

MEDIA INFORMATION 2021

Delivering your sales message
to the world of project logistics

THE MAGAZINE

Heavy Lift & Project Forwarding International (HLPFI) is firmly established as the leading media presence for professionals involved in the logistics of over-dimensional and heavy cargoes.

Written by an international team of award-winning journalists, HLPFI delivers essential information about the movement of such cargoes across the whole range of transport modes. In addition to news, each issue of the magazine contains interviews with prominent industry figures and topical features presented in an easy-to-read editorial format.

HLPFI is a bi-monthly publication with a worldwide distribution of executives from across the project cargo supply chain.



HLPFI READERSHIP

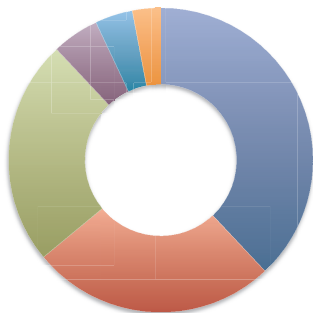
First published in 2007, HLPFI now has a distribution of over 21,000, delivered to owners and operators of heavy lift equipment and facilities, specialist freight forwarding companies, as well as shipping and logistics managers working for EPCs, and companies involved in the development of infrastructure for energy, mining, civil engineering, oil and gas, offshore, and industrial manufacturing facilities.

Distribution:
21,000

Pass-on readership:
100,000*

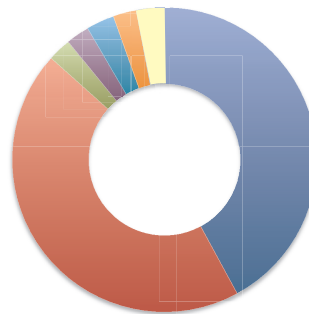
*Based on results from HLPFI's latest reader survey.

GEOGRAPHY



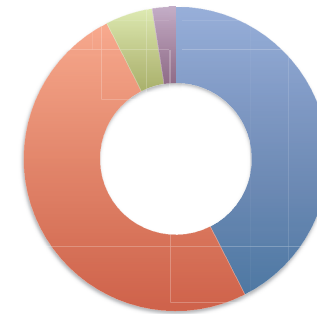
- 1 Europe **38%**
- 2 North America **26%**
- 3 Middle East & Asia **24%**
- 4 South America **5%**
- 5 Africa **4%**
- 6 Australasia **3%**

INDUSTRY SECTOR



- 1 Shippers and OEMs/EPCs **42.5%**
- 2 Project freight forwarders **45%**
- 3 Shipping lines, railroads, haulage companies, charter brokers and airlines **2.5%**
- 4 Port authorities and terminal operators **2.5%**
- 5 Equipment manufacturers **2.5%**
- 6 Finance, insurance, surveying, law **2.5%**
- 7 Associations, governments and others **2.5%**

JOB TITLE



- 1 Presidents, CEOs, Managing Directors **42.5%**
- 2 Shipping, Logistics and Procurement Officers **50%**
- 3 Commercial Managers **5%**
- 4 Others **2.5%**

EDITORIAL PROGRAMME **JAN-JUN 2021**

Issue	Country / regional reports	Industry reviews	Industry focus	Operational review	Equipment	Special focus / gateway guide	Separate supplement
Jan/Feb 2021	The Netherlands Turkey Austria/Switzerland South America Middle East Gulf	Onshore wind, solar and hydro power	Upstream oil and gas logistics	Weather forecasting	Cranes	West Coast North America	
Bonus distribution: Breakbulk Middle East (Dubai), AntwerpXL (Antwerp), SMM 2021 (Hamburg)						Advertising artwork deadline: January 8, 2021 Print date: January 20, 2021	
Mar/Apr 2021	Italy Russia USA Iraq	Mining	Escorts and permits Yacht and boat shipping	Legal services and compliance	Jacks, skates and rollers	Project Cargo Africa	
Bonus distribution: transport logistic (Munich), PCB (Houston)						Advertising artwork deadline: February 26, 2021 Print date: March 10, 2021	
May/June 2021	Balkan Peninsula Mexico and Central America Canada Spain	Civil engineering	Heavy lift railfreight	Strapping and lashing	Trailers	Southeast Asia	Ships & Shipping Lines
Bonus distribution: Breakbulk Europe (Bremen)						Advertising artwork deadline: April 16, 2021 Print date: April 28, 2021	

* To contribute to any of the above features, please contact editorial@heavyliftpfi.com or call our editorial team on +44 (0) 208 289 2362 two months before the issue's print date.

EDITORIAL PROGRAMME JUL-DEC 2021

Issue	Country / regional reports	Industry reviews	Industry focus	Operational review	Equipment	Special focus / gateway guide	Separate supplement
Jul/Aug 2021	Brazil South Korea Germany China West Africa	Offshore wind and tidal power	Heavy lift airfreight	Recruitment and training Packing and crating	Under the jib (spreader bars and beams, shackles, slings and ropes)	East Coast North America	
Bonus distribution: TBC						Advertising artwork deadline: June 25, 2021 Print date: July 7, 2021	
Sep/Oct 2021	USA Japan Belgium The Baltic Sea Indonesia	Industrial plant relocation	Downstream oil and gas logistics Tugs and towage	Insurance	Abnormal load equipment hire companies	The Caspian States and Central Asia	Ports & Terminals
Bonus distribution: Breakbulk Americas (Houston)						Advertising artwork deadline: August 20, 2021 Print date: September 1, 2021	
Nov/Dec 2021	France UK Southern Africa Australia	Power generation: non-renewable energies	Inland waterways	Cargo warranty surveying	Heavy-duty prime movers	Indian Sub-continent The Caribbean	
Bonus distribution: TBC						Advertising artwork deadline: November 5, 2021 Print date: November 17, 2021	

