



# MARINE M O N E Y

2 0 2 1

M E D I A   K I T

[WWW.MARINEMONEY.COM](http://WWW.MARINEMONEY.COM)

# DISTINGUISH YOURSELF

## –We are Committed to Your Success–

Advertising in Marine Money International publications is the most effective way to reach decision makers in the international ship finance community. Relied upon by the most powerful shipowners, investors, lenders and lawyers in the world, advertising in Marine Money will distinguish your business from the rest.

Our publications build on our global networking conferences putting deal transactions together.

Through our shipping magazine, Marine Money, and our weekly on-line newsletters, Freshly Minted and Marine Money Asia Edition, we give our readers in-depth analysis of the latest deals, including structures, pricing and financing techniques used as well as details on the lenders, principals and investors involved, from single ship transactions to capital markets financing.

### IF THEY CAN'T DO IT, WHO CAN?

#### THE PUBLIC DEBT DEAL OF THE YEAR

**Transaction:** A.P. Moller-Maersk \$500 million 10-Year USD Bond  
**Winners:** Barclays, Citi, Deutsche Bank, JP Morgan and SMBC Nikko

In June 2015, A.P. Moller – Maersk (APM) has been opportunistic in monetizing the market for its first USD bond issuance. During that period, APM transformed itself from a conglomerate to an integrated container shipping, ports and logistic provider by selling both Maersk Tankers and Maersk Oil while listing Maersk Drilling. As a result, a significant revenue education effort was needed.

In June, the company moved quickly, conducting an extensive roadshow during which it leveraged its strong selling points including, among other things, its commitment to investment grade ratings, leading market position, brand recognition, geographic diversification, conservative financial policies and excellent liquidity. It did not take long for APM to become the world's leading container shipping company for more than 20 years.

Despite volatility caused by trade war headlines, as well as a very busy new issue calendar, the Rule 144A/Reg S transaction, which was rated Baa1 by Moody's and BBB by S&P, found solid demand from the start. Based upon initial price talk of US Treasuries + 200 bps, the order book grew to well over \$1 billion during the course of the morning. The oversubscription allowed the syndicate to tighten the pricing by 10 bps and launch the note issue at a \$500 million deal at T+250 bps. With a final order book of \$840 million, the Notes were priced with a coupon of 4.50% and were re-offered to yield 4.577% (UST 2.375 due May 2025). Proceeds of the offering were designated for general corporate purposes.

The following chart shows the investor allocations distribution.

With this transaction, the company has successfully re-established a footprint in the USD bond market with a liquid, 10-year benchmark, undertaken a significant investor education effort and locked-in long-term funding at attractive levels.

#### Investor Allocations Distribution

**By Geography**

- US: 72%
- Switzerland: 9%
- Asia: 6%
- Benelux: 5%
- Germany: 4%
- Nordics: 3%
- UK: 2%
- Other: 1%

**By Type**

- Asset Management: 61%
- Insurance & Pensions: 16%
- Off. Inst.: 14%
- Banks & PBs: 9%

### THE MARSHALL ISLANDS REGISTRY

**STEADFAST QUALITY  
UNMATCHED SERVICE**

The Marshall Islands Registry consistently performs. The record speaks for itself.

Choose to fly the world's local flag.

