

# MARINE MONEY

25TH ANNIVERSARY - 2012

## MEDIA KIT 2012

### MARINE MONEY USA

One Stamford Landing, Suite 214  
62 Southfield Avenue  
Stamford, CT, 06902, USA

Tel: +1.203.406.0106 • Fax: +1.203.406.0110

Email: [info@marinemoney.com](mailto:info@marinemoney.com)

Website: [www.marinemoney.com](http://www.marinemoney.com)

### MARINE MONEY ASIA

11 Collyer Quay  
#12-06 The Arcade  
Singapore 049317

Tel: +65 6325 7067 • Fax: +65 6491 5563

Email: [koates@marinemoney.com](mailto:koates@marinemoney.com)

[uchandran@marinemoney.com](mailto:uchandran@marinemoney.com)

Website: [www.marinemoney.com](http://www.marinemoney.com)

### MARINE MONEY GREECE

21 Orfeos Str.

155 61 Holargos-Athens, Greece

Tel: +30 210 985 8809 • Fax: +30 210 984 2136

E-mail: [mia@marine-marketing.gr](mailto:mia@marine-marketing.gr)

Website: [www.marinemoney.com](http://www.marinemoney.com)



## DISTINGUISH YOURSELF

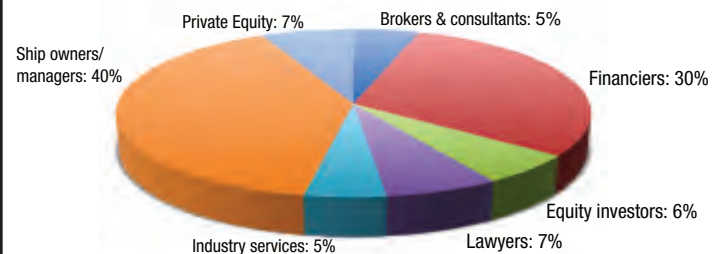
Advertising in Marine Money International is the most effective way to reach decision makers in the international ship finance community. Our publications build on our global networking conferences putting deal transactions together. Relied upon by the most powerful shipowners, investors, lenders and lawyers in the world, advertising in Marine Money will distinguish your business from the rest.

Through our shipping magazine, Marine Money, and our weekly on-line newsletter, Freshly Minted, and Marine Money Asia Edition we give our readers in-depth analysis of the latest deals, including structures, pricing and financing techniques used as well as details on the lenders, principals and investors involved. From single ship transactions to capital markets financing, we at Marine Money International are in the market every day learning everything we can for our readers who are interested in capital formation for maritime transportation.

—We are Committed to Your Success—

## The Most Interesting People in Marine Finance are Interested in Marine Money...

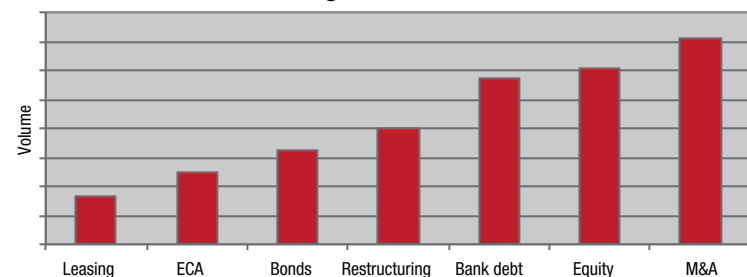
### Marine Money Subscriber Profiles



### Subscribers by Geographic Region

Americas	35%
Europe	25%
Asia	20%
Other	20%

### Transaction Coverage for a \$100 Billion + Market



## GENERAL ADVERTISING RATES

Take advantage of the discounts for multiple frequency — up to a 30% savings.  
All charges are per insertion.

### MAGAZINE

	1X	2X	4X
<b>FULL PAGE</b>	\$2,500	\$2,000	\$1,500
<b>1/2 PAGE</b>	\$1,700	\$1,400	\$1,000
<b>1/4 PAGE</b>	\$1,200	\$1,000	\$700

### FRESHLY MINTED & MARINE MONEY ASIA EDITION

PRINTED EDITIONS	1X	2X	4X
<b>FULL PAGE</b>	\$795	\$600	\$400
<b>ELECTRONIC (ad in FM or MM Asia pdf version on the web with link to website)</b>			
<b>1/4 PAGE</b>	\$500	<b>1/2 PAGE</b>	\$750

- For cover pages, add 20%.
- We would be delighted to discuss inclusions such as flyers and brochures.

