

NEW WAVE MEDIA

BUSINESS NAVIGATOR

MARITIME REPORTER & ENGINEERING NEWS • MARINE NEWS
MARINE TECHNOLOGY REPORTER • OFFSHORE ENGINEER

MARITIME REPORTER AND ENGINEERING NEWS
C-JOB CEO **BASJAN FABER**
BORN TO DESIGN

OE OFFSHORE ENGINEER
THE FUTURE OF OFFSHORE ENERGY & TECHNOLOGY
Exploration Outlook
What's in store for 2020?

MARINE NEWS
The Workboat Annual
A Perfect Storm for All Sectors

MARINE TECHNOLOGY REPORTER
ADCPs & D...
The Te...
Adv...

MARITIME LOGISTICS PROFESSIONAL
Bulk Shipping
To scrub or not scrub... and

SPRING 2020 CONTENT MARKETING GUIDE

- MARITIME REPORTER & ENGINEERING NEWS
- MARINE NEWS
- MARINE TECHNOLOGY REPORTER
- OFFSHORE ENGINEER

The Industry's Largest Combined Print & Digital Network

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Monthly Network Audience: 1,000,048

The Maritime Media Network

The Maritime Media Network is the largest and best marketing and advertising resource in our industry. Getting your message out to the right people is important. Especially now. That's why New Wave Media has created a new multi-platform marketing platform exclusively for the next few months.

With emphasis on content and digital marketing, your brand will remain in the forefront of everyone's minds, and will emerge stronger in the next few weeks.

Through our vast multi-channel cross platformed network of websites, online publications, e-news services, mobile apps, webinars, TV and more, our global audience is unsurpassed with an average monthly reach of over one million. Our network gives you the ability to optimize your campaign and market to relevant segments and a highly targeted global audience.

EXCLUSIVE, MULTI-CHANNEL DIGITAL MARKETING

- » *Maritime Reporter and Engineering News*
- » *Marine News*
- » *MarineLink.com*
- » *Maritime Today E-News*
- » *Maritime Reporter E-News*
- » *MarineElectronics.com*
- » *MaritimePropulsion.com*
- » *OEdigital.com*
- » *MaritimeProfessional.com*
- » *MaritimeJobs.com*
- » *MaritimeUniversity.com*
- » *Maritime Reporter TV*
- » *Webinars*
- » *Content Marketing*
- » *White Papers*

The Industry's largest social media footprint

The Industry's Largest Group



The Maritime Network
140,759 MEMBERS



10 Facebook Pages
349,384 PAGE LIKES



5 Twitter Feeds
57,212 FOLLOWERS



3 Channels
129,353 VIEWS

CONTENT MARKETING

CUSTOM CONTENT CREATION



Do you need new content and press releases to get your message out there? With over 80 years of experience, the new wave media editorial team will work with you to create the best content to showcase your brand to the global industry. With prices as low as \$500, content creation from our editorial staff breathes new life into your brand message. You will then be able to reach the industry's largest network!

300 - 500 Words With Network Distribution

\$500/net

EMAIL DIRECT MARKETING

Our list can be targeted by market segment and location - get your message out to the most receptive

Whether you're marketing coatings, marine insurance, digital instruments, or anything in between, our opt-in e-mail service will meet your needs. The process is simple; you select an available date and send us your html material, along with a subject line of your choosing.

We send you a test e-mail, and wait for your approval. On the selected date we send it to our list of up to 87,252 recipients. You can also geo-target or target by industry!

Within minutes of sending, you are able to track results and measure campaign effectiveness with our exclusive IMPACT system.

E-Mail Blast	1x	4x	6x
87,000 Recipients	\$2,500	\$2,000	\$1,750

Well-trained crews deliver exceptional fleet performance

Videotel's **industry-leading eLearning** maximises your seafarer learning investment.