www.marshallislandsregistry.com

## TOMBSTONE SPECIAL

### Every Deal Deserves Attention

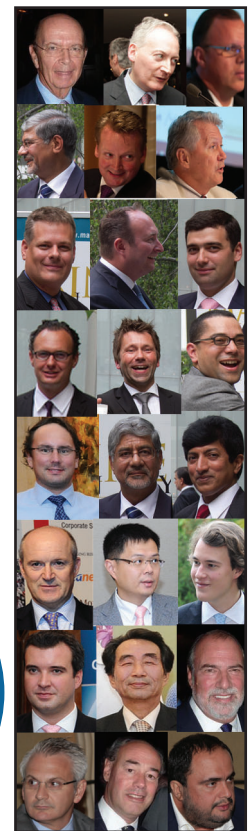
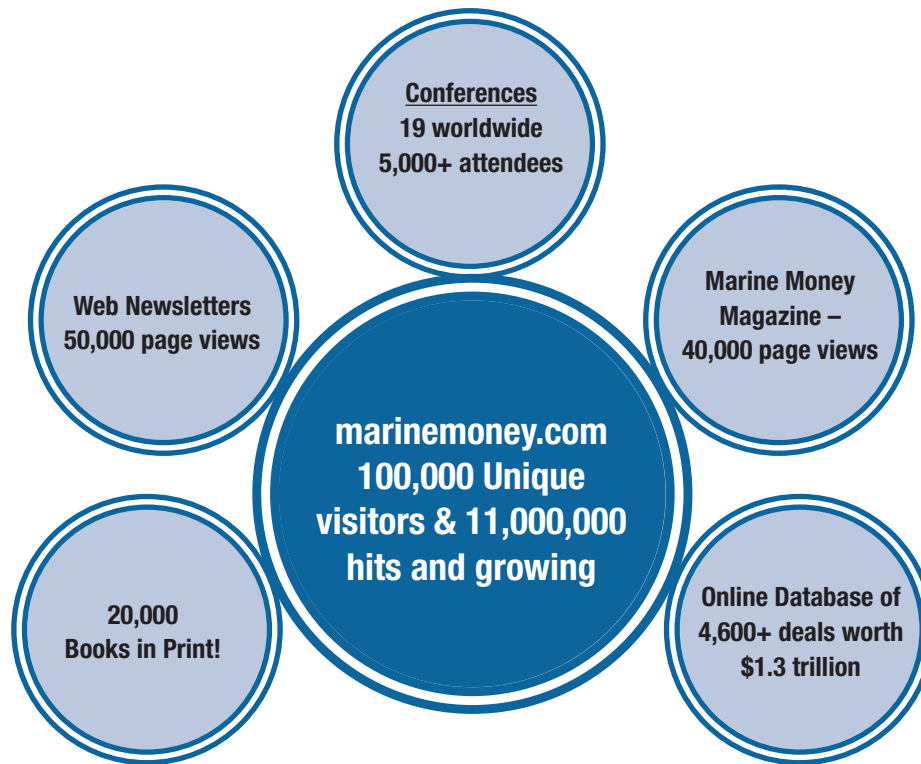
Because we know just how much effort, thought and time goes into the successful creation and execution of a newly closed transaction, we would like to help you celebrate you and your team's excellence with a tombstone advertisement at a fraction of the cost of a global corporate branding advertisement.

### Tombstone advertisements say a great deal.

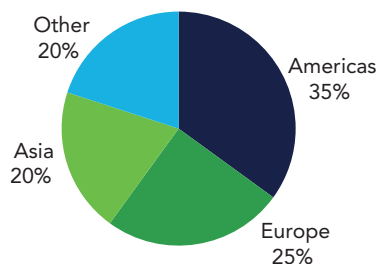
The information deserves to be widely shared. The details of the transaction stand you in the best possible light. The marketplace, your current and future clients, are interested to see the latest deal you have executed. We are proud to show off your accomplishment. And each completed deal adds to you and your institution's stature – that is something we want to celebrate.



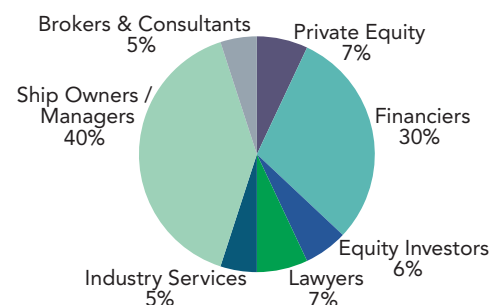
# THE MOST INTERESTING PEOPLE IN MARINE FINANCE ARE INTERESTED IN MARINE MONEY...