## TOMBSTONE SPECIAL

### Every Deal Deserves Attention

Because we know just how much effort, thought and time goes into the successful creation and execution of a newly closed transaction, we would like to help you celebrate you and your team's excellence with a tombstone advertisement at just 50% of the cost of a global corporate branding advertisement.

### Tombstone advertisements say a great deal.

The information deserves to be widely shared. The details of the transaction stand you in the best possible light. The marketplace, your current and future clients, is interested to see the latest deal you have executed. We are proud to show off your accomplishment. And each completed deal adds to you and your institutions stature – that is something we want to celebrate.

## EVERY ISSUE DISCOUNT

Make an impression on the market in every issue of Marine Money at a price that is even better than the multiple insertion rate. Please contact Mike McCleery or Andrea Farrison if you are interested in learning more about this year-long opportunity to build your brand globally with distribution to decision makers in every marine finance center in the world.

## MECHANICAL REQUIREMENTS

### AD SIZES\*

	(US inches) W x H	(Metric mm) W x H
Full Page (Trim size)	8.5" x 11"	215.9mm x 279.34mm
Full Page w/ Bleed	8.75" x 11.25"	222.25mm x 285.75mm
1/2 Page Vertical	3.65" x 9.875"	92.71mm x 251mm
1/2 Page Horizontal	7.5" x 5"	190.5mm x 127mm
1/4 Page Vertical	3.65" x 5"	92.71mm x 127mm
1/4 Page Horizontal	7.5" x 2.5"	190.5mm x 63.5mm

### MAGAZINE

If sending a completed ad you have 5 choices:

1. Quark XPress document for Macintosh (we use version 7.2) with a laser printout or pdf. Art work must be included in form of jpeg, tiff, or eps at 300 dpi in resolution and fonts must be included as well. Please compress (zip, sit) the whole file if you are emailing.
2. Tiff file at 300 dpi in resolution.
3. Jpeg file at 300 dpi in resolution.
4. Eps file (Illustrator CS4) with the fonts included or as outlines at 300 dpi in resolution.
5. Pdf file at 300 dpi in resolution set for print or press optimized with fonts embedded.

Any questions contact Cari Koellmer at ckoellmer@marinemoney.com.

All of the above can be emailed to ckoellmer@marinemoney.com under 10MB, if larger please contact us for ftp details or use "www.yousendit.com".

**\*Important Please Note:** We cannot accept Microsoft Word or Powerpoint files.

### FRESHLY MINTED & MARINE MONEY ASIA

**SPECIAL CONFERENCE PRINTED EDITIONS:** Please see above for size and ad formats. Note: We only accept full page ads in the Printed Editions.

### ELECTRONIC:

Please provide your company logo as a high resolution jpeg, tiff or preferably eps file (with all text converted to outlines) as well the website you would like your logo linked to.

### PRODUCTION CHARGES

Proof changes, except for corrections of publisher's errors, will be charged.

## GENERAL CONDITIONS

### APPROVALS

All advertisements, and contents thereof, are accepted for publication to the editor's approval. Marine Money will not be bound by any condition on a contract, order or copy instructions (printed or verbal) other than those set forth in this rate schedule and specifically agreed upon in writing by Marine Money.

Every advertisement is accepted and published on the representation of the agency and the advertiser that they are authorized to publish the entire content and subject matter of the advertisement.

### PROOFING/LIABILITY

Marine Money is not responsible for any errors on copy once the advertiser has approved a proof. Ads being submitted by any agency should be approved prior to submission. Any ad submitted after the issue closing date is not guaranteed a proof prior to publication and Marine Money will not be held liable for any errors.

### PREFERRED POSITION

Positioning of advertisement is at the sole discretion of the editor with the exception position requests agreed upon/acknowledged by Marine Money in writing prior to publication. Orders specifying positions may be requested, but are subject to the approval of the editor. Special ad positions (available for covers only) are guaranteed at a 20% premium to standard advertising rates.

### CHANGES/CANCELLATIONS

No changes or cancellations are accepted after the issue space closing date. When cancelling an advertisement, clients who do not fulfill their discounted multiple insertions as agreed, must pay the difference between the full price and the discounted price.

### DESIGN/LAYOUT PRODUCTION

Marine Money staff can provide quality ad design and layout services for a nominal charge. When sending art work for re-creation please send in tiff, eps (with fonts converted to outlines) or jpeg format along with a pdf or word document of layout. Fonts and color codes must be included as well.

