

SINCE 2009
14th anniversary

K  **RSHIP**

Media Kit 2023'



KORSHIP



Overview of KORSHIP Magazine

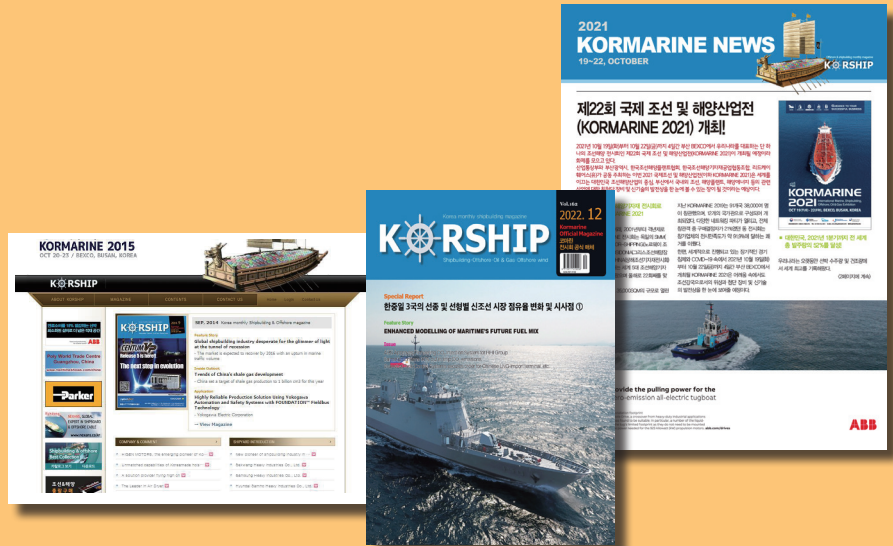
MONTHLY KORSHIP which marks 14th anniversary this year is dedicated to shipbuilding & offshore industries. Launched in April 2009, MONTHLY KORSHIP has been committed to promoting the interest of domestic shipbuilding & offshore industries and has been acclaimed both at home and abroad for its specialized contents such as latest information, news, technology, etc. MONTHLY KORSHIP is striving to evolve into a global shipbuilding & offshore magazine.

MONTHLY KORSHIP has competitive edge vital to become a global magazine. Particularly, MONTHLY KORSHIP is the only domestic shipbuilding & offshore bilingual magazine published in both English and Korean. Moreover, MONTHLY KORSHIP is available to subscribers that include world's leading equipment makers, and companies/official related to engineering, facilities, etc.

As of 2022, MONTHLY KORSHIP has approximately 50,000 online and offline subscribers in domestic/overseas shipbuilding industries. In the shipbuilding & offshore industries, about 2,000 companies and employees related to marine equipment, offshore plant facility, equipment, etc., have signed up to receive the issues of MONTHLY KORSHIP, including major domestic shipyards such as Hyundai Heavy Industries (HHI), Daewoo Shipbuilding & Marine Engineering (DSME), Samsung Heavy Industries (SHI), etc.

MONTHLY KORSHIP has stood at the forefront of efforts to promote Korean shipbuilding/offshore companies and overseas companies domestically and internationally. In particular, MONTHLY KORSHIP was selected as media partner of world's leading exhibitions such as KORMARINE (International Shipbuilding Marine & Offshore Exhibition), Gastech, SMM, etc., increasing the reliability as a magazine with strong focus on shipbuilding and offshore industries. MONTHLY KORSHIP is the only publication both at home and abroad serving as official media partner of KORMARINE.

MONTHLY KORSHIP will do more to promote growth and development of shipbuilding & offshore industries which are the backbone of domestic key industries.



Staff members

Magazines	KORSHIP (Monthly)
Foundation	FEB. 26, 2009
Published by	PROCON
Publisher	Yoseob Choi
Editor-in-Chief	Chunghoon Lee
Senior Editor	Myoungkyu Lee
Marketing Manager	Kijong Seo
	(International) Myoungkyu Lee / korshippeditor@gmail.com

Printed by	Hyung-Je Art Printing
Printed (CTP) by	Hyung-Je Art Printing
Address	Rm 303 Ace Biz Fore 173, Gasan Digital 2-ro, Geumcheon-gu, Seoul, Korea, Post code: 08500
Tel	+82-2-3489-1114
Fax	+82-2-6442-2168
E-mail	korshippeditor@gmail.com
Website	http://www.korship.co.kr

KORSHIP Circulation

Publishing Date:	1 th day of each month
Circulation:	4,000 copies per month &. 15,000 copies during the KORMARINE exhibition (Special issue)
E-book:	53,214 persons (sent on the 5th day of each month)

KORSHIP



KORSHIP Reader Analysis

MONTHLY KORSHIP has built a strong presence, attracting 53,214 online readers and 4,015 offline readers, as of Oct 2022.

