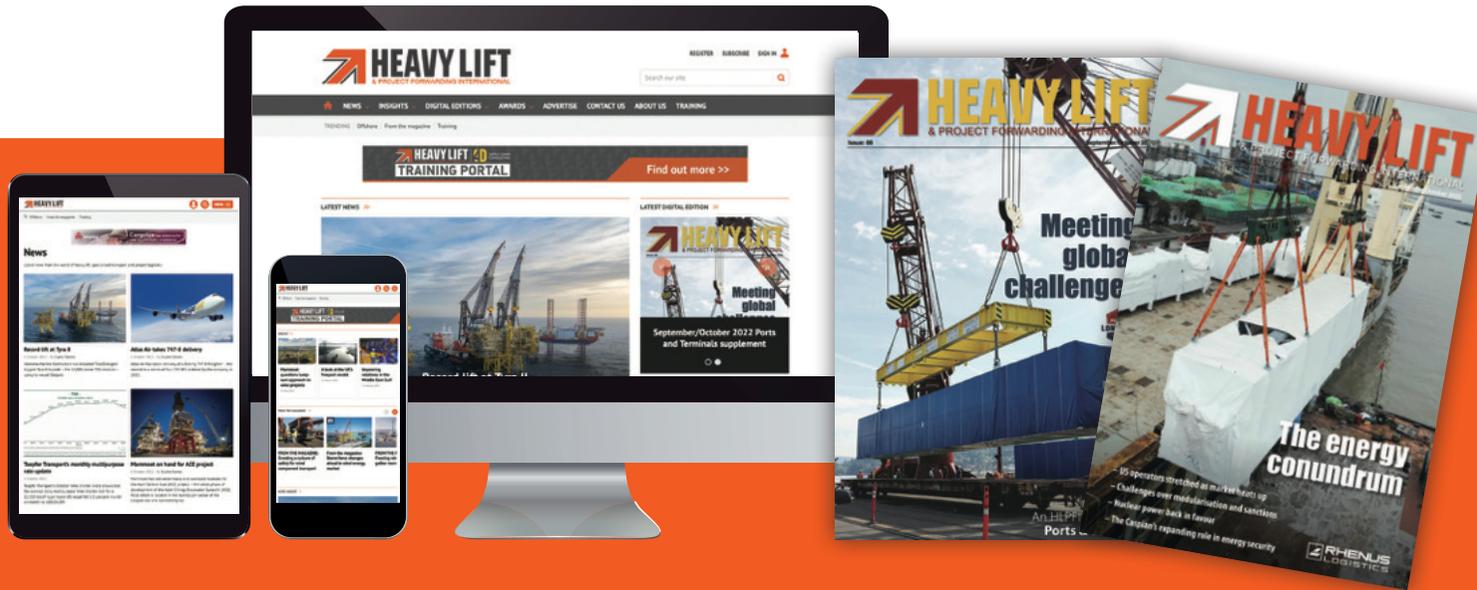


HEAVY LIFT & PROJECT FORWARDING INTERNATIONAL

MEDIA **INFORMATION** **2024**



**DELIVERING YOUR SALES AND MARKETING
MESSAGE TO THE WORLD OF PROJECT LOGISTICS**

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 awardwinning 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.



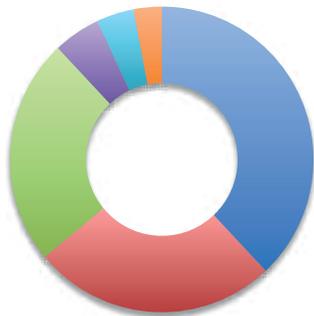
HLPFI READERSHIP

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*

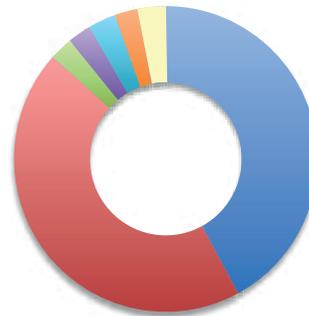
*based on results from HLPFI's latest reader survey.

GEOGRAPHY



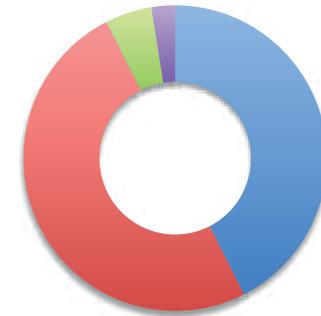
- 1 Europe **38%**
- 2 North America **26%**
- 3 Middle East & Asia **24%**
- 4 South America **5%**
- 5 Africa **4%**
- 6 Australasia **3%**

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 2024

Issue	Country / regional reports	Industry reviews	Industry focus	Operational review	Equipment	Special focus / gateway guide	Separate supplement
Jan/Feb 2024	Turkey South America Middle East Gulf	Onshore wind, solar and hydro power	Upstream oil and gas logistics	Risk management	Cranes	West Coast North America	
<ul style="list-style-type: none"> • Events: Breakbulk Middle East (Dubai), Intermodal Sao Paulo • Advertising artwork deadline: January 17th, 2024 • Press date: January 24th, 2024 							
Mar/Apr 2024	Italy USA South Korea Austria/Switzerland	Mining power generation	Yacht and boat shipping	Legal services and compliance	Jacks, skates and rollers	Project Cargo Africa	
<ul style="list-style-type: none"> • Bonus distribution: JOC Breakbulk & Project Cargo Conference (New Orleans), Shipping Days • Advertising artwork deadline: March 6th, 2024 • Press date: March 13th, 2024 							
May/June 2024	Balkan Peninsula Mexico & Central America Canada Spain	Civil engineering	Heavy lift railfreight	Risk management	Trailers	China	Ships & Shipping Lines
<ul style="list-style-type: none"> • Bonus distribution: Breakbulk Europe (Rotterdam) • Advertising artwork deadline: May 1st, 2024 • Press date: May 8th, 2024 							

* To contribute to any of the above features, please contact editorial@heavyliftpfi.com or call our editorial team on +44 (0) 1689 492 001 two months before the issue's print date.