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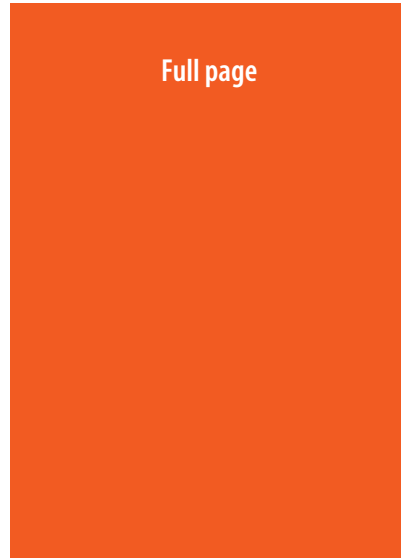
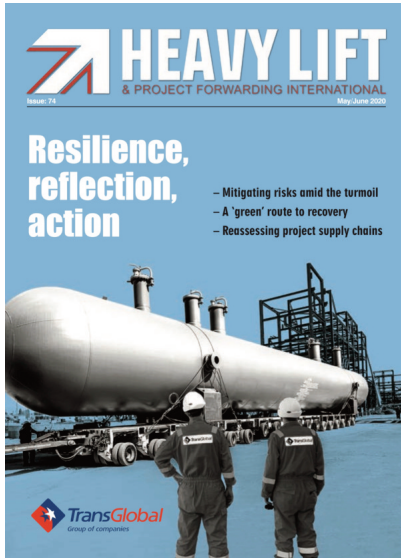
DISPLAY POSITIONS

Choose from a variety of display options within HLPFI, including premium positions in every issue. A full design, print and distribution service is also available for advertorials and loose leaf inserts. Prices on application.

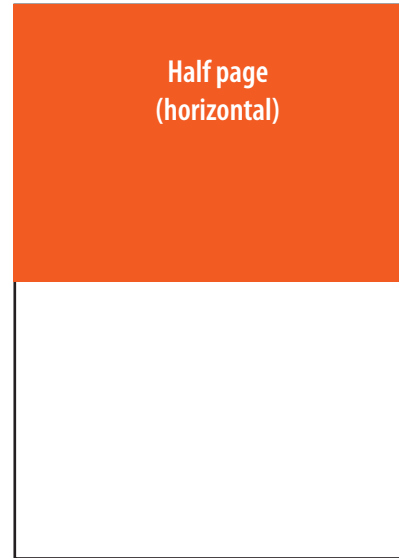
Size	GBP	EUR	USD	Trim size H x W	Type area H x W	Bleed size
Full page	5,475	5,675	6,695	297 mm x 210 mm	275 mm x 180 mm	303 mm x 216 mm
Half page (horizontal)	3,275	3,595	4,195	130 mm x 180 mm	-	-
Half page (vertical)	3,275	3,595	4,195	275 mm x 87 mm	-	-
Quarter page (horizontal)	2,175	2,395	2,850	60 mm x 180 mm	-	-
Quarter page (vertical)	2,175	2,395	2,850	130 mm x 87 mm	-	-
Inside front cover	6,475	6,675	7,795	297 mm x 210 mm	275 mm x 180 mm	303 mm x 216 mm
Inside back cover	5,825	6,050	7,195	297 mm x 210 mm	275 mm x 180 mm	303 mm x 216 mm
Outside back cover	6,475	6,675	7,795	297 mm x 210 mm	275 mm x 180 mm	303 mm x 216 mm
Double page spread	8,675	8,950	10,500	297 mm x 420 mm	275 mm x 390 mm	303 mm x 426 mm

Acceptable file formats: PDF, JPG, TIFF and Photoshop EPS. Files should be CMYK and at 300 dpi. PDFs should not contain transparent layers or elements. Colour profiles should be Fogra 39 for printing colour accuracy. Full page ads should be set with a bleed, if appropriate, and crop marks. **Cancellations:** six weeks prior to copy date. All prices are per insertion, net of VAT where applicable. **Rates effective:** 22.10.2020