– Online subscribers: 53,214 persons

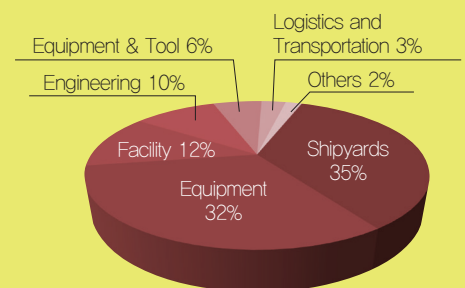
This figure is based on the number of hits on the website of MONTHLY KORSHIP, visitors of KORMARINE exhibition, and data from KOMEA(Korea Marine Equipment Association), KOSHIPA(Korea Offshore & Shipbuilders' Association), associations and member companies related to shipbuilding/offshore industries.

– Offline subscribers: 4,015 persons

This figure is based on the number of major and regular subscribers of domestic/overseas small and medium-sized shipyards, marine equipment manufacturers, associations related to shipbuilding/marine industries, as well as 5 major domestic shipyards(Hyundai Heavy Industries, Daewoo Shipbuilding & Marine Engineering, Samsung Heavy Industries, Sungdong Shipbuilding & Marine Engineering, STX Offshore & Shipbuilding which regularly receive free copies of the magazine.

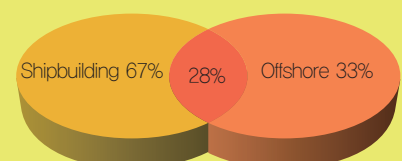
By business type |

MONTHLY KORSHIP is distributed to companies in shipbuilding and offshore industries. Recently, we have seen a surge in readership among companies related to facilities, engineering, equipment, design tools, etc., amid recent expansion of offshore plant market.



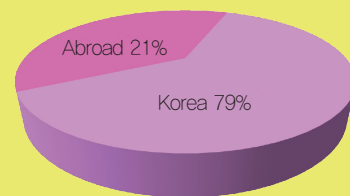
By area |

A growing number of offshore plant equipment manufacturers have signed up to receive the issues of MONTHLY KORSHIP as many marine equipment companies are advancing into offshore sector.



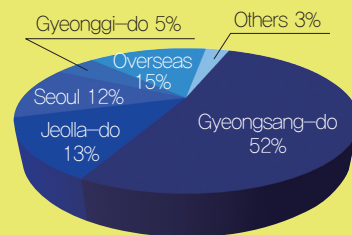
By region I |

MONTHLY KORSHIP, a bilingual magazine published in English and Korean, is distributed to global companies in shipbuilding and offshore industries via offline and online network.



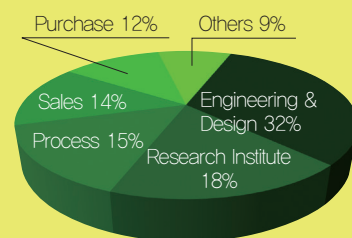
By region II |

Gyeongsang-do region, which is home to many large shipyards and marine equipment manufacturers, has the highest number of subscribers



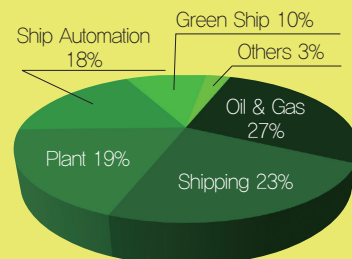
By department |

Readers in engineering and design sectors comprise a large proportion amid the increase in new orders for high value-added vessels such as LNG carriers, green ships, large containerships, offshore plants, etc.



By industry |

The readership in oil & gas and plant industries has increased as the shipbuilding industry is shifting its focus towards offshore development platform, along with the emergence of automation and green ship sectors as hot issue in shipbuilding industry.



KORSHIP

KORSHIP Contents

MONTHLY KORSHIP carries articles on diverse topics, such as current status of domestic/overseas shipbuilding and offshore plant industries, future trends, news, technology, products, etc.



Special Report

We review and focus on specific issues of the shipbuilding industry.

Feature Story

It provides insightful analysis, keeping their fingers on the pulse of overall trends of shipbuilding and offshore industries.

