

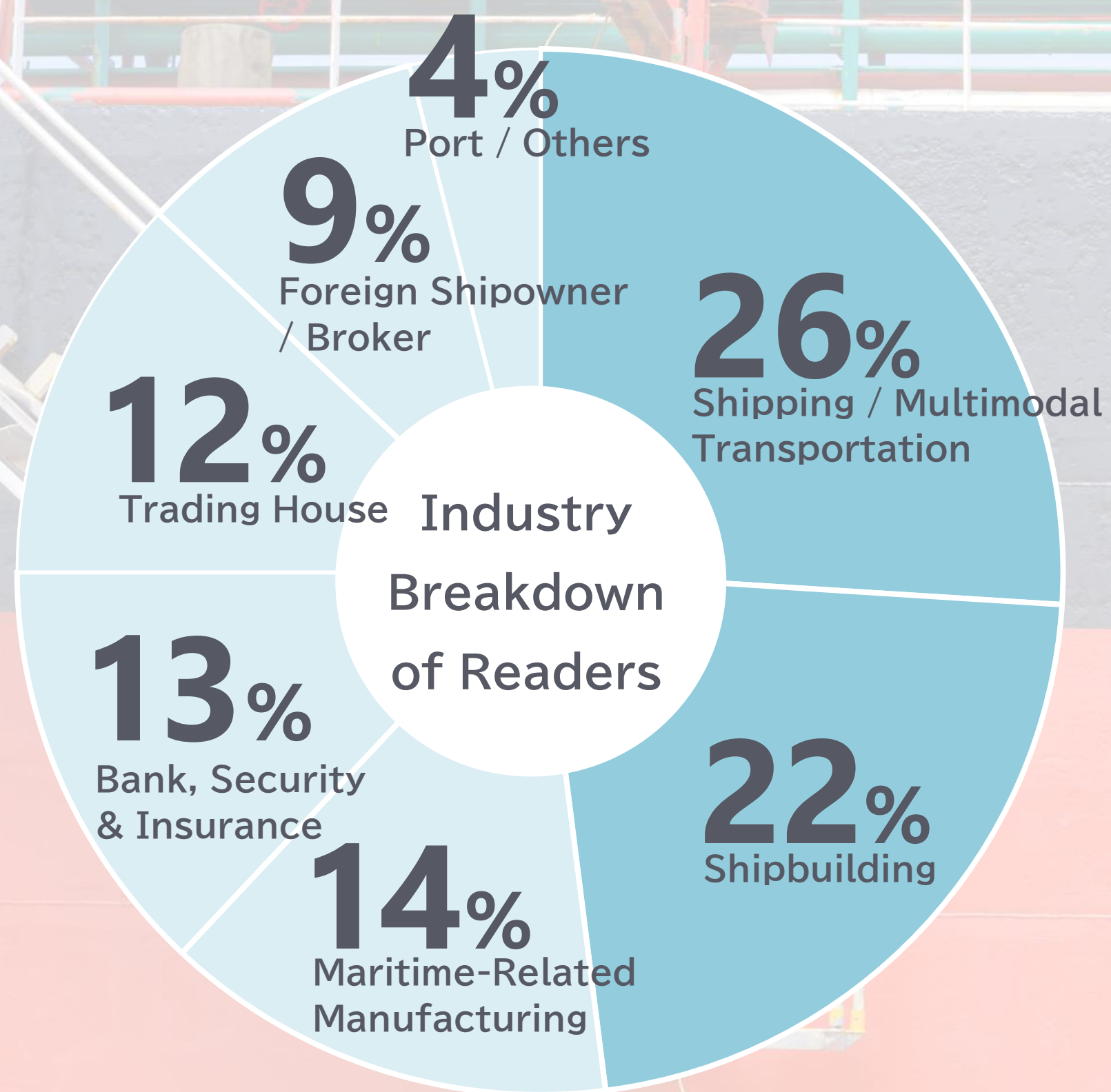
A bimonthly maritime magazine for the shipping,  
shipbuilding and marine equipment industries

**COMPASS**  
*KAIJI PRESS*

**Media Kit**

2026年6月 ver.1.0

# Readership Profile



※2025年2月時点

## Point 1

### Wide Reach Across the Maritime Industry

Our readership spans operators, shipowners, shipyards, marine equipment manufacturers, financial institutions, insurance companies, and trading companies.

## Point 2

### Trusted by Senior Executives and Business Leaders

Read by management and professionals responsible for corporate strategy, investment planning, and key business decisions at leading maritime companies.

## Point 3

### A Valuable Long-Term Reference for Industry Professionals

Known for its in-depth analysis of industry trends and market developments, the magazine is retained as a long-term reference rather than discarded after a single reading.



