

Media Kit 2021

NAFTIKA CHRONIKA

90
YEARS

we keep on sailing



Naftika Chronika

**Maritime
media
excellence**

since 1931



Isalos.net

**Maritime
communication
channel
for the young
generation**



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About us

*The award winning maritime magazine
in Greece since 1931*

During its 90 years of publication, the magazine has been at the forefront of delivering shipping news and has managed to gain an excellent reputation among the Greek shipping community.

Naftika Chronika has been a constant point of reference for the shipping community and has, to this date, the reputation of being the most objective and valuable source of information for its readers.

90
Years
of publication

1699
Issues

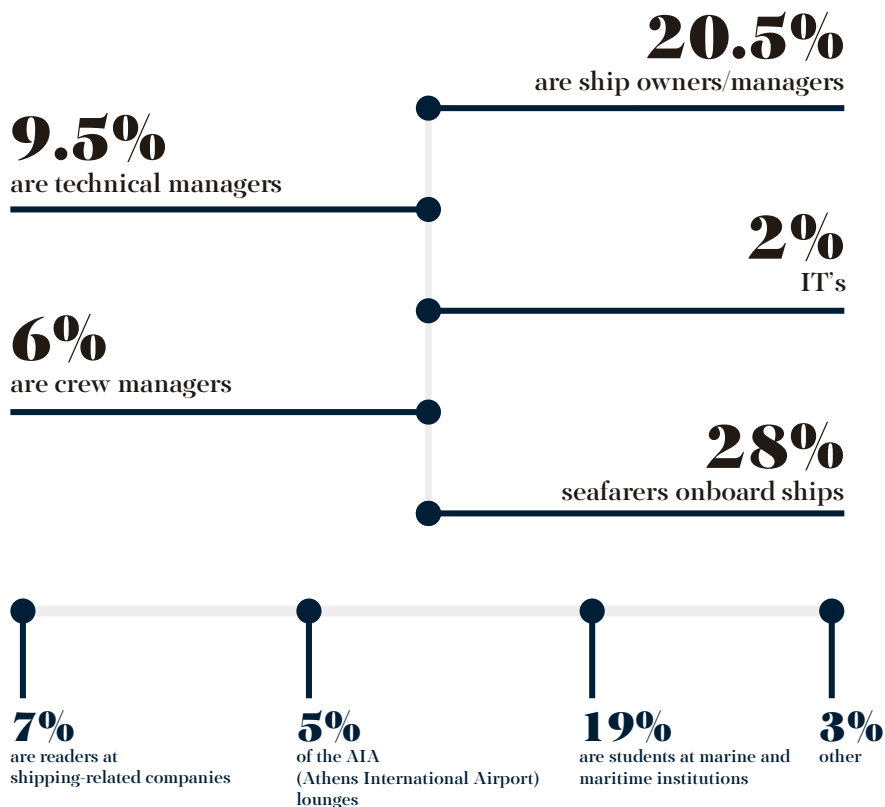


The magazine's readership

Reach our wide readership in Greece and worldwide.

*Our magazine reaches 66%
of the maritime professionals
and seafarers in Greece.*

OUR READERS' PROFILE



Awards of excellence

During the last two decades, the magazine has won numerous prestigious awards for editorial excellence