Business News

It keeps the readers updated with the latest news from companies, trends, people, etc.

Issue

It provides in-depth coverage of current hot topics.

Company & Comment [Company Story]

It brings stories about new or promising companies in domestic/overseas shipbuilding and offshore industries.

New Order

It keeps readers updated with the latest news on new orders placed at domestic/overseas shipbuilding and offshore companies.

Technology

It offers easy-to-understand explanations of the latest technologies and solutions.

New product / Product review

It introduces new products that have been recently launched.

The Shipbuilding Market share

It offers insightful analysis of domestic and overseas shipbuilding industry based on Clarkson data.

People

It is an up-to-date reporting on companies or people that have come under the spotlight in shipbuilding and offshore industries.

KORSHIP Editor Calendar 2023

2023	Special Report	Feature Story
Jan	Prospect of Shipbuilding Industry in 2023	China Shipbuilding Industry
Feb	Current Status and Prospect of Shipbuilding & Marine Equipment Industry	Indian Shipbuilding Industry
Mar	Status and Prospect of Shipping Industry	Shipbuilding Industry in Japan
Apr	Current Status and Prospect of Offshore Wind Power Industry	Ship measurement equipment industry
May	Current Status and Prospect of Shipbuilding & Marine Smart Technology Industry	Deep sea industry
Jun	Greenship Industry Status and Prospect	Marine Robot
Jul	Current Status and Prospect of Marine Leisure Industry	BWMS
Aug	Current Status and Prospect of Ship Engine Industry	Marine Cables and Ropes
Sep	Small and Medium Ship Industry	Coating Paint Industry
Oct	Current Status and Prospect of Ship Repair Industry	Ship Safety Equipment Industry
Nov	Current Status and Prospect of Offshore Plant Industry	Wig ship
Dec	Diagnosis of Shipbuilding Industry at Home and Abroad in 2023	Warships and warships

※ The article plan is subject to change.

※ KORSHIP – Guide on Article Publication

MONTHLY KORSHIP is publishing a variety of free articles on products, technology, etc., to support the promotion and marketing of domestic/overseas shipbuilding and offshore companies. We welcome the attention and participation of shipbuilding and offshore companies.

- E-mail: korshippeditor@gmail.com
- Inquiry: 82-2-3489-1114
- Article deadline: 15th day of each month

KORSHIP Advertising Rates

MONTHLY KORSHIP carries advertising at the following rates to help create impactful promotion and marketing campaign of advertisers.

- Email: korship@korship.co.kr
- Advertising Closure: 15th day of each month
- Circulation: 4,000 copies per month
- TEL: 82-2-3489-1114
- Publishing: 5th day of each month

THE PAGEES	Color	SIZE (W X L)	PRICE (USD)
Cover 1	Four colors	210 X 210 mm	4,000
Cover 2	Four colors	210 X 280 mm	2,500
Cover 3	Four colors	210 X 280 mm	2,000
Cover 4	Four colors	210 X 280 mm	3,000
1 page	Four colors	210 X 280 mm	2,500
2~3 page	Four colors	210 X 280 mm	1,500
4~5 page	Four colors	210 X 280 mm	1,300
6~11 page	Four colors	210 X 280 mm	1,000
12~19 page	Four colors	210 X 280 mm	700
20~29 page	Four colors	210 X 280 mm	500
30 page after ~	Four colors	210 X 280 mm	300
Special pages (Back and forth) 2p	Four colors	210 X 280 mm	3,000

※ VAT(Value Added Tax) is charged separately. The advertising rates do not include VAT.
 ※ Advertising page no. is not available on a selective basis for the full page 1/2 advertising.

Advertising Size

Full page 210 X 280mm	Full page 1/2 (L) 83 X 220mm	Full page 1/2 (W) 174 X 105mm
--------------------------	---------------------------------------	-------------------------------------

KORSHIP Annual Advertising Discount Rate

Annual advertising on MONTHLY KORSHIP is required to be contracted for at least 3 months, and different discount rate is applied to total advertising amount based on the period.

Period	3 months	6 months	12 months
Full page	10%	15%	20%
Full page 1/2	5%	10%	15%

2023 KORMARINE

MONTHLY KORSHIP is the nation's only official media for International Shipbuilding Marine & Offshore Exhibition (KORMARINE). 2023 KORMARINE will be held in BEXCO, Busan, for 4 days on October, organized by MOTIE(Ministry of Trade, Industry and Energy), Busan Metropolitan Government, KOSHIPA (Korea Offshore & Shipbuilding Association), KOMEA (Korea Marine Equipment Association), and Reed K,Fairs Exhibitions.



