



ABOUT

Shipping Arabia is the Middle East's leading digital maritime news platform on LinkedIn, delivering trusted coverage of shipping, ports, logistics, trade, supply chain developments, and regional maritime dynamics. Built and curated by an industry professional, Shipping Arabia provides credible, timely, and insight-rich content that maritime leaders rely on.

WHY PUBLISH WITH US?

Shipping Arabia is the region's fastest-growing and most influential maritime-focused content platform. It brings unmatched visibility and access to a high-value, specialized audience working across the maritime and logistics ecosystem.

Unmatched Organic Reach



- 2 million organic impressions in the past 12 months.
- 45,000 reactions, 745 comments, 200 reposts in the past 12 months.
- 100% organic, zero paid promotion.



Explosive Growth and Trusted Audience

- 32,000+ total followers across the global maritime and logistics community
- 17,500+ new followers last 365 days – 1,300+ new maritime professionals every month



Strategic Industry Visibility

- 4,000 weekly search appearances.
- +23.8% search increase every week.
- Strong SEO for maritime keywords and regional shipping trends.

AUDIENCE DEMOGRAPHICS

Shipping Arabia connects maritime professionals across the Middle East and key global trade corridors.



AUDIENCE INDUSTRIES

Shipping Arabia reaches professionals across the maritime and supply chain ecosystem.



**Transportation,
Logistics, Supply
Chain & Storage**



**Maritime
Transportation**



Truck Transportation



**Freight & Package
Transportation**



Oil & Gas



IT & Digital Services



Consulting Services

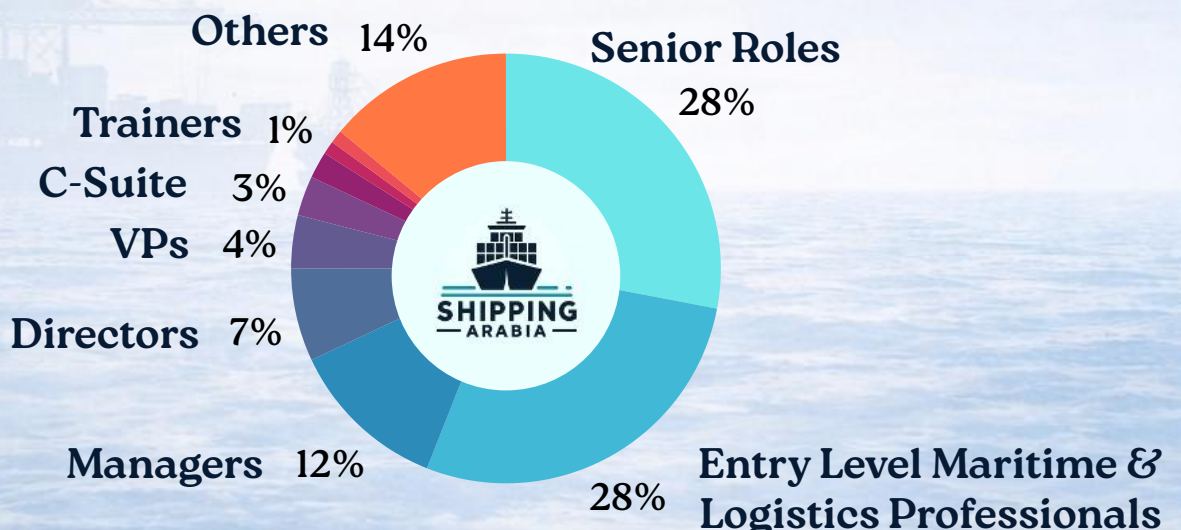


**Government &
Public Services**



**Construction &
Industrial Services**

AUDIENCE SENIORITY





The Manifest is Shipping Arabia's weekly newsletter delivering curated insights on maritime trade developments across the Middle East and key global shipping regions. It covers industry trends, port developments, shipping company strategies, logistics innovation, and regulatory updates relevant to maritime professionals.

Audience Snapshot



- 14,000+ maritime professionals
- Weekly distribution
- Audience across the Middle East, Europe, Asia & global trade corridors
- Readers include shipping executives, port operators, logistics managers, and maritime decision-makers



Newsletter Sponsorship Opportunity



Sponsors can position their brand directly in front of a highly targeted maritime audience through featured placements within The Manifest.