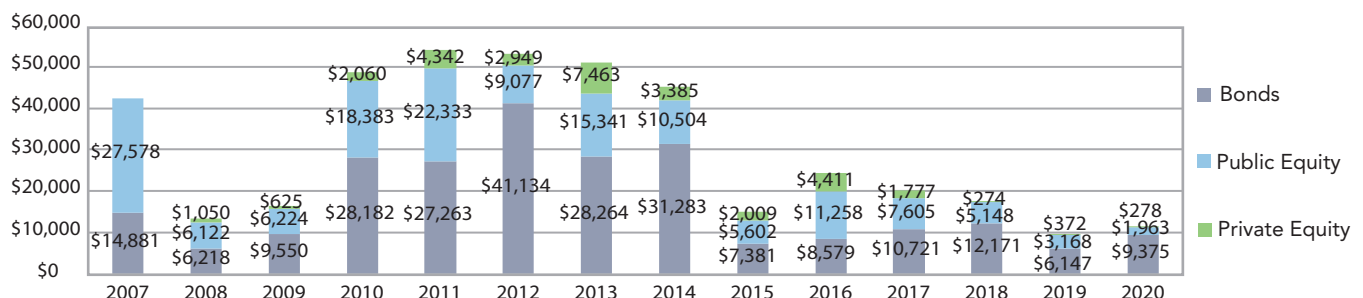
Subscribers by Geographic Region



Marine Money Subscriber Profiles



Sources of Capital, 2007-2020  
(Million US Dollars)





# Q1 2021

## Deal of the Year Awards

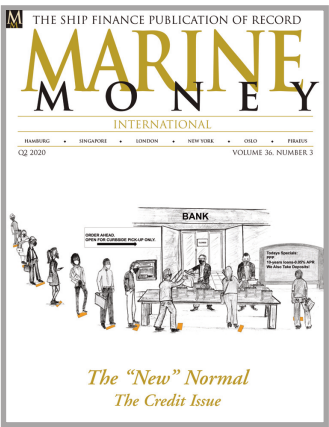
The Q1 issue of Marine Money is the Editors annual celebration of the Best Deals of the year. There were some extraordinary transactions accomplished demonstrating not only strategic value creation on the part of shipowners and their teams worldwide, but superior execution and creativity on the part of the winning banks, investment banks, investors and advisors who populate the winning pages which follow. We hope reading about the best ideas in capital formation serve you well.

AVAILABLE AT THESE CONFERENCE

- Apr TBA      14th Ann. Hong Kong Ship Finance, Hong Kong
- Apr 21      5th Ann. Marine Money Cyprus Forum, Limassol
- June 3      22nd Norway Ship & Offshore Finance Forum, Oslo

DEADLINE DATES

- Artwork:      February 26th
- Material Close:      March 3rd



# Q2 2021

## Banking/Debt Special

The annual Marine Money survey of banks and bankers shows signs of spring though the banks report more work ahead to get their houses fully in order and what this means for borrowers is important. The bank portfolio league table will open eyes. Enjoy one of our most well read issues.

AVAILABLE AT THESE CONFERENCE

- Jun 21-23      33rd Ann. Marine Money Week, New York City
- Aug TBA      Copenhagen Members Only Private Event, Copenhagen
- Sep TBA      14th Ann. Superyacht Finance Forum, Monaco
- Sep 21-22      19th Ann. Marine Money Asia Week

DEADLINE DATES

- Artwork:      May 14th
- Material Close:      May 19th





## Q3 2021

### Rankings Issue

The Rankings issue of Marine Money is a true celebration of achievement and for the top performers true excellence. The financial performance measures provide benchmarks into the state of the industry. They also reflect enormous hard work by thousands of women and men ashore and at sea.



## Q4 2021

### A Year in Transactions

This issue of Marine Money takes a look at the enormous number of transactions completed in 2020 and stacks these up in comparison with trends in deals over the past five years.

This data comes directly from Marine Money's Deal Database.

