

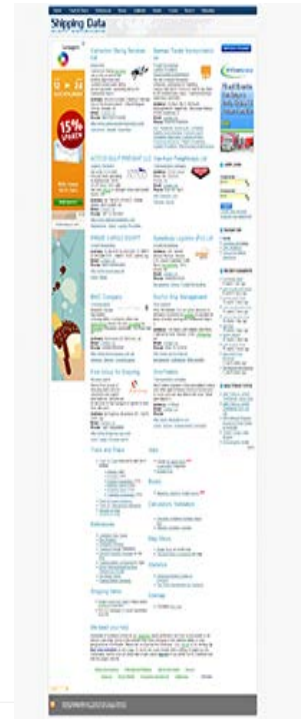
shipping-data.com

Media Pack 2015



Reasons to Advertise With Us?

- More than **1M** unique visitors annually.
- More than **1M** pages generated monthly.
- Various ad formats. Attractive pricing.
- Enters **top 10** websites in its field by traffic.

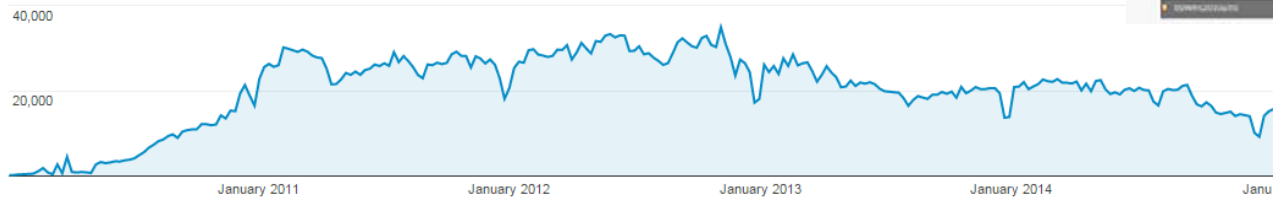


General Information

The website was launched in 2010. It is one of the fastest growing websites in the industry counting 5.000 registered users from all over the world. The website contains information about more than 2800 ports, over 3000 glossary items and abbreviations, more than 109.000 vessels. Several hundreds track and trace provider links. Thousands of links to the books in Amazon. More than 50.000 transportation companies and over 150 media contacts are there in the registry. Detailed information about hundreds of container codes and container types is present as well.

Weekly Visitors

Weekly visitors graph: January 2010 – January 2015.



Website Sections

shipping-data.com contains several sections, covering major areas of cargo shipping operations, creating a biggest source of reference that is used repeatedly by the transport community.

The sections of the website:

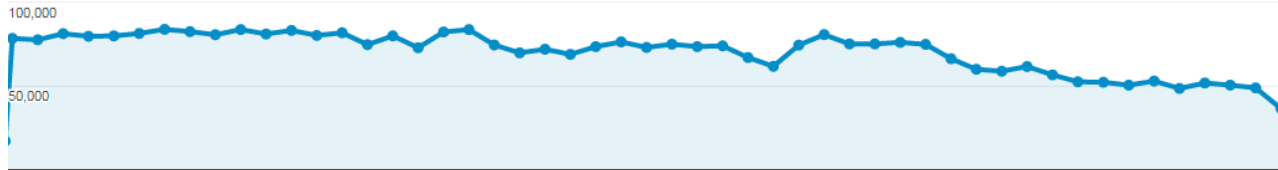
- Shipments track and trace (Air)
- Shipments track and trace (Courier)
- Shipments track and trace (Freight forwarders)
- Shipments track and trace (Rail)
- Shipments track and trace (Shipping Lines)
- Shipments track and trace (Trucking)
- Containers track and trace
- Post/EMS track and trace links
- Vessels on the world map
- Business references
- ISO container specifications
- Custom container specifications
- Container prefixes
- Transport events
- Glossary
- IMDG
- Ship reference
- Shipping documents
- Transport media list
- World Ports

- Books
- News

- Forum

Distribution and Readership Profile

shipping-data.com is internet web project and available in all major internet browsers. Generated pages volume counts more than a million pages a month. Most of the visitors are coming to the website via organic Google search. Below is the graph of weekly page views generated in year 2014 according to Google Analytics.



