

shipping-data.com

Media Pack 2012



Reasons to Advertise With Us?

More than **1M** unique visitors annually.
 More than **1M** page generated monthly.
 Various ad formats. Attractive pricing.
 Enters **top 7** websites in its field by traffic.

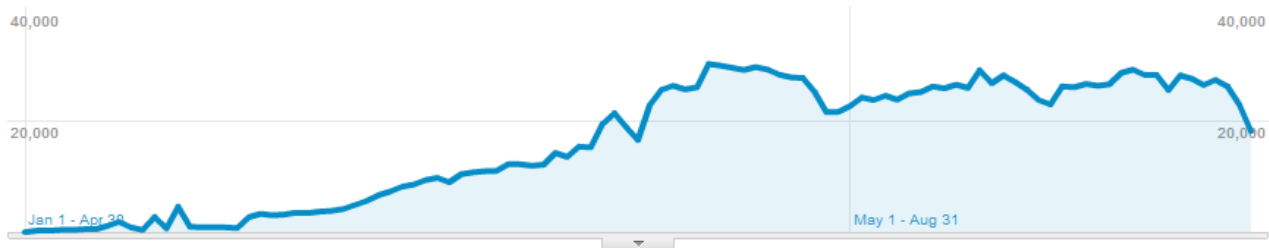


General Information

The website was launched in 2010. It is one of the fastest growing websites in the industry counting almost 4.000 registered users. 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 – December 2011.



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

Popular Pages

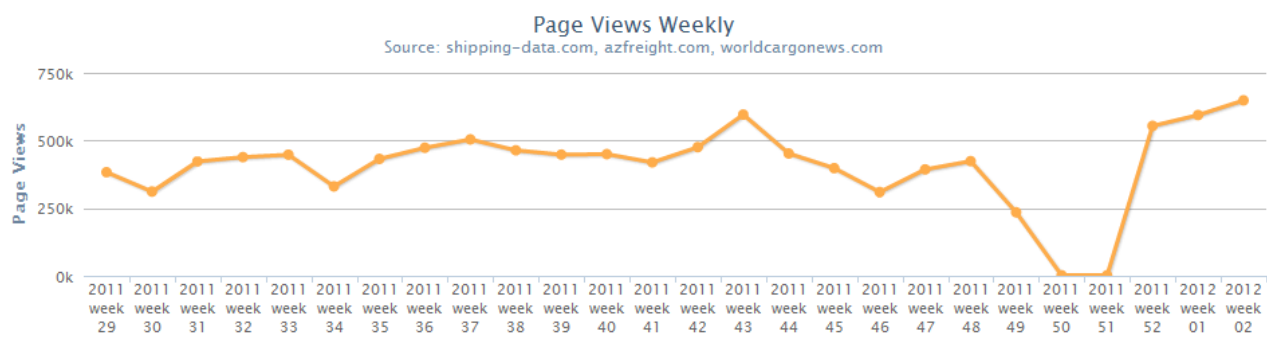
Top 50 most popular pages, monthly overview (December 2011).

Page Title	Page views
Track And Trace Containers Shipping Data	6,303
Vessels' Positions Live	4,891
Transport Companies Catalogue Shipping Data	4,756
Shipping Data All the shipping information	4,369
Email Contact Form Shipping Data	4,072
Container Prefixes Reference Shipping Data	3,223
Track and Trace Shipments Shipping Data	3,031
Ship reference Shipping Data	2,527
Track & Trace Links :: Shipping Line Shipping Data	2,251
Eurasia International (Singapore) Pte Ltd Singapore Singapore	1,682
Disasters Shipping Data	1,427
Track And Trace Containers Shipping Data Page 2	1,013
Track And Trace Post/EMS Shipping Data	986
Container Tracking by STX Pan Ocean	860
Container Check Digit Calculator and Validator	791
Track & Trace Links :: Trucking Company Shipping Data	737
Track And Trace Containers Shipping Data Page 3	601
User account Shipping Data	596
Track & Trace Links :: Freight Forwarder Shipping Data	595
MMMU Container Prefix MCCAUGHRIN MARITIME MARINE SYSTEMS INC.	518
TGHU Container Prefix TEXTAINER EQUIPMENT MANAGEMENT LTD	498
Glossary Shipping Data	495
Track & Trace Links :: Courier Shipping Data	452
MSKU Container Prefix A.P MOLLER	445
OOLU Container Prefix ORIENT OVERSEAS CONTAINER LINE LTD.	430
Track & Trace Links :: Airline Shipping Data	427
Shipping Container Specifications Shipping Data	410
SIKU Container Prefix SAMUDERA SHIPPING LINE LTD	355
Shipments, BL Tracking by Shipco Transport	328
Shipping Books Shipping Data	322
Track And Trace Post/EMS Shipping Data Page 2	310

