

الربان  
السفينة

●● Robban Assafina

MENA Maritime Media Platform

MEDIA

KIT

2024

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🌐 [www.assafinaonline.com](http://www.assafinaonline.com)

**About us**

**Circulation**

**Online Platforms**

**Online Advertising Rates**

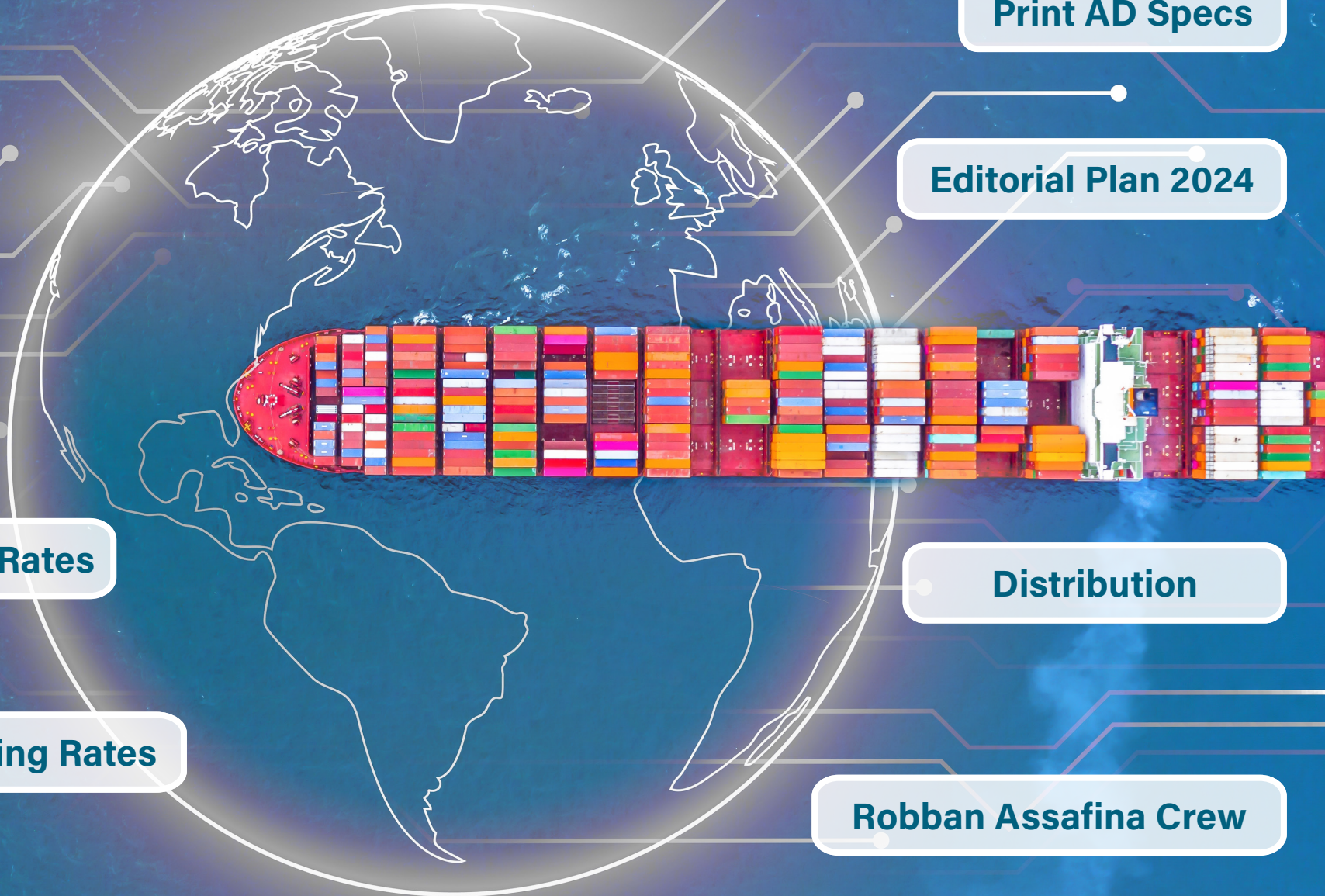
**Magazine Advertising Rates**

**Print AD Specs**

**Editorial Plan 2024**

**Distribution**

**Robban Assafina Crew**



# About us

As MENA's primary maritime media platform, Robban Assafina is the perfect destination to surf through the latest news, articles and reports of shipping, ports, offshore, shipbuilding and marine technology.