We have received around 1 million of user sessions in 2014. shipping-data.com is one of the most visited websites in its field.

Business Areas

The distribution of the website visitors and registered users by industries:

Freight forwarder: 14.8%	Training: 1.2%
Warehousing & distribution: 4.8%	Aircargo agent: 0.9%
Ship agent: 4.5%	Container leasing: 0.9%
Logistics: 4.2%	Equipment sales: 0.9%
Bulkship operator: 3.6%	Heavylift: 0.9%
Crewing agent: 3.3%	Liner agent (other): 0.9%
Ship chandler: 3.0%	Ship sales: 0.9%
Marine consultancy: 2.7%	Shipowner: 0.9%
Shipper (exporter): 2.7%	Shippers association: 0.9%
Ship chartering: 2.4%	Tug operator: 0.9%
Shipbroker: 2.1%	Vessel operator: 0.9%
Finance: 1.8%	Airlines association: 0.6%
Information systems: 1.8%	Association/official body: 0.6%
Ship agent (other): 1.8%	Container logistics/repositioning: 0.6%
Ship supplier: 1.8%	Container tracking bureau: 0.6%
Car Carrier: 1.5%	Customs brokers association: 0.6%
Cargo/container inspection: 1.5%	Equipment leasing: 0.6%
Customs agent (container approval): 1.5%	Equipment management: 0.6%
Customs broker: 1.5%	Marketing organisation: 0.6%
Customs clearance: 1.5%	Parts manufacturer: 0.6%
Marine surveyor: 1.5%	Port authority: 0.6%
Terminal operator: 1.5%	Secondhand container dealer: 0.6%
Classification society: 1.2%	Ship registry: 0.6%
Equipment manufacturer: 1.2%	Shiprepairer: 0.6%
Government body: 1.2%	Airline: 0.3%
NVOCC: 1.2%	Classification societies association: 0.3%
Port agent: 1.2%	Container conversion: 0.3%
Ship bunkering: 1.2%	Container repair: 0.3%
Shipmanager: 1.2%	Container repair association: 0.3%

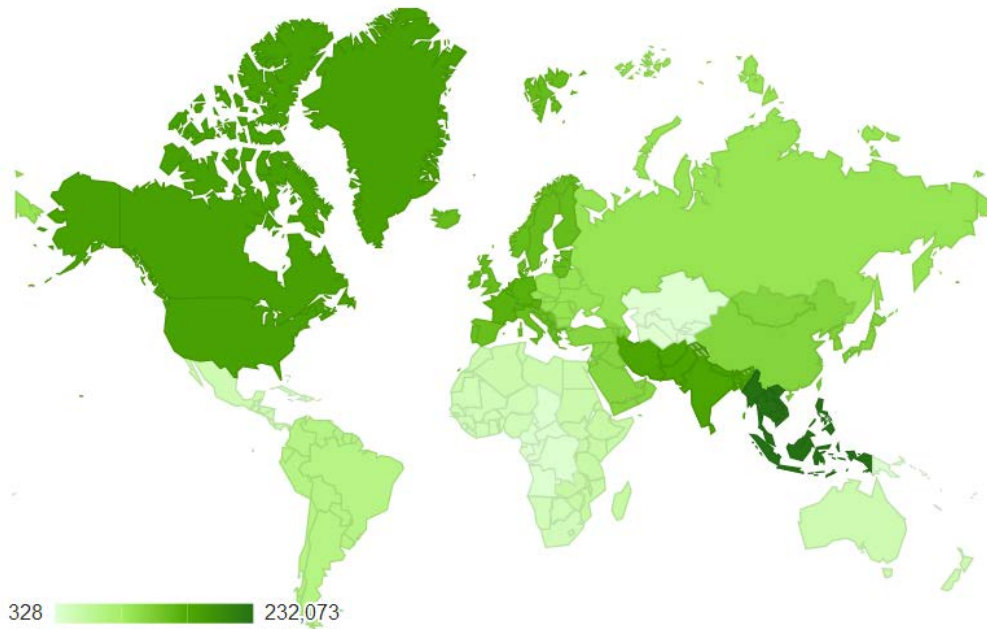
Container technology consultant: 0.3%
 Container/swapbody manufacturer: 0.3%
 Depot (CFS/ICD/rail/empties): 0.3%
 Freight forwarders association: 0.3%
 Holding group: 0.3%
 Holding group (other operator): 0.3%
 Liner agent: 0.3%
 Liner operator: 0.3%
 Marine insurance association: 0.3%
 Railway operator: 0.3%

