



**CONTAINER NEWS**




**MEDIA PACK**  
**2024**

[WWW.CONTAINER-NEWS.COM](http://WWW.CONTAINER-NEWS.COM)

# WHAT YOU NEED TO KNOW

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Container-News.com offers fast, accurate and reliable information to companies conducting freight transport activities in the container shipping industry and to all interested parties.

Our platform monitors the global liner shipping market and delivers daily news, well-researched information, and data to decision makers.

Through our platform, you have the opportunity to promote your products and services to a specialised audience of committed subscribers and readers around the globe.

Our readership consists of: shipping companies and ship operators,  
port operators, freight forwarders, export and import companies,  
traders, shipping executives and professionals, logistics and 3PL companies lessors, container manufacturers and their suppliers, banks, and financial institutions.

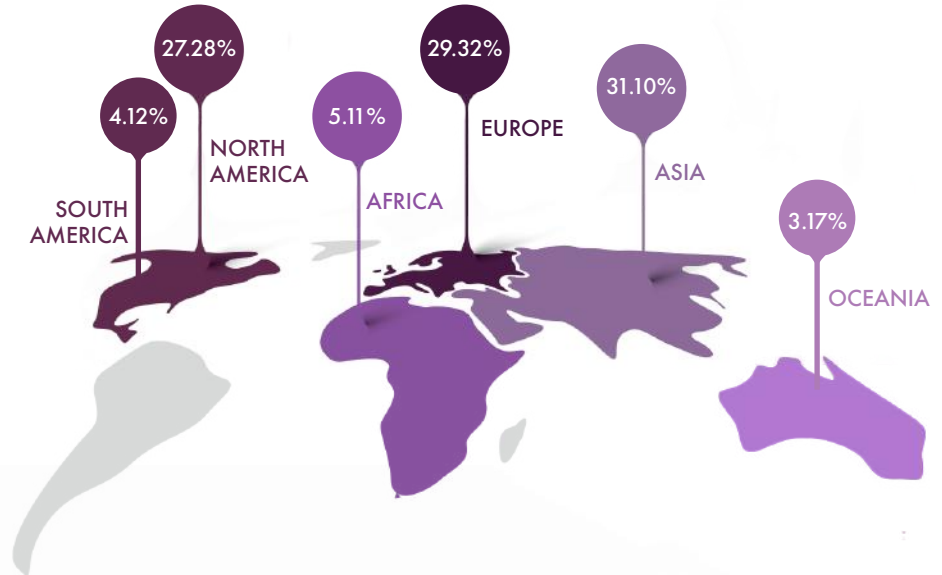
With over 130,000 readers per month, more than 6,500 subscribers and over 50,000 social media followers, our news platform ensures that stakeholders from the shipping industry worldwide will be informed of your products or services.

# STATISTICS (Average Month)

More than   
**130,000**  
Users

More than   
**220,000**  
Pageviews

More than   
**150,000**  
Sessions



**in**

More than  
70,000  
Followers

More than  
650,000  
Impressions  
(per month)

**f**

More than  
3,500  
Followers

More than  
3,000  
Post Reach  
(per month)



More than  
8,500  
Followers

More than  
90,000  
Impressions  
(per month)

