

A large container ship, the Maersk Donegal, is docked at a port. The ship is black with a white superstructure and is heavily loaded with multi-colored shipping containers. A large blue crane is positioned on the left side of the ship, and a yellow and red striped crane is visible on the right. The ship's name and port of origin are visible on its side.

shipping-data.com

Media Pack 2013

MAERSK DONEGAL
MONROVIA
IMO 9287474

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 2013.



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.

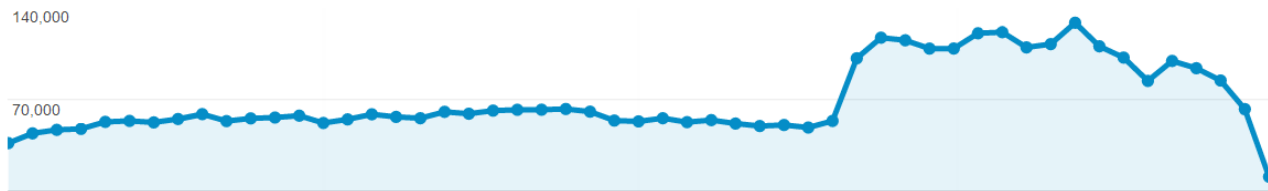
The sections of the website:

- 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 2012 according to Google Analytics.



We have received more than a 1.1 million of unique visitors in 2012, so 100.000 every month in average, more than 5.000 every weekday. 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%	NVOCC: 1.2%
Warehousing & distribution: 4.8%	Port agent: 1.2%
Ship agent: 4.5%	Ship bunkering: 1.2%
Logistics: 4.2%	Shipmanager: 1.2%
Bulkship operator: 3.6%	Training: 1.2%
Crewing agent: 3.3%	Aircargo agent: 0.9%
Ship chandler: 3.0%	Container leasing: 0.9%
Marine consultancy: 2.7%	Equipment sales: 0.9%
Shipper (exporter): 2.7%	Heavylift: 0.9%
Ship chartering: 2.4%	Liner agent (other): 0.9%
Shipbroker: 2.1%	Ship sales: 0.9%
Finance: 1.8%	Shipowner: 0.9%
Information systems: 1.8%	Shippers association: 0.9%
Ship agent (other): 1.8%	Tug operator: 0.9%
Ship supplier: 1.8%	Vessel operator: 0.9%
Car Carrier: 1.5%	Airlines association: 0.6%
Cargo/container inspection: 1.5%	Association/official body: 0.6%
Customs agent (container approval): 1.5%	Container logistics/repositioning: 0.6%
Customs broker: 1.5%	Container tracking bureau: 0.6%
Customs clearance: 1.5%	Customs brokers association: 0.6%
Marine surveyor: 1.5%	Equipment leasing: 0.6%
Terminal operator: 1.5%	Equipment management: 0.6%
Classification society: 1.2%	Marketing organisation: 0.6%
Equipment manufacturer: 1.2%	Parts manufacturer: 0.6%
Government body: 1.2%	Port authority: 0.6%

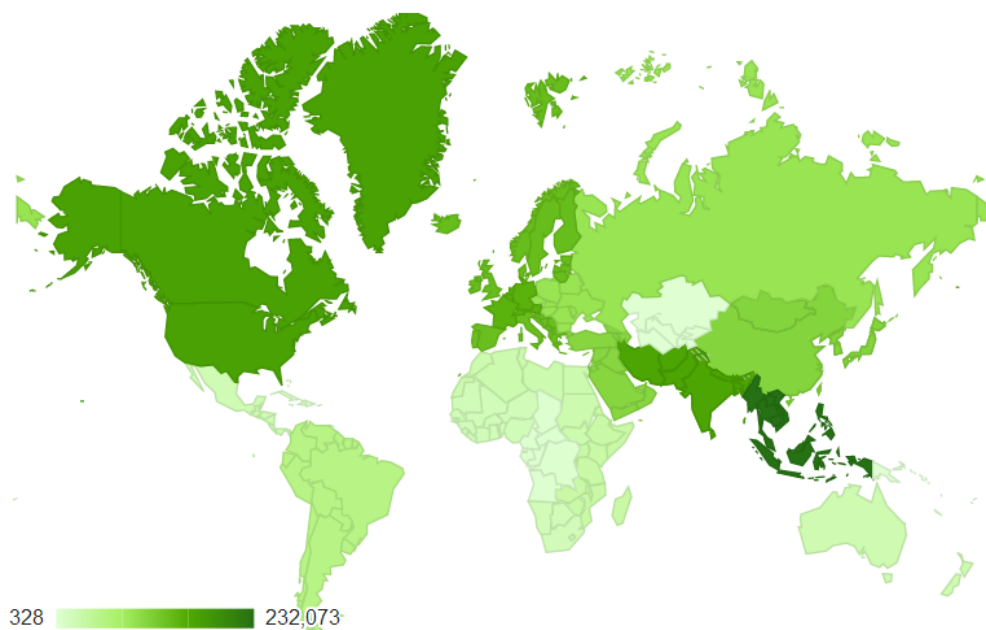
Secondhand container dealer: 0.6%
Ship registry: 0.6%
Shiprepairer: 0.6%
Airline: 0.3%
Classification societies association: 0.3%
Container conversion: 0.3%
Container repair: 0.3%
Container repair association: 0.3%
Container technology consultant: 0.3%
Container/swapbody manufacturer: 0.3%
Depot (CFS/ICD/rail/empties): 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 225 countries/territories, from 15.000 cities.