Ro-ro operator: 0.3%
 Road haulier: 0.3%
 Shipbreaker: 0.3%
 Shipbuilder: 0.3%
 Shipmanager (bulk): 0.3%
 Standards organisation (international): 0.3%
 Standards organisation (national): 0.3%
 Tank container operator: 0.3%
 Tanker operator: 0.3%

Geographical Distribution

The website serves hundreds thousands of visitors monthly from 225 countries/territories, from 15.000 cities.

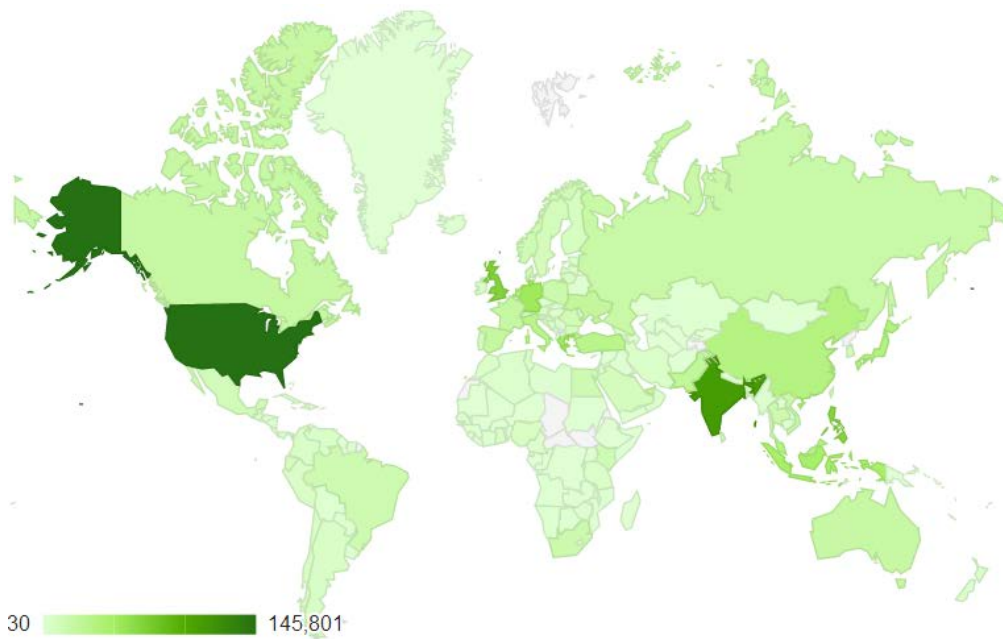
Visitors Density By Subcontinent



Sub Continent Region	Visits	Pages/Visit	Avg. Time on Site
South-Eastern Asia	232073	2.44	98.52
Northern America	166806	2.22	50.50
Southern Asia	161424	2.57	96.04
Western Europe	145507	2.38	64.71
Northern Europe	133987	2.25	62.63
Southern Europe	131210	2.33	68.98
Eastern Asia	107459	2.37	95.87
Western Asia	105124	2.52	91.71

Sub Continent Region	Visits	Pages/Visit	Avg. Time on Site
Eastern Europe	89752	2.39	82.07
South America	54642	2.31	69.72
Eastern Africa	30780	2.80	197.96
(not set)	29993	2.51	97.40
Northern Africa	26419	3.16	133.04
Australasia	24248	2.25	60.32
Central America	21975	2.37	73.48
Western Africa	19452	3.16	171.97
Southern Africa	18030	2.52	85.74
Caribbean	8610	2.67	93.41
Middle Africa	3858	3.26	217.53
Melanesia	1560	2.55	79.03
Central Asia	1461	2.51	95.72
Polynesia	543	2.40	111.99
Micronesia Region	328	2.34	85.51