Since 2009, Robban Assafina has been striving to become a key reference while providing the maritime industry with the expertise of marine specialists, captains and engineers.

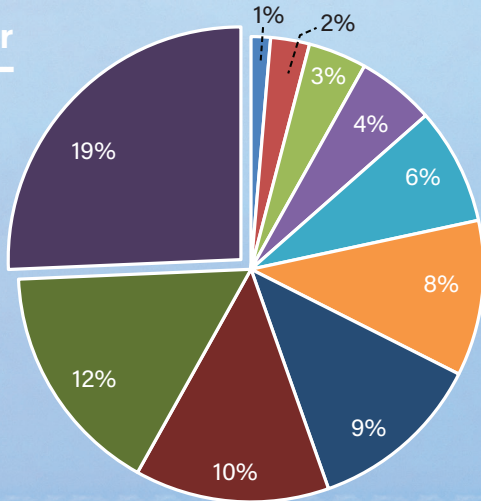
A bilingual publication, smart phones' application, and news website, a dedicated staff is always busy to cover all the maritime news around the globe and bring forward distinguished themes to connect maritime people, seeking the best opportunities for their business development.



# Circulation

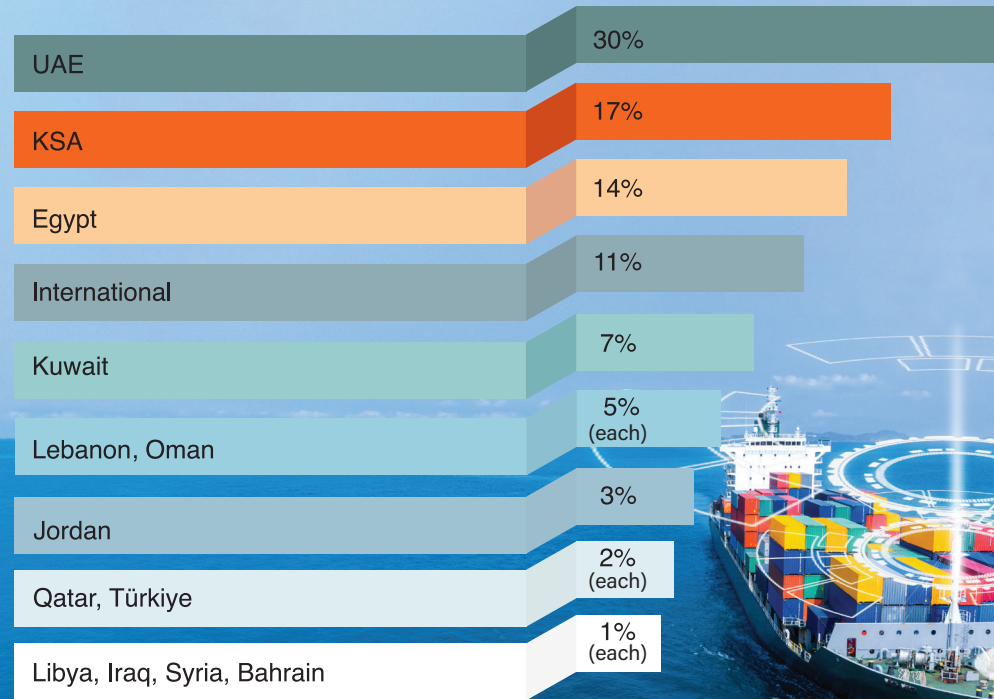
(6000 Copies/Issue)