## About COMPASS

COMPASS is a bimonthly maritime magazine covering the shipping, shipbuilding and marine equipment industries. It provides in-depth market analysis and timely features on industry leaders, innovation and global trends.

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- **Format:** Non-standard A4 size (280mm×210mm), 80 pages
  - **Price:** ¥1,650 per issue (Tax Included; shipping not included)
  - **Publication Date:** The 25th of February, April, June, August, October and December
  - **Founded:** January 1982

# COMPASS Annual Plan Apr. 2026 - Mar. 2027

Month	Format	Content
Apr. 2026	May Issue	<ul style="list-style-type: none"> <li>•Ship Communications</li> <li>•Series: Decarbonization Solutions #7 / Software for Energy and GHG Emissions</li> </ul>
Jun 2026	July Issue	<ul style="list-style-type: none"> <li>•Business Strategy of Japan Big 3 and NSU, IINO etc.</li> <li>•Series: Decarbonization Solutions #8 / Improving Propulsion Performance</li> </ul>
Aug. 2026	September Issue	<ul style="list-style-type: none"> <li>•Classification</li> <li>•Series: Decarbonization Solutions #9 / GHG Emissions Management Support</li> </ul>

Month	Format	Content
Oct. 2026	November Issue	<ul style="list-style-type: none"> <li>•P&amp;I Club</li> <li>•Series: Decarbonization Solutions #10 / GHG Emissions Management Support</li> </ul>
Dec. 2026	January Issue	<ul style="list-style-type: none"> <li>•Market Forecast 2027</li> <li>Series: Decarbonization Solutions #11 / Ammonia fuel</li> </ul>
Feb. 2027	March Issue	<ul style="list-style-type: none"> <li>•Ship Management Company</li> <li>•Series: Decarbonization Solutions #12 / Hydrogen</li> </ul>

\*Schedule is subject to change.

\*For advertising inquiries, please contact us at [kp-ad@kaiji-press.co.jp](mailto:kp-ad@kaiji-press.co.jp).



## Advertising menu & price list [Display AD]

Position	Size (Height×Width)	Price		Insertions
		Full Color	Black & White	
Double-page spread	280 × 420mm	USD10,000	—	1x
Back Cover	280 × 210mm	USD7,000	—	1x
Inside / Front or Back Cover	280 × 210mm	USD6,000	—	1x
Full page	280 × 210mm	USD5,000	USD3,400	1x
Half page	115 × 180mm	USD2,500	USD1,700	1x
One-third Page	75 × 180mm	USD1,700	USD1,200	1x
Quarter page	57 × 180mm	USD1,200	USD900	1x

\*Bank transfer fees are not included and are the responsibility of the advertiser.

\*Discounts will be applied for booking multiple insertions in the same ad unit: 10% for 2+ placements, 20% for 6+ placements.

\* Japanese-language advertisements are preferred. Layout and formatting assistance is available, but translation services are not provided.



## Advertising menu & price list [Advertorial]

Position	Word count (recommended)	Price	Insertions	Note
Full page	Approximately 1,000 Japanese characters and 2-3 images	Color USD6,500 B&W USD4,500	1x	Text and visual content included. Provide your own article.
Double-page spread	Approximately 2,000 Japanese characters and 5-6 images	Color USD13,000 B&W USD9,000	1x	Text and visual content included. Provide your own article.

\*Bank transfer fees are not included and are the responsibility of the advertiser.

\*Discounts will be applied for booking multiple insertions in the same ad unit: 10% for 2.

\*Articles must be submitted in Japanese. We can assist with article editing and formatting; however, translation services are not available.

\*The label "Advertisement" will be displayed at the top of the article.

# Ad Submission Guidelines

To ensure a smooth advertising placement process, please confirm that you meet the following requirements before submission:

## ■ Basic rules

The basic rules for submitting your ad data are listed below. If you require further details, please let us know, and we will send you the complete Ad Submission Specifications separately.

- Submission Data: Adobe Illustrator file with outlined fonts or print-ready high-resolution PDF.
- Proof/Mock-up: Please send a sample PDF exported at the final actual size.
- Resolution: 300 dpi or higher.
- Color Settings: CMYK (process color) or Grayscale.

Note: RGB and spot colors are not permitted.

## ■ Paid ad production

We can create your ad design. We will produce the design based on the creative brief and materials you provide. The cost will be estimated separately based on the ad size and production details.

# Kaiji Press Co., Ltd.

Head office: 7F, PMO Shimbashi Ⅱ, 5-10-5, Shimbashi, Minato-ku, Tokyo 105-0004, Japan

Advertising Inquiries

Sales & Media Business Team [kp-ad@kaiji-press.co.jp](mailto:kp-ad@kaiji-press.co.jp)