

الربان
السفينة

●● Robban Assafina

MENA Maritime Media Platform

MEDIA

KIT

2024

✉ info@assafinaonline.com

🌐 www.assafinaonline.com

About us

Circulation

Online Platforms

Online Advertising Rates

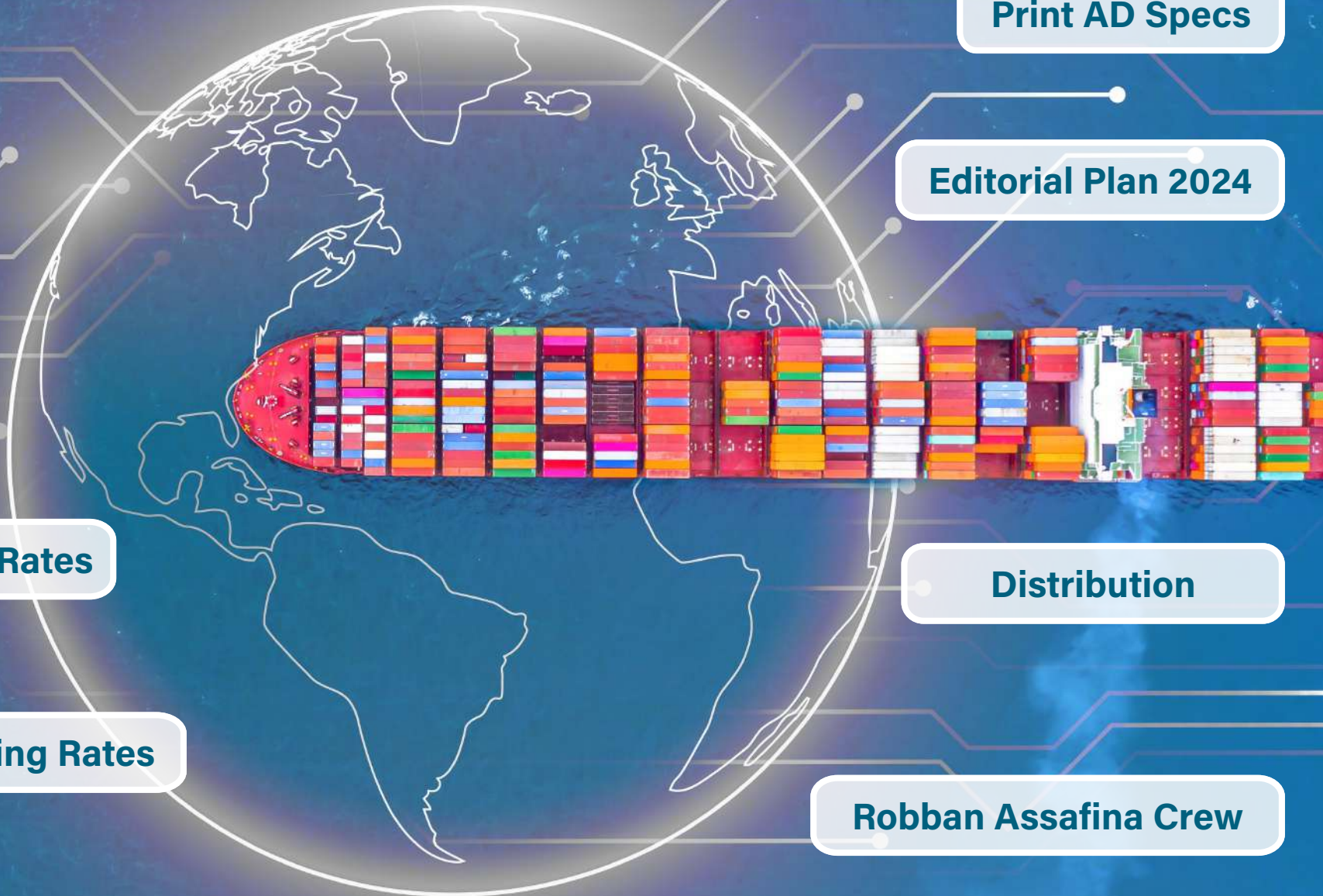
Magazine Advertising Rates

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.