## By Sector

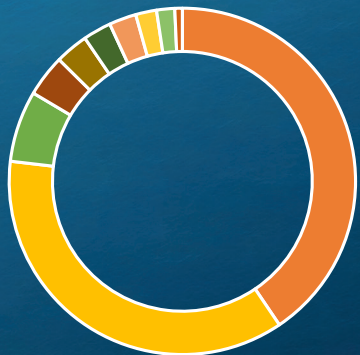


- Maritime Law Firms & Consultants | Financial Services Crewing Agencies
- Maritime Universities & Institutes
- Insurance Companies
- Marine Communication Services
- Ship Agents | Shipbuilding & Repair Yards
- Maritime Authorities & Administrations | Marine Inspections & Surveys
- Freight Forwarders & Logistics
- Marine & Offshore Services | Port & Terminal Operators
- Ship Suppliers
- Ship Owners, Operators & Management

## By Country



# Assafina Around the World



- 40.54% | Middle East
- 6.65% | Northern America
- 3.09% | Northern Europe
- 2.54% | Western Europe
- 1.69% | Southern Asia

- 36.32% | Northern Africa
- 3.89% | Eastern Europe
- 2.63% | Southeast Asia
- 1.95% | Southern Europe
- 0.70% | Eastern Asia



- 36.1% New Visitor
- 63.9% Returning Visitor

# Online Platforms

## Online

Assafinaonline.com is a leading and highly trafficked maritime portal website relating to shipping, ships, marine technology, offshore, ship-owners & maritime decision makers in the MENA region and around the world.

## Banners

Get your company banner uploaded to Assafinaonline.com, website, E-Newsletter, Mobile App & our visitors will interact with your website, profile & services.

