

Media information 2017

NAVIGATOR+NAVIGATOR *international*

Navigator is the leading specialist maritime magazine in Finland. The magazine deals with shipping, the marine industry, port operations and logistics.

The magazine is read by professionals responsible for trade and industry transportation, policy-makers, officials and private individuals who are interested in the maritime field.

As a high-quality professional magazine, Navigator commu-

nicates in an interesting and expert way, current issues regarding Finnish shipping and shipbuilding, international trends, news and opportunities.

Navigator is published four times a year. Two of the issues are comprehensive and larger English-language export editions called Navigator International.

Publishing and themes 2017

Issue	Published	Materials	Themes
1 Navigator International	24.2.	15.2.	Themes: maritime trade fairs, cruise traffic, shipbuilding and offshore.
Trade fairs, locations and dates 2017: Seatrade Cruise Global/Ft.Lauderdale, FL, USA/13.-16.3. SCG will be the world's most important cruise industry event in 2017. OTC 2017 Houston, Texas, USA/1.-4. 5. OTC will be the world's largest oil and gas industry fair in 2017. Nor-Shipping 2017 Oslo /30.5.- 2. 6. Nor-Shipping will be the leading maritime trade fair in Europe in 2017.			
2 Navigator	21.4.	7.4.	90-year anniversary issue
3 Navigator International	12.9.	28.8.	Themes: the marine industry, Arctic shipping and logistics solutions.
Trade fairs: Neva St Petersburg, Russia 19.-22.9.2017. Trade fair for shipping and shipbuilding. Marintec China 2017 Shanghai/ 5.-8.12. This event will be Asia's largest review of the marine industry in 2017.			
4 Navigator	10.11.	27.10.	Themes: Classification and insurance, maritime safety and ports. Also winter navigation, offshore, training.

Price list overleaf >>>

**Navigator –
90 years of
experience.**





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Publisher: Laivastolehti Ltd

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Printing and distribution

Circulation: Navigator 2,600 copies,
Navigator International 5,000 copies

Navigator is distributed to addressed subscribers. The magazine is also subscribed to by The Finnish Maritime Society, the Association of Finnish Marine Industries, the Laradi Association, the Finnish Shipbrokers' Association and the Finnish Ports Association, for distribution to their members. International issues will also be mailed to overseas shipyards, shipowners and ship design companies. Wulff Entre extensively distributes the English-language version, Navigator International, at international maritime trade fairs and exhibitions around the world. The magazine is also distributed to Navigator subscribers in Finland.

Advertising rates and technical information

Size (width x height)	Navigator	Navigator International
2/1 (420 x 297)	2 420 €	3 800 €
1/1 (210 x 297)	1 870 €	2 750 €
½ (100 x 297 or 210 x 143)	1 210 €	1 995 €
¼ (90 x 135)	800 €	1 100 €
1/8 (90 x 65)	590 €	770 €
2nd and 3rd cover	1 995 €	2 887 €
Back cover	2 150 €	3 080 €
Company presentation (186 x 134)	1 650 €	1 650 €

Technical information and materials

Size 210 x 297 mm, bleed: offset rotation, printing area 186 x 274 mm. Digital items (preferably in PDF): matti.pojarvi@omnipress.fi, or posted to the publisher's address.

All materials must have a 5mm margin for cutting and be in four colours. The size of advertisements for the back cover is 210mm x 267mm because of the space needed for the address.

Banner ads

Front page/3 pcs, Large banner 140 x 350 px /
à €1,500 for 6 months / à €2,500 for 12 months.

Inside pages, Large banner 140 x 350 px / à €200 for 3 months /
à €300 for 6 months / à €470 for 12 months.

Logolink, Large button 140 x 120 px / à €100 for 3 months /
à €250 for 6 months / à €360 for 12 months

Technical guidelines

File formats: GIF, animated GIF, JPEG, PNG, or Flash (.SWF). If necessary, a banner can be prepared from material supplied by the customer. An address must be given with the material, which can be linked to. Prices exclusive of VAT. Advertorials and attachments by agreement. Advertising and media agency discount 15%. Payment terms 14 days net. Penalty interest on late payments applied in accordance with general practice. For cancellations occurring later than 14 days prior to the issue date of the magazine, we charge 50% of the agreed price of the advertisement.

Responsibility for errors and complaints

If an advertisement cannot be published for production or other reasons, the magazine is not liable for any damages arising. The liability of the magazine is limited to a sum equalling the return of the amount which has been paid for the said advertisement. Notices of correction must be made within 8 days of the publishing of the magazine.

Subscribe Navigator-magazine

Standing order £54, annual subscription €57,
tilaajapalvelu@media.fi

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**We also produce customer magazines, annual reports and other marketing communication materials.
Additional information is available at the following addresses: www.omnipress.fi and www.navigatormagazine.fi**