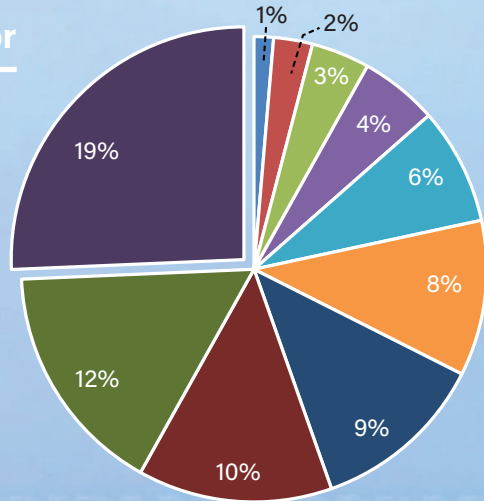
A bilingual publication, smart phones' application, and news website, a dedicated staff is always busy to cover all the maritime news around the globe and bring forward distinguished themes to connect maritime people, seeking the best opportunities for their business development.



Circulation

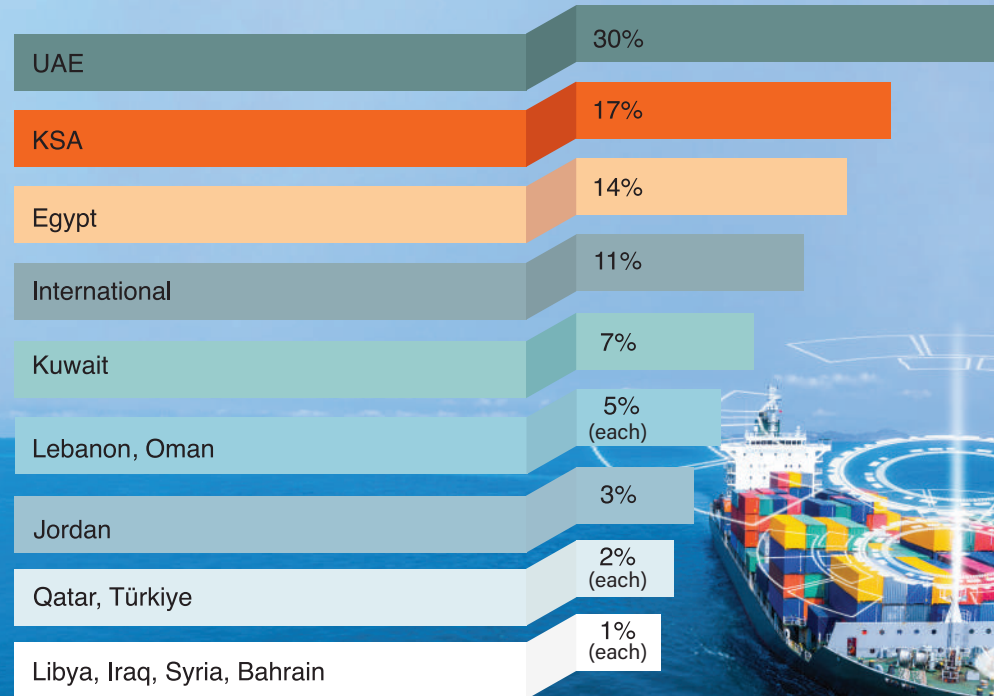
(6000 Copies/Issue)

By Sector

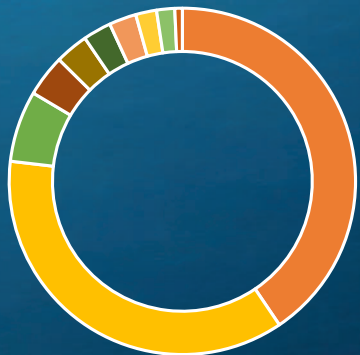


- Maritime Law Firms & Consultants | Financial Services Crewing Agencies
- Maritime Universities & Institutes
- Insurance Companies
- Marine Communication Services
- Ship Agents | Shipbuilding & Repair Yards
- Maritime Authorities & Administrations | Marine Inspections & Surveys
- Freight Forwarders & 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.