EDITORIAL PROGRAMME JUL-DEC 2024

Issue	Country / regional reports	Industry reviews	Industry focus	Operational review	Equipment	Special focus / gateway guide	Separate supplement
Jul/Aug 2024	Brazil Southeast Asia Germany Scandinavia	Offshore wind and tidal power	Heavy lift airfreight	Recruitment and training Risk management	Under the jib	East Coast North America Sustainability	
<ul style="list-style-type: none"> • Bonus distribution: TBC • Advertising artwork deadline: July 3rd, 2024 • Press date: July 10th, 2024 							
Sep/Oct 2024	USA Japan The Baltic Sea	Downstream oil and gas logistics	Tugs and towage	Insurance	Port equipment	The Caspian States and Central Asia Sustainability	Ports & Terminals
<ul style="list-style-type: none"> • Bonus distribution: Breakbuk Americas (Houston), Heavy Lift Awards (London) • Advertising artwork deadline: September 11th, 2024 • Press date: September 18th, 2024 							
Nov/Dec 2024	France UK Project Cargo Africa Australasia	Power generation: non-renewable energies	Inland waterways	Risk management	Software	Indian Sub-Continent The Caribbean	
<ul style="list-style-type: none"> • Bonus distribution: AntwerpXL • Advertising artwork deadline: November 6th, 2024 • Press date: November 13th, 2024 							

* To contribute to any of the above features, please contact editorial@heavyliftpfi.com or call our editorial team on +44 (0) 1689 492 001 two months before the issue's print date.

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.

Standard sizes	GBP	EUR	USD	Trim size H x W	Type area H x W	Bleed size H x W
Full page	6,025	6,245	7,365	297 mm x 210 mm	275 mm x 180 mm	303mm x 216mm
Half page (horizontal)	3,605	3,955	4,615	130 mm x 180 mm	-	-
Half page (vertical)	3,605	3,955	4,615	275 mm x 87 mm	-	-
Quarter page (horizontal)	2,395	2,635	3,135	60 mm x 180 mm	-	-
Quarter page (vertical)	2,395	2,635	3,135	130 mm x 87 mm	-	-
Special positions	GBP	EUR	USD	Type area H x W	Trim size H x W	Bleed size H x W
Inside front cover	7,125	7,345	8,575	297 mm x 210 mm	275 mm x 180 mm	303mm x 216mm
Inside back cover	6,410	6,655	7,915	297 mm x 210 mm	275 mm x 180 mm	303mm x 216mm
Outside back cover	7,125	7,345	8,575	297 mm x 210 mm	275 mm x 180 mm	303mm x 216mm
Double page spread	9,545	9,845	11,550	297 mm x 420 mm	275 mm x 390 mm	303mm x 426mm
Front cover sponsorship	12,500	12,895	15,125	*includes choice of photo and logo on front cover, full page advert on p.1 and 50-word caption on p.5 of the sponsored issue		

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: 01.01.2023**

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:

16,266

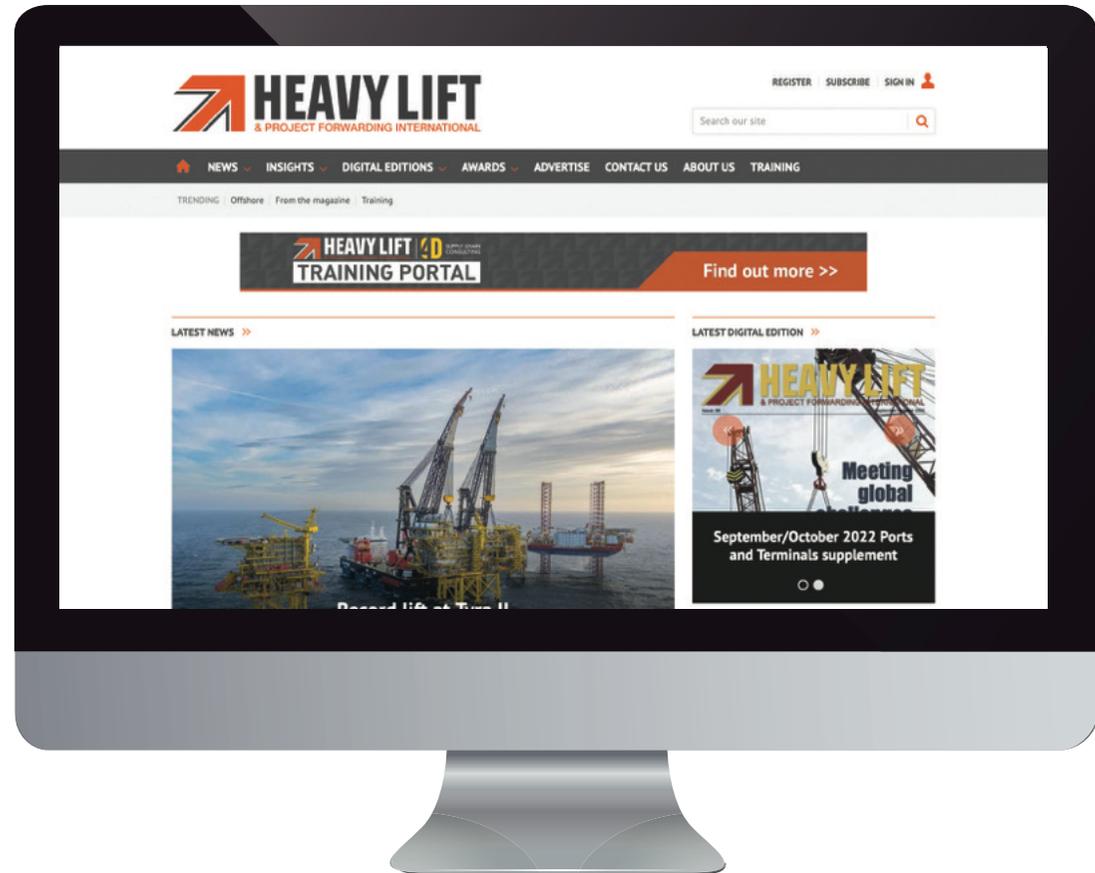
Avg. monthly sessions:

22,071

Avg. monthly page views:

35,901

*based on Google Analytics data from 2022.



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

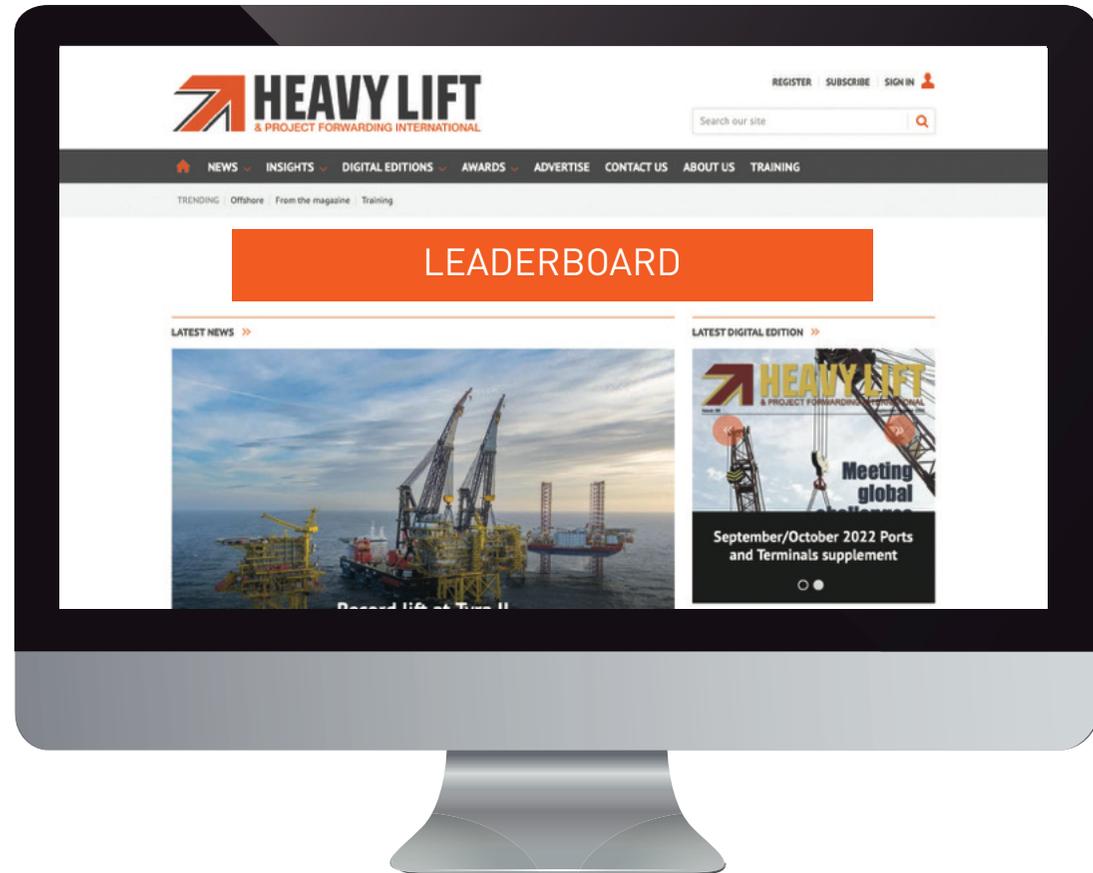
Mobile: 300 px wide x 50 px high

Acceptable file types: JPG, PNG, GIF

PRICES:

GBP	EUR	USD
2,310	2,695	3,245

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



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.