Visitors Density By Country



Country/Territory	Visits	Pages/Visit	Avg. Time on Site
United States	145801	2.19	48.83
India	109009	2.50	88.93
United Kingdom	67798	2.17	62.58
Philippines	66513	2.65	126.49
Germany	51899	2.34	58.49

Country/Territory	Visits	Pages/Visit	Avg. Time on Site
Greece	49976	2.21	72.95
Singapore	49412	2.14	71.04
Indonesia	45273	2.60	114.47
Netherlands	36968	2.46	73.58
Japan	36860	2.28	62.87
China	35331	2.53	148.94
Malaysia	33513	2.33	76.60
Turkey	30401	2.03	100.34
Italy	30157	2.41	62.11
(not set)	29993	2.51	97.40
United Arab Emirates	25600	2.56	78.28
Pakistan	24858	2.65	103.82
Ukraine	23071	2.30	80.96
Spain	22043	2.38	70.17
France	21381	2.33	60.74
Canada	20818	2.44	61.93
Australia	20040	2.26	62.05
Belgium	19666	2.37	74.25
Russia	18818	2.35	89.67
Hong Kong	17666	2.30	73.38
Vietnam	17308	2.32	82.38
Poland	16364	2.50	78.15
South Africa	16153	2.51	82.41
Thailand	15167	2.32	73.15
Brazil	14940	2.25	63.47
Egypt	13827	3.16	142.23
Kenya	13508	2.51	271.23
Denmark	13123	2.28	60.58
Norway	12847	2.28	60.45
Sri Lanka	12543	2.44	84.97
Romania	12438	2.49	89.45
Mexico	11194	2.21	61.97
Sweden	10244	2.29	53.95
Switzerland	10154	2.45	57.96
Portugal	9927	2.31	56.37
South Korea	9556	2.32	87.13
Bangladesh	9244	2.91	151.10
Saudi Arabia	9181	2.98	99.11
Bulgaria	7932	2.34	80.36
Ecuador	7877	2.06	61.14
Taiwan	7697	2.25	73.25
Cyprus	7377	2.38	72.28

Country/Territory	Visits	Pages/Visit	Avg. Time on Site
Finland	7149	2.30	67.13
Nigeria	6878	3.37	192.21
Israel	6578	2.53	67.54

Visitor Sources

Yearly visitors from various sources, primarily search engines. Distribution, year 2014:

google/organic: 1249125	search.incredibar.com/referral: 838	home.allgameshome.com/referral: 318
(direct)/(none): 96632	search/organic: 819	abcnews.go.com/referral: 311
yahoo/organic: 64024	go.mail.ru/organic: 764	go.mail.ru/referral: 280
bing/organic: 47916	avg/organic: 731	translate.google.com.ua/referral: 277
babylon/organic: 7084	start.funmoods.com/referral: 718	blekko.com/referral: 270
yandex/organic: 4550	search.softonic.com/referral: 544	home.speedbit.com/referral: 267
search-results/organic: 4476	startsiden/organic: 477	website-unavailable.com/referral: 257
ask/organic: 4084	forums.hardwarezone.com.sg/referral: 456	translate.google.com/referral: 255
conduit/organic: 3945	google.com/referral: 441	seznam/organic: 212
search.mywebsearch.com/referral: 2353	start.facemoods.com/referral: 436	
search.sweetim.com/referral: 1351	so.360.cn/referral: 418	
baidu/organic: 1194	daum/organic: 379	
facebook.com/referral: 1170	incredimail/organic: 376	
aol/organic: 969	translate.google.ru/referral: 360	
	transportet.pl/referral: 346	

Search Terms

Most used search terms bringing visitors to the website. See amount of visitors by keyword in year 2014.