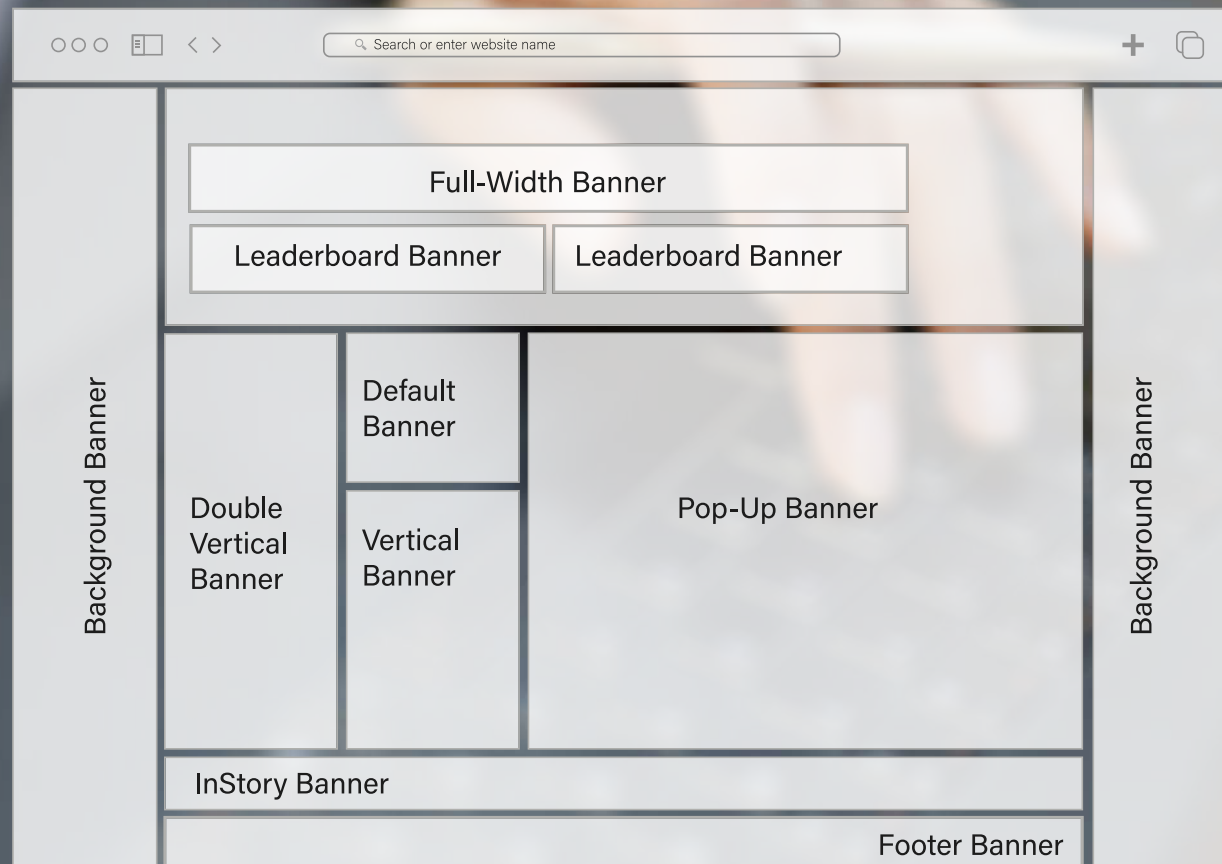
E-Newsletter

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 | |
| | % | 5 | | 10 | | 15 | | 20 | |

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 |
|---|---|---|
| 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. | 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. | Logos & 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. |

