

Professional publication specializing in the maritime industry

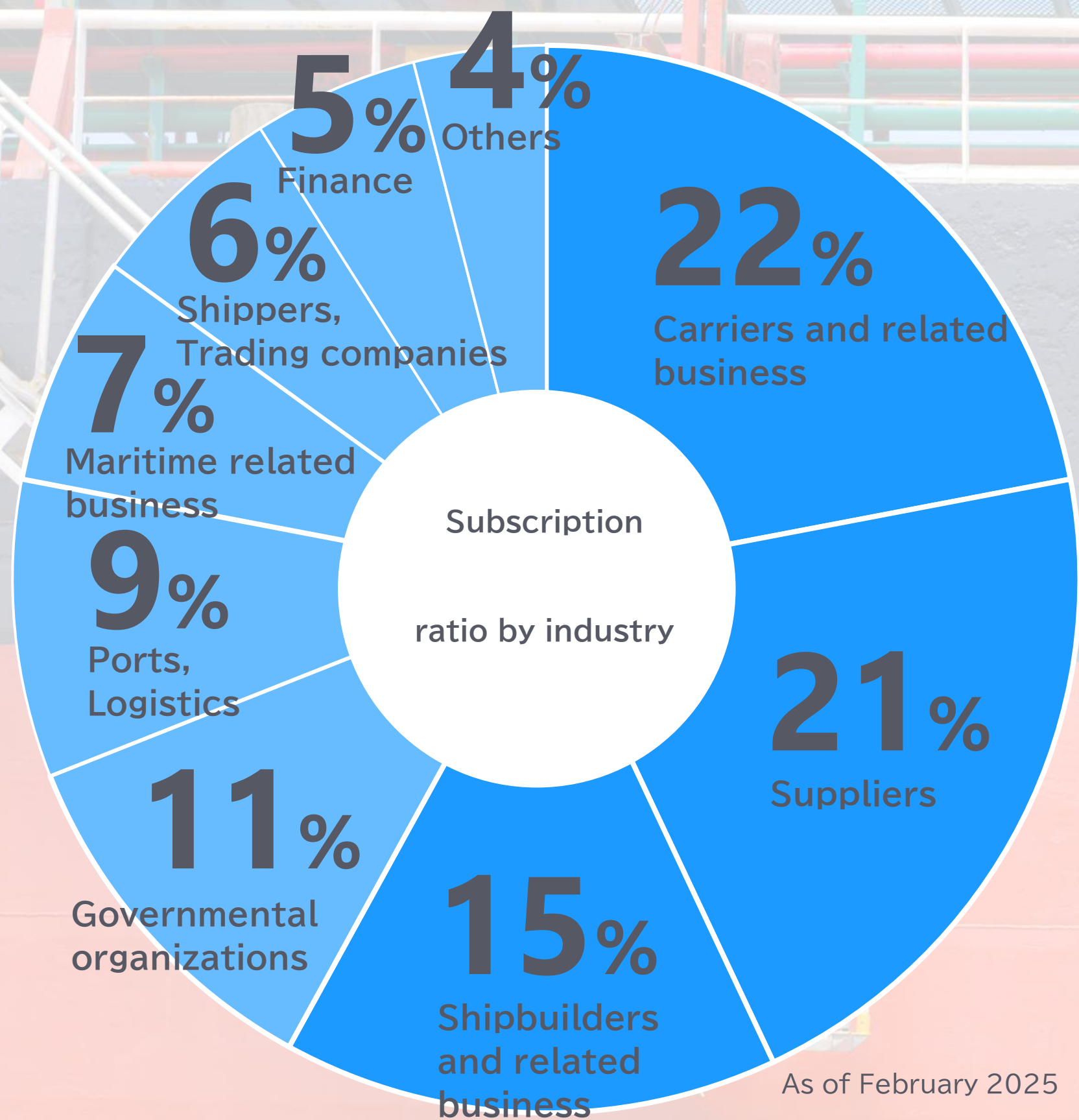
KAIJI PRESS

Media Kit

Jun 2026 Version 1.0

The premier media dedicated to the maritime industry

As Japan's leading authority on shipping and shipbuilding, Kaiji Press is the trusted choice for professionals—from executives to engineers. Our deep analysis and foresight provide the clarity needed to navigate a volatile market. As the industry's specialized media partner, we remain committed to helping the maritime community solve its most critical challenges.



Readership Profile

Unmatched influence in the maritime industry

Point1

Extensive reach across the maritime sector

Point2

Number of maritime-related articles per day

40

Article count may vary by day.

Kaiji Press is a platform with broad reach across the maritime industry through print and online.