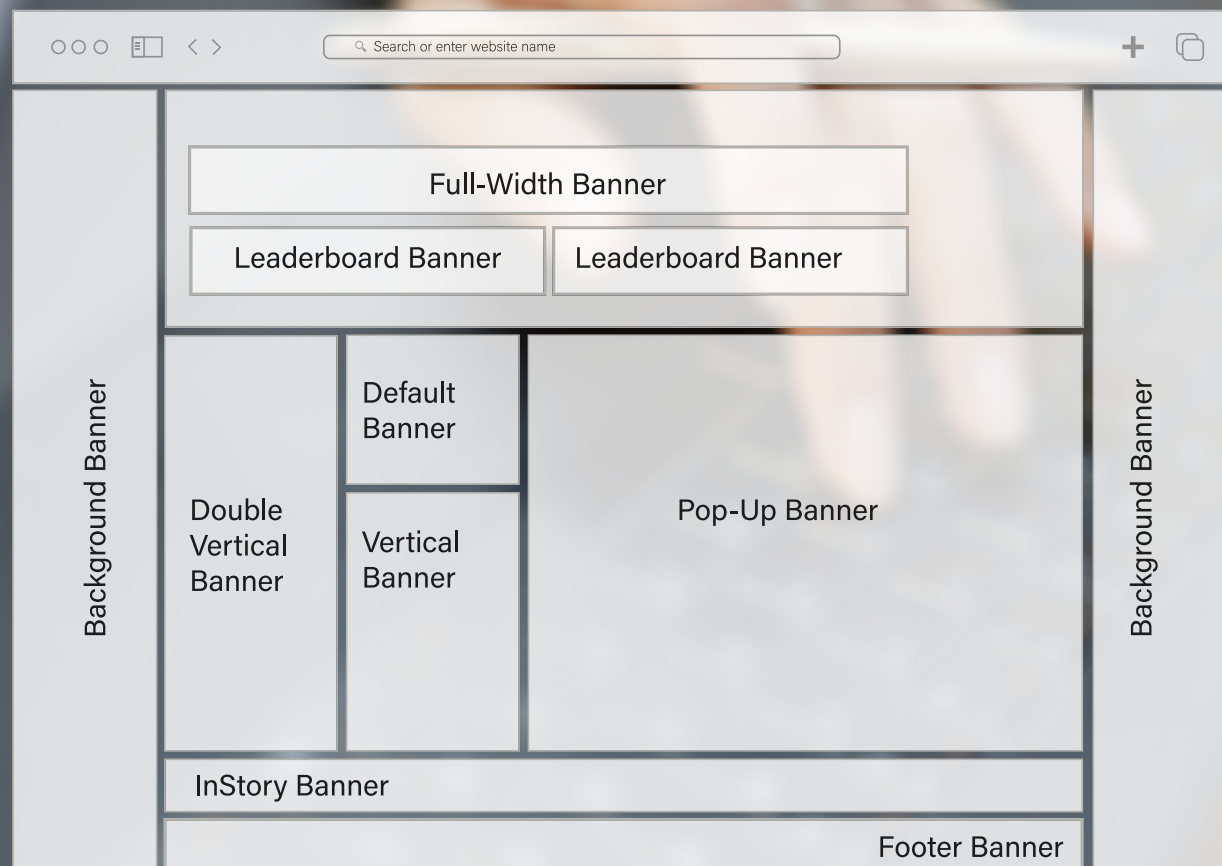
## E-Newsletter

64k+ purely maritime database / weekly base Robban Assafina e-newsletter covers the most important maritime news not only in the Middle East but all over the world.

## ADVERTISING DEADLINES:

All advertorial material are due as stated in the publishing schedule.

## Digital Ad Specs



# Online Advertising Rates

Website		
BANNER TYPE	SIZE / px	RATE / month
Background Banner (website)	165 x 480	\$ 2000
Background Banner (digital copy)	3000 x 1500	\$ 2000
Full-width Banner	1100 x 93	\$ 1000
Double Vertical Banner	165 x 480	\$ 850
Leaderboard Banner	540 x 93	\$ 850
Default Banner	165 x 150	\$ 450
Vertical Banner	165 x 240	\$ 600
Footer Banner	750 x 150	\$ 650
InStory Banner	750 x 100	\$ 500
Pop-Up Banner	750 x 430	\$ 2000
Featured Content	600x 450	\$ 750

E-newsletter   4/month		
BANNER TYPE	SIZE / px	RATE / month
Default	165 x 150	\$ 575
Leaderboard	520 x 110	\$ 975
InStory	680x 110	\$ 775
Design / Editorial & Circulation	Negotiable	

Mobile App		
BANNER TYPE	SIZE / px	RATE / month
Leaderboard	400 x 80	\$ 850
Default Banner	165 x 150	\$ 450
InStory	200 x 100	\$ 575
Footer Banner	400 x 80	\$ 850
Pop-Up Banner	750 x 430	\$ 2000

## Web Display Banner Specs

File Types GIF, JPEG, SWF | Maximum LOOPS 3  
Recommended Animation Length 15 seconds

## Magazine Advertising Rates

Standard pages	Type	Full Page Double Spread	Half Page Spread	Quarter Page Spread	Full Page	2/3 Page	1/2 Page	1/3 Page	1/4 Page
	Price (\$)	3.000	1.500	1.000	1.500	1.200	800	600	500
Special pages	Type	Inside Front Cover	Page 3 or 98	Page 5 or 96	Page 7 or 94	Inside Back Cover	Back Cover	Cover (Logo Only)	
	Rate (\$)	3.000	1.800	1.800	1.600	3000	3500	3000	
Bundle Discounts	Ads	2	3	4	5	6			
	%	5	10	15	20	25			

Annual Subscription | 1 copy/issue: Lebanon: \$80 | Middle East: \$120 | Greater Maghreb: \$140 | Europe: 140 € | USA: \$160

