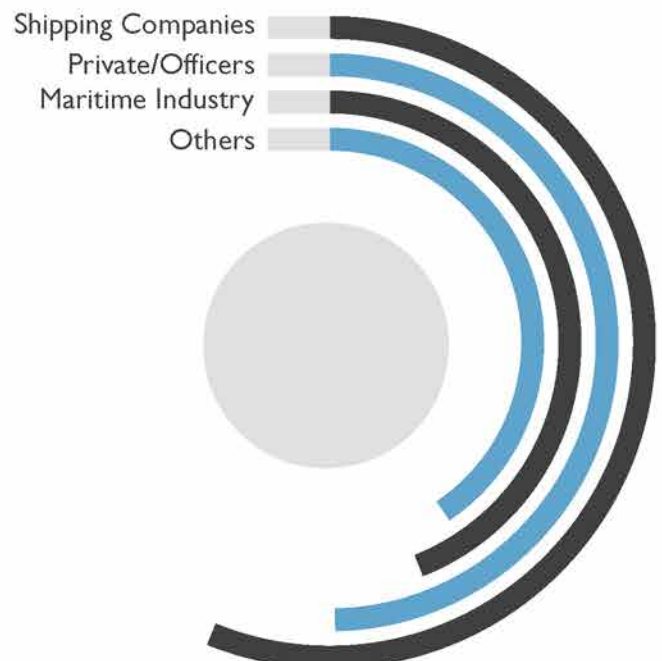
DIGITAL PUBLICATION

All issues available online.
Follow the link for the English editions
naftikachronika.gr/issues/en/

MOBILE APPLICATION



INDUSTRY TYPE (SUBSCRIBERS)



Ad Rates

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

4-COLOUR ADS	x1 (ad)	x2 (per ad/issue)	x3 (per ad/issue)	x6 (per ad/issue)	x11 (annual package)
FULL PAGE	€1,000	€850	€750	€600	€450
HALF PAGE	€600	€500	€450	€400	€300
ONE-THIRD PAGE	€550	€450	€400	€350	€250
QUARTER PAGE	€500	€400	€350	€300	€200

Ad Specs

FULL PAGE
4 colour



TYPE AREA
21cm W x 28cm H

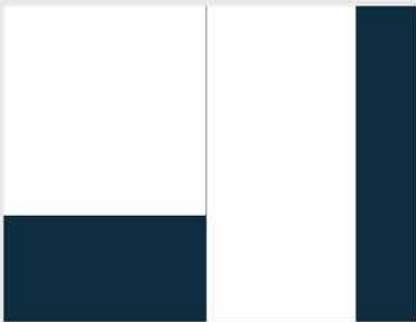
HALF PAGE
4 colour



HORIZONTAL
TYPE AREA
21cm W x 14cm H

VERTICAL
TYPE AREA
10cm W x 28cm H

1/3 PAGE
4 colour
HORIZONTAL
TYPE AREA
21cm W x 9cm H



VERTICAL
TYPE AREA
7cm 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

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

€3,000

THE SPONSORSHIP INCLUDES:

- A. Full page ad in the special edition
- B. Logo of the press releases, invitations and one of the panel with the sponsors which will be displayed during the presentation of the book.

Sponsorship of the special edition

€2,000

VAT is only applied to the Greek-based companies

VAT +24%

Efkranti Awards

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



11

Consecutive years

8

Category prizes

64

Personalities, companies
& institutions awarded

40

Members of the
judging committee

THE SPONSORSHIP INCLUDES:

- A. Your company logo published on the pages of *Naftika Chronika* featuring the Efkranti Awards 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 Awards

€3,000

Isalos.net

Isalos.net is the educational initiative of *Naftika Chronika* that aims to introduce to the maritime executives and the younger generation of graduates and mariners - through its various channels (website, seminars, conferences, social media) - the latest trends and updates from the maritime industry.



THE ANNUAL SPONSORSHIP INCLUDES:

- A. Side banner at www.isalos.net running for a year
- B. Logo on the invitations, speakers' panel and on any other promotional material of the "Go Maritime" events
- C. Logo on the sponsors' panel
- D. Exhibiting space during the "Go Maritime" conferences
- E. Open invitation at the panel of the speakers of the educational seminars of Isalos.net
- F. Participation at the panel of the speakers of the "Go Maritime" events

Annual sponsorship of Isalos.net and "Go Maritime" events

€3,000

Digital Presence

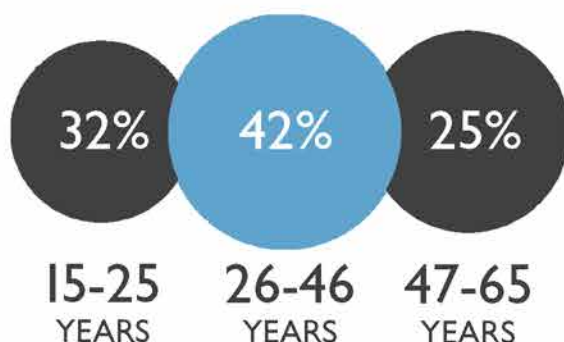
From Jan' to Sep' 18 we generated more than 19,000,000 impressions across the internet, while targeting a maritime - oriented audience.