KORMARINE Special Edition

- Distributed 15,000 copies of Special Edition in KORMARINE 2023
- Distributed 20,000 copies of daily newspapers in KORMARINE 2023



KORMARINE (International Shipbuilding Marine & Offshore Exhibition), the largest maritime event, has evolved into one of the world's 4 major shipbuilding & offshore exhibition.

MONTHLY KORSHIP has been the official media of KORMARINE since its first publication in 2009, and has been recognized as reliable and authoritative source of news from shipbuilding and offshore industries.

MONTHLY KORSHIP publishes special edition and daily news during the KORMARINE. During the event, 5,000 copies of daily news are published daily with over 15,000 copies of KORMARINE special edition

MONTHLY KORSHIP distributes free copies of special edition and daily news to visitors during the KORMARINE for impactful advertising and marketing of domestic/overseas shipbuilding and offshore companies.

※ 15,000 copies of KORMARINE special edition and 20,000 copies of daily newspapers were distributed during KORMARINE 2019 (2,200 booths with 1,000 exhibitors from 45 countries).

KORMARINE Special Edition – Advertising Rate Table

MONTHLY KORSHIP carries advertising from domestic/overseas exhibitors and non-participating companies during the KORMARINE to help create impactful promotion and marketing campaigns.

- Email: korship@korship.co.kr
- Advertising Closing: September 10, 2023
- Circulation: 15,000 copies
- TEL: 82-2-3489-1114
- Publishing: 5th October 2023

THE PAGEES	Color	SIZE (W X L)	PRICE (USD)
Cover 1	Four colors	210 X 210 mm	7,000
Cover 2	Four colors	210 X 280 mm	4,000
Cover 3	Four colors	210 X 280 mm	2,500
Cover 4	Four colors	210 X 280 mm	5,000
1 page	Four colors	210 X 280 mm	4,000
2~3 page	Four colors	210 X 280 mm	3,500
4~5 page	Four colors	210 X 280 mm	3,000
6~11 page	Four colors	210 X 280 mm	2,500
12~19 page	Four colors	210 X 280 mm	2,000
20~50 page	Four colors	210 X 280 mm	1,000
50 page after ~	Four colors	210 X 280 mm	800
Special pages (Back and forth) 2p	Four colors	210 X 280 mm	4,000

※ VAT(Value Added Tax) is charged separately. The advertising rates do not include VAT.
 ※ Advertising page no. is not available on a selective basis for the full page 1/2 advertising.

KORMARINE Daily Newspaper – Advertising Rate Table

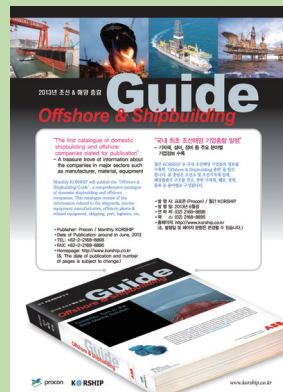
MONTHLY KORSHIP carries advertising from domestic/overseas exhibitors and non-participating companies during the KORMARINE to help create impactful promotion and marketing campaigns.

- Email: korship@korship.co.kr
- Advertising Closing: September 10, 2023
- Circulation: 20,000 copies (4 days x 5,000 copies)
- TEL: 82-2-3489-1114
- Format: 16 pages in tabloid format

THE PAGEES	Color	SIZE (W X L)	PRICE (USD)
Front (Warp)	Four colors	250 X 70 mm	2,000
Back (Full page)	Four colors	250 X 370 mm	3,000
Full page	Four colors	250 X 370 mm	2,000
Full page 1/2	Four colors	250 X 200 mm	1,000
Full page 1/3	Four colors	250 X 140 mm	800
Full page 1/4	Four colors	150 X 200 mm	600
Full page 1/8	Four colors	70 X 100 mm	450

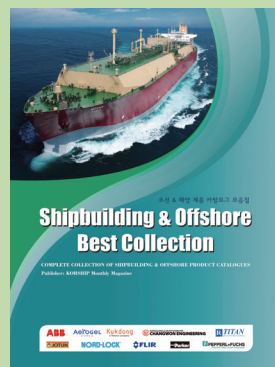
※ VAT(Value Added Tax) is charged separately. The advertising rates do not include VAT.
 ※ Newspapers are published 4 times during the exhibition. This advertising rate table is based on print advertisement published once a day.