Inserts | Cover Wraps | Supplements | Promotional items

Rates and specs are available upon request

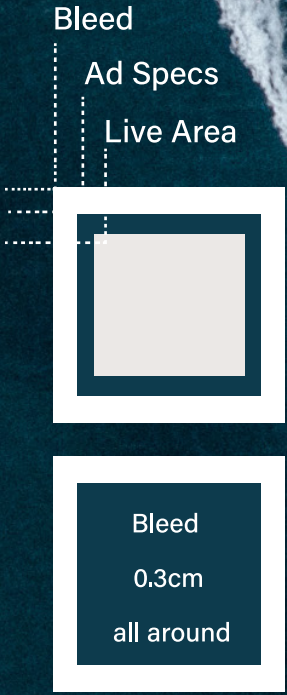
## Essential Information

Materials Due	File Format	Proofing
<p>Limited extensions are available and may be granted by our production department upon request. Cover wrap art must be submitted at least two days in advance of the posted due dates.</p>	<p>Artwork should be submitted according to the scheduled dates indicated below. Ads should be submitted as a high-resolution PDF or .AI file formatted for process (CMYK) printing, with all fonts embedded. JPEG, EPS, TIFF, InDesign, and Photoshop files are also accepted. Please be sure to include all necessary image and font files.</p>	<p>Logos &amp; other pertinent information for ad must be received by Oceanic Spark Sarl - Robban Assafina Magazine before the 10th of the month prior to printing by e-mail or delivery. Camera ready ads must be submitted by the 15th of the month prior to printing. Proof will be sent to advertiser via e-mail. Advertisers are permitted to do minor changes, and must send proof approval by the 15th of the month prior to print or ad will not run and full contract payment is due.</p>

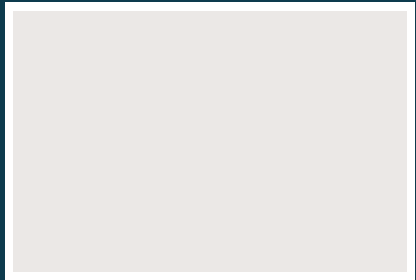
# Print AD Specs

| Supply Full Bleed or Live Area |

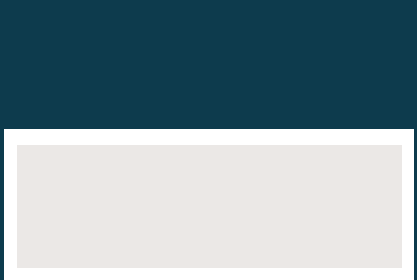
Ad Size	Orientation	Ad Specs	Live Area
Full Page Spread	Horizontal	42.6 x 28.6 cm	41 x 27 cm
Half Page Spread	Horizontal	42.6 x 28.6 cm	41 x 12.70 cm
Full Page	Vertical	21.6 x 28.6 cm	20 x 27 cm
Half Page	Vertical	9 x 26 cm	9 x 26 cm
1/3 Page	Vertical	6.5 x 26 cm	6.5 x 26 cm
Half Page	Horizontal	20 x 12.70 cm	20 x 12.70 cm
1/4 Page	Horizontal	20 x 6.5 cm	20 x 6.5 cm
1/4 Page	Vertical	5.5 x 26 cm	5.5 x 26 cm
1/16 Page	Horizontal	6 x 6 cm	6 x 6 cm
1/3 Page	Horizontal	19 x 8 cm	19 x 8 cm



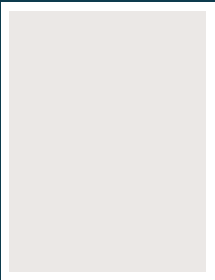
■ Safety Margin ■ Live area ■ Bleed | Publication size/cm: 21.6(w) x 28.6(h) | Including bleed 0.3 cm



