

INTERNATIONAL MAGAZINE OF ADVANCED MARINE TECHNOLOGY, TRANSPORTATION & LOGISTICS

THE SHIPPING MAGAZINE IN ITALY

GENERAL DATA INFORMATION 2012

TTM Tecnologie Trasporti Mare is the Italian shipping magazine.

A prestigious bilingual review with **expert contributors from the shipping sector**, founded in Genoa in 1969, **TTM** is circulated throughout the world. It has become a point of reference for all those dealing in maritime and intermodal transport and logistics, for Italian ship-owners, in military and merchant shipbuilding and in recreational craft.

TTM keeps you up to date with the innovations in technology and research and is an authority on all aspects of seafaring culture. **TTM** means special reports, in-depth topics, selected and relevant advertising, news, interviews and much more. **TTM** represents the views of many important associations, being the **official organ** of the **Italian Association for Naval Techniques (ATENA)**, **The International Propeller Clubs**, of **Supplier Group - Assonave** (Shipbuilders & Ship repairers association) and of the **Sea and Seafaring Museum** located in Genoa. The review collaborates often with the **Italian Shipbuilders**, **IIC** (International Institute for Communications), **CETENA** (Italian Ship Research Centre), the **Naval Architecture faculties** at the Universities of Genoa, Trieste and Naples, **AIPAM** (Italian Association of Marine Engineers and Surveyors for Maritime Casualties) and **A.P.C.M.** (Professional Maritime Captains Association).

TTM interviews people from both cultural and scientific fields and publishes book reviews. **TTM** is also an online magazine www.ttmweb.it with free access; no password is required.

Circulation: 6.500 copies (each edition is bilingual); the yearly editorial calendar consists of 6 issues and 2 special supplements, **Best Ships** and **TTM Yachting**.

GEOGRAPHICAL READERSHIP: 50% ITALY, 20% UE and RUSSIA, 15% MEDITERRANEAN, 10% NORTH, MID & SOUTHERN AMERICA, 5% FAR EAST.

TARGET READERSHIP (in Italy and abroad):

Shipowners and their associations (e.g. Confitarma and Assonave), shipping management executives, shipbuilding and ship repairs executives, shipping technical and buying departments, marine engineers and consultants, naval architects, offshore engineers, Port Authority offices, environmental bodies, ship agents, forwarders and international traders, underwriters, classification societies, nautical institutes and maritime academies, international fairs and shows, Ucin members (yachting) and in general all other professionals involved in the maritime industry.

2012 EDITORIAL PROGRAM

Regular features in each issue:

Shipping & Finance; Ships and craft (military and merchant navy) inspected for you; New Builds & Fast Craft; Superyachts and motoryachts; Transportation and Logistics in Italy and EU; ICT (Information and Communication Technology); Inland Navigation; Underwriters and P&I; Insurance (People and Facts); Ports, traffic control, pilots and communications; Advanced technology and applications of innovative technology to industrial transportation; Fleet management and maintenance; Leading company interviews; Books reviews and culture; Exhibitions; Service and after sales; Energy; Gas & Offshore Terminals; Special floating units.

Important features:

JANUARY/FEBRUARY

MARCH/APRIL

Shipbuilding and Ship repairs/Refits. Superyacht, motoryacht, and work boat research. ICT reports. Panorama of the national and international fleet (figures, interviews, statistics).
New technology. Maritime economy and logistics. (This data may also be consulted on www.ttmweb.it)

MAY/JUNE

Environmental protection both ashore and at sea. Energy & Transport. Protective and marine coatings composite materials.

JULY/AUGUST

Engines and shipboard installation (new products and relative performances). Fuels and lubricants. The engine market. SSM Hamburg 2012 Exhibition.

TTM YACHTING

July/August special supplement regarding all the innovations from the mega yacht sector presented in this autumn's boat shows.

SEPTEMBER/OCTOBER

NOVEMBER/DECEMBER

Advanced technology and research. Freight and logistics (rail and air freight)
Classification societies. The cruise market: ships, lines and programmes. Spotlight on world shipping, logistic and support firms. Boat Show Panorama.