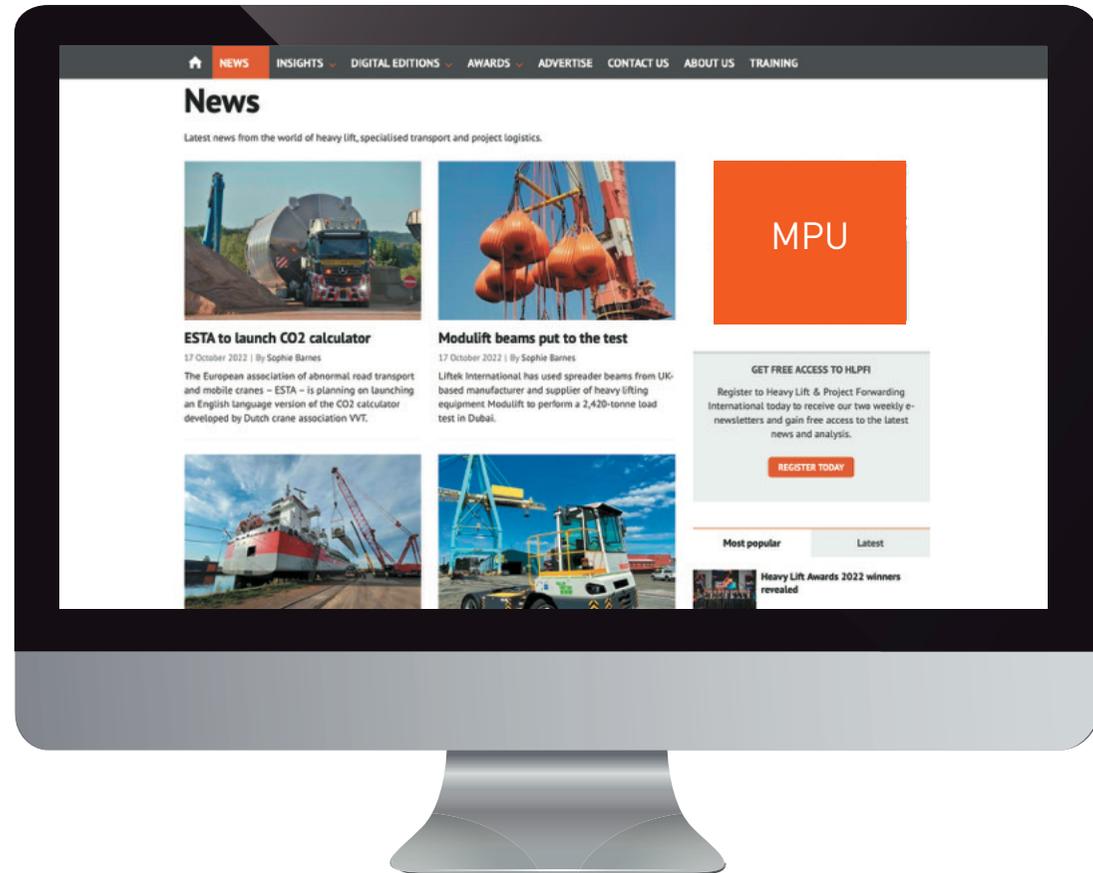
SPECIFICATIONS:

300 px wide x 250 px high

Acceptable file types: JPG, PNG, GIF

GBP	EUR	USD
1,320	1,485	1,815

*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

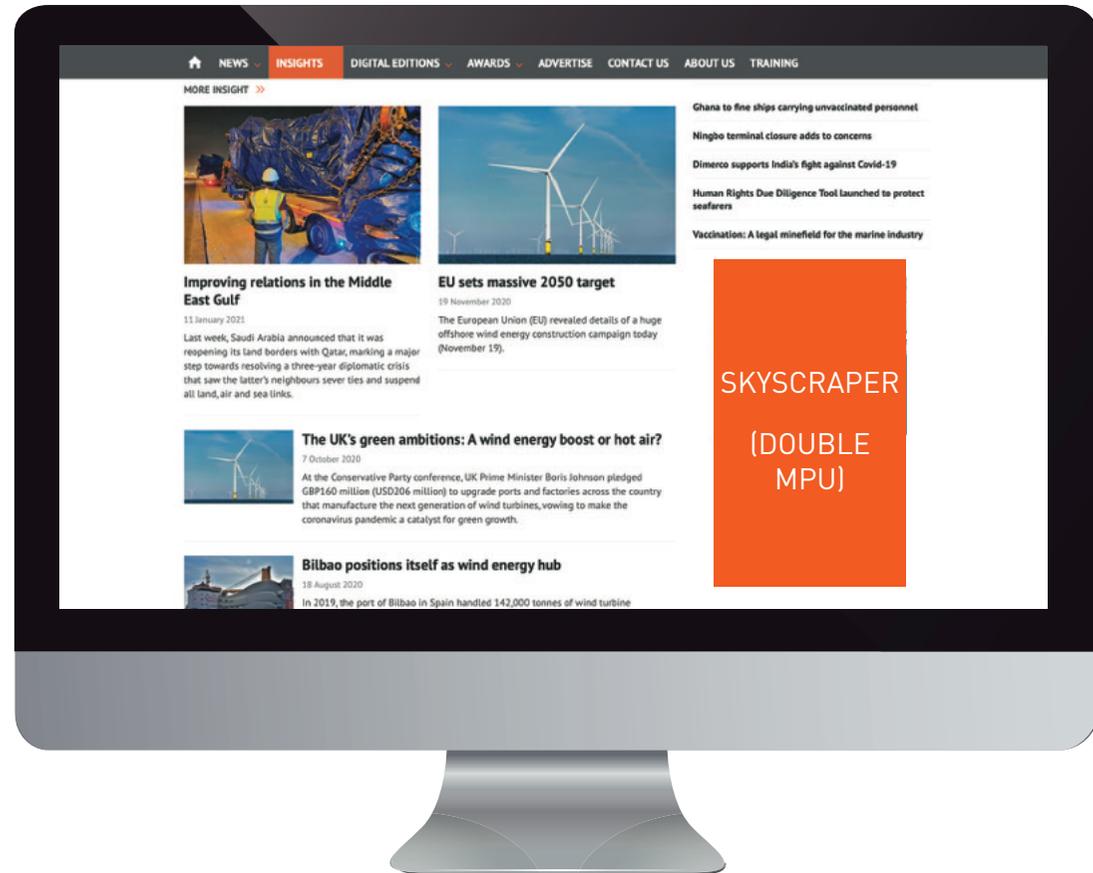
Mobile: 300 px wide x 250 px high

Acceptable file types: JPG, PNG, GIF

PRICES:

GBP	EUR	USD
1,650	1,855	2,255

*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:

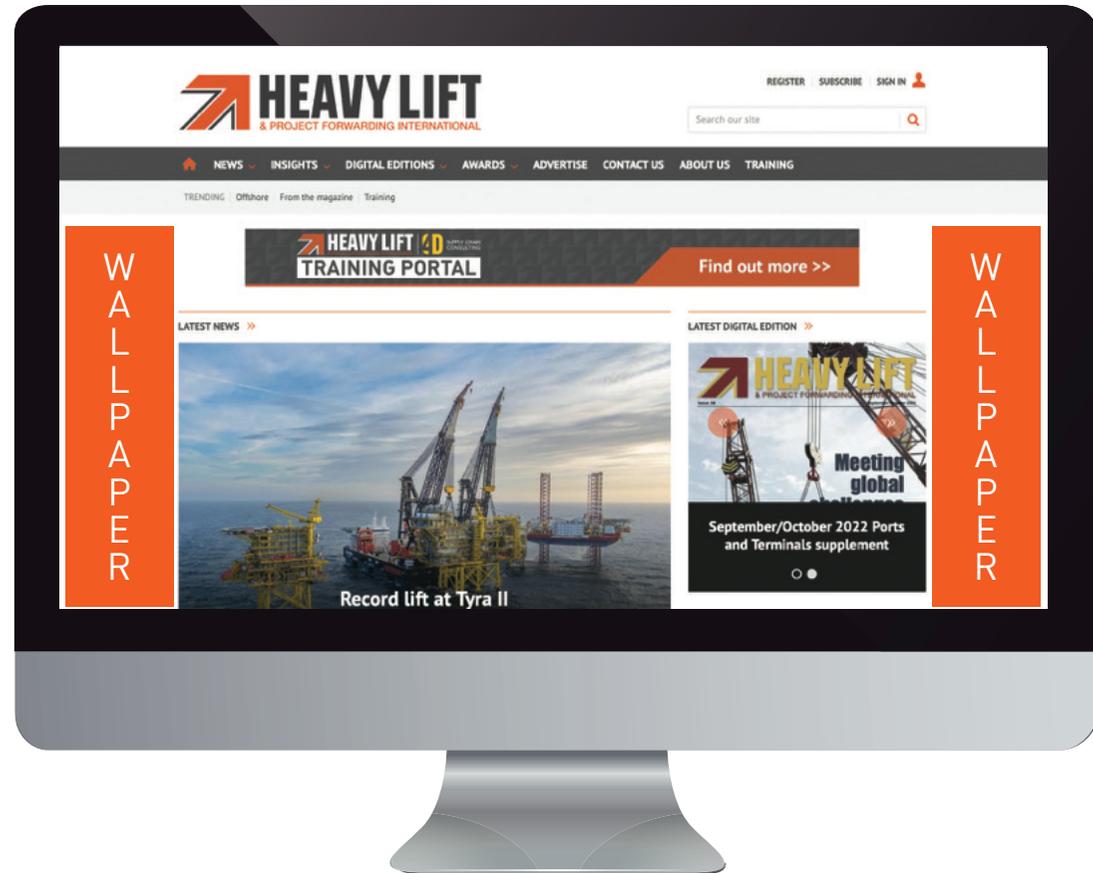
Provided on request.

Acceptable file types: JPG, PNG

PRICES:

GBP	EUR	USD
5,495	6,215	7,695

*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 e-mail 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	1,360	1,535	1,900
4 editions	4,455	5,055	6,215
12 editions	10,625	12,045	14,850

Standard banner:

	GBP	EUR	USD
1 edition	925	1,045	1,295
4 editions	2,670	3,025	3,725
12 editions	7,065	8,015	9,875