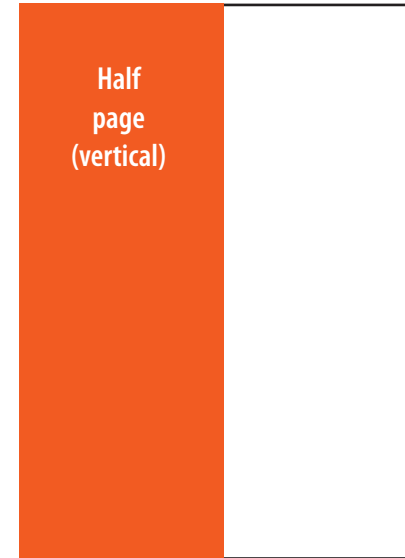
ADVERT SIZES



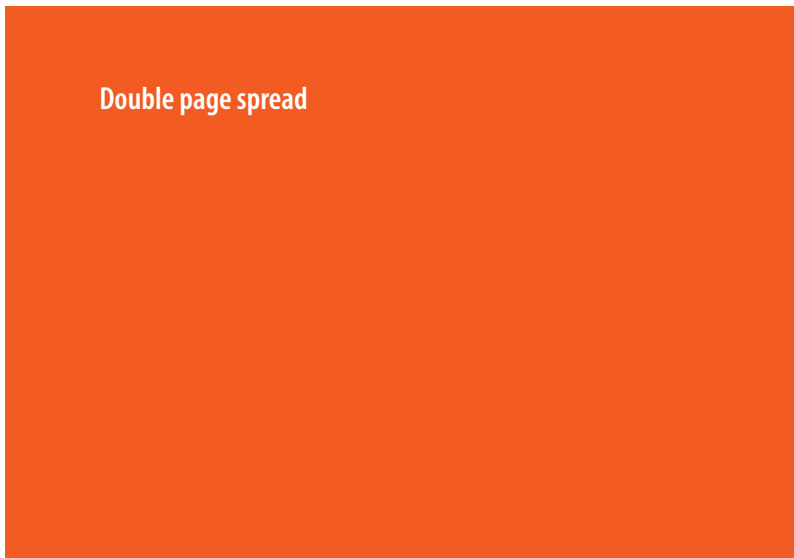
Full page



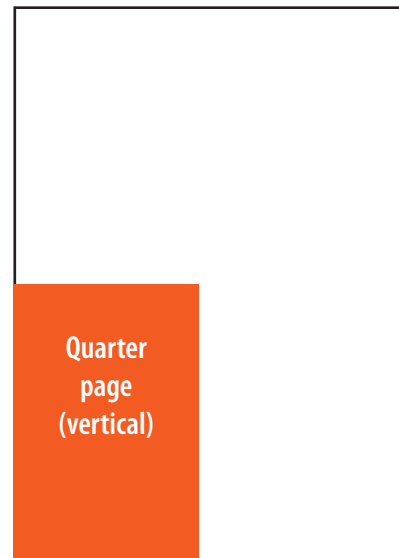
Half page
(horizontal)



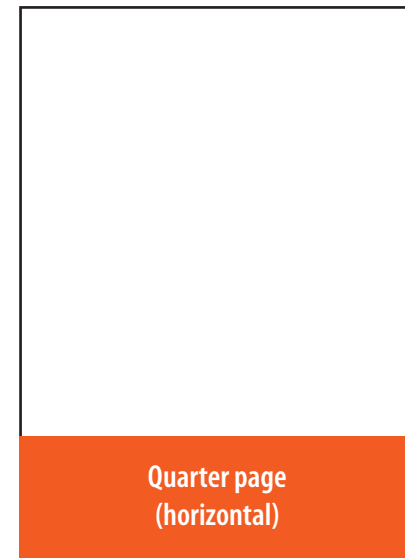
Half page
(vertical)



Double page spread



Quarter page
(vertical)



Quarter page
(horizontal)

WEBSITE ADVERTISING

Populated with news, views and analysis on a daily basis, the re-launched Heavy Lift & Project Forwarding International (HLPFI) website is the perfect place to showcase your products and services to an international audience of senior professionals involved in the worldwide movement of heavy and oversize project and breakbulk cargoes.

Avg. monthly users:

24,502

Avg. monthly sessions:

31,806

Avg. monthly page views:

51,009

*Based on Google Analytics data taken from 2020.



DISPLAY: LEADERBOARD

Position your advert in our leaderboard position, visible on all pages of the website. This premium position offers maximum visibility for your investment.

SPECIFICATIONS:

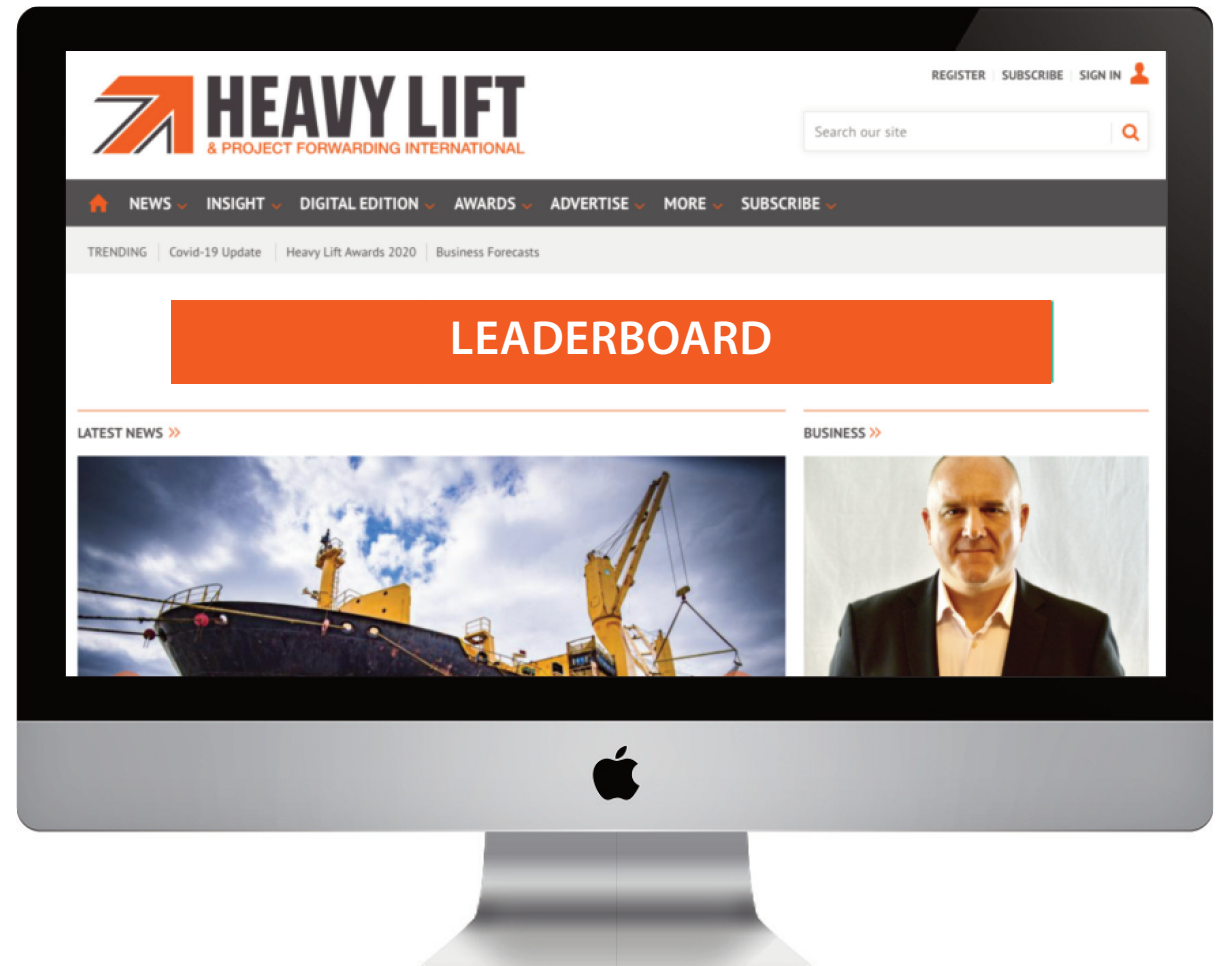
Desktop: 970 px wide x 90 px high
Tablet: 468 px wide x 60 px high
Mobile: 300 px wide x 50 px high