Shipments, BL Tracking by Expeditors International	305
Laurel Navigation Ltd Port Louis Mauritius	298
Shipments, BL Tracking by EMU Lines	288
Top Viewed Shipping Data	288
PT Pelayaran Caraka Tirta Perkasa Jakarta Indonesia	284
Shipping Documents	267
Forums Shipping Data	261
Post Tracking by Ukraine	257
MSCU Container Prefix MSC- MEDITERRANEAN SHIPPING COMPANY S.A.	247
Container Tracking by DP World Nhava Sheva	244
Data Need Correction Shipping Data	241
Neda Maritime Agency Co Ltd Piraeus Greece	229
PONU Container Prefix A.P MOLLER	223
Polembros Shipping Ltd Piraeus Greece	222
Post Tracking by Spain	213
OCS Philippines Inc. Manila Philippines	211
Post Tracking by Cyprus	211
Seth Shipping Corp Hong Kong Hong Kong S.A.R., China	204
Container Prefix: MMMU Reference	203
Industria Armamento Meridionale SpA Sicily Italy	202

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 the graph of weekly page views generated in the second half of year 2011.



We have received more than a million of unique visitors in 2011, so more than 100.000 every month. shipping-data.com is one of the most visited website in its field.

Business Areas

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

Freight forwarder: 14.8%
Warehousing & distribution: 4.8%
Ship agent: 4.5%
Logistics: 4.2%
Bulkship operator: 3.6%
Crewing agent: 3.3%
Ship chandler: 3.0%
Marine consultancy: 2.7%
Shipper (exporter): 2.7%
Ship chartering: 2.4%
Shipbroker: 2.1%
Finance: 1.8%
Information systems: 1.8%
Ship agent (other): 1.8%
Ship supplier: 1.8%
Car Carrier: 1.5%
Cargo/container inspection: 1.5%
Customs agent (container approval): 1.5%
Customs broker: 1.5%
Customs clearance: 1.5%
Marine surveyor: 1.5%
Terminal operator: 1.5%
Classification society: 1.2%
Equipment manufacturer: 1.2%
Government body: 1.2%
NVOCC: 1.2%
Port agent: 1.2%
Ship bunkering: 1.2%
Shipmanager: 1.2%
Training: 1.2%
Aircargo agent: 0.9%
Container leasing: 0.9%
Equipment sales: 0.9%
Heavylift: 0.9%
Liner agent (other): 0.9%
Ship sales: 0.9%
Shipowner: 0.9%
Shippers association: 0.9%
Tug operator: 0.9%
Vessel operator: 0.9%
Airlines association: 0.6%
Association/official body: 0.6%
Container logistics/repositioning: 0.6%
Container tracking bureau: 0.6%
Customs brokers association: 0.6%
Equipment leasing: 0.6%
Equipment management: 0.6%
Marketing organisation: 0.6%
Parts manufacturer: 0.6%
Port authority: 0.6%
Secondhand container dealer: 0.6%
Ship registry: 0.6%
Shiprepairer: 0.6%
Airline: 0.3%
Classification societies association: 0.3%
Container conversion: 0.3%
Container repair: 0.3%
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 230+ countries/territories, from over 15.400 cities.