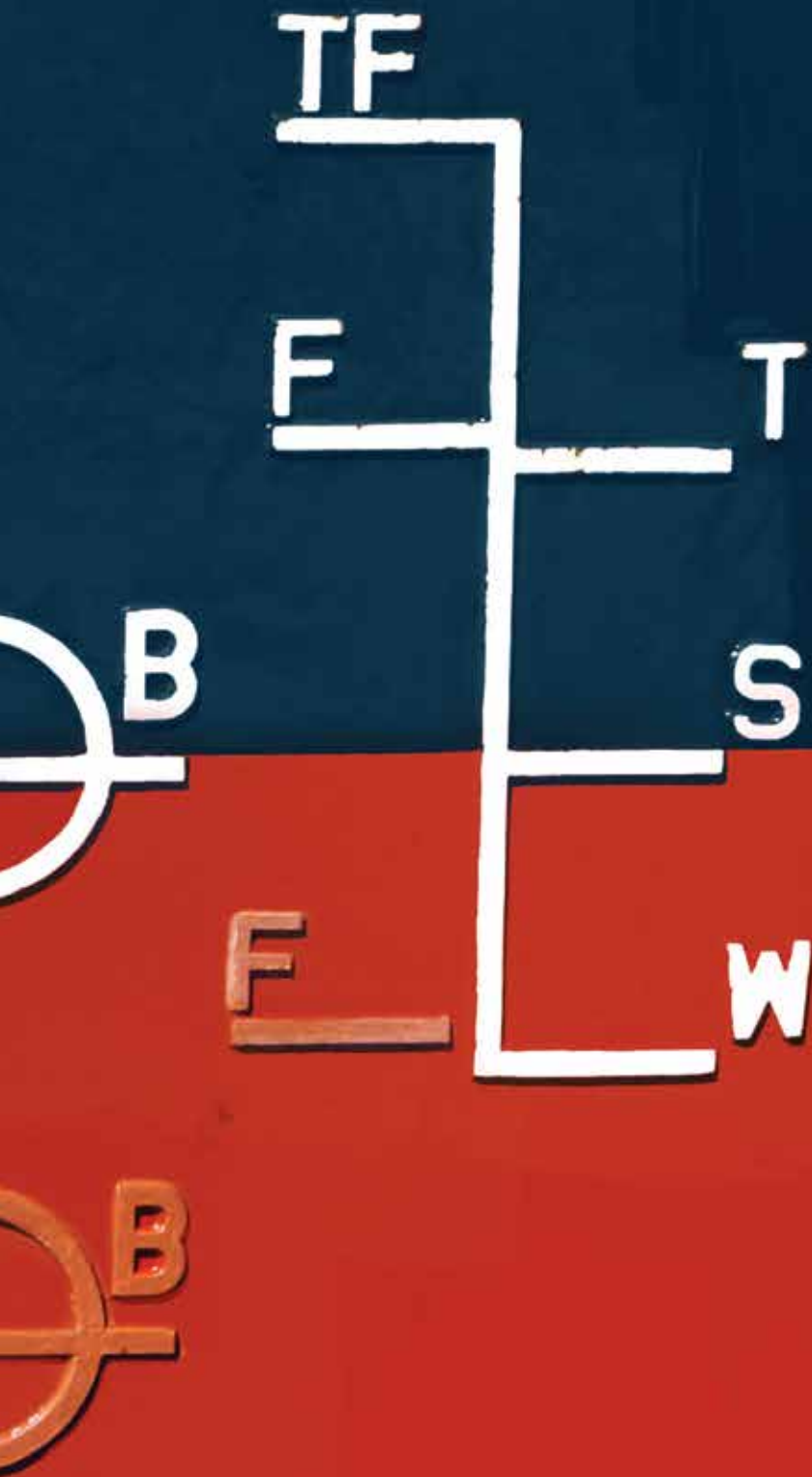
Lloyd's List Award
Piraeus International Center Award
2017

The Society of Greek Writers
"Grigorios Xenopoulos" Medal
2005

The City of Athens Medal
2002

The Academy of Athens Award
2001

Honorary Distinction
from the "Ath. Botsis" Foundation for the Promotion of Journalism
2000



Editorial calendar 2021

In each issue, we host a variety of shipping -related features.
Select the issues of your interest and promote your services
to the Greek -and global- maritime industry.