Each sponsorship includes:

- Featured placement in the weekly newsletter
- Company logo and brand visibility
- Direct link to the company website or campaign page
- Mention on the Shipping Arabia LinkedIn platform

Prices available upon request

Publishing

OPPORTUNITIES & RATES

All content is reviewed, edited, and published by Shipping Arabia's founder, a maritime expert with over two decades of industry experience. Our editorial standards ensure your message aligns with the voice and professionalism expected by our audience.



Sponsored Post

You provide the draft. We edit, format, and publish. Includes:

- Professional AP-style editing
- Professional maritime tone and terminology
- LinkedIn formatting and optimization
- Publishing on the Shipping Arabia LinkedIn page

Price - USD 500



Editorial Feature Article

A professionally written article developed based on your brief. Includes:

- Full article creation & editorial development
- Structured storytelling with maritime industry context
- Publication and amplification through the Shipping Arabia platform

Price - USD 800



Monthly Visibility Package

Designed for companies seeking consistent monthly exposure across the Shipping Arabia platform. Includes:

- Up to 5 sponsored posts or editorial features
- Priority placement within the publishing calendar
- Strategic scheduling guidance for maximum engagement
- Cross-promotion through The Manifest newsletter

Price - USD 1250



Quarterly Partner Package

Ideal for regional campaigns and companies seeking sustained visibility across multiple content formats. Includes:

- 2 editorial feature articles
- 3 sponsored posts
- 3 newsletter sponsorship placements
- Recognition as a Quarterly Partner on Shipping Arabia

Content scheduling may be strategically aligned with major maritime industry events and peak engagement periods.

Price - USD 6000



Annual Strategic Partner - USD 18000

The highest level of partnership with Shipping Arabia, providing year-long visibility across the Shipping Arabia platform and newsletter. Includes:

- Monthly sponsored placements (12 total)
- Quarterly editorial feature articles (4 total)
- Quarterly newsletter sponsorships (4 total)
- Permanent logo placement in the Shipping Arabia LinkedIn Featured Section
- Dedicated recognition as an Annual Strategic Partner

Get in Touch For sponsored content inquiries, partnership discussions, or to submit content:

Email: contact@shippingarabia.com

LinkedIn: <https://www.linkedin.com/company/shipping-arabia>

Post analytics	Post analytics
Shipping Arabia posted this • 3w  Experts Say Aqaba Port Management Agreement Strengthens Economic Value of National Port Assets... more	Shipping Arabia posted this • 2w  MSC Vessel Named Saudi Arabia in Ceremony Led by Saudi Leadership... more
Organic discovery 1,506 Impressions 1,016 Members reached	Organic discovery 5,261 Impressions 3,652 Members reached
Organic page activity Page viewers from this post9 Followers gained from this post3	Organic page activity Page viewers from this post20 Followers gained from this post23
Organic engagement 357 Engagements 23.7% Engagement rate Clicks288 Click-through rate19.1% Reactions63 → Comments1 → Reposts ○ < 5 →	Organic engagement 1,413 Engagements 26.9% Engagement rate Clicks1,293 Click-through rate24.6% Reactions117 → Comments1 → Reposts ○ < 2 →

Content Performance Highlights

Post analytics	Post analytics
Shipping Arabia posted this • 2w  Aqaba Container Terminal Welcomes "KOTA ODYSSEY" as a Next-Generation Vessel Call Strengthens Jordan's Green Logistics Ambitions... more	Shipping Arabia posted this • 2w  Seasoned Jordanian Port Executive Kamal Alhraishtat Appointed to Lead APM Terminals Apapa... more
Organic discovery 2,576 Impressions 1,813 Members reached	Organic discovery 11,979 Impressions 8,172 Members reached
Organic page activity Page viewers from this post9 Followers gained from this post6	Organic page activity Page viewers from this post20 Followers gained from this post52
Organic engagement 1,193 Engagements 46.3% Engagement rate Clicks1,098 Click-through rate42.6% Reactions93 → Comments0 Reposts ○ < 2 →	Organic engagement 722 Engagements 6.0% Engagement rate Clicks321 Click-through rate2.7% Reactions351 → Comments45 → Reposts ○ < 5 →