## PUBLISHING SCHEDULE & AD DEADLINES

Month – Subject	Space Deadline – Material Deadline
January – Special Edition	Dec 7 – Dec 9
February & March – Deal of the Year Awards	Jan 16 – Jan 20
April & May – Banking/Debt Special	Mar 26 – Mar 30
June & July – Rankings Issue	May 21 – May 27
August & September – Asia Banking Offshore Rankings, Asia Awards	Aug 6 – Aug 10
October – Current Trends: Export Credit, Loan Pricing, Private Equity, Consolidation	Sep 10 – Sep 14
November & December – Open Editorial	Oct 22 – Oct 26

*\* All are subject to change.*

## SHIPPING INSTRUCTIONS

Ship all materials to:

### MARINE MONEY INTERNATIONAL

Advertising Dept., / Andrea Farrison

One Stamford Landing, Suite 214

62 Southfield Avenue,

Stamford, CT 06902, USA.

Tel: +1.203.406.0106 ext. 3712 • Fax: +1.203.406.0110

Email: ckoellmer@marinemoney.com

AND copy

afarrison@marinemoney.com

## GEOGRAPHIC TARGET MARKETING

Marine Money hosts the industry's most valuable ship finance conferences and seminars in specialized markets around the world. Issues of Marine Money are distributed at each Marine Money event expanding the network reach and impact of each ad.

Over the 25 years the networking opportunities at our conferences have led to billions of dollars worth of deals. To target your advertising campaign by geographic region insert your ad in the issue published during our different international ship finance forums

### 2012 CONFERENCE SCHEDULE

Forum Date	Forum	Location	Issue for Distribution
January 26	3rd Ann. London Ship Finance Forum	London	Jan
February 23	11th Ann. German Ship Finance Forum	Hamburg	Feb/Mar
February 28	5th Ann. Hong Kong Ship Finance & Investment Forum	Hong Kong	Feb/Mar
March 7	8th Ann. Gulf Ship Finance Forum	Dubai	Feb/Mar
May 2	2nd Ann. Houston Offshore Finance Forum	Houston, Tx	Apr/May
May 10	9th Ann. Istanbul Ship Finance Forum	Istanbul	Apr/May
May 31	14th Ann. Norway Ship & Offshore Finance Forum	Oslo	Apr/May
June 19-21	25th Ann. Marine Money Week	New York City	Jun/Jul
September 18	5th Ann. Super Yacht Finance Forum	Monaco	Aug/Sep
September 19	Brazil Offshore Finance Forum	Rio de Janeiro	Aug/Sept
September TBA	11th Ann. Marine Money Week Asia	Singapore	Aug/Sep
October 17	14th Ann. Greek Ship Finance Forum	Athens	Oct
November 3	6th Ann. Korea Ship Finance Forum	Busan	Oct
November TBA	13th Ann. Ship Finance Forum – New York	New York City	Oct
November TBA	China Ship Finance and Strategy Forum	Shanghai	Oct

## PROMOTIONAL EVENTS

For more extensive campaigns please contact us concerning sponsorship opportunities at our events including:

- Internal branding at the conference
- External branding through brochure mailers to targeted decision-makers
- Exclusive sponsorship for the entire conference
- Exhibition stands
- Business Lounge (Private Lounge)
- Workshops
- Sponsors of:
  - VIP Dinner reception
  - Cocktail reception
  - Conference luncheon
  - All day refreshments

## ADVERTISING CONTRACT

- NEW CONTRACT       INSERTION ONLY       REVISION  
 CANCELLATION       SPECIAL

DATE: \_\_\_\_\_

ADVERTISER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

ATTN: \_\_\_\_\_

PHONE: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

SIZE \_\_\_\_\_ POSITION \_\_\_\_\_

DISCOUNT \$ \_\_\_\_\_ AMOUNT \$ \_\_\_\_\_

INSERTION DATES:

JAN \_\_\_\_\_ FEB/MAR \_\_\_\_\_ APR \_\_\_\_\_

MAY \_\_\_\_\_ JUN/JUL \_\_\_\_\_ AUG/SEP \_\_\_\_\_

OCT \_\_\_\_\_ NOV/DEC \_\_\_\_\_ FM/MMASIA \_\_\_\_\_

BILLING INSTRUCTIONS:

- BILL ADVERTISER       BILL AGENCY       SPECIAL

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

### MARINE MONEY USA

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Stamford, CT 06902 USA  
Tel: +1 203 406 0106 • Fax: +1 203 406 0110  
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### MARINE MONEY ASIA

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#12-06 The Arcade  
Singapore 049317  
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### MARINE MONEY GREECE

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E-mail: mia@marine-marketing.gr  
Website: www.marinemoney.com