

Where the crew is, and where the people who hire them are

India supplies 12.16% of the world's seafarers, about 312,000 people, second only to the Philippines and more than double its share a decade ago. Shiplo is where that workforce looks for work, and where the owners and managers who crew from it come to find them.

Workforce figures: BIMCO-ICS Seafarer Workforce Report, 2026.

The network

397,000

times our pages appeared in Google
in 3 months, and rising

27,150

subscribers on WhatsApp and
Telegram
across 3 channels

54,535

pages of Anchor Magazine read
two issues to date

Live vacancies on the site today	1,199
Companies with a page, every RPSL holder	523
Countries our pages reached	200

Google Search Console. Three-month figure to 13 August 2026; the 28-day window is 17 July to 13 August 2026.. Subscriber and vacancy counts as at 15 August 2026. Channel figures are subscriptions, not unique people: a seafarer in more than one channel is counted in each. A breakdown by property is available on request.

Growing, not flat. Of those 397,000 impressions, 153,452 came in the last 28 days -- 31% of the quarter's days carrying 39% of its impressions. Within that window the most recent fortnight ran 39% ahead of the one before it, and Maritime Briefs more than tripled.

Not only India

Our pages were seen in 200 countries, and roughly a quarter of that reach was outside India. The crew is Indian; the people hiring are in Singapore, Piraeus, Dubai, London and Rotterdam, and they are already reading us.

United States	10,401
United Kingdom	4,642
United Arab Emirates	1,449
Singapore	1,394
Netherlands	1,101

Germany	770
Greece	530
Hong Kong	519

Google impressions by country, both sites, same 28 days.

The three properties

Shiplo	shiplo.in	Merchant navy vacancies, verified company profiles and crew search. Where seafarers look for work.
Maritime Briefs	maritimebriefs.com	Daily maritime news, written by our editors. Where the industry keeps up.
Anchor Magazine	anchormagazine.in	Quarterly review: interviews, features and first-hand accounts from people who sail.

Anchor Magazine

	Issue 01	Issue 02
Reads	1,131	1,318
Pages	52	64
Readers still reading at the middle	52%	49%

The line worth reading twice is the third one. About half of everyone who opens an issue is still turning pages at the middle of a 52 and 64 page magazine. A page in it is read, not passed.

Flipbook platform analytics, from publication to 15 August 2026.

Coverage

Every RPSL company and ship manager on the DGS list has a page on Shiplo, whether they have ever spoken to us or not: 523 companies, with licence number, validity and hiring history. That is coverage, not audience. We list them so seafarers can check who is real before sending a CV.

Placement

Featured	Rs 1,50,000 per year	Logo on the homepage. Top of the directory and the vacancy list. 100 Sonar contact unlocks a month. Half a page in Anchor Magazine, two issues. One Maritime Briefs company feature.
Institute	Rs 2,00,000 per year	For maritime colleges. Homepage logo, course pages open to search, courses pushed to WhatsApp and Telegram, a full page in every issue of Anchor Magazine, and an admissions-season campaign.
Partner	Rs 3,50,000 per year	Everything in Featured, with the homepage logo in the lead position, unlimited Sonar unlocks, a full page in every issue and a Maritime Briefs feature every quarter.

Founding rate. The first 20 companies to take Featured pay Rs 75,000 for the first year and keep that price for as long as they stay.

Posting vacancies is free, and stays free. Every vacancy goes to the site and to all three channels whether you pay or not. The plans buy visibility, not access.

Seafarers are never charged. No placement fee, no fee to be found.

How a placement runs

Same day	Homepage logo and directory position go live as soon as payment clears.
Within a week	A Maritime Briefs company feature, written by our editors from a conversation with you. We write it; you check it for accuracy. It is not advertising copy, and it reads better for it.
Next issue	Your page in Anchor Magazine. Issues are quarterly, so the closing date matters more than the start date -- ask when you book.
Ongoing	Vacancies you post carry your branding into the WhatsApp and Telegram channels. Sonar unlocks reset monthly.

What we need from you

A logo as PNG with a transparent background, at least 600 px wide. One line describing what your company does. A contact for crewing enquiries. For magazine pages, artwork as PDF or PNG at 300 dpi: full page 210 x 297 mm with 3 mm bleed, half page 210 x 148 mm.

To book

Call +91 95556 57237 or email ceo@shiplo.in. Payment by card, UPI or bank transfer at shiplo.in/pricing/. International transfers welcome; invoice raised by NineCC Education India Pvt Ltd.