MONTH	REPORTS
January – February 2021 Greek edition	The ‘Shipping Sector Reviews & Forecasts’ Issue Annual reports on shipping markets.
March 2021 English edition	The Smart Shipping Issue <ul style="list-style-type: none"> New technologies in shipping, maritime software, cyber threats and more. The market presents new maritime technology products and services.
April 2021 Greek edition	The Human Factor & Marine Training Issue <ul style="list-style-type: none"> Marine & maritime education and HR practices: What lies ahead? – How can young seafarers deal with current and future challenges and opportunities? Annual Naftika Chronika survey: Useful findings regarding the profile, ambitions and priorities of the Merchant Marine Academies' freshmen
May 2021 Greek edition	The Green Issue <ul style="list-style-type: none"> News on regulations and green developments in shipping, renewable energy and R&D in marine equipment manufacturing. Alternative fuels in shipping: a realistic approach towards a zero-emissions shipping? How can shipmanagement companies respond to the increased cost of this transition? How does a shipping company decarbonize its fleet?
June - July 2021 Greek edition	The Safety & Security Issue <ul style="list-style-type: none"> Seafarers' welfare at the forefront: mental health etc. Piracy, geopolitical tensions: P&I Clubs, Marine Insurers share their views on the challenges Cyber attacks: best practices against a growing threat. Security and Risk management
August 2021 Greek edition	The Dry Market Issue <ul style="list-style-type: none"> The Naftika Chronika Bulk Carriers & Dry Market reports: shipowners and managers form the global shipping industry analyze dry market prospects and developments. Efkranti Awards – the 2020 winners-.
September 2021 English edition	The Greek Shipping Issue <ul style="list-style-type: none"> The Greek shipping “miracle”: Greek shipowners from different segments share their thoughts on how Greeks manage to lead and flourish in a competitive and volatile environment. Vessels Value reports regarding the value of Greek-owned fleet (graphs, numbers etc.)
	London International Shipping Week 13-17 September 2021
	Maritime Cyprus, 10-13 October 2021, Limassol
	CMA Shipping 13-15 October 2021 Connecticut/USA
October 2021 Greek edition	The Tanker Market Issue Oil and Gas: the Naftika Chronika Wet Market and Tanker Vessels' report
November 2021 English edition	The Shipbuilding & Shiprepairing Issue Shipyards and marine equipment manufacturers
December 2021 Greek edition	Anniversary Issue 90 years of Naftika Chronika



Special editions

Unique historical research editions highlighting aspects of the "Greek shipping miracle" that have not been presented before.

Our historic special publications so far

2015 – **Leading personalities of the Greek ship owning community during the 20th century**

-

2016 – **"The generation of Liberty ships"**

-

2017 – **The contribution of maritime education: the 70th anniversary of the establishment of the Greek maritime education fund**

-

2018 – **Mothers, wives, and daughters within the Greek-ship community**

-

2019 – **INTERCARGO, 1980-2020: forty years of representing the dry bulk cargo shipping industry.**

Special 2021 editions

December 2021 issue

90 years of Naftika Chronika: 90 years of impartial maritime journalism

Special Publication

21 female, maritime figures that honored Greece's maritime heritage

Exclusive Research

April 2021 issue

Research on the young people who choose maritime studies through the use of analytics tools.





Efkranti Awards

**Paying tribute to those
who 'honor' Greek shipping**

For the past thirteen years, we have been paying tribute to those who 'honor' Greek shipping. Every year, prominent personalities from the industry are awarded for their contribution to various fields of shipping, during a high-quality, albeit modest and non-commercial awards ceremony.