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

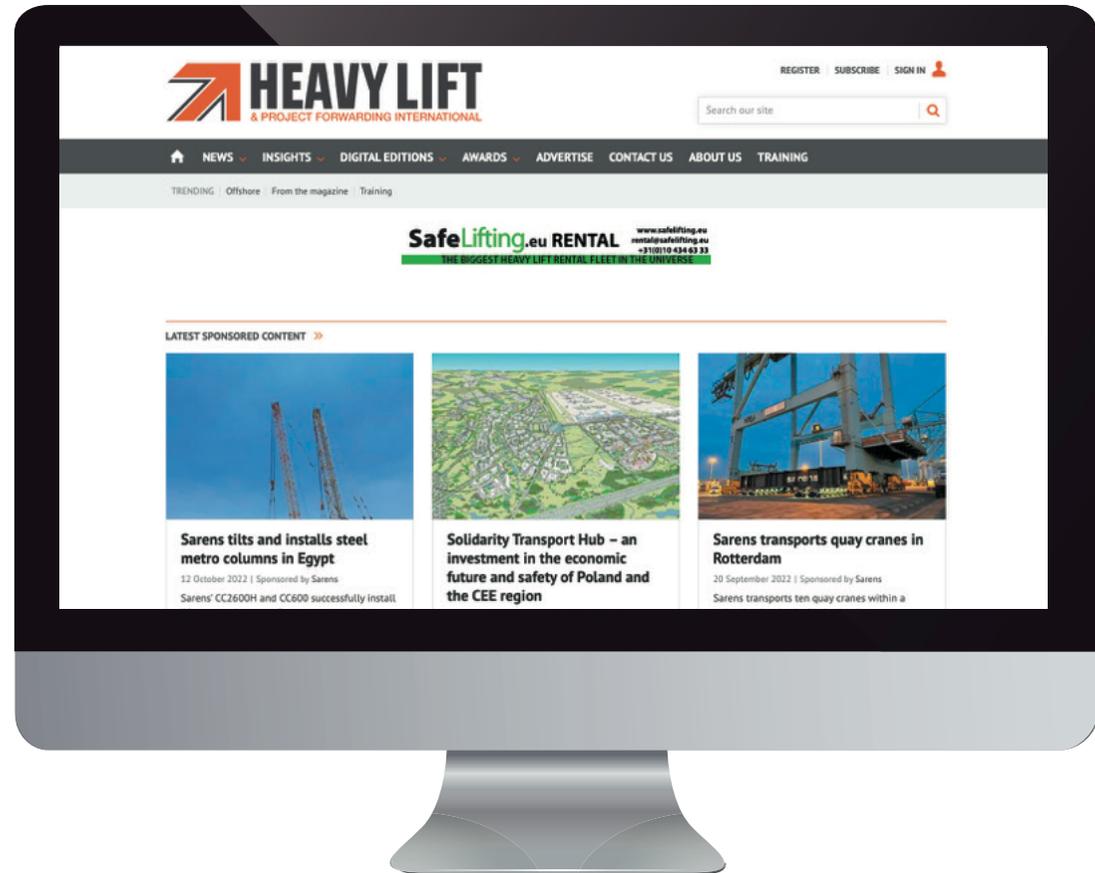
PRICES:

Package prices start at:

GBP2,500 / EUR2,800 / USD3,425

Contact us for more information.

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



DIRECT E-MAIL MARKETING

Use our bespoke e-mail 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.

Examples here:

www.heavyliftpfi.com/sponsored-content

PRICES:

Prices start at:

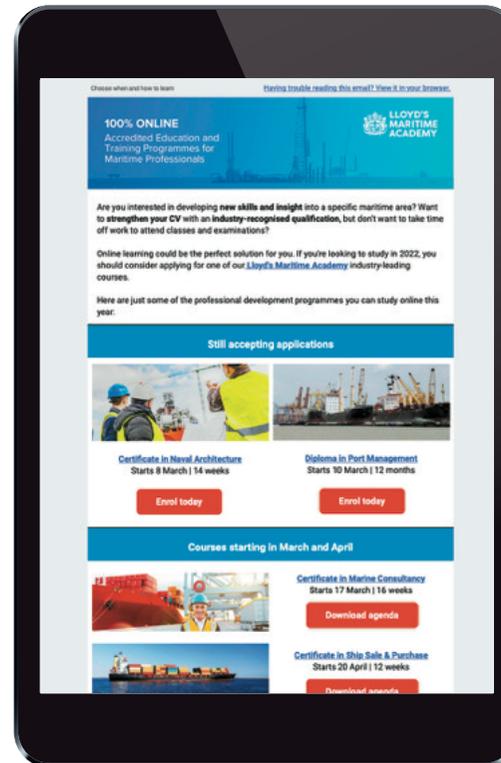
GBP1,500 / EUR1,680 / USD2,055

Contact us for more information.

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

SPECIFICATIONS:

All e-mails must be supplied in a HTML format; there must also be a back-up text only version (TXT or word doc); e-mails must not exceed a maximum width of 700 pixels, there is no maximum height; all images must be externally hosted by the client. All links including images must be live links and not relative links; always use ALT tags and fixed widths within tables; avoid using cascading style sheets (CSS); file sizes should be between 40k-100k; Java, JavaScript, VBScript, forms, frames, ActiveX, animated GIF's, Flash, or embedded video should not be used; copy should consist of both images and text with at least one url link; for a better response please avoid sending copy of just one large graphic, or copy made entirely of images, due to image blockers/ spam filters; please use HTML code in a <table> tag structure; please avoid <div> tags.



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.