Print



ONLINE



For details on advertising case studies, please contact us directly through our sales representative (kp-ad@kaiji-press.co.jp).

発行所 船橋市 船橋3-1-1 船橋三井物産ビル
発行日 2025年4月1日(火)
発行部数 17215号

https://www.kaiji-press.co.jp

**2025年
4月1日(火)
17215号**

AD

投資額の影響大か(写真=ブルームバーグ)

船主 低調・増加で見方分かれる
ビジネス ■ マーケット売船、船型も影響

国内船主によるマーケット売船動向は関係者の見方が分かれています。新規投資難、売船候補船の減少などから昨年来の低調推移を見通す関係者は多い。一方、中古船価は下落したが円安傾向が続いていること、短期用船でつないできた船の売船時期が来ていることから増加を予想する声もある。陳腐化リスクなど保有する船種・船型が売船動向に影響するとも指摘されている。

>> 4ページ

HEAD LINES

《記者座談会》海運この1カ月<上>

米/ウ・露が黒海停戦で合意荷動き回復に期待も多難

>> 22ページ

商船三井マリテックス始動
海事技術の専門家集団目指す

4月1日付で商船三井マリテックスが発足。菊地社長に新会社発足の狙いを聞いた。

>> 8ページ

米国向けコンテナ運賃
前週比1割超上昇

上海発米国向けのコンテナ運賃が上昇。西岸・東岸向けはいずれも2ケタの上昇。

>> 9ページ

LNG 船
今後年20隻がスクラップ

ブローカーのBRSは、LNG船は今後数年間、年20隻程度がスクラップされると予測。

>> 20ページ

《造船 新トップの素顔》

川崎重工業
荻野剛正・船舶海洋ディビジョン長

>> 7ページ

《造船》次代への挑戦/日野氏の

船舶融資人生に悔いなし

>> 5ページ

《青灯》

米国と自動車船

>> 3ページ

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AD



About Kaiji Press Print Edition

Kaiji Press, founded in 1956, is a premier maritime media with nearly 70 years of history. Highly influential in shipping and shipbuilding, it is an indispensable daily information source for our readers.

Format: A4 size (297mm x 210mm), 16 pages
 Price: JPY14,000 per month (JPY15,120 including tax)
 Publication Days: Monday through Friday
 (Excluding public/company holidays)
 Founded: June 1956

The screenshot displays the Kaiji Press ONLINE website. At the top, there is a navigation bar with the site logo, a search bar, and social media links. Below this is a secondary menu with categories like 'トップ', 'ニュース', 'マーケット', etc. The main content area features several news articles, including one about CCS commercialization and another about European shipowners. There are also sections for '最新ニュース' (Latest News) and '内航NEXT' (Inland NEXT). The page includes several 'AD' (Advertisement) placeholders and a 'KP DATA' section at the bottom.

About Kaiji Press Online Edition

Our online service delivers Kaiji Press news and exclusive content. Access nearly 30 years of archives, special supplements, and original digital-only features.

Price: JPY14,000 per month (JPY15,400 including tax)
 Founded: October 2019



Print Edition

Advertising menu & price list [Display AD]

Position	Size (Height×Width)	Price		Insertions
		Full Color	Black & White	
Shoulder	36 × 55mm	USD5,000	—	1x
Front page, footer	50 × 180mm	USD2,500	—	1x
Inside front / back cover	260 × 180mm	USD6,000	—	1x
Full page	260 × 180mm	USD5,000	USD3,000	1x
Half page	120 × 180mm	USD2,500	USD1,700	1x
Quarter page	60 × 180mm	USD1,200	USD900	1x
Job	60 × 180mm	USD3,000	USD2,000	4x

*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 6+ placements, 20% for 12+ placements, and 30% for 24+ placements.

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



Print Edition

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	Articles must be submitted in Japanese by the advertiser.
Double-page spread	Approximately 2,000 Japanese characters and 5-6 images	Color USD13,000 B&W USD9,000	1x	Articles must be submitted in Japanese by the advertiser.

*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.



Online Edition

Advertising menu & price list

Position	Size (Height × Width)	Monthly fee	Display type	Frames
Premium banner	648 × 120 px	USD6,000	Rotation	Up to 6
Rectangle upper	300 × 250 px	USD4,000	Rotation	Up to 6
Rectangle lower	300 × 250 px	USD3,000	Rotation	Up to 6
Side banner fixed	300 × 80 px	USD6,000	Fixed	1 slot only
Side banner rotating	300 × 80 px	USD1,500	Rotation	Up to 18
Advertorial	—	USD7,500	Fixed	—
Job	—	USD1,500	Fixed	—

*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 3+ months and 20% for 6+ months.

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.

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Advertising Inquiries

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