More than  
**6,500**  
Newsletter  
Subscribers



# ADVERTISING OPTIONS

## HOMEPAGE

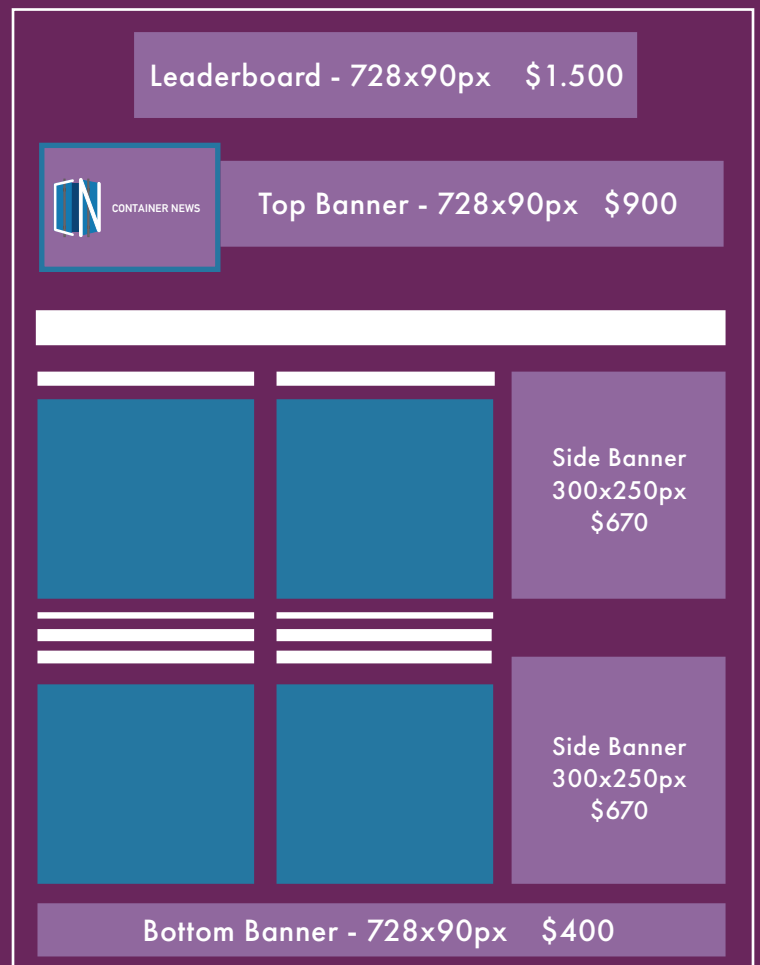


Diagram illustrating advertising options for the homepage layout. The layout includes a header with the Container News logo, a top banner, two side banners, and a bottom banner.

- Leaderboard - 728x90px \$1,500
- Top Banner - 728x90px \$900
- Side Banner 300x250px \$670
- Side Banner 300x250px \$670
- Bottom Banner - 728x90px \$400

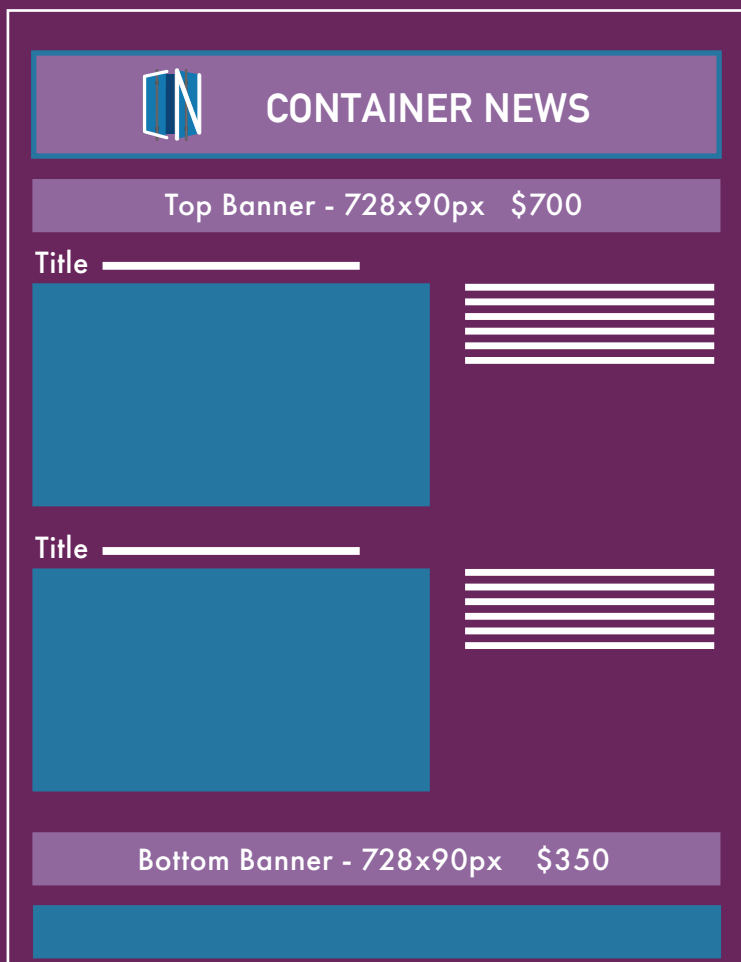
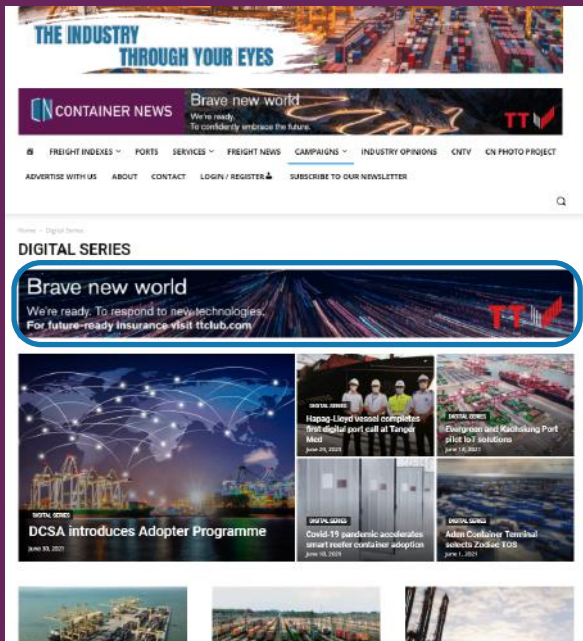