Acceptable file types: JPG, PNG, GIF

PRICES:

GBP	EUR	USD
2,100	2,450	2,950

*Prices per month. Advertisers may share a slot with up to four others.



DISPLAY: MPU

Responsive on desktop, tablets and mobiles, the MPU offers you a cost-effective and high impact option on all platforms. Gain maximum visibility for your investment by appearing across the site, including on the homepage, category pages and news articles.

SPECIFICATION:

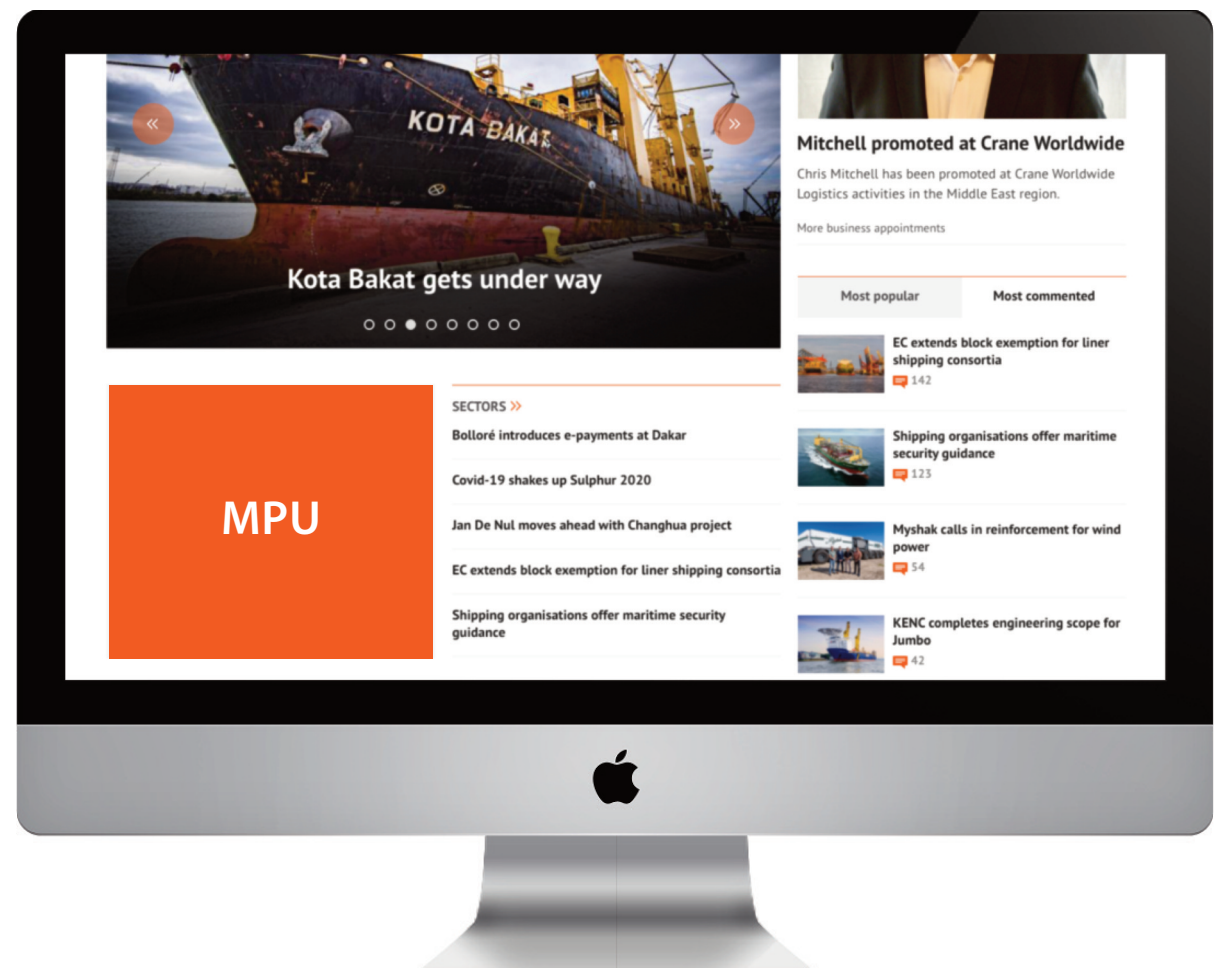
300 px wide x 250 px high

Acceptable file types: JPG, PNG, GIF

PRICES:

GBP	EUR	USD
1,200	1,350	1,650

*Prices per month. MPU adverts rotate in their slots based on impressions.



DISPLAY: SKYSCRAPER

Positioned next to all articles and news items on the website, your skyscraper advert is a highly effective option for your brand, offering more space to promote your products or services.