BEST SHIPS

November/December special supplement regarding the most important ships presented during the current year.

PRICE LIST

	FULL COLOR	MONO
FULL PAGE	€ 2,700.00	€ 2,000.00
½ PAGE	€ 2,000.00	€ 1,400.00
¼ PAGE	€ 1,400.00	€ 1,000.00
FRONT COVER	€12,000.00	
INSIDE FRONT COVER + FIRST PAGE	€ 8,200.00	
INSIDE FRONT COVER	€ 6,000.00	
INSIDE BACK COVER	€ 6,000.00	
OUTSIDE BACK COVER	€ 7,000.00	
INSERTS: on application special terms on arrangements		
BANNER (198x60 pixels) in our on-line magazine www.ttmweb.it	€ 2,000.00 x 12 months	

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MEASURES	HEIGHT	WIDTH
Full page*	297 mm	210 mm
Trim size	268,55 mm	180,27 mm
½ page (vertical)**	268,55 mm	86,08 mm
¼ Page (vertical)	132,49 mm	86,08 mm
½ Page (horizontal)	132,49 mm	180,27 mm
¼ Page (horizontal)	57,29 mm	180,27 mm

*For bleed size pages the background must extend by 3 mm on each edge (216x303 mm);
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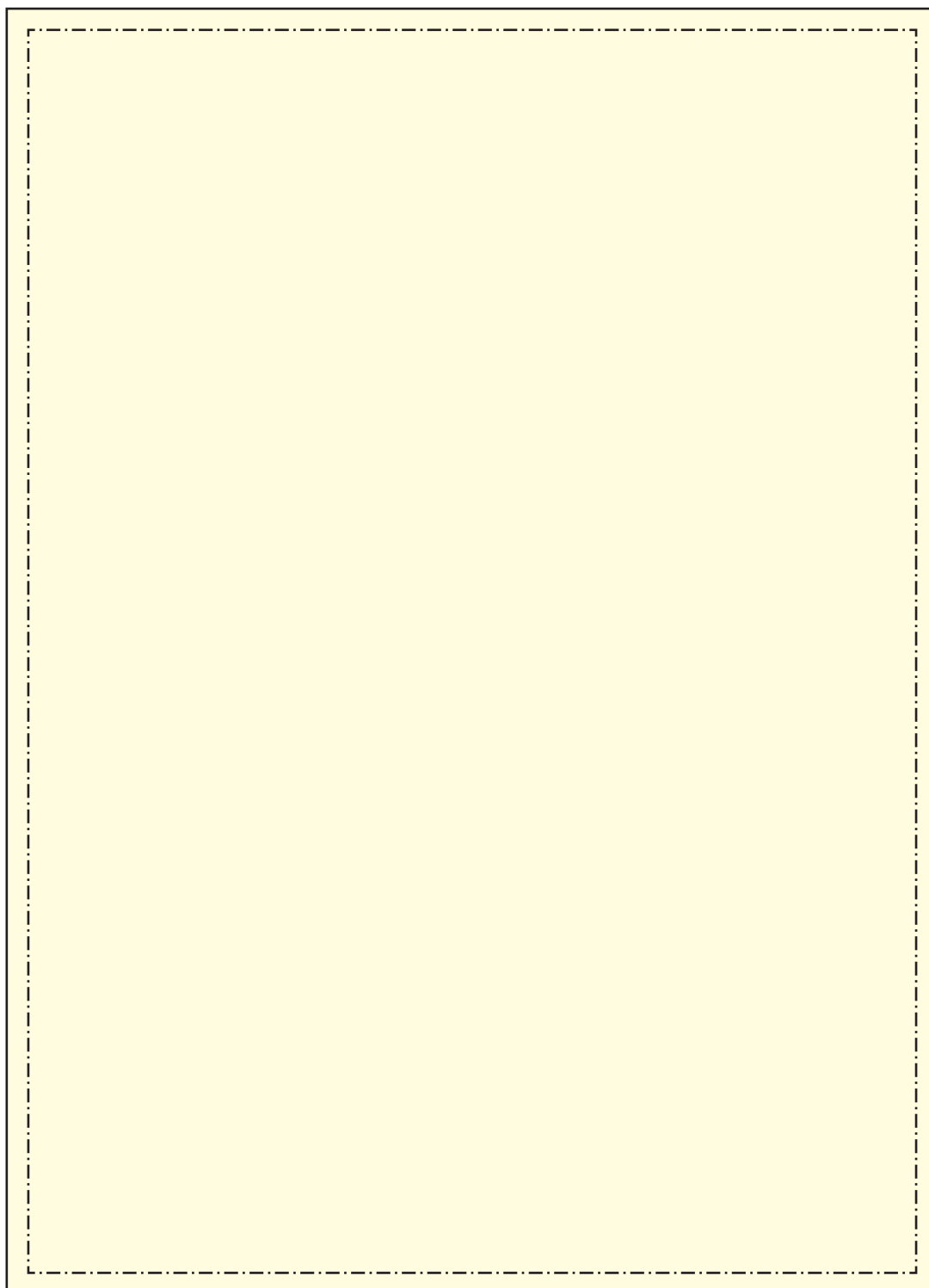
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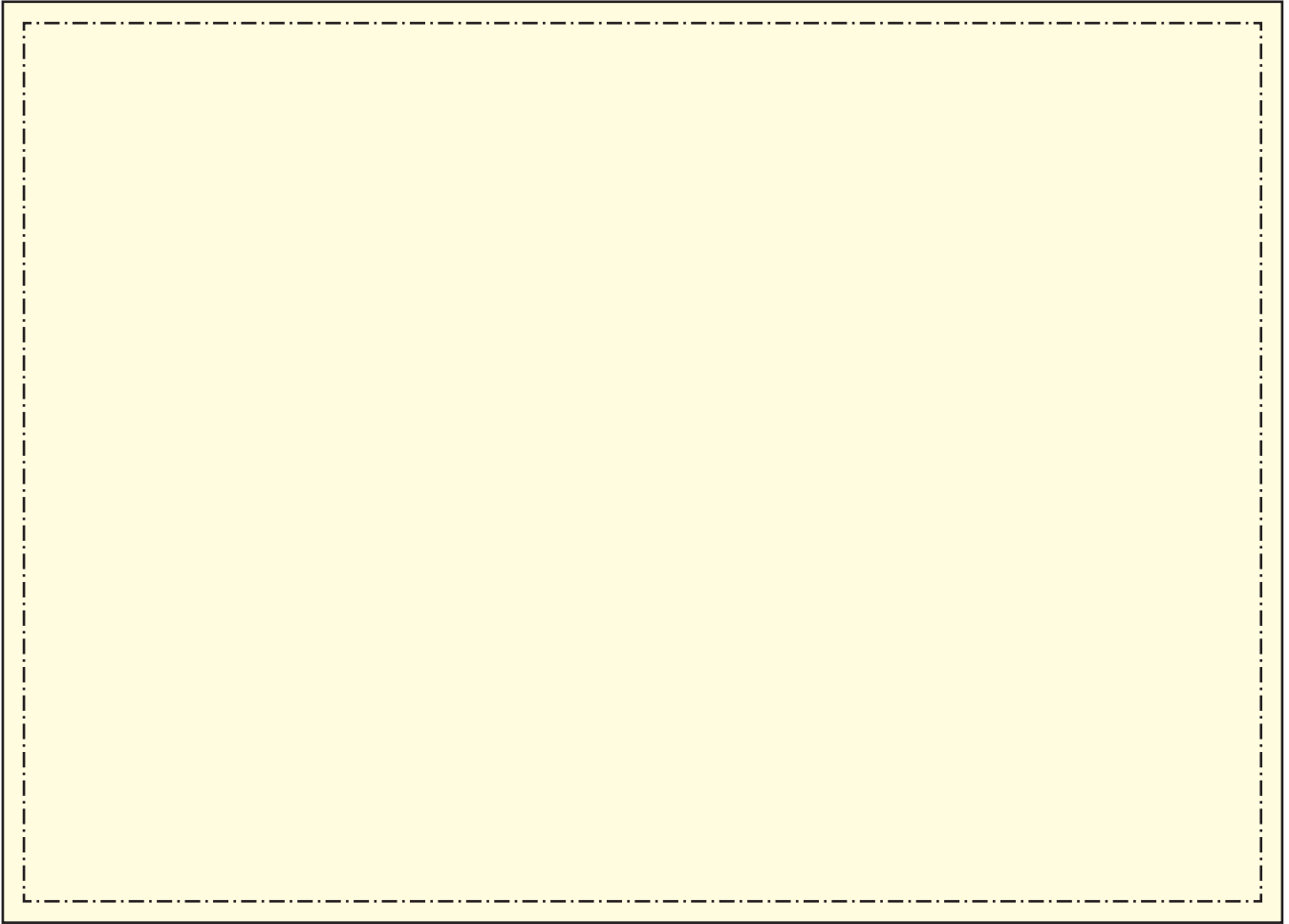
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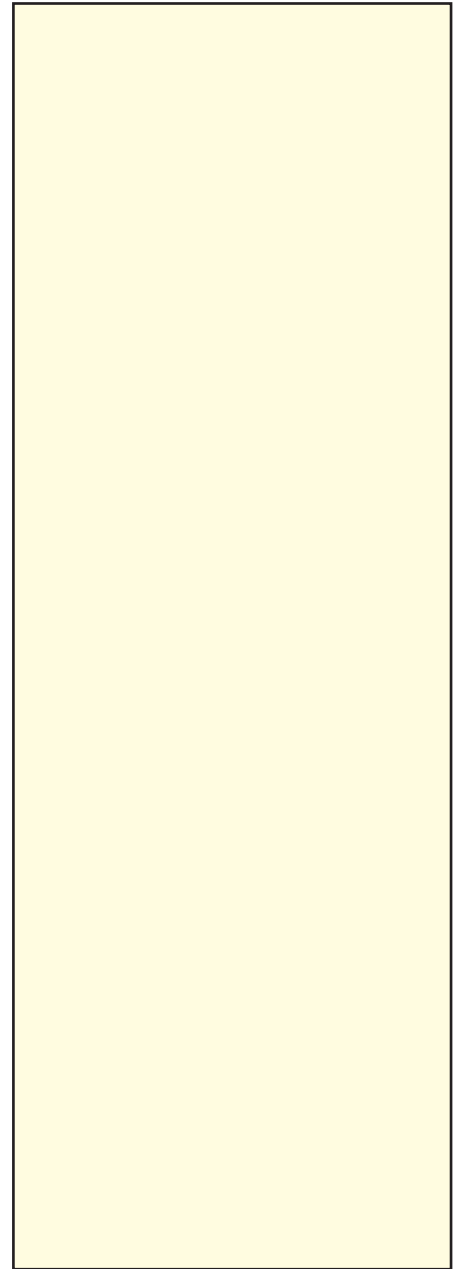
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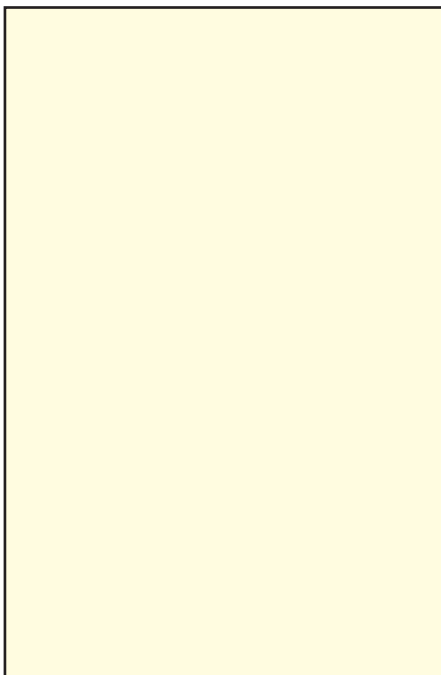
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Quarter page (horizontal)
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