13

consecutive years

80

personalities, companies
& institutions awarded

8

category prizes

50

members judging committee

www.efkranti.gr



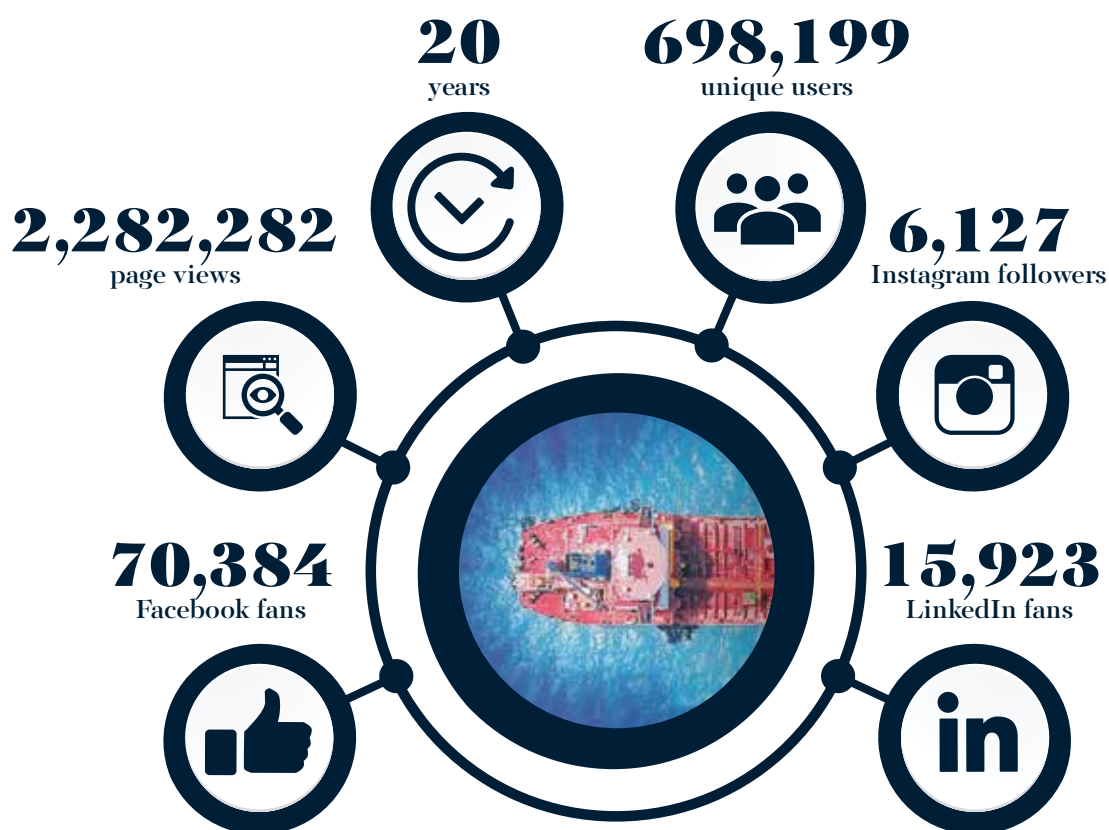


The website

www.naftikachronika.gr

The most authoritative Greek portal covering a wide range of shipping news from the Greek and international shipping industry since 2002.

Connect and stay updated on the latest news on topics such as shipping, energy, economy, transportation, infrastructure, and policy.



*The data shown above were drawn from Google Analytics from 01.01.20 to 31.12.20, Facebook & LinkedIn Insights.

The e-newsletter

Daily share your dedicated articles with the Naftika Chronika e-newsletter subscribers. Reach a significant number of companies in the wider maritime cluster.

