

# CONTENT MARKETING



## REACH 80K+ RECIPIENTS IN ONE CLICK

**Well-trained crews deliver exceptional fleet performance**

Videotel's **Industry-leading eLearning** maximises your seafarer learning investment:

- ✓ Improves crew performance
- ✓ Reduces financial and safety risks
- ✓ Lowers OPEX
- ✓ Helps recruit and retain motivated, happy seafarers

Watch the video: **Training Matters**

Seafarers on 12,000 vessels worldwide use Videotel's award-winning, blended learning approach to effectively build their knowledge and performance. **Let us help your crews do the same.**

Learn more at: [videotel.com](http://videotel.com)  
[sales@videotel.com](mailto:sales@videotel.com)  
+44 (0) 207 299 1800

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### EMAIL MARKETING: OUR PROPRIETARY LIST WILL GET YOUR MESSAGE OUT TO 80K+ RECIPIENTS

Whether you're marketing coatings, marine insurance, digital instruments, or anything in between, our opt-in e-mail service will meet your needs. The process is simple; you select an available date and send us your html material, along with a subject line of your choosing.

We send you a test e-mail, and wait for your approval. On the selected date we send it to our list of 86,252 recipients.

Within minutes of sending, you are able to track results and measure campaign effectiveness with our exclusive IMPACT system.

**Pricing: 1x Email: \$2250 net**  
**4x Emails: \$1750 each net**

### MARINELINK WEBINARS

As the global maritime market's number one source of delivering information, we offer the best way to deliver your detailed presentation in an effective and interactive format to an engaged audience that is interested in learning about your products or services.

Our webinar package is specifically designed to bring you a qualified audience while building your company brand awareness through the industry's largest network of publications, websites and e-newsletters. If you are planning a product launch or want to demonstrate how a service or product could benefit the maritime market, we have the best solution to make that a success.

The packages Include: 4x emails to 86,252 contacts, 1x 30-day banner ad in rotation on Maritime Network, 1x 30-day banner ad on the events page, reminder and "thank you" emails to registrants, a hosted 60-75-minute webinar with a moderator, and polling questions. Packages start at: \$10,000/net

**ARUNDO**

12 SEPT 2018  
11am CDT

**Digital Ships: Connected Vessels and Machine Learning Applications for Maritime Operations**

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**SPEAKERS**

Dr. Mark Tibbetts | Marty Cochrane  
Lead Data Scientist | Director Solution Architecture

[CLICK HERE TO REGISTER!](#)

# CONTENT MARKETING

## Your brand on display in your own words

### NATIVE ADVERTISING

With the Maritime Network's native advertising, you can showcase your company's latest achievements by directly integrating it into the news! Our targeted native advertising will put you in front of the right decision makers. Your story will appear on a homepage and in your choice of the Maritime Network's targeted E-Newsletters. Plus, your story will remain in the network's archives and will be searchable from our site and search engines.

The Maritime Network's editorial and marketing team can also work with you to create the right company image! We can assist you in creating the best content to showcase your brand to the global maritime industry.

The screenshot shows a sponsored article on the MarineLink website. The article is titled "UNDERSTANDING UV TRANSMITTANCE" and is posted to Trojan Marimex on April 28, 2017. The main text states: "There is a long track record of utilizing UV disinfection to treat wastewater, and, in most cases, wastewater is of poorer quality or lower UV transmittance (UVT) than ballast water. UV can treat extremely turbid ballast water, as long as the system is engineered to the highest of standards." Below the text is a bar chart titled "UV Transmittance of Various Ports Around The World" with data points for various ports. To the right of the chart is a section titled "WHAT IS UVT?" which explains that UVT is the ratio of light entering the water to that exiting the water. Below that is a section titled "A HIGH UVT VALUE LIMITS SYSTEM APPLICABILITY" which notes that many existing IMO Type Approved systems have been tested in higher clarity water (high UVT) and are not approved for lower clarity waters.

### WHITE PAPERS

Make sure your company's content is visible to decision makers all around the world. Special content marketing from the Maritime Network is your opportunity to sponsor your "white paper" hosted on the Maritime Network and distributed to the maritime network's targeted email database. This powerful marketing tool allows you to bring your message directly to purchasers and buyers researching your market.

The screenshot shows a white paper titled "Marine Jobs Made Easier with Viega Fittings". The text discusses the benefits of Viega fittings in marine environments, highlighting their durability and ease of installation. It mentions that Viega fittings are made of high-quality materials and are designed to withstand the harsh conditions of the sea. The white paper also includes images of Viega fittings being installed on a ship's engine.