SPECIFICATIONS:

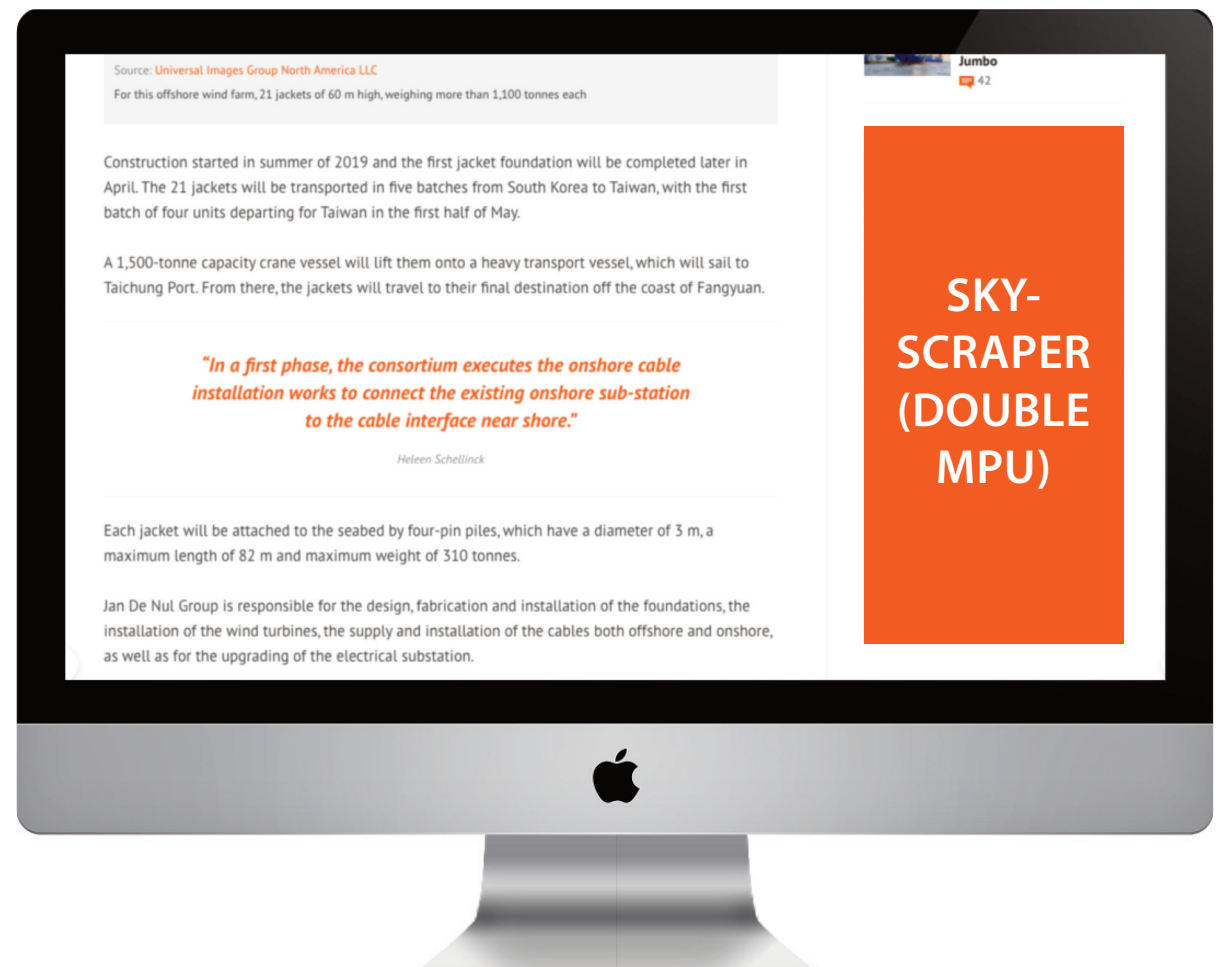
Desktop: 300 px wide x 600 px high
Tablet: 300 px wide x 250 px high
Mobile: 300 px wide x 250 px high

Acceptable file types: JPG, PNG, GIF

PRICES:

GBP	EUR	USD
1,500	1,685	2,050

*Prices per month. Advertisers may share a slot with up to four others.



DISPLAY: WALLPAPER

A premium and exclusive position on the website, the wallpaper occupies each side of the desktop site and offers the greatest impact for your advert, immediately grabbing the attention of our audience.

SPECIFICATIONS:

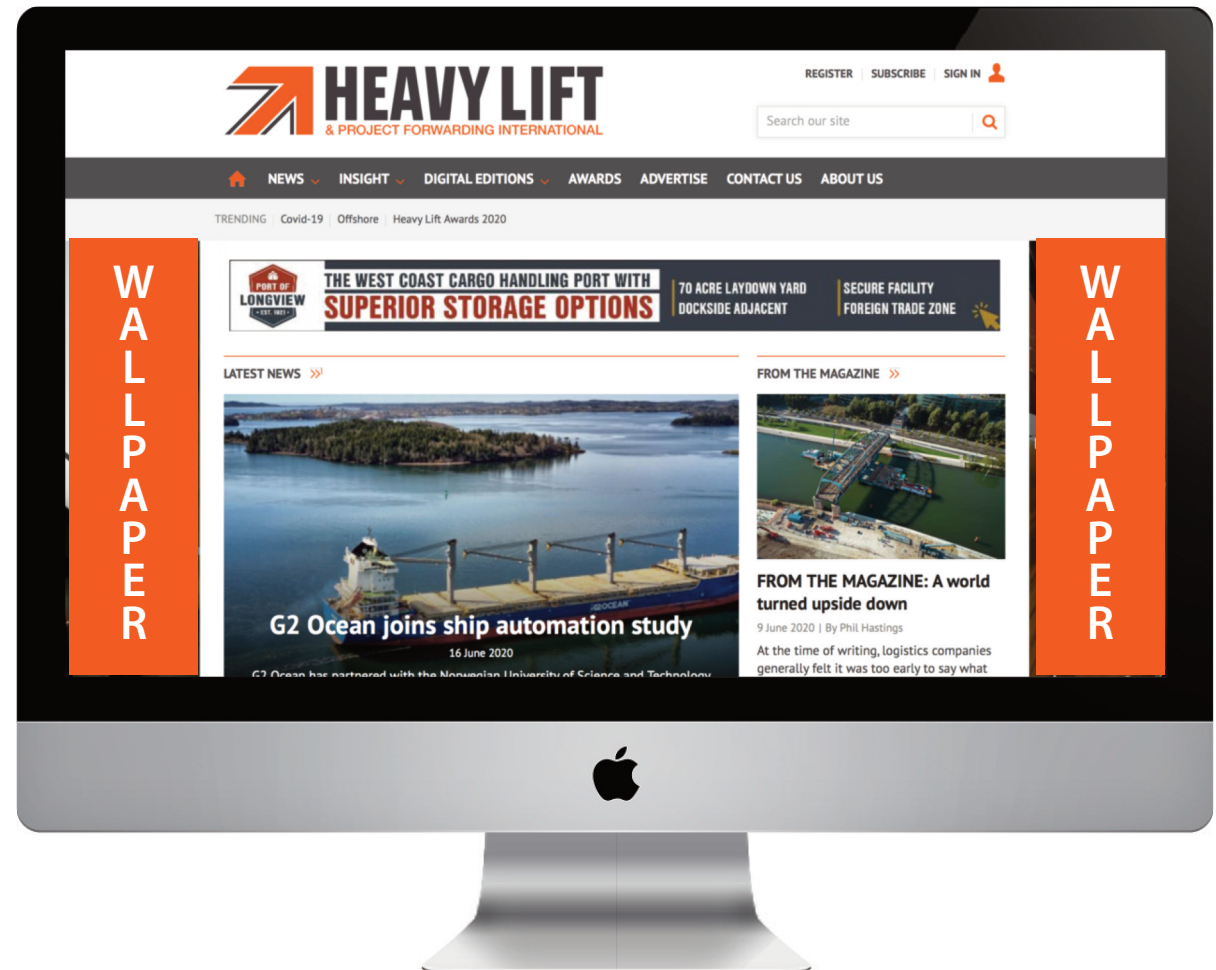
Desktop: Provided on request.

Acceptable file types: JPG, PNG

PRICES:

GBP	EUR	USD
4,995	5,650	6,995

*Prices per month. Exclusive position. Only visible on desktop site.



NEWSLETTER **ADVERTISING**

Position your advert within our twice weekly round-ups of news and insight from the heavy lift and project forwarding industry, delivered by email to more than 14,000 contacts every Wednesday and Friday.

SPECIFICATIONS:

Banner: 640 px wide x 80 px high

Acceptable file types: JPG, PNG, GIF

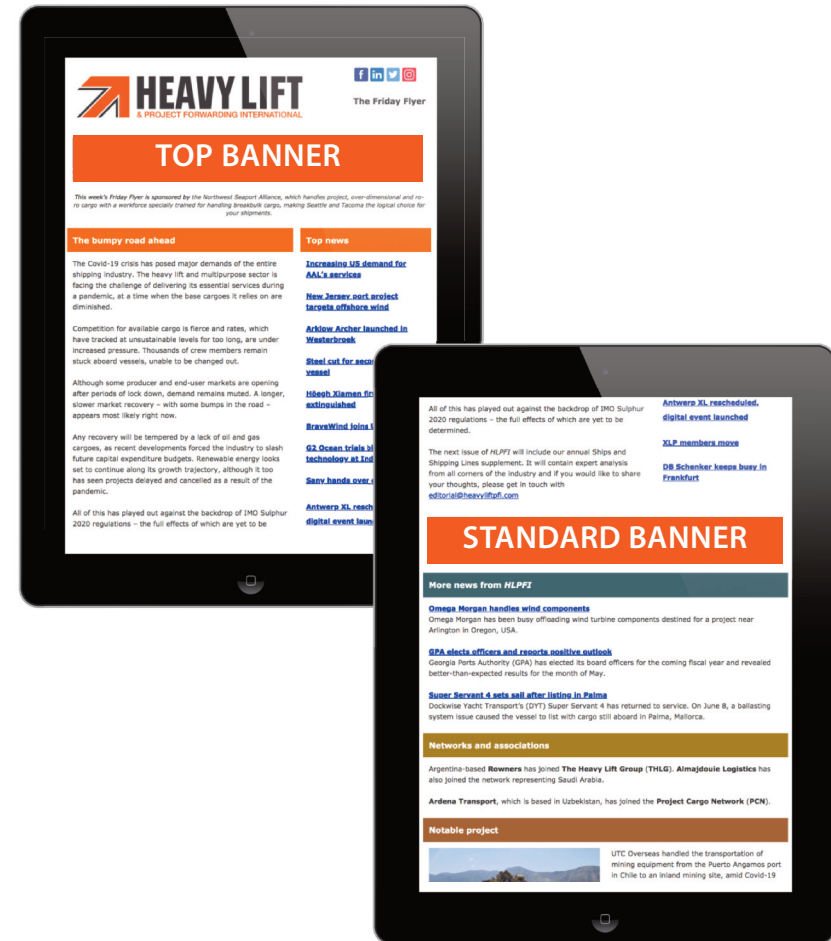
PRICES:

Top banner (main sponsor):

	GBP	EUR	USD
1 edition	1,235	1,395	1,725
4 editions	4,050	4,595	5,650
12 editions	9,655	10,950	13,500

Standard banner:

	GBP	EUR	USD
1 edition	840	950	1,175
4 editions	2,425	2,750	3,385
12 editions	6,425	7,285	8,975



SPONSORED CONTENT

Catch the attention of our readers with a bespoke sponsored content solution. HLPFI can work with you to produce exclusive content that is then hosted on www.heavyliftpfi.com.

Combine your sponsored content with one of our display advertising options to drive readers to your customised content with engaging branding.