You can see some examples here:

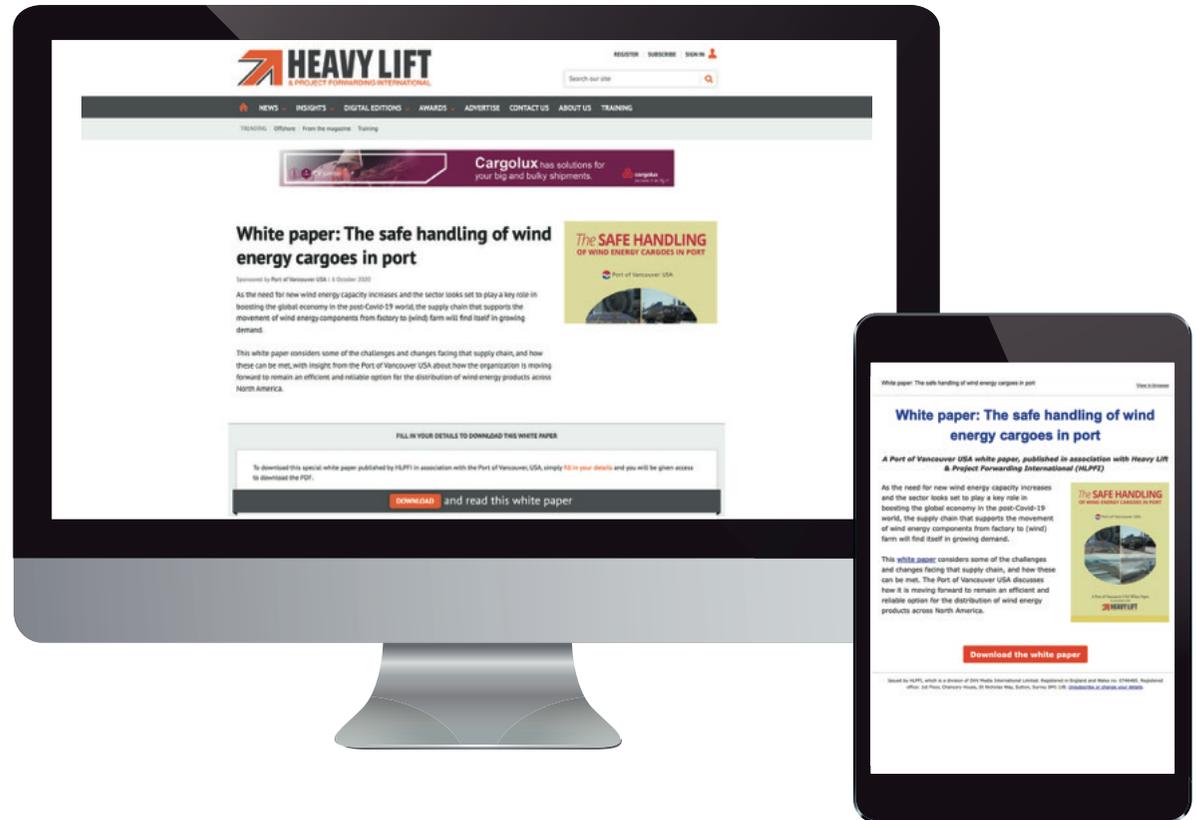
<https://www.heavyliftpfi.com/whitepapers>

PRICES:

Prices start at:

GBP3,500 / EUR3,920 / USD4,795

Contact us for more information.



VIDEO ADVERTISING

Enhance your brand's visibility with our video advertising options.

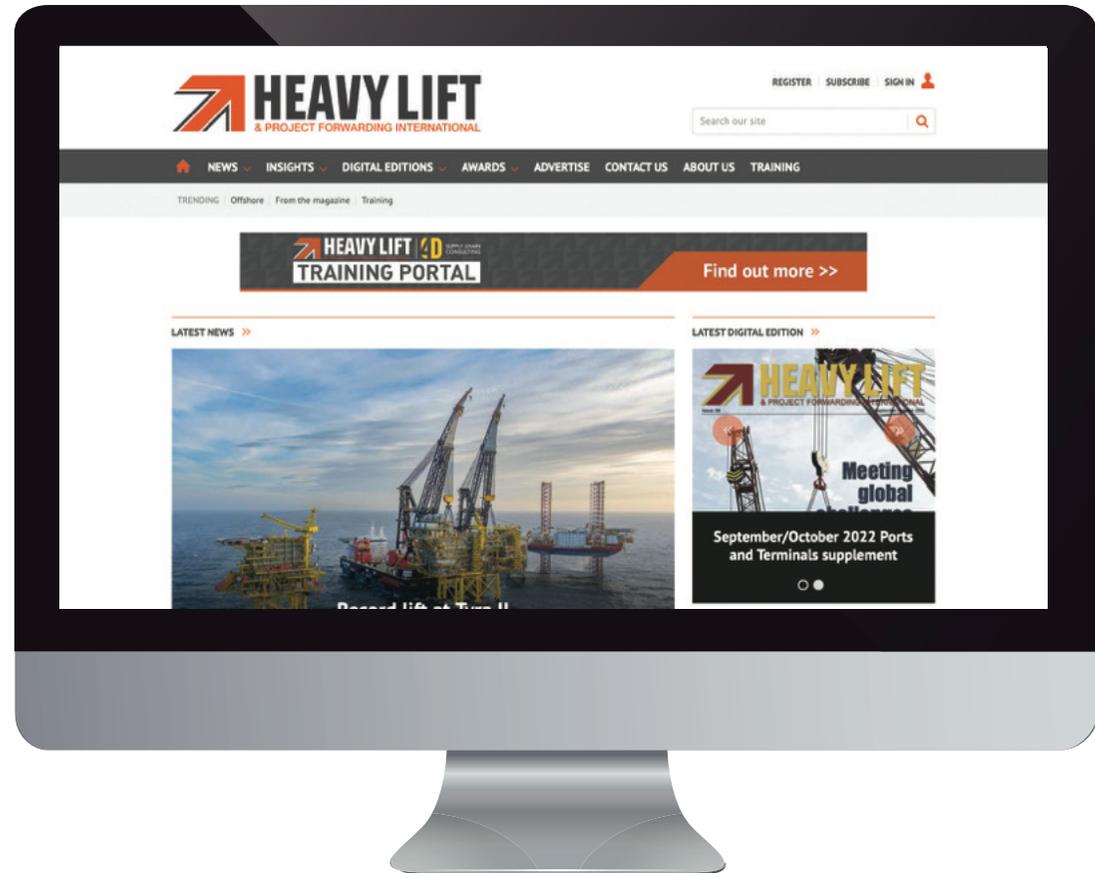
Choose from sponsored video posts on the website, which can be enhanced by social media and email marketing packages; or in-article video advertising which offers maximum viewability for your video.