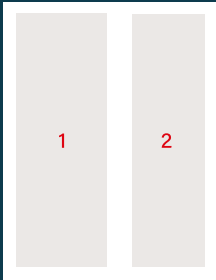
Full Page Spread



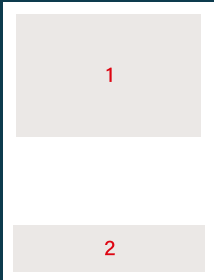
Half Page Spread



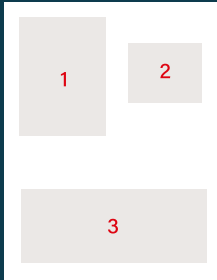
Full Page



1. Half Page (vertical)  
2. 1/3 Page (vertical)



1. Half Page (horizontal)  
2. 1/4 Page (horizontal)



1. 1/4 Page (vertical)  
2. 1/16 Page  
3. 1/3 Page (horizontal)

# Editorial Plan 2024

Issue & Deadline	Edition Story	Assafina Case	Special Report	Events Coverage
89 10 January 2024	The Life of Cargo Handling Equipment: - Latest Innovations - Green Solutions	The Risks of "Without Guarantee" in Charterparties	Hull Cleaning Solutions, the Way to Green Shipping	<ul style="list-style-type: none"><li>• Trans Middle East Abu Dhabi 2024, UAE</li></ul>
90 1 March 2024	Maritime Robotics: - Future Missions - Credibility and Challenges	Pilots' Distractions: The Course of Accidents	Mediterranean Offshore Opportunities	<ul style="list-style-type: none"><li>• Shiptek International Conference &amp; Awards 2024, Dubai, UAE</li><li>• Euromaritime 2024, Marseille, France</li><li>• Middle East Bunkering Convention, Dubai, UAE</li><li>• 14<sup>th</sup> Annual Capital Link Greek Shipping Forum, Athens, Greece</li><li>• Breakbulk Middle East, Dubai, UAE</li><li>• TMS Ship Finance And Trade Conference 2024, Dubai, UAE</li><li>• EGYPES 2024, Cairo, Egypt</li><li>• 7<sup>th</sup> Annual Capital Link Cyprus Shipping Forum, Limassol, Cyprus</li><li>• World Maritime Forum, Copenhage</li><li>• Dubai International Boat Show, UAE</li><li>• Marlog 2024, Alexandria, Egypt</li><li>• DIMDEX 2024, Doha, Qatar</li><li>• 2024 Gulf Ship Finance Forum, Dubai, UAE</li><li>• 18<sup>th</sup> Annual Capital Link International Shipping Forum, New York, US</li></ul>
91 25 April 2024	Survival Crafts: - New Trends - Necessity of Change	Shortage Claims V/S Draft Surveys	Demand for Larger Ships: Readiness of the Industry	<ul style="list-style-type: none"><li>• 6<sup>th</sup> Annual Capital Link Singapore Maritime Forum, Singapore</li><li>• Subsea Technology Eastern Mediterranean 2024, Limassol, Cyprus.</li><li>• Portugal Shipping Week, Portugal</li><li>• Ship Energy Summit, TBA</li><li>• ShipTek KSA, Saudi Arabia</li><li>• Seafood Expo Eurasia, Istanbul, Türkiye</li></ul>

Marine Technology	Introducing new innovations, products and technologies
Assafina Case	Introducing new maritime applications launched on the market
Regulations and Legislations	Coverage of the latest rules and regulation affecting the shipping industry
Assafina News	Latest Shipping, Ports, Shipbuilding, Offshore, Classification Societies, & Logistics News and Developments
Assafina in English	Miscellaneous Maritime News in English