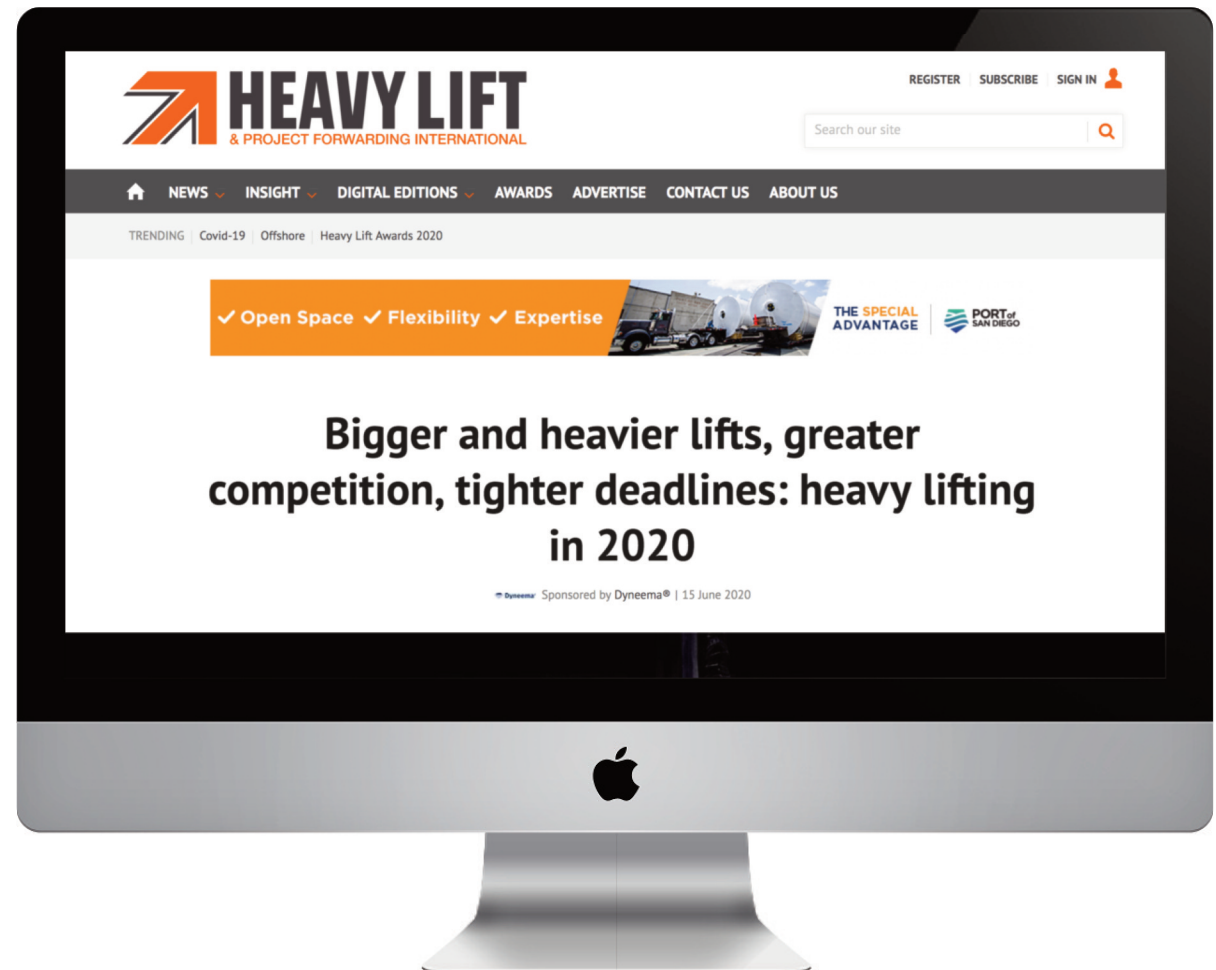
Examples here:

www.heavyliftpfi.com/sponsored-content

PRICES:

Prices on application

*Sponsoring company is given opportunity to include logo, company summary and contact info visible on site.



DIRECT EMAIL MARKETING

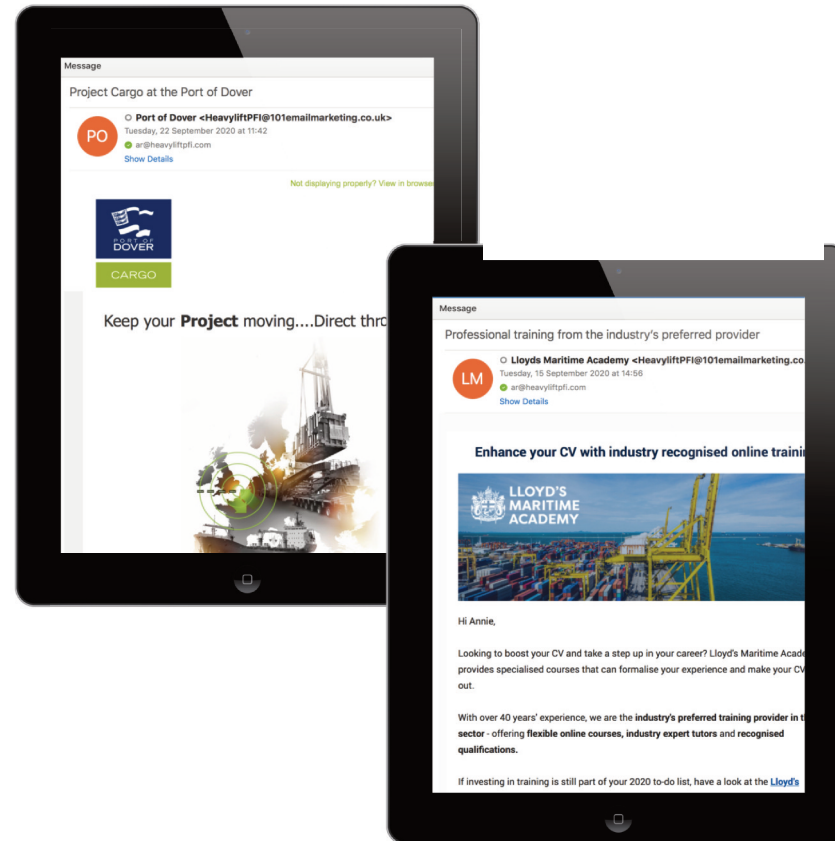
Use our bespoke email marketing facility to deliver your sales message directly into the inboxes of senior executives from across the global project logistics industry.