Contact your sales representative to discuss the options available.

PRICES:

Prices start at:

GBP2,500 / EUR2,800 / USD3,425



HEAVY LIFT AWARDS

The **Heavy Lift Awards** was launched in 2019 to showcase the incredible work of the project logistics industry – from the engineering efforts behind the impressive moves and lifts, to the work that puts training and safety at the forefront of our sector. The annual awards ceremony provides the perfect setting to network with industry peers, entertain clients and reward your teams.

Sponsoring the awards is a great opportunity to benefit from a 12-month campaign of high-profile brand positioning in front of an audience of decision-makers from the project cargo supply chain, creating new business opportunities through extensive brand exposure to current and potential clients and positioning your company as an industry supplier or employer of choice.

Contact our sales team to find out more.

Visit the awards website: www.heavyliftawards.com



READER TESTIMONIALS

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

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

“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

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

- Richard Jones, Global Sales Manager, Bertling Logistics

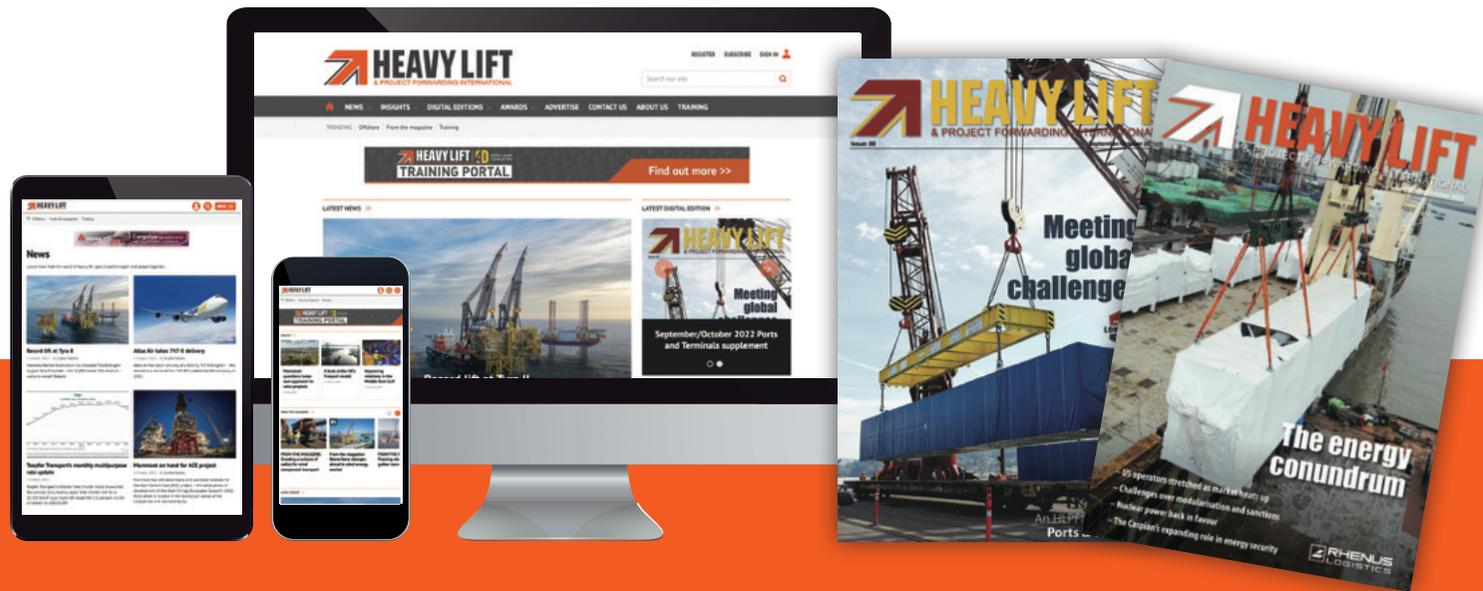
“I have yet to see a publication relating to the project logistics industry come close to your standards. I consider your opinions to be the only industry voice that counts.”

- Alex Baron, Logistics, Enel Green Power

“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 WORLD'S LEADING PUBLICATION
DEDICATED TO THE PROJECT CARGO AND
BREAKBULK LOGISTICS SECTOR.**



FOR MORE INFORMATION OR TO DISCUSS YOUR REQUIREMENTS, CONTACT OUR REPRESENTATIVES BELOW:

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