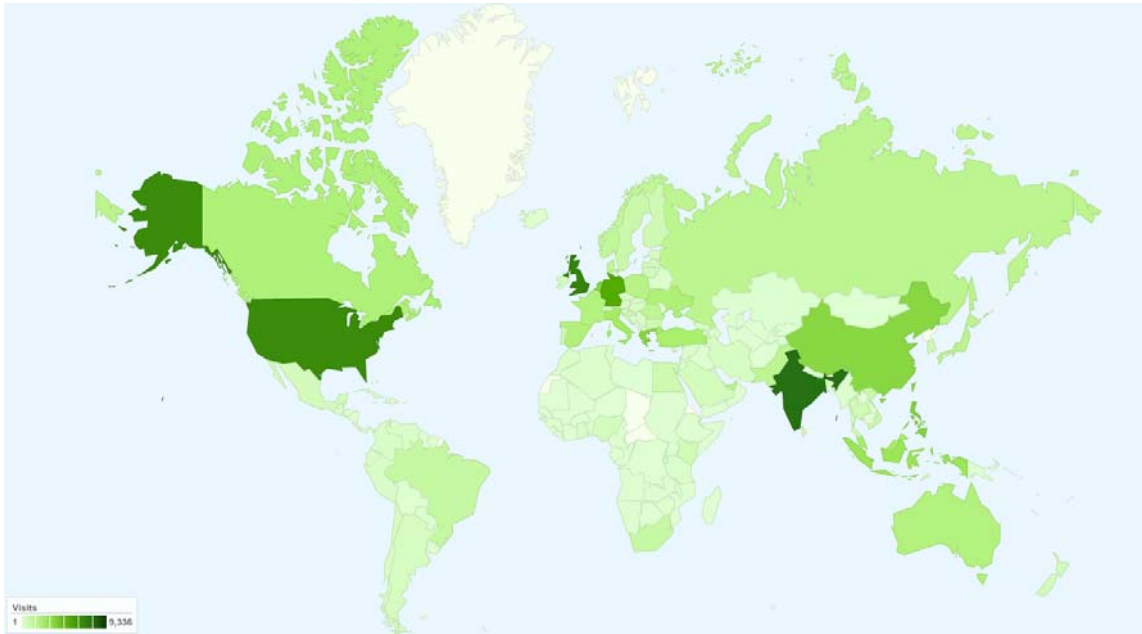
Visitors Density By Subcontinent



Sub Continent Region	Visits	Pages/Visit	Avg. Time on Site
South-Eastern Asia	15893	1.93	125.34
Western Europe	15838	1.80	66.43
Northern Europe	15777	1.75	71.54
Southern Asia	13118	2.01	114.11
Southern Europe	12859	1.85	76.51
Northern America	10343	1.83	70.20
Eastern Europe	10317	1.90	94.84
Eastern Asia	8242	1.93	133.09
Western Asia	8066	2.00	102.76
South America	3891	1.90	90.35
Australia and New Zealand	2926	1.73	71.38
Eastern Africa	1665	2.05	459.23
Northern Africa	1641	2.61	163.75
Southern Africa	1376	1.96	92.11
Central America	1274	1.85	95.80
(not set)	1266	1.92	103.94
Western Africa	1212	2.14	184.86

Caribbean	617	1.95	85.64
Middle Africa	193	2.62	204.47
Central Asia	173	2.24	136.88
Melanesia	120	2.03	208.24
Polynesia	44	1.34	43.34
Micronesia Region	35	2.17	135.11

Visitors Density By Country



Country/Territory	Visits	Pages/Visit	Avg. Time on Site
India	9336	1.93	102.12
United Kingdom	8239	1.70	72.32
United States	7835	1.82	70.34
Germany	6101	1.72	64.86
Philippines	4326	1.93	134.72
Greece	4154	1.78	86.79
China	4106	2.02	158.99
Netherlands	4078	1.76	65.93
Indonesia	3445	2.24	157.80
Italy	3132	1.84	65.22
Malaysia	2989	1.74	89.31
Singapore	2947	1.66	103.08
Turkey	2817	1.81	90.04
Ukraine	2555	1.94	102.85
Canada	2499	1.89	69.89
Spain	2423	1.90	74.39