panalpina tracking: 4372	restis group: 808	vanguard logistics tracking: 577
eurasia: 2629	ecu line tracking: 783	evyap port: 570
stx pan ocean tracking: 1602	ukraine post tracking: 758	oman air cargo tracking: 567
shipping data: 1520	mccaughrin maritime: 738	mother vessel: 555
seth shipping: 1463	eurasia courier: 733	technomar shipping: 546
oolu: 1389	botros levante: 728	ptc agency: 538
ponu: 1363	msc ecuador: 715	emu lines: 521
msku: 1361	swire shipping tracking: 683	polembros shipping: 501
expeditors tracking: 1290	jb hunt tracking: 676	industria armamento meridionale s.p.a tracking: 493
shipco tracking: 1146	eurasia shipping: 670	mini land bridge: 493
sitc tracking: 1116	spain post tracking: 665	emu lines tracking: 492
eurasia delivery: 1103	eurasia tracking: 639	vietnam post tracking: 492
eurasia singapore: 1099	china shipping: 631	portugal post tracking: 491
csav mexico: 1063	polembros: 623	ptc shipping agency: 489
ck line: 1054	neda maritime: 614	wilson shipping aberdeen: 476
tghu: 971	anl singapore pte ltd: 613	cma cgm: 472
ts line tracking: 954	mscu: 587	
marmaras navigation: 942	ts lines tracking: 585	
shipco transport tracking: 907	ocs philippines: 583	
cyprus post tracking: 810	shipping times chennai: 580	

tclu: 467
 brazil post tracking: 462
 ukraine postal tracking: 458
 container prefix: 451
 menlo tracking: 451
 poland post tracking: 448
 seth shipping tracking: 448
 shipping-data.com: 448
 borchard tracking: 441
 ecoship sdn bhd: 428
 kict container tracking: 427
 wg&a: 426
 shipping-data: 425
 sinotrans tracking: 424
 samskip tracking: 423

pt pelayaran caraka tirta perkasa: 422
 nyku: 409
 eagle global logistics tracking: 408
 mrku: 396
 polish post tracking: 396
 fairmont shipping: 387
 egypt post tracking: 379
 chip carrier ship: 376
 william lines: 376
 eurasia courier singapore: 374
 stx tracking: 369
 clhu: 366
 fciu: 362
 polembros shipping ltd: 361
 caxu: 359

hungary post tracking: 358
 laurel navigation tracking: 357
 dst shipping: 356
 hdmu: 355
 transasia container tracking: 355
 victoria ship management inc: 354
 cmau: 350
 ptc shipping: 350
 tghu container: 347
 delta shipping karachi: 346
 msc guatemala: 346
 csav: 344
 maersk kenya: 342

Rate Card

Note the site areas and prices on the picture below. You can select between pay per click and fixed price per month. Complete statistics of clicks is available.

Ad Zone	One Month Display	Pay per click	100 displays
Red	250 EUR	2.5 EUR	3 EUR
Orange	200 EUR	2 EUR	2.4 EUR
Green	150 EUR	1.5 EUR	1.8 EUR
Blue	100 EUR	1 EUR	1.2 EUR
Pink	50 EUR	0.5 EUR	0.6 EUR

Exclusive ad placement can be discussed. The banners are shown simultaneously with other banners of the same size in this area. You

Dimensions

We accept images and flash in Google Adwords sizes.
 Red zone horizontal banner: 468 x 60 pixels.
 Orange zone horizontal banner: 468 x 60 pixels.
 Orange zone vertical banner: 160 x 600 pixels.
 Green zone rectangular banner: 160 x 160 pixels.
 Green zone vertical banner: 160 x 600 pixels.
 Blue zone rectangular banner: 160 x 160 pixels.
 Blue zone horizontal banner: 468 x 60 pixels.
 Pink zone horizontal banner: 728 x 90 pixels.

Advertisement Formats

You can place your online ads in various formats: images, flash, html text links. Banners can be supplied in JPG, GIF, PNG, animated GIF or Flash formats. There is no limitation on the banner file size.



Advertisement Segmentation

You can target your ads to be shown only on specific pages, which could be your own page, specific forum pages, track and trace pages, etc. The complete list of page types which could be used for the ad display segmentation: abbreviations, book, company information, container types and standards, container prefixes, industry news, forum topic, glossary, port information, quote, vessel information, transport media pages.