Diagram illustrating advertising options for the newsletter layout. The layout includes a header with the Container News logo, a top banner, two article blocks, and a bottom banner.

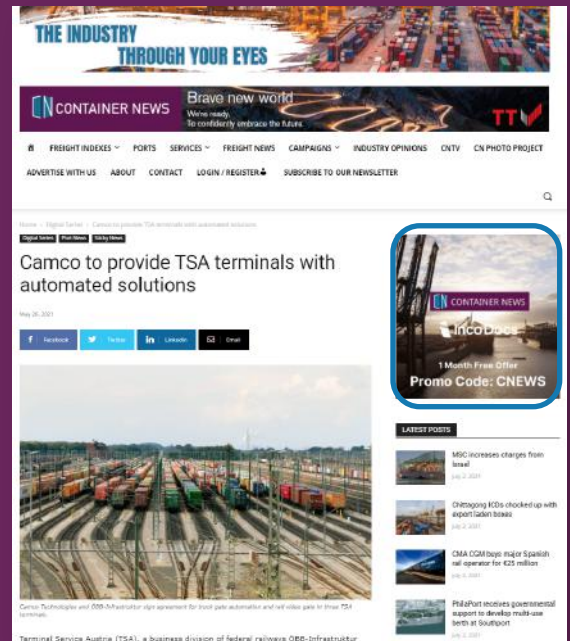
- Top Banner - 728x90px \$700
- Title \_\_\_\_\_
- Article Block (Image and Text)
- Title \_\_\_\_\_
- Article Block (Image and Text)
- Bottom Banner - 728x90px \$350

## NEWSLETTER (DAILY)

## Category Banner \$600



## Inside Article \$650



# PRICE LIST

## COST OPTION – FIXED FEES

| BANNER POSITION               | 1 MONTH | 3 MONTHS | 6 MONTHS |
|-------------------------------|---------|----------|----------|
| Leaderboard (run on site)     | 1.500   | 4.250    | 8.100    |
| Homepage Top (run on site)    | 900     | 2.550    | 4.850    |
| Homepage Side-MPU (homepage)  | 670     | 1.900    | 3.600    |
| Homepage Bottom (run on site) | 400     | 1.150    | 2.150    |
| Category Banner               | 600     | 1.700    | 3.510    |
| Inside Article                | 650     | 1.850    | 3.150    |
| Newsletter Top                | 700     | 2.000    | 3.800    |
| Newsletter Bottom             | 350     | 1.000    | 1.900    |

\*all prices are in USD

## COST OPTION – CPM

Cost per 1,000 impressions (CPM): Charge of \$20 per 1,000 views/impressions of the banner

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**COMMITTED TO CONSTANTLY SEEKING  
AND  
PUBLISHING THE LATEST SHIPPING NEWS.**

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Contact us  
[sales@container-news.com](mailto:sales@container-news.com)



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