#### AVAILABLE AT THESE CONFERENCE

Oct 21	23rd Ann. Greek Ship Finance Forum, Athens
Oct TBA	Brazil Offshore Finance Forum, Rio de Janeiro
Nov TBA	22nd Ann. Ship Finance Forum, New York City
Nov TBA	17th Gulf Ship Finance Forum, Dubai
Nov TBA	15th Ann. Korea Ship Finance Forum, Busan
Nov TBA	China Ship Finance & Offshore Summit, Shanghai

#### DEADLINE DATES

Artwork:	August 20th
Material Close:	August 25th

#### AVAILABLE AT THESE CONFERENCE

Jan TBA	13th Ann. London Ship Finance Forum, London
Feb TBA	21st Ann. German Ship Finance Forum, Hamburg

#### DEADLINE DATES

Artwork:	November 26th
Material Close:	December 1st

# OTHER WAYS TO DISTINGUISH YOURSELF

## GEOGRAPHIC TARGET MARKETING

Marine Money hosts the industry's most valuable ship finance conferences and seminars in specialized markets around the world. Issues of Marine Money are distributed at each Marine Money event expanding the network reach and impact of each ad.

Over the 30 years the networking opportunities at our conferences have led to billions of dollars worth of deals. To target your advertising campaign by geographic region insert your ad in the issue published during our different international ship finance forums.



## PROMOTIONAL EVENTS

For more extensive campaigns please contact us concerning sponsorship opportunities at our events including:

- Internal branding at the conference
- External branding through brochure mailers to targeted decision-makers
- Exclusive sponsorship for the entire conference
- Exhibition stands
- Deal Room (Semi-private Meeting Lounge)
- Workshops
- Sponsors of:
  - VIP Dinner Reception
  - Cocktail Reception
  - Conference luncheon
  - All day refreshments



# AD SPECS/RATES

(All sizes are width x height)	(US inches)	(Metric mm)
Full Page (Trim size)	8.5" x 11"	215.9mm x 279.34mm
Full Page w/ Bleed	8.75" x 11.25"	222.25mm x 285.75mm
1/2 Page Vertical	3.65" x 9.875"	92.71mm x 251mm
1/2 Page Horizontal	7.5" x 5"	190.5mm x 127mm
1/4 Page Vertical	3.65" x 5"	92.71mm x 127mm
1/4 Page Horizontal	7.5" x 2.5"	190.5mm x 63.5mm

For best results we recommend sending press quality PDFs. All full page bleeds must extend .125" or 3mm beyond trim all around and all live copy must be .25" inside trim.

Take advantage of the discounts for multiple frequency — up to a 30% savings.  
All charges are per insertion.

MAGAZINE	1X	2X	4X
FULL PAGE	\$2,500	\$2,000	\$1,500
1/2 PAGE	\$1,700	\$1,400	\$1,000
1/4 PAGE	\$1,200	\$1,000	\$700

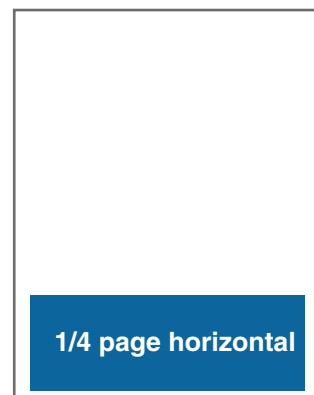
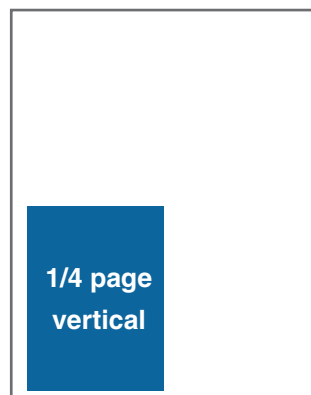
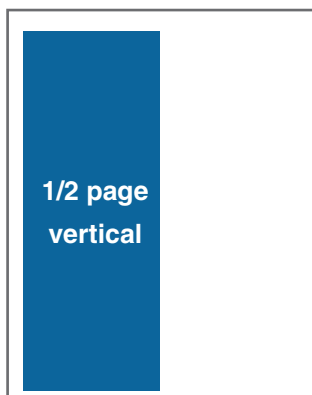
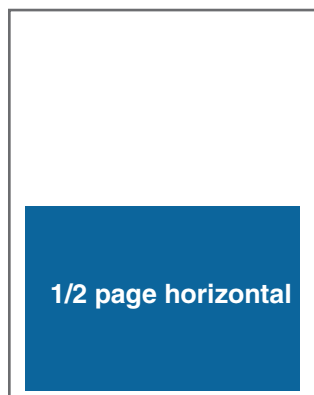
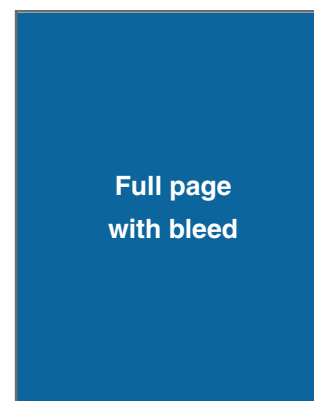
## FRESHLY MINTED