### GATED WHITEPAPER

Includes: Required registration page for lead generation; 2 Weeks promotion on homepage and in e-news; Dedicated Email Blast \$5,000/net

All Prices Net

### PROMOTED WHITE PAPER

Includes: 1 Week promotion on homepage and in e-news; & Dedicated Email Blast \$2,500/net

### OPEN WHITE PAPER

Includes: 1 Week promotion on homepage and in e-news; \$1,500/net

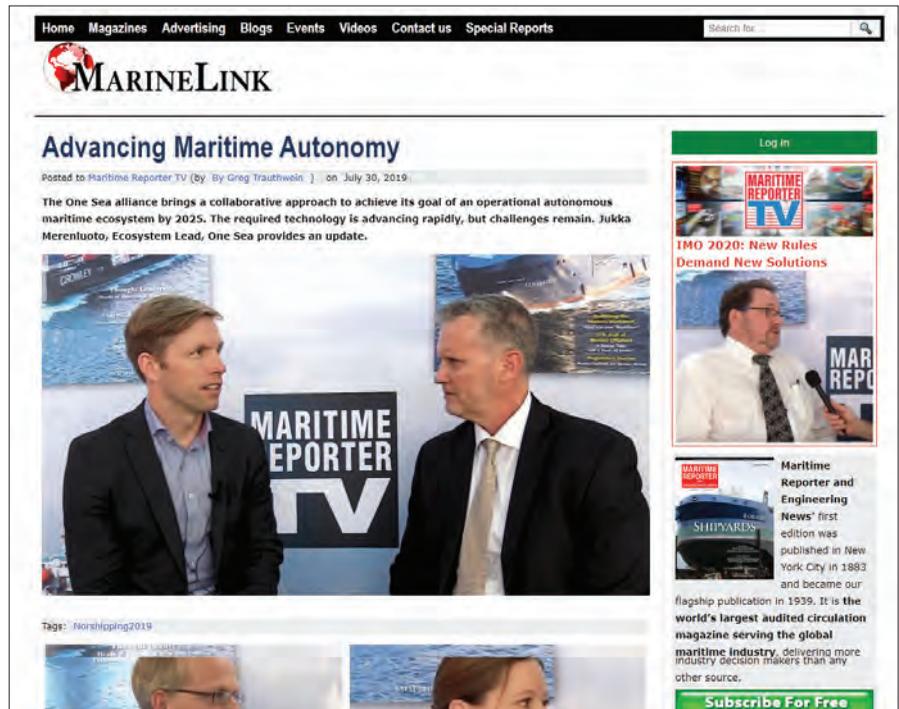
# MARITIME REPORTER TV

## Custom Interviews with Leading Businesses

Maritime Reporter TV provides insightful interviews with the industry's top executives.

Now is your opportunity to promote a truly unique message about your company with a Maritime Reporter TV video interview.

With a Maritime Reporter TV interview, our committed editorial staff will work with you to develop insightful Q&A with your team. The interview will be conducted and recorded by the Maritime Reporter TV team within our New York studio or at an exhibiting trade show or event.



The screenshot shows a webpage from Marineline.com. The main article is titled "Advancing Maritime Autonomy" and is dated July 30, 2019. The article text reads: "The One Sea alliance brings a collaborative approach to achieve its goal of an operational autonomous maritime ecosystem by 2025. The required technology is advancing rapidly, but challenges remain. Jukka Merenluoto, Ecosystem Lead, One Sea provides an update." The article features a video interview with two men in suits, one of whom is identified as Jukka Merenluoto. The website navigation includes Home, Magazines, Advertising, Blogs, Events, Videos, Contact us, and Special Reports. A search bar is located in the top right corner. On the right side of the page, there is a sidebar with a "Log in" button, a "Subscribe For Free" button, and a section titled "Maritime Reporter and Engineering News" with a "SHIPYARDS" logo. Below this, there is a section titled "IMO 2020: New Rules Demand New Solutions" with a photo of a man speaking into a microphone.

The interview will be posted on marinelink.com with an option to promote to our highly engaged audience site-wide through native content, banner advertisements and e-newsletter sponsorships.

### **Package 1. Video Production with Network Promotion:**

Video recording and production at industry event (with input on subject and content); Featured in rotation for 30 days on the Maritime Reporter TV block on Marinelink.com; Featured in rotation for 30 days on Maritime Reporter E-news & Maritime Today E-news; Social media promotion; Archive on Maritime Reporter TV; Companion banner on video landing page; Cost: \$3,500/net

### **Package 2. Video Production & Hosting or Customer Supplied Video:**

Video recording and production at industry event (with input on subject and content)  
Hosted on Maritime Reporter TV archive; Group post on our social media; Companion Banner on video landing page; Cost: \$2,500/net