# Editorial Plan

## 2024

Issue & Deadline	Edition Story	Assafina Case	Special Report	Events Coverage
92 1 July 2024	Six Months after IMO's Maritime Single Window: - Changes and Facilities - Stakeholders Feedback	Risks of Food Products in Containers	Young Middle Eastern Shipowners	<ul style="list-style-type: none"><li>Maritime Week America, Panama</li><li>Smart Ports &amp; Logistics Transformation Summit KSA,Riyadh, KSA</li><li>The 27<sup>th</sup> International Tug &amp; Salvage Convention, Exhibition &amp; Awards, Dubia,UAE</li><li>Breakbulk Europe, Rotterdam, Netherlands</li><li>9<sup>th</sup> Maritime Leaders Summit, Athens, Greece</li><li>2<sup>nd</sup> Offshore Support Vessels Conference, Abu Dhabi, UAE</li><li>Posidonia 2024, Athens, Greece</li><li>ShipTek KSA, Saudi Arabia</li><li>Maritime Week Las Palmas</li><li>4<sup>th</sup> Annual Capital Link Decarbonization Forum, Digital</li></ul>
93 26 August 2024	Marine Insurance: - Major Claims. - Mandatory Coverages	Tackling Cargo Fires Onboard Ships	The Shipping Industry Renaissance in Saudi Arabia	<ul style="list-style-type: none"><li>SMM Hamburg, Hamburg, Germany</li><li>16<sup>th</sup> Annual Capital Link Shipping &amp; Marine Services Forum, London, UK</li><li>Marine &amp; Offshore Qatar (MOQ) 2024 (09-10 Sept.) - Doha, Qatar</li><li>Oman Maritime Ports and Energy Forum, Muscat, Oman</li></ul>
94 18 October 2024	Ships' Fuel Quality: - Latest Blending Techniques - Environmental Footprint	Catastrophic Results of Losing the Situational Awareness	The Impacts of AI in Shipping	<ul style="list-style-type: none"><li>Saudi Maritime &amp; Logistics Congress,Dhahran, KSA</li><li>14<sup>th</sup> Annual Capital Link Operational Excellence in Shipping Forum, Athens, Greece</li><li>Offshore Jack Up Middle East 2024, Dubai, UAE</li><li>16<sup>th</sup> Annual Capital Link New York Maritime Forum, New York, USA</li><li>Marine Energy Transition Forum</li><li>ARACON 2024</li><li>8<sup>th</sup> Annual Capital Link n International Shipping Forum, Shanghai, China</li><li>4<sup>th</sup> Annual Capital Link Japan Maritime Forum, Tokyo, Japan</li><li>Europort Istanbul, Istanbul, Turkey</li><li>TMS Awards, Dubai, UAE</li><li>TMS Tanker Conference, Dubai, UAE</li><li>ADIPEC 2024, Abu Dhabi, UAE</li></ul>

Marine Technology	Introducing new innovations, products and technologies
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Assafina in English	Miscellaneous Maritime News in English

# Robban Assafina Distribution in the Up-coming Events 2024 -----

## Issue 89 – January/February

Shiptek International Conference & Awards 2024 (24-25 Jan.) - Dubai, UAE  
Middle East Bunkering Convention (05-07 Feb.) – Dubai, UAE  
14th Annual Capital Link Greek Shipping Forum (08 Feb.) - Athens, Greece  
Breakbulk Middle East (12-13 Feb.) – Dubai, UAE  
TMS Ship Finance And Trade Conference 2024 (14 Feb.) - Dubai, UAE  
EGYPES 2024 (19-21 Feb.) – Cairo, Egypt  
7<sup>th</sup> Annual Capital Link Cyprus Shipping Forum (27 Feb.) - Limassol, Cyprus  
World Maritime Forum (27-28 Feb.) - Copenhagen  
Dubai International Boat Show (28 Feb. – 03 Mar.) – Dubai, UAE  
Marlog 2024 (03-05 Mar.) – Alexandria, Egypt  
Dimdex 2024 (04-06 Mar.) – Doha, Qatar  
2024 Gulf Ship Finance Forum (06 Mar.) – Dubai, UAE  
18th Annual Capital Link International Shipping Forum (11 Mar.) - New York, US