Country/Territory	Visits	Pages/Visit	Avg. Time on Site
Australia	2339	1.73	74.28
France	2310	1.78	69.49
Poland	2042	1.77	77.12
United Arab Emirates	1902	2.01	92.63
Belgium	1878	1.85	58.87
Japan	1856	1.68	82.73
Russia	1845	1.85	103.45
Pakistan	1715	2.12	119.56
Romania	1703	2.06	92.05
Denmark	1603	1.79	57.91
Norway	1527	1.65	64.22
Brazil	1336	2.03	96.19
South Africa	1274	1.95	90.33
(not set)	1266	1.92	103.94
Vietnam	1105	2.10	132.08
Sweden	1090	1.78	64.46
Hong Kong	985	1.70	90.11
Croatia	969	1.80	78.70
Egypt	920	2.71	185.33
Bulgaria	893	1.96	98.12
Switzerland	891	2.22	80.80
Finland	854	1.76	57.84
Thailand	845	1.94	109.47
Sri Lanka	828	2.17	131.30
South Korea	819	2.28	170.44
Portugal	806	1.99	66.81
Kenya	768	1.89	782.11
Bangladesh	719	2.47	195.49
Latvia	709	1.79	81.44
Lithuania	655	2.24	140.64
Mexico	628	1.82	105.10
New Zealand	587	1.74	59.85
Saudi Arabia	578	2.29	122.34
Nigeria	565	2.27	213.92
Cyprus	562	1.86	108.47
Argentina	517	1.80	78.78
Ireland	478	1.91	69.10
Taiwan	448	2.04	125.95
Iran	436	2.26	178.84
Israel	436	1.83	63.95
Austria	425	2.17	84.35
Czech Republic	412	2.00	79.50
Chile	410	1.74	63.82
Estonia	392	1.66	57.69

Country/Territory	Visits	Pages/Visit	Avg. Time on Site
Georgia	384	2.48	166.84
Colombia	370	1.98	81.54
Hungary	365	1.69	69.90
Ghana	353	2.11	191.33
Peru	326	1.75	70.98
Slovenia	320	1.75	63.65
Serbia	311	1.88	91.50
Venezuela	296	2.16	166.38
Panama	291	1.76	89.41
Morocco	291	2.04	109.06
Tanzania	278	2.23	166.68
Malta	271	1.85	69.74
Slovakia	259	1.68	112.02
Ecuador	234	1.63	61.00
Lebanon	228	2.04	98.58
Qatar	222	1.82	55.58
Algeria	198	3.23	202.80
Jordan	182	2.54	186.92
Paraguay	167	1.44	69.44
Belarus	166	2.30	149.31
Syria	165	2.90	223.35
Iceland	155	1.99	91.26
Tunisia	153	2.26	76.17
Montenegro	143	1.85	59.45
Trinidad and Tobago	131	2.31	97.02
Uruguay	129	1.67	95.74
Myanmar [Burma]	122	2.78	343.20
Kuwait	121	1.94	90.48
Macedonia [FYROM]	113	2.11	100.44
Mauritius	112	1.64	93.85
Kazakhstan	112	2.32	137.78
Azerbaijan	109	2.16	138.42
Uganda	106	2.28	181.54
Oman	105	1.94	52.97
Jamaica	103	1.86	66.74
Costa Rica	94	1.95	72.00
Dominican Republic	93	2.23	95.38
Senegal	92	1.98	119.87
Zimbabwe	91	1.95	155.29
Honduras	88	2.11	110.41

Visitor Sources

Monthly visitors from various sources, primarily search engines. Example distribution:

google / organic: 113143
(direct) / (none): 6968
bing / organic: 1462
yahoo / organic: 1435
google.com / referral: 453
google.co.in / referral: 283
google.com.tr / referral: 163
google.com.sg / referral: 111
baidu / organic: 97
google.de / referral: 88
google.co.uk / referral: 85

search / organic: 83
google.com.my / referral: 82
google.gr / referral: 80
google.com.pk / referral: 78
google.com.ua / referral: 69
google.nl / referral: 69
google.co.id / referral: 66
aol / organic: 63
google.es / referral: 58
google.it / referral: 58
translate.google.ru / referral: 57

google.com.ph / referral: 52
google.com.au / referral: 50
google.ru / referral: 49
google.ae / referral: 46
google.co.th / referral: 46
translate.google.com /
referral: 46
google.fr / referral: 42
google.com.eg / referral: 41
google.pl / referral: 41

