


### Advertising in other journals:

Broaden your reach by advertising in our other management journals. Your media consultant will be pleased to draw up an appealing combination proposal for you!

Advertising in the following can also be of interest to you:  
Nautilus Maritiem Magazine | Dutch Port Guide | Dutch Port Guide  
(www.dutchportguide.com) | Dutch Port Guide Newsletter

### General information

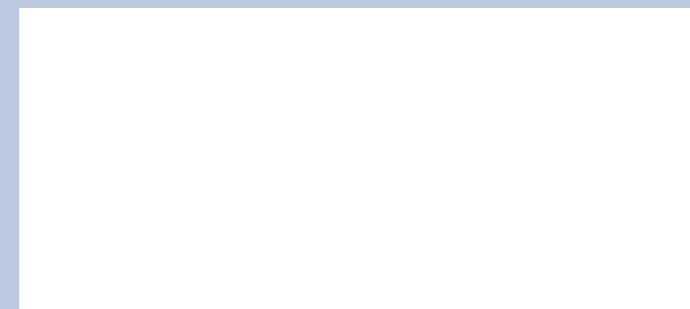
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### Communications advice

Do you wish to bring your product or service to the attention of your target audience? Or do you require more information about our other communications solutions? If so, you are welcome to contact our Sales department. We will be pleased to inform you about the opportunities available to you.

### Media Sales Support

Metaalhof 27, 3067 GM Rotterdam | The Netherlands |  
www.mediasalesupport.nl. Contact your personal media consultant:



Media Sales Support will be pleased to help you implement an effective communication policy. You will receive specific communication advice for various sectors.

Media Sales Support, a member of the Thieme Grafimedia Group, will be pleased to give you advice about your in-house magazine, magazine management, design, printing and digital media. In addition, we can help you with the development of a complete (new) medium and its balanced operation. For example, Media Sales Support is responsible for duties including the acquisition of advertisements for a number of journals in the shipping sector, including Nautilus Maritime Magazine and the Dutch Port Guide. Comprehensive information about our services is available at  [www.mediasalesupport.nl](http://www.mediasalesupport.nl).

2009

# SWZ MARITIME

75 years

 SWZ Maritime  SWZ Maritime Online  SWZ Maritime Newsletter

Communicate directly with  
professionals in the maritime sector

Increase the effect of your message:  
opt for a multimedia campaign!



[www.mediasalesupport.nl](http://www.mediasalesupport.nl)

Media Sales Support is responsible for the operation of SWZ Maritime. Media Sales Support is a member of the Thieme Grafimedia Group Publishing business line.

[www.swzonline.nl](http://www.swzonline.nl)

# Communicate directly with professionals in the maritime sector



Print

SWZ MARITIME



Online

SWZONLINE.nl

## SWZ Maritime: a multimedia platform

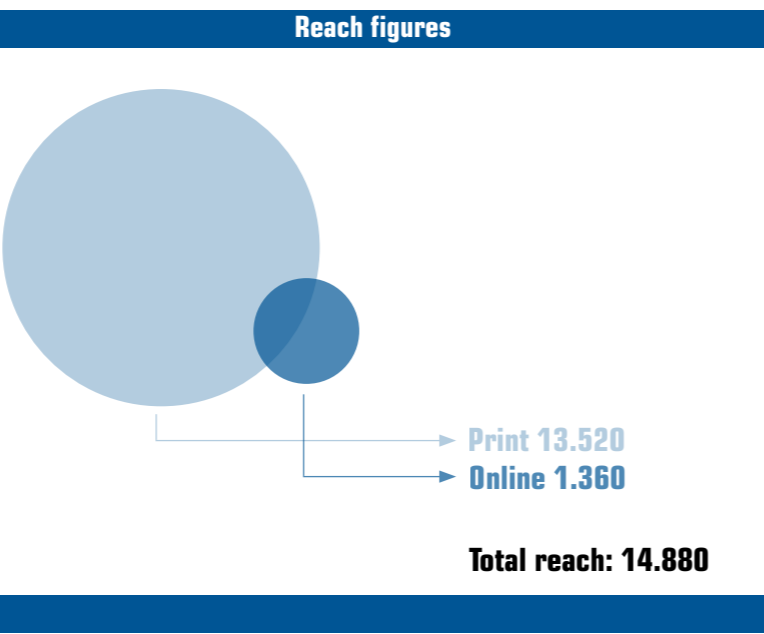
Transport over water is increasing due to the growth of the economy and the resultant increase in the transport of goods. SWZ Maritime, first published more than 100 years ago, is the leading journal for professionals in the shipping sector – in particular, management, constructors, seafarers, maritime technology students, and professionals in the maritime, nautical and offshore technology fields. SWZ Maritime is the official publication of the *Stichting Schip & Werf de Zee Foundation*, in which a number of participants take part: the *Koninklijke Nederlandse Vereniging van Technici op Scheepvaartgebied* (KNVTS) [‘Royal Dutch Association of Maritime Engineers’], the Royal Association of Netherlands Shipowners (KVNOR), the Maritime Research Institute Netherlands (MARIN), the *Nederlandse Vereniging van Kapiteins ter Koopvaardij* (NVKK) [‘Dutch Association of Merchant Masters’], the Netherlands’ Shipbuilding Industry Association (VNSI), the Royal Netherlands Meteorological Institute (KNMI), the *Afdeling Maritieme Techniek* of the KIVI NIRIA [Maritime Technology Department of the Royal Netherlands Institute for Engineers’], and the *Federatie van Werknemers in de Zeevaart* (Nautilus) [‘Netherlands’ Seafarers Union’].