- ✓ Improves crew performance
- ✓ Reduces financial and safety risks
- ✓ Lowers OPEX
- ✓ Helps recruit and retain motivated, happy seafarers

Watch the video: **Training Matters**

Seafarers on 12,000 vessels worldwide use Videotel's award-winning, blended learning approach to effectively build their knowledge and performance. **Let us help your crews do the same.**

Learn more at: videotel.com
sales@videotel.com
 +44 (0) 207 299 1800

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CONTENT MARKETING

NATIVE ADVERTISING

With the Maritime Network's native advertising, you can showcase your company's latest achievements by directly integrating it into the news! Our targeted native advertising will put you in front of the right decision makers. Your story will appear on a homepage and in your choice of the Maritime Network's targeted E-Newsletters. Plus, your story will remain in the network's archives and will be searchable from our site and search engines.

The Maritime Network's editorial and marketing team can also work with you to create the right company image! We can assist you in creating the best content to showcase your brand to the global maritime industry.



Native Advertising
\$750/Week Net

MARKET SPECIFIC NEWSLETTER SPONSOR

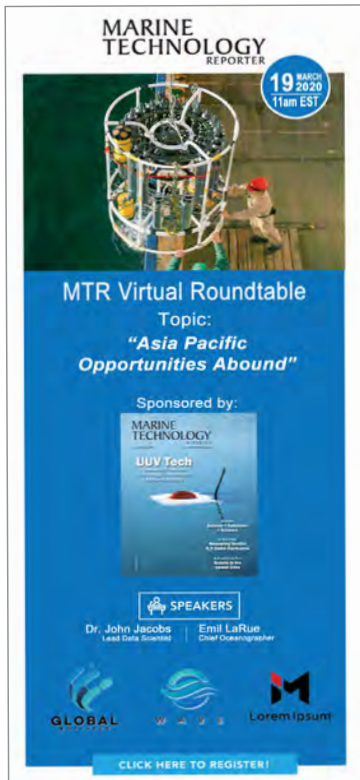
This new opportunity will allow your company to sponsor a market specific digital newsletter containing news and analysis from the market segment of your choice. Co-branded with a new wave media publication, the e-newsletter will contain relevant industry news curated by the New Wave Media editorial staff and delivered to the publications e-news subscribers. The digital newsletters sponsorship is available to *Maritime Reporter*, *Marine News*, *Marine Technology Reporter* and *Offshore Engineer* - it delivers terrific value to a targeted audience with greater purchasing power.



Newsletter Sponsor	1x	4x	6x
Cost Per Send	\$2,500	\$2,000	\$1,750

DIGITAL MEETINGS

VIRTUAL ROUNDTABLES & WEB CONFERENCES



New Wave Media's virtual roundtables and web conferences are enhanced multi-platform marketing opportunities that connect you directly to influential buyers and sellers in your market segment. All packages include a promoted and targeted customized marketing plan from New Wave Media and will put you in front of customers now.

VIRTUAL ROUNDTABLES

Virtual roundtables are multi-system cooperative webinars that bring expertise and product knowledge to real world practices with a focus on end-user experience.

Virtual Roundtable	3 Partners	4 Partners
	\$8,800/Net	\$10,800/Net

WEB CONFERENCES

Web Conferences are a customer focused solution for product launches, demonstrations, and presentations. Reach your target market right away, easily.

Web Conference	\$6,500/Net
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MARCH 2020 WEB STATS

	PAGE VIEWS	USERS	NEW USERS	SESSIONS
MarineLink.com	580,966	296,834	282,497	340,356
Oedigital.com	402,448	216,421	204,549	257,200
MaritimeProfessional.com	194,231	112,194	112,058	119,743

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MARCH 2020 WEB GROWTH

Over the past 30 days the New Wave Media websites are experiencing an unprecedented and enormous surge in traffic. With online news quickly becoming the easiest way to track the fast-changing current environment, some of our websites have seen as much as a **173% increase in new users** and a **141% increase in page views**.

MarineLink.com



OEDigital.com



MaritimeProfessional.com