Search Terms

Most used search terms bringing visitors to the website. See amount of visitors by keyword (March 2011).

oolu: 247
misc tracking: 207
msku: 162
tghu: 153
stx pan ocean tracking: 137
shipping data: 120
expeditors tracking: 107
ecu line tracking: 94
panalpina tracking: 86
ck line: 83
ponu: 79
shipco tracking: 79
shipmanagement japan: 71
flinter shipping: 68
pil tracking: 68
tug damao: 63
"lam" russia, nakhodka: 61
uesu: 60
neda maritime: 58
kl saltfjord: 57
csav norasia tracking: 55
hdmu: 55
dhl europlus: 54
larus sa: 51
misc container tracking: 51
msku tracking: 50
portugal post tracking: 50
polembros shipping: 49
tclu: 48
bmou: 47
kamigumi at chennai: 47
nyku: 47
vietnam post tracking: 47
cosco tracking: 46

mini land bridge: 46
csav tracking: 45
caxu: 44
efogen: 44
fcIU: 44
geseaco: 44
pt pelayaran caraka tirta
perkasa: 42
samudera shipping container
tracking: 42
good faith shipping co sa: 41
maryville maritime inc: 41
shipco transport tracking: 41
rcl tracking: 40
uacu: 40
clhu: 39
imo no. 9520819: 39
cbhu: 38
cma cgm tracking: 38
maersk tracking: 38
niledutch tracking: 38
ocs philippines: 38
valiant shipping: 38
caxu container: 37
pos shipping line: 37
technomar: 37
balaji shipping tracking: 36
cma cgm chennai: 36
cyprus maritime co ltd: 36
cyprus post tracking: 36
ptc shipping company: 36
tcnu: 36
technomar shipping inc: 36
bee seng shipping: 34

chokai maru: 34
columbus shipmanagement
gmbh: 34
mother vessel: 34
tghu container tracking: 34
wan hai tracking: 34
barclay shipping: 33
safmarine kenya: 33
cosmotrans ag: 32
grand china shipping: 32
ptc agency: 32
restis group: 32
seabridge maritime agencies
pvt ltd: 32
william lines: 32
evyap port: 31
maestro shipping: 31
seth shipping: 31
alianca tracking: 30
csav mexico df: 30
fscu: 30
hapag lloyd container
tracking: 30
helmsing&grim: 29
sdv transami tanzania: 29
shipping times chennai: 29
skif shipping: 29
technomar shipping: 29
amfu: 28
asia symphony ship: 28
tcku: 28
ts lines tracking: 28
ttnu: 28
container tclu: 27

emu lines: 27
 emu lines tracking: 27

equipment interchange
 receipt: 27

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 to 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 January 2012. The traffic rank is 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 (January 2012)
shippingchina.com	19530
silobreaker.com	23292
gctl8.com	115399
joc.com	151758
hellenicshippingnews.com	210146

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marinelink.com	237816	
shipping-data.com	264207	
ifw-net.com	285271	
freightnet.com	311936	
ttnews.com	353635	
transportweekly.com	456865	
shipping-exchange.com	502694	
worldmaritimenews.com	546480	
eyefortransport.com	760301	
rfidnews.org	876345	
porttechnology.org	994910	
portstrategy.com	1000186	
aircargoworld.com	1034902	
ship2yard.com	1416727	
cargosystems.net	1457229	
worldcargonews.com	1485202	
crewing.biz.ua	1574022	
marinedigital.com	1629140	
portcalls.com	1636074	
eximin.net	2228941	
logisticsonline.com	2327839	
best-maritime-mail.info	2833953	
supplychainmarket.com	3380110	

Easy Way To Contact

info@shipping-data.com

Biggest database of shipping data in the web