BOOK



Shipbuilding & Offshore Guide

MONTHLY KORSHIP published the Shipbuilding & Offshore Guide in June 2013 for the first time nationwide. The Shipbuilding & Offshore Guide provides information on about 2,000 domestic and overseas shipbuilding/offshore companies, covering a wide-ranging fields including the shipyards, shipbuilding and marine equipment manufacturers, offshore plant parts and devices, systems, equipment, port/logistics, etc.



Shipbuilding & Offshore Product Catalog Collection

MONTHLY KORSHIP distributed free copies of Shipbuilding & Offshore Product Catalog Collection to exhibitors and visitors of 'Gastech 2014', held in March in Korea for the first time, to help introduce and promote the products and solutions of domestic and overseas LNG-related equipment manufacturers.

KORSHIP

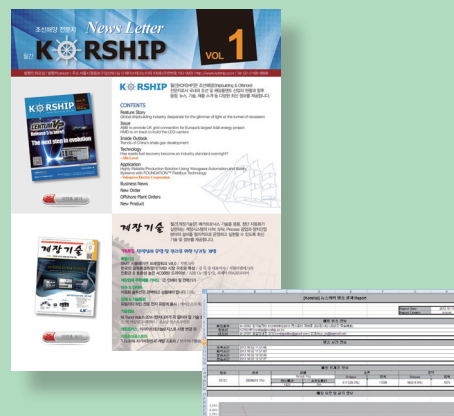
KORSHIP Online/Offline Auxiliary Business

MONTHLY KORSHIP also provides mailing service, banner advertising, advertisement production, catalogue (brochure) production, translation (English/Korean), etc., for more impactful promotion and marketing campaign of advertisers.

1) Mailing service (newsletter)

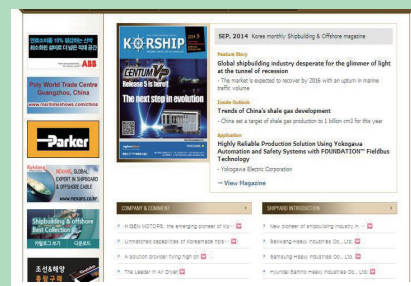
MONTHLY KORSHIP retains the mailing list of 56,283 persons, the largest among domestic shipbuilding/offshore medias. This mailing service enables transmission of information with accuracy and speed, ranging from product advertising to guidance on events such as seminar and exhibition, etc.,

- Mailing service rate per case: KRWE 1 million (based on 20,000 mailing lists, excluding VAT)
- ※ The results of mailing are notified to advertiser within a week after the dispatch of list,



2) KORSHIP Website – Banner

- Banner advertising rate: KRW 800,000 (based on 30 days, excluding VAT)
- Banner size: 172 x 78 pixels
- ※ Banner advertising does not provide separate list of results,





3) DM Dispatch Service

MONTHLY KORSHIP provides DM dispatch service, sending advertisers' catalogs, company profile, promotional leaflets containing the information such as the guidance on events, etc., to 3,542 offline subscribers, along with the KORSHIP magazine.

– DM sending rate: KRW 1 million (based on the dispatch of 500 copies, excluding VAT)

– Size of promotional leaflet: 210 X 280 mm

※ Details of offline dispatch list are not disclosed to advertisers.

※ Promotional leaflets and catalogs can be produced at a cost upon the request.

※ Separate estimate is requested.

4) Catalog (Brochure) Production Service

MONTHLY KORSHIP provides service related to catalog(brochure) production, such as the design and printing, to increase the convenience of advertisers.

– Catalog (Brochure) Production Rate: KRW 1 million (based on 200 copies/6 page, excluding VAT)

※ Catalog(brochure) design data are provided.

※ Separate estimate is requested.

5) Korean/English Translation Service

MONTHLY KORSHIP provides translation service at a cost for advertisers who need professional translation(Korean-English) related to shipbuilding and offshore industries.

– English → Korean : KRW 150 per word (based on MS Word, excluding VAT)

– Korean → English : KRW 200 per word (based on MS Word, excluding VAT)

KORSHIP Sponsor

PLATINUM



GOLD



Supporting Organization





MONTHLY KORSHIP

Rm 303 Ace Biz Fore 173, Gasan Digital 2-ro,
Geumcheon-gu, Seoul, Korea
Tel: 82-2-3489-1114 / Fax: 82-2-6442-2168
<http://www.korship.co.kr>