## Increased reach of SWZ Maritime

What can be more convenient than reaching your entire target group in one fell swoop? SWZ Maritime offers you an opportunity to do so! The content is distributed via a number of channels tailored to the target group’s use of the media. SWZ Maritime reaches both the journal’s readers and a much broader group. The opportunities offered by the multimedia approach enable you to reach your target group with hardcopy, as well as online, and in person.

## Multimedia opportunities

The following chart shows you the increased reach of SWZ Maritime. You can reach approximately 14,900 persons in the sector with multimedia content – whilst simultaneously reaching the other groups with your message. In short: an enlarged reach and increased effect of your message!



## How do you benefit from a multimedia advertisement campaign?

- Reach approx. 14,900 persons in the shipping sector.
- Increase your name familiarity.
- Make contact with new customers.
- Eye-catching messages by virtue of the high-quality and professional appearance of the communication channels.
- Customise your marketing campaign with the multimedia mix: print, online, and in person.

SWZ Maritime is a trade brand name for professionals active in the marine and nautical sector. The journal provides a professional and visually-appealing insight into current engineering developments. SWZ Maritime is based on engineering and technology, and these are the leit-motif for the entire journal. The journal also includes a general section that devotes attention to the market (national and international), people, projects and products, the profession, and education.



The website offers an evident added value to both the readers and the members. The provision of current news items, in particular, offers added value to SWZ Maritime. In addition to news, SWZ Online also offers a diary of events, an online company guide, and interesting links. The website offers you additional opportunities to position your

company in the sector. Moreover your banner on swzonline further increases the attention you receive from your target group and your exposure to them.

## Reach

The SWZ Maritime trade journal’s distributed circulation enables you to reach no less than 4,506 persons in your specific target group. On average, each copy is read by 3 persons. Consequently your actual reach is much greater, more than 13,500.

## Facts, SWZ Maritime

- SWZ Maritime is a valued journal in the sector, with a high paid circulation.
- SWZ Maritime offers high-grade information about developments in the shipping sector.
- SWZ Maritime is the official publication of the *Stichting Schip & Werf de Zee Foundation*.
- SWZ Maritime is published 11 times a year, in full colour
- Distributed circulation: 4,137 copies (affiliated with the HOI Institute for Media Auditing; on average, each copy is read by 3 persons).

## Facts, swzonline.nl

- Monthly reach of more than 2,800 visits via the website, with approx. 10,200 page views
- The site provides information and news to members and other interested parties.
- Find your new staff by posting vacancies on the website.
- The website offers information about congresses and events of relevance to the sector.

Average visitor figures for 2008	
Number of visitors	2.873
Number of page views	10.197
Number of newsletter subscribers	1.277

## SWZ MARITIME Nieuwsbrief



The monthly SWZ Newsletter, linked to [www.swzonline.nl](http://www.swzonline.nl), contains information about the latest news. The digital newsletter is published once a month midway between the publication dates of the journal. The number of visits to the website increases rapidly after the publication of the newsletter. A banner on the website and the newsletter offers you additional exposure!

## Facts, SWZ Maritime newsletter

- Monthly reach of approx. 1,300 registered subscribers
- Readers receive the digital newsletter once a month
- Customized selection of news in the target groups’ inbox
- The digital newsletter keeps readers informed of congresses and events of relevance to the sector



Print



Online