You can target your advertisement onto specific geographical areas too. For instance, you can show your ads to visitors from UK searching for agents in Indonesia.

How To Advertise With shipping-data.com

1. Decide on place and format of your ad.
2. Send your media files to info@shipping-data.com.
3. Pay online (PayPal) or by bank transfer.
4. Follow your statistics online (individual tracking account is created).
5. [Ask questions online](#) or by email info@shipping-data.com.

Measurable Return On Investment

Every advertiser is given his own login allowing to get the complete statistics of his banner. See the sample pages below showing general and detailed statistics.

STATUS

This advertisement is actively being displayed.
This advertisement has been active since *Thursday, July 29, 2010 - 22:35*.

STATISTICS

	Impressions	Clicks	Click-thru
Last seven days	0	0	0.00%
This month	0	1	0.00%
Last month	1	0	0.00%
This year	12	1	8.33%
Last year	5676	2	0.04%
All time	5688	3	0.05%

CLICK HISTORY

Time	User	URL where clicked	Status
Mar 12 20:45	Anonymous		Bot [details]
Mar 10 12:52	Anonymous	http://shipping-data.com/content/gls	Valid [details]
Mar 7 19:46	Anonymous		Bot [details]
Mar 5 20:46	Anonymous		Bot [details]
Mar 3 21:32	Anonymous		Bot [details]
Mar 1 22:54	Anonymous		Bot [details]
Oct 3 06:28	Anonymous		Bot [details]
Sep 6 04:58	Anonymous		Bot [details]
Jul 30 23:29	Anonymous	http://shipping-data.com/user/register	Valid [details]
Jul 30 08:32	admin	http://shipping-data.com/content/ship...	Filtered role [details]
Jul 30 08:31	admin	http://shipping-data.com/content/gls	Filtered role [details]
Jul 30 02:57	Anonymous	http://shipping-data.com/ship/c-p-35	Valid [details]
Jul 30 02:33	Anonymous		Bot [details]

CHANNELS

- Freight Forwarders

PREMIERE

This is not a premiere advertisement.

Report data

Impressions
 Clicks

Report dates

Start: End:

Website Traffic Rank

In the table below you can see the Alexa Traffic Rank values for other transport-related websites measured in February 2015. The traffic rank based on three months of aggregated historical traffic data from millions of Alexa Toolbar users and data obtained from other, diverse traffic data sources, and is a combined measure of page views and amount of users visited the website. Smaller Page Rank means better website – attracting more visitors, giving them more information on its pages. In our table, the best websites are located on top of the list. The websites with lower Traffic Rank are normally more efficient for the advertisers.

Website	Alexa Traffic Rank (03.02.2015)
shippingchina.com	14,511 I
joc.com	83,630 I
hellenicshippingnews.com	110,649 I
marinelink.com	181,459 II
porttechnology.org	191,082 II
worldmaritimenews.com	203,589 II
silobreaker.com	245,210 II
freightnet.com	272,600 II
ship2shore.it	507,833 IIII
aircargoworld.com	584,250 IIII
shipping-data.com	782,051 IIIIII
portstrategy.com	950,326 IIIIII
bairdmaritime.com	1,343,922 IIIIIII
eyefortransport.com	1,449,453 IIIIIII
worldcargonews.com	1,506,554 IIIIIII
portcalls.com	1,554,076 IIIIIII
equip4ship.com	1,905,197 IIIIIII
transportjournal.ch	2,005,696 IIIIIII
logisticsonline.com	2,083,857 IIIIIII
ship2yard.com	2,315,560 IIIIIII
marinedigital.com	2,516,890 IIIIIII
transportweekly.com	2,925,263 IIIIIII
container-mag.com	3,603,978 IIIIIII
best-maritime-mail.info	3,696,086 IIIIIII
thaishipper.com	4,373,532 IIIIIII
supplychainmarket.com	4,611,965 IIIIIII
crewing.biz.ua	5,640,814 IIIIIII
crew4sea.com	6,778,267 IIIIIII
indoshippinggazette.com	7,182,579 IIIIIII
jura.lt	8,504,636 IIIIIII

Easy Way To Contact

info@shipping-data.com