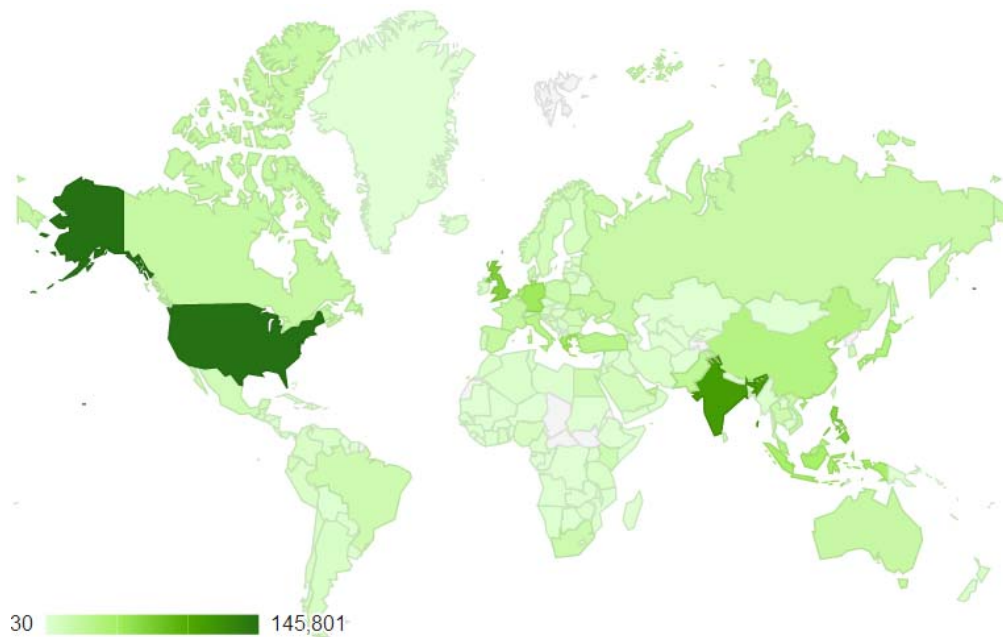
Visitors Density By Subcontinent



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

Sub Continent Region	Visits	Pages/Visit	Avg. Time on Site
Southern Europe	131210	2.33	68.98
Eastern Asia	107459	2.37	95.87
Western Asia	105124	2.52	91.71
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
Micronesian 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

Country/Territory	Visits	Pages/Visit	Avg. Time on Site
United Kingdom	67798	2.17	62.58
Philippines	66513	2.65	126.49
Germany	51899	2.34	58.49
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

Country/Territory	Visits	Pages/Visit	Avg. Time on Site
Ecuador	7877	2.06	61.14
Taiwan	7697	2.25	73.25
Cyprus	7377	2.38	72.28
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 2012:

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 2012.

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

polembros shipping: 501
industria armamento meridionale
s.p.a tracking: 493
mini land bridge: 493
emu lines tracking: 492
vietnam post tracking: 492
portugal post tracking: 491
ptc shipping agency: 489
wilson shipping aberdeen: 476
cma cgm: 472
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.