Printed Editions	1X	2X	4X
Full Page	\$795	\$600	\$400

Electronic (ad in FM pdf version on the web with link to website)

1/4 Page \$250      1/2 Page \$500

- For cover pages, add 20%.
- We would be delighted to discuss inclusions such as flyers and brochures.
- Contact us for advertising rates for ads on [marinemoney.com](http://marinemoney.com)





# AD INFORMATION

## EVERY ISSUE DISCOUNT

Make an impression on the market in every issue of Marine Money at a price that is even better than the multiple insertion rate. Please contact Mike McCleery or Andrea Farrison if you are interested in learning more about this year-long opportunity to build your brand globally with distribution to decision makers in every marine finance center in the world.

## TECHNICAL

### MAGAZINE

If sending a completed ad you have 5 choices:

1. Quark XPress document for Macintosh (we use version 9) with a laser printout or pdf.  
Art work must be included in form of jpeg, tiff, or eps at 300 dpi in resolution and fonts must be included as well. Please compress (zip, sit) the whole file if you are emailing.
2. Tiff file at 300 dpi in resolution.
3. Jpeg file at 300 dpi in resolution.
4. Eps file (Illustrator CS5) with the fonts included or as outlines at 300 dpi in resolution.
5. Pdf file at 300 dpi in resolution set for print or press optimized with fonts embedded.

Any questions contact Cari Koellmer at [ckoellmer@marinemoney.com](mailto:ckoellmer@marinemoney.com).

All of the above can be emailed to [ckoellmer@marinemoney.com](mailto:ckoellmer@marinemoney.com) under 10MB, if larger please contact us for ftp details or use "[www.yousendit.com](http://www.yousendit.com)".

\*Important Please Note: We cannot accept Microsoft Word or Powerpoint files.

### FRESHLY MINTED

SPECIAL CONFERENCE PRINTED EDITIONS: Please see above for size and ad formats. Note: We only accept full page ads in the Printed Editions.

### ELECTRONIC:

Please provide your company logo as a high resolution jpeg, tiff or preferably eps file (with all text converted to outlines) as well the website you would like your logo linked to. Contact us for advertising rates for ads on [marinemoney.com](http://marinemoney.com)

### PRODUCTION CHARGES

Proof changes, except for corrections of publisher's errors, will be charged.