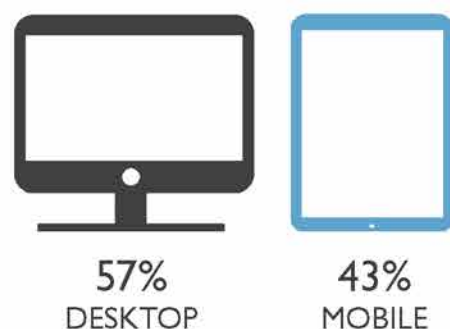
Naftika Chronika always follows the trends in the new media. We constantly pursue to increase our digital readers, trying to bring into your attention the largest audience possible.

Notably, from January to September 2018, naftikachronika.gr reached more than 185,570 unique visitors (according to Google Analytics), while at the same time targeting a more specific maritime - related audience.

VISITORS AGE



VISITORS BEHAVIOR



WEBSITE

During the period January 2018 to September 2018 we reached almost 200,000 unique visitors, generating more than 600,000 page views and 19,000,000 impressions.

AD SPECS

LEADERHEAD BANNERS

 NAYTIKA XPONIKA

470x60px

MIDDLE BANNERS

 NAYTIKA XPONIKA

470x60px

SIDE BANNERS

 NAYTIKA XPONIKA

300x90px

AD RATES

TYPE	x1 (month)	x2 (per month)	x3 (per month)	x6 (per month)	x12 (annual package)
LEADERHEAD BANNERS	€1,000	€900	€700	€550	€450
MIDDLE BANNERS	€1,000	€900	€700	€550	€450
SIDE BANNERS	€450	€350	€300	€250	€150

NEWSLETTER

Naftika Chronika launched in January 2018 its e-newsletter service. The newsletter is distributed via email every Monday, Wednesday and Friday.

AD SPECS

LEADERHEAD BANNERS

 NAYTIKA XPONIKA

560x80px

MIDDLE BANNERS

 NAYTIKA XPONIKA

560x80px

AD RATES

TYPE	x1 (month)	x2 (per month)	x3 (per month)	x6 (per month)	x12 (annual package)
LEADERHEAD BANNERS	€1,000	€900	€700	€550	€450
MIDDLE BANNERS	€700	€600	€550	€500	€400

VAT is only applied to the Greek-based companies

+24%



ΝΑΥΤΙΚΑ ΧΡΟΝΙΚΑ

ΝΑΥΤΙΚΑ ΧΡΟΝΙΚΑ | TRIANNUAL ENGLISH EDITION

— TMSA 3-έτος κρήνη οδήγός προς... ναυτιλλομένους

— Παγκόσμια Ημέρα Ναυτείας 2018 με το βλέμμα στους ναυτικούς και στη ναυτική εκπαίδευση

— Αποκλειστική συνέντευξη: η πρόεδρος των Ιθιοπικών κρομμυδιών ανοίγει το καρτό της

— TEENS: το πρώτο ιδιωτικό μη κερδοσκοπικό ναυτικό λύκειο της χώρας

— Επισκή μεγάλων προκλήσεων και ευκαιριών για Αραβικό Κόλπο και ΝΑ Μεσόγειο

— Τμήτ στους πεσόντες ναυτικούς του ελληνικού Εμπορικού Ναυτικού κατά τον Β' Παγκόσμιο Πόλεμο

Αρ. Φύλλου 29
— 12/2018
naftikachronika.gr

ΔΩΡΕΑΝ ΔΙΑΘΕΣΗ
ΓΙΑ ΣΠΟΥΔΑΣΤΕΣ

ΚΑΘΗΜΕΡΕΤΩΣ
StormGeo



Greek companies significantly in 2017. In Research, the total is to 41 companies. here were some new (ies) and in conjunction n vessels and tonnage, that consolidation has this year than in any 0 years. Interestingly, ning very young fleets f any size show a small in 2016 to 184 in 2017, ous trend of acquiring ind tonnage this year r newbuildings. Small, i 1-2 vessel fleets) are 265 last y left ship operation 38 last y fleet grew WT or 7 riod who with the r, with un finance b, but m edium ov vessels o

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 perennially permanent absence of the majority of small to ventures have equity funds (years) erbook consists sels. Greek own- erly poor rices to acquire is for their fleets.

Second hand pur favorably to thos this is evidenced tion of second 30% in the last ye year before to 266 fell from 502 to preferred 'propelle than longer term of improving mark The trend toward vessels has contin mies of scale con shipping not only costs, procureme savings but also not surprising th ton DWT Greek and their share of below 80%. Gree take advantage of sels by bank prom German owners a be under financi Across all sectors towards younger ble upward mobil or fleet sizes. Eve realise that small, tinct disadvantage



NAFTIKA CHRONIKA • EFKRANTI AWARDS • ISALOS.NET

WEBSITE • NEWSLETTER

CONTACT US

EDITORIAL TEAM
info@gratia.gr

ADVERTISING TEAM
advertising@gratia.gr

SUBSCRIPTIONS TEAM
subscriptions@gratia.gr