Deliver your customised mail to over 14,000 contacts involved in the project cargo supply chain.

PRICES:

Prices on application

*Average open rate 21% / average click through rate 4.9%



WHITE PAPERS

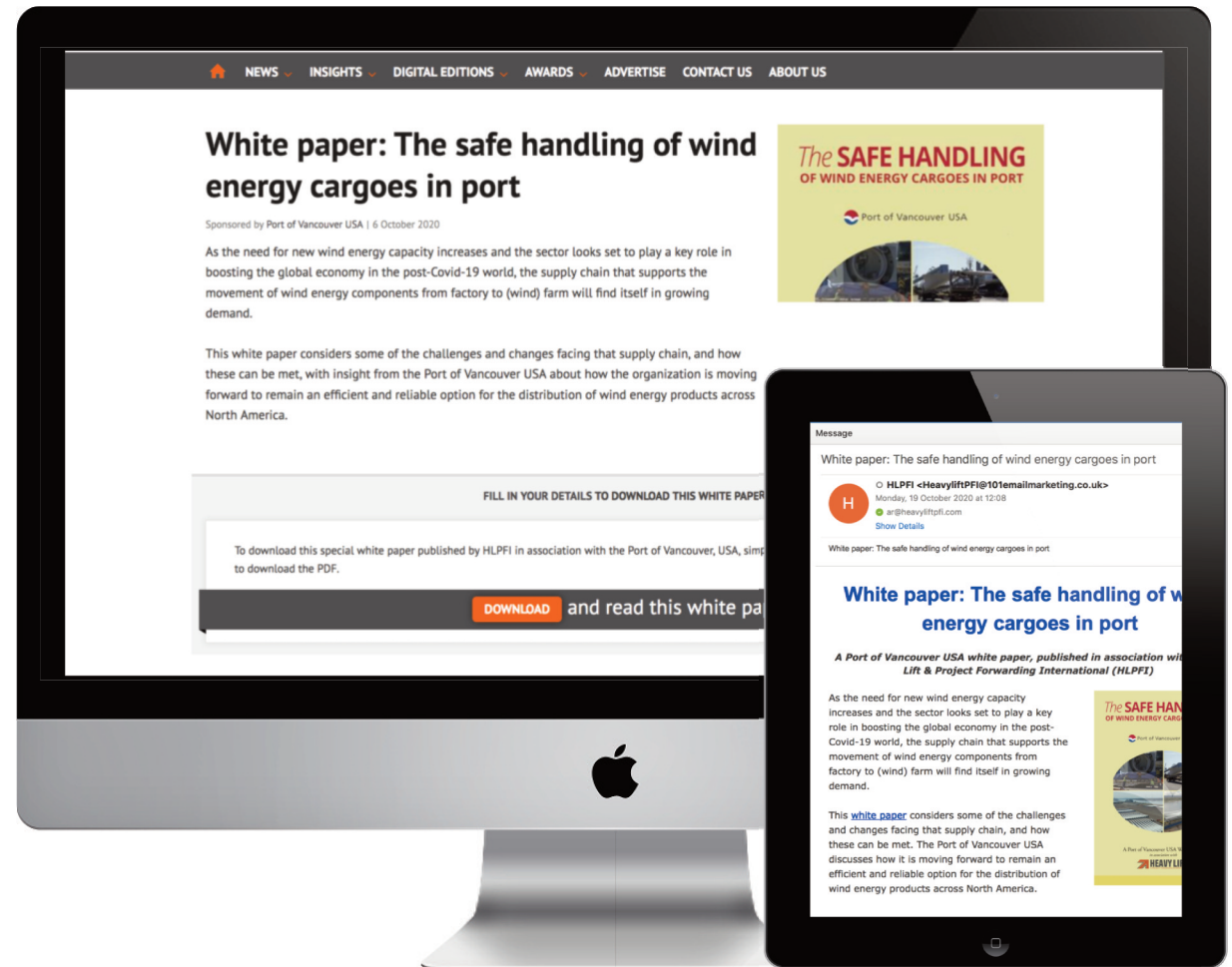
Generate leads and enhance your brand with thought leadership pieces promoted on all of HLPFI's digital platforms.

Our team can work with you on content, layout and distribution of white papers, generating leads for your organisation.

Contact your sales representative to discuss the options available.

PRICES:

Prices on application



"I have enjoyed your publication very much, and have learned from it as well as made several contacts as a result of articles and adverts."

- Don Divine, formerly of Lakes Logistics

"We have received tremendous feedback based on the news on your website. This has created fantastic new contacts for us from which we hope to sign several contracts. HLPFI will be 'the magazine' for us in the future."

- Thomas Bek, Blue Water Shipping

"The magazine is still delivering the goods and providing valuable insight not available elsewhere."

- Richard Jones, Global Sales Manager, Bertling Logistics

"I have yet to see a publication relating to the project logistics industry come close to your standards. I consider your opinions to be the only industry voice that counts."

- Alex Baron, Logistics, Enel Green Power

"HLPFI is an excellent, high quality magazine seen in the offices of major companies worldwide."

- Jan Beringer, President and CEO, Rohde and Liesenfeld Canada

Contact us for more information:

evie@heavyliftpfi.com

+44 (0) 208 289 2362