---

#### MARINE MONEY USA

100 First Stamford Place, Floor 6  
Stamford, CT, 06902, USA  
Tel: +1.203.406.0106 • Fax: +1.203.406.0110  
Email: [info@marinemoney.com](mailto:info@marinemoney.com)  
Website: [www.marinemoney.com](http://www.marinemoney.com)

#### MARINE MONEY ASIA

42 Tras Street, #02-01  
Singapore 078981  
Tel: +65 9151 7036  
Email: [asia@marinemoney.com](mailto:asia@marinemoney.com)  
Website: [www.marinemoney.com](http://www.marinemoney.com)

#### MARINE MONEY GREECE

21 Orfeos Str.  
155 61 Holargos-Athens, Greece  
Tel: +30 210 985 8809  
E-mail: [mia.jensen@marinemoney.gr](mailto:mia.jensen@marinemoney.gr)  
Website: [www.marinemoney.com](http://www.marinemoney.com)

# GENERAL CONDITIONS

## APPROVALS

All advertisements, and contents thereof, are accepted for publication to the editor's approval. Marine Money will not be bound by any condition on a contract, order or copy instructions (printed or verbal) other than those set forth in this rate schedule and specifically agreed upon in writing by Marine Money.

Every advertisement is accepted and published on the representation of the agency and the advertiser that they are authorized to publish the entire content and subject matter of the advertisement.

## PROOFING/LIABILITY

Marine Money is not responsible for any errors on copy once the advertiser has approved a proof. Ads being submitted by any agency should be approved prior to submission. Any ad submitted after the issue closing date is not guaranteed a proof prior to publication and Marine Money will not be held liable for any errors.

## PREFERRED POSITION

Positioning of advertisement is at the sole discretion of the editor with the exception position requests agreed upon/acknowledged by Marine Money in writing prior to publication. Orders specifying positions may be requested, but are subject to the approval of the editor. Special ad positions (available for covers only) are guaranteed at a 20% premium to standard advertising rates.

## CHANGES/CANCELLATIONS

No changes or cancellations are accepted after the issue space closing date. When canceling an advertisement, clients who do not fulfill their discounted multiple insertions as agreed, must pay the difference between the full price and the discounted price.

## DESIGN/LAYOUT PRODUCTION

Marine Money staff can provide quality ad design and layout services for a nominal charge.

When sending art work for re-creation please send in tiff, eps (with fonts converted to outlines) or jpeg format along with a pdf or word document of layout. Fonts and color codes must be included as well.

## SHIPPING INSTRUCTIONS

Marine Money International

Advertising Dept., / Andrea Farrison

100 First Stamford Place, Floor 6, Stamford, CT 06902, USA

Tel: +1.203.406.0106 ext. 3712 • Fax: +1.203.406.0110

Email: ckoellmer@marinemoney.com AND copy Email: afarrison@marinemoney.com

# ADVERTISING CONTRACT

☐ NEW CONTRACT

☐ INSERTION ONLY

☐ REVISION

☐ CANCELLATION

☐ SPECIAL

DATE: \_\_\_\_\_

ADVERTISER: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

ATTN: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX: \_\_\_\_\_

EMAIL ADDRESS: \_\_\_\_\_

SIZE \_\_\_\_\_ POSITION \_\_\_\_\_ DISCOUNT \$ \_\_\_\_\_ AMOUNT \$ \_\_\_\_\_

INSERTION DATES:

Q12021 \_\_\_\_\_

Q22021 \_\_\_\_\_

Q32021 \_\_\_\_\_

Q42021 \_\_\_\_\_

Q12022 \_\_\_\_\_

FM \_\_\_\_\_

Banner \_\_\_\_\_

BILLING INSTRUCTIONS:

☐ BILL ADVERTISER

☐ BILL AGENCY

☐ SPECIAL

AUTHORIZED SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

## MARINE MONEY USA

100 First Stamford Place, Floor 6  
Stamford, CT, 06902, USA  
Tel: +1.203.406.0106  
Fax: +1.203.406.0110  
Email: info@marinemoney.com  
Website: www.marinemoney.com

## MARINE MONEY ASIA

42 Tras Street, #02-01  
Singapore 078981  
Tel: +65 9151 7036  
Email: asia@marinemoney.com  
Website: www.marinemoney.com

## MARINE MONEY GREECE

21 Orfeos Str.  
155 61 Holargos-Athens, Greece  
Tel: +30 210 985 8809  
Fax: +1 866 255 8745  
E-mail: mia@marine-marketing.gr  
Website: www.marinemoney.com