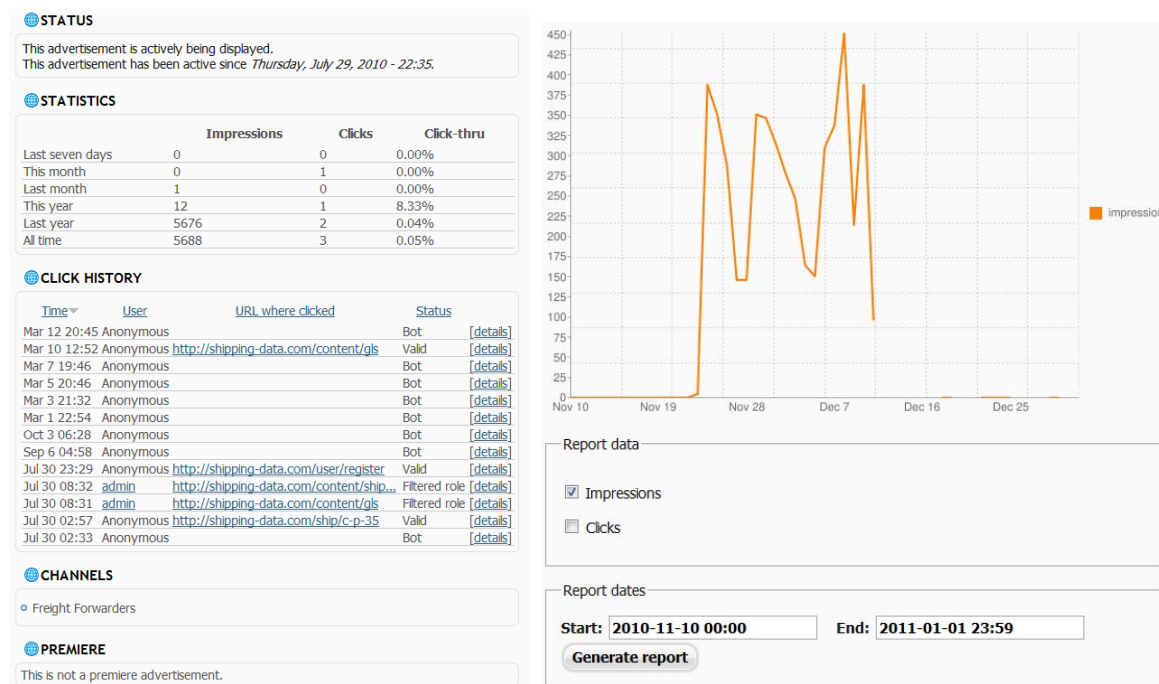
You can target your advertisement onto specific geographical areas too. For instance you can show your ads to visitors from UK searching for agents in Indonesia.

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.



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	12757 I
silobreaker.com	34674 I
gctl8.com	92195 I
freightnet.com	145252 I
worldmaritimenews.com	188545 II
joc.com	192135 II
marinelink.com	234515 II
hellenicshippingnews.com	299945 II
shipping-data.com	359569 III
ttnews.com	369438 III
aircargoworld.com	826105 IIIII
porttechnology.org	869776 IIIII
marinedigital.com	936104 IIIIII
eximin.net	950738 IIIIII
bairdmaritime.com	975574 IIIIII
portstrategy.com	1053200 IIIIIII
shipping-exchange.com	1096064 IIIIIII
portcalls.com	1268897 IIIIIIII
ship2shore.it	1467292 IIIIIIII
eyefortransport.com	1533231 IIIIIIIII
logisticsonline.com	1723834 IIIIIIIII
ship2yard.com	1845561 IIIIIIIII
worldcargonews.com	1853661 IIIIIIIII
best-maritime-mail.info	2048126 IIIIIIIII
supplychainmarket.com	2134283 IIIIIIIII
rfidnews.org	2138409 IIIIIIIII
indoshippinggazette.com	2269939 IIIIIIIII
crew4sea.com	2630208 IIIIIIIII
equip4ship.com	2691638 IIIIIIIII
thaishipper.com	3245291 IIIIIIIII
transportjournal.ch	3377876 IIIIIIIII
dpcmagazine.com	4534129 IIIIIIIII



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elogistics-trendwatch.com	5849643	
transportweekly.com	6096783	
container-mag.com	7388148	
crewing.biz.ua	7945498	
jura.lt	18134361	

Easy Way To Contact

info@shipping-data.com

Biggest database of shipping data in the web