Daily

5,907

recipients

*GDPR compliant list

19.6%

open rate

5.9%

click rate

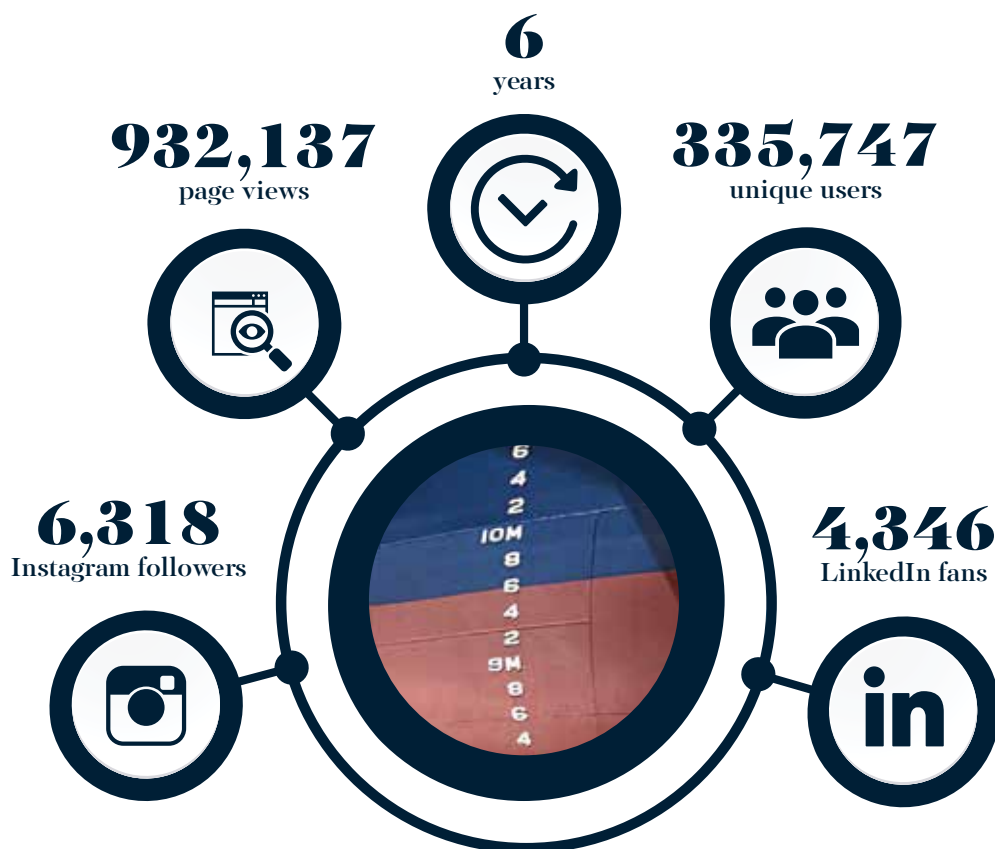
*The data shown above were drawn from Mailchimp on 31.12.20

Isalos.net

e-PLATFORM

The website & job vacancies on the www.isalos.net

Isalos.net is a pioneering channel of communication between the young generation and the shipping industry. It provides a unique platform of continuous information on the challenges and requirements of the maritime and seafaring professions.



*The data shown above were drawn from Google Analytics from 01.01.20 to 31.12.20, LinkedIn and Instagram Insights on 31.12.20

Events

Isalos.net organizes monthly educational events as well as full-day career forums and conferences to update the younger generation on the challenges and prospects of a career in the maritime industry.

11

years “Go Maritime”

6

years Isalos.net

3

“Go Maritime” conferences”
per year around Greece*

Annual conference
in London*

Regular webinars
and a series of summer lectures

* For this year the "Go Maritime" events and the annual conference in London will be held digitally

Gratia Relations

Gratia Relations is a creative, public relations and media relations agency, specializing in the maritime and ship technology industry. Since 2001, Gratia Relations has managed the rebranding, image restoration and market penetration of shipping and maritime-related companies in Greece. Contact our specialized team of creative, marketing, public relations, copywriting and web-development professionals and find out what Gratia Relations has to offer its customers and partners.

Media Press Releases

Event Management

Media Crisis Management

Media Strategy & Implementation

Performance marketing

Social and Media Marketing



Organisations & Companies that have trusted our services



ΕΛΛΗΝΙΚΗ ΔΗΜΟΚΡΑΤΙΑ
ΝΑΥΤΙΚΟ ΕΠΙΜΕΛΗΤΗΡΙΟ
ΤΗΣ ΕΛΛΑΔΟΣ



Fafalios Shipping SA
Tradition of Excellence since the mid-19th Century



**MINERVA
MARINE Inc.**



INTERCARGO
International Association of Dry Cargo Shipowners



Norway in Greece
Royal Norwegian Embassy in Athens



supereco
TANKERS
MANAGEMENT



FARAD
HEAT EXCHANGERS
we work on quality



ΒΑΛΚΑΝΙΚΗ ΚΑΤΑΣΚΕΥΑΣΤΙΚΗ ΝΑΥΤΑΓΩΓΩΝ ΕΠΙΧΕΙΡΗΣΗ
HEMEXPO
HELLAS' MARINE EQUIPMENT MANUFACTURING & EXPORTERS





**NAYTIKA
XPONIKA**

isalos.net
a go maritime initiative

Gratia Publications

Media Kit 2021