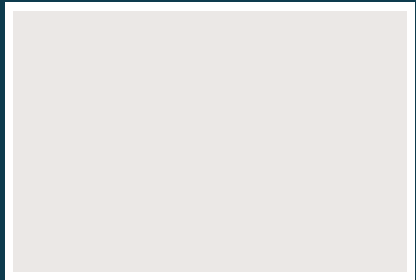
Print AD Specs

| Supply Full Bleed or Live Area |

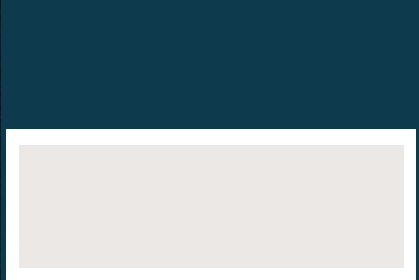
| Ad Size | Orientation | Ad Specs | Live Area |
|------------------|-------------|----------------|---------------|
| Full Page Spread | Horizontal | 42.6 x 28.6 cm | 41 x 27 cm |
| Half Page Spread | Horizontal | 42.6 x 28.6 cm | 41 x 12.70 cm |
| Full Page | Vertical | 21.6 x 28.6 cm | 20 x 27 cm |
| 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 |



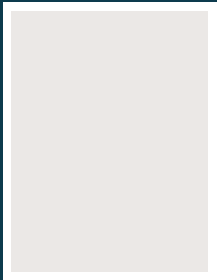
■ Safety Margin ■ Live area ■ Bleed | Publication size/cm: 21.6(w) x 28.6(h) | Including bleed 0.3 cm



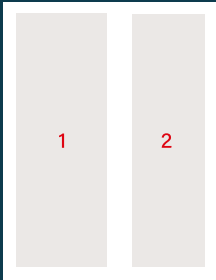
Full Page Spread



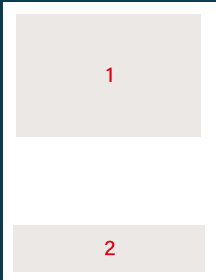
Half Page Spread



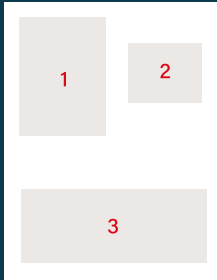
Full Page



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 26 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 | • Trans Middle East Abu Dhabi 2024, UAE. | |
| 90 21 March 2024 | Maritime Robotics: - Future Missions - Credibility and Challenges | Pilots' Distractions: The Course of Accidents | Mediterranean Offshore Opportunities | • Shiptek International Conference & Awards 2024, Dubai, UAE • Basra Oil and Gas, Basra, Iraq. • Euromaritime 2024, Marseille, France. • Middle East Bunkering Convention, Dubai, UAE. | • Breakbulk Middle East, Dubai, UAE. • EGPES 2024, Cairo, Egypt. • World Maritime Forum, Copenhagen. • Dubai International Boat Show, UAE. • Marlog 2024, Alexandria, Egypt. • DIMDEX 2024, Doha, Qatar. |
| 91 23 May 2024 | Survival Crafts: - New Trends - Necessity of Change | Shortage Claims V/S Draft Surveys | Demand for Larger Ships: Readiness of the Industry | • Subsea Technology Eastern Mediterranean 2024, Limassol, Cyprus. | • Oman Maritime, Ports and Energy Forum 2024 Muscat, Oman. • Aqaba Conference, Aqaba, Jordan. |
| 92 22 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 | • Ship Energy Summit (TBA) • Portugal Shipping Week, Portugal. • Seafood Expo Eurasia, Istanbul, Türkiye. • Maritime Week America, Panama. • The 27th International Tug & Salvage Convention, Exhibition & Awards, Dubai,UAE. • Breakbulk Europe, Rotterdam, Netherlands | • 2nd Offshore Support Vessels Conference, Abu Dhabi, UAE • Posidonia 2024, Athens, Greece. • ShipTek KSA, Saudi Arabia. • Maritime Week Las Palmas • East Med Maritime Conference, EMMC II, Beirut, Lebanon. |
| 93 23 September 2024 | Marine Insurance: - Major Claims. - Mandatory Coverages | Tackling Cargo Fires Onboard Ships | The Shipping Industry Renaissance in Saudi Arabia | • SMM Hamburg, Hamburg, Germany. | |
| 94 20 November 2024 | Ships' Fuel Quality: - Latest Blending Techniques - Environmental Footprint | Catastrophic Results of Losing the Situational Awareness | The Impacts of AI in Shipping | • Saudi Maritime & Logistics Congress • Offshore Jack Up Middle East 2024 • Marine Energy Transition Forum • ARACON 2024 • Europort Istanbul. | • ADIPEC 2024, Abu Dhabi, UAE. • Automechanika Dubai, UAE. • TMS Awards, Dubai, UAE. • TMS Tanker Conference, Dubai, UAE. |

| | |
|------------------------------|---|
| 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 |