## Issue 90 – March/April

6<sup>th</sup> Annual Capital Link Singapore Maritime Forum (16 Apr.) - Singapore  
Subsea Technology Eastern Mediterranean 2024 (16-18 Apr.) – Limassol, Cyprus  
Portugal Shipping Week (6-9 May) - Portugal  
Ship Energy Summit (8-9 May) - Portugal  
ShipTek KSA (14-15 May) – Saudi Arabia  
Seafood Expo Eurasia (15-17 May) - Istanbul, Türkiye

## Issue 91 – May/June

Maritime Week America (20-24 May)- Panama  
Smart Ports & Logistics Transformation Summit KSA (21-22 May) - Riyadh, KSA  
The 27<sup>th</sup> International Tug & Salvage Convention, Exhibition & Awards (21-23 May) - Dubai, UAE  
Breakbulk Europe (21-23 May) - Rotterdam, Netherlands  
9<sup>th</sup> Maritime Leaders Summit (03 June) - Athens – Greece

### Publishing Schedule / 2024

Issue Number	89	90	91	92	93	94
Final Deadline	10 January 2024	1 March 2024	25 April 2024	1 July 2024	26 August 2024	18 October 2024
Publication Date	25 January 2024	18 March 2024	17 May 2024	23 July 2024	13 September 2024	7 November 2024

Dates may be subject to change, stay up to date on our social media platforms

# Robban Assafina Distribution in the Up-coming Events 2024 -----

## Issue 91 - May/June (Cont.)

2<sup>nd</sup> Offshore Support Vessels Conference (03-04 June) - Abu Dhabi, UAE  
Posidonia 2024 (03-07 June) – Athens, Greece  
Maritime Week Las Palmas (17-21 June) - Spain  
4<sup>th</sup> Annual Capital Link Decarbonization Forum (02 July) - Digital

## Issue 92 - July/August

SMM Hamburg (03-06 Sept.) – Hamburg, Germany  
16<sup>th</sup> Annual Capital Link Shipping & Marine Services Forum (09 Sept.) - London, UK  
Marine & Offshore Qatar (MOQ) 2024 (09-10 Sept.) - Doha, Qatar  
Oman Maritime Ports and Energy Forum (23-26 Sept.) - Muscat, Oman

## Issue 93 - September/October

Saudi maritime & Logistics Congress (18-19 Sept.) Dhahran, KSA  
14<sup>th</sup> Annual Capital Link Operational Excellence in Shipping Forum (24 Sept.)  
- Athens, Greece

## Issue 93 - September/October (Cont.)

Offshore Jack Up Middle East (OJME) 2024 (8-9 Oct.) - Dubai, UAE  
16<sup>th</sup> Annual Capital Link New York Maritime Forum (15 Oct.) - New York, USA  
Marine Energy Transition Forum (15-16 Oct.) - TBA  
ARACON 2024 (17-18 Oct.) - TBA  
8<sup>th</sup> Annual Capital Link n International Shipping Forum (21 Oct.) - Shanghai, China  
4<sup>th</sup> Annual Capital Link Japan Maritime Forum (24 Oct.) - Tokyo, Japan  
Europort Istanbul (23-25 Oct.) Istanbul, Turkey  
TMS Awards (TBA) – Dubai, UAE  
TMS Tanker Conference (TBA) – Dubai, UAE

## Issue 94 - November/December

ADIPEC 2024 (11-14 Nov.) - Abu Dhabi, UAE  
6<sup>th</sup> Annual Capital Link Hong Kong Maritime Forum (TBC Nov.) - Hong Kong, China  
Automechanika Dubai (10 – 12 Dec.) - Dubai, UAE  
Transport Middle East 2025 (21-23 Jan. 2025) - Aqaba, Jordan

Publishing Schedule   2024						
Issue Number	89	90	91	92	93	94
Final Deadline	23 January 2024	21 March 2024	23 May 2024	21 July 2024	22 September 2024	21 November 2024
Publication Date	25 January 2024	23 March 2024	25 May 2024	23 July 2024	24 September 2024	23 November 2024

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