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
Breakbulk Middle East (12-13 Feb.) – Dubai, UAE
EGYPES 2024 (19-21 Feb.) – Cairo, Egypt
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

Issue 90 – March/April

Subsea Technology Eastern Mediterranean 2024 (16-18 Apr.) – Limassol, Cyprus
Oman Maritime , Ports and Energy Forum 2024 (TBC Apr.) – Muscat, Oman

Issue 91 – May/June

Ship Energy Summit (May 2024) - TBA
Portugal Shipping Week (6-9 May) - Portugal
Seafood Expo Eurasia (15-17 May) - Istanbul, Türkiye
Maritime Week America (21-23 May) - Panama
The 27th International Tug & Salvage Convention, Exhibition & Awards (21-23 May)
- Dubia, UAE
Breakbulk Europe (21-23 May) - Rotterdam, Netherlands

Issue 91 – May/June (cont.)

2nd Offshore Support Vessels Conference (03–04 June) - Abu Dhabi, UAE
Posidonia 2024 (03-07 June) – Athens, Greece
ShipTek KSA (04-05 June) – Saudi Arabia
Maritime Week Las Palmas (17-21 June) - TBA
East Med Maritime Conference – EMMC (27 June) – Beirut, Lebanon

Issue 92 – July/August

SMM Hamburg (03-06 Sept.) – Hamburg, Germany

Issue 93 – September/October

Saudi maritime & Logistics Congress (18-19 Sept.) Dhahran, KSA
Offshore Jack Up Middle East (OJME) 2024 (8-9 Oct.) - Dubai, UAE
Marine Energy Transition Forum (15-16 Oct.) - TBA
ARACON 2024 (17-18 Oct.) - TBA
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
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 |

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

Robban Assafina Crew

CEO / Responsible Manager:

Capt. Haytham M. Chaaban | haytham@assafinaonline.com

Editor in Chief/ Business Development:

Louay M. Chaaban | louay@assafinaonline.com

Marketing & Event Manager:

Hadi M. Chaaban | hadi@assafinaonline.com

Senior Editor:

Rawand Fakih | editorial@assafinaonline.com

Translator: Marwa Hashem

Linguistic Editor: Najwa Al Banna

Editors:

Captain Ali H. Haidar

Marine Engineer Mohammad Mustapha

Captain Suhail Alkhayyir

Riham Jamal

Digital Media Coordinator: Rawan Murad

Graphic Designer: Zeina Shoujaa

Photographer: Hadi Saredine

Contributors:

Engineer Ayman Akkawi

Captain Bahaa Fatima

Captain Abdullah Wanis Altarhouny

Head Office

SeaFront Road, Abo Diab Bldg., 3rd Fl.,
Khaldeh - Lebanon | Telefax: +961 5 815 835
M: +961 76082277 | E: info@assafinaonline.com

Sales Representatives

Robban Assafina Media LLC
Dubai, UAE | M: +971 58 5314326
Email: uae@assafinaonline.com

Egypt

Vienna International Freight Forwarding
6 October City, Egypt | T: +20239753718
M: +20110007001 | E: info@assafinaonline.com

Libya

Capt. Alaeddin Sokni | Alsreem St. - West Tripoli
M: +218 925007614 | E: info@assafinaonline.com

USA & Canada

CIBS Ltd. | Canada | T: +1 613 830 3443
E: info@assafinaonline.com

Published by Oceanic Spark sarl

CONNECTING MARITIME PEOPLE!

الربان
السفينة

●● Robban Assafina

