

portstrategy 2017

Insight for Port Executives



WHY PORT STRATEGY?

Port Strategy is dedicated to the international ports and terminals business. Senior port executives from port authorities, terminal operators to equipment suppliers rely on our news which includes key investments, management and business developments along with regular features on cargo handling, security and navigation.

Port Strategy will give your company a competitive edge – Print magazine, 24/7 online and weekly E-Newsletter.



IN PRINT

Each month we send PS to 5,515 individual addresses and it is read by more than 14,891 industry professionals. Your advertisements will be seen in context alongside our valued content which is trusted by readers with real purchasing authority.

Print copies tend to be retained for reference helping to strengthen your brand and generate enquiries long after it is published.



ONLINE

portstrategy.com

is a key source of the latest industry news with new content added every day. As a marketing platform, it can help your business stay 'front of mind' to an average of 13,485 visitors a month.

It is very effective way to

make an impact and drive traffic to your website.

ADVERTISING

An advertisement in Port Strategy appears both in print and online. We provide a free design and production service. Call now to discuss the advertising solution to suit your business +44 1329 825335 sales@portstrategy.com

PS E-NEWSLETTER



PS E-Newsletter is a summary of the top news stories and is sent every week direct to the Inbox of 13,870 key decision-makers. Each issue has one exclusive sponsor opportunity. It is an extremely effective way for businesses to reinforce written announcements, events and messages.

PS JOBS

Portstrategy.com lists a comprehensive selection of the latest jobs from across the industry. Premium PS Jobs are listed on the homepage attracting 31,550 unique views. They also appear in the E-Jobs Bulletin which is sent to the Inbox of 13,870 industry professionals every two weeks. PS Job resources will help your company attract the skilled professionals who read and use PS to search for new opportunities.

PS INDUSTRY DATABASE

PS industry database is a comprehensive listing, by category, of every business and organization involved in ports and terminals industry. It enables buyers to source company information easily and is central to creating a network of customers. When you purchase a PS Database listing, we do not just offer you our high quality traffic and branding on our trusted sites. With portstrategy.com's rich content and in-house SEO specialists we will actively boost your Google ranking in one step.

TARGETED EMAIL MARKETING

We can send a select number of client branded emails direct to the PS database of 13,870 key marine professionals. This enables your business to access a highly targeted audience using our email system and e-marketing expertise. We can help with design and response testing.



Port Strategy In Print

5,515¹
Average monthly
circulation

14,891²
readers



www.portstrategy.com

13,485³
Average unique visitors
per month

31,550⁴
Unique page impressions



Combined audience

19,000
Monthly print and online
audience



Port Strategy e-News Bulletin

13,870
Inboxes weekly

Source:

¹ ABC Circulation certificate – January to December 2015

² Readership figures based on 2.7 readers per copy

³ Google Analytics September 2016

⁴ Google Analytics filtered to show sessions duration >1 second

“As a leading provider of Terminal Operating Systems, Tideworks understands the importance of reaching the most relevant audience of port and terminal professionals globally. We have successfully leveraged Port Strategy's products over the past several years, confident that their multi-platform approach and targeted readership helps us to fulfil this requirement.

Michael Schwank, President, Tideworks Technology, Inc.



WHO READS IT?

- Presidents
- CEOs, Directors
- Senior Managers
- Port Managers
- Engineering Managers
and other senior Port Executives

WHAT DO THEY DO?

- Port Authorities/Terminal Operators
- Shipping/Liner Company
- Equipment Suppliers
- Stevedore
- Finance/Banking/Legal
- Government Agency

FLEXIBLE AND EFFECTIVE MULTI-MEDIA ADVERTISING OPTIONS

Senior Port Executives use Port Strategy to keep up-to-date with the latest news, source companies, new products and services. Collectively they spend millions on equipment from cranes, vessel traffic systems to terminal operating systems every year. Maximise the

value of your marketing campaign by using all the Port Strategy media channels – Print, Online, E-News bulletins and supporting content services. **Call now to discuss the advertising solution to suit your business**
+44 1329 825335 • sales@portstrategy.com

ADVERTISEMENT RATES

Display	Print+	Online	1	3	6	12
	DPS	Leaderboard/Skyscraper	7595	6835	6450	6075
	Full Page	Leaderboard/Banner	4485	4035	3810	3588
	Half Page	Spotlight	3375	3035	2865	2700
	Quarter Page	Button	2115	1905	1795	1695
Premium	Covers	E-Newsletter Sponsorship	5785			

Jobs – Recruitment	Home page listing & Jobs E-News	405
PS Weekly E-Newsletter	Sponsorship	505
E-Cast Service	Your content to our list	2570
Inserts – starting cost per '000		280

All printed advertisements include an online advertisement
5% discount for pre-payment. 10% surcharge for specific positions

CALL US TODAY TO DISCUSS YOUR NEXT ADVERTISING CAMPAIGN
+44 1329 825335 • sales@portstrategy.com

PORT STRATEGY DIRECTORY

The ports and terminals industry database

The PS Directory is the comprehensive ports and terminals industry database. It is used by senior port executives to source companies, products and services.

Seen by – **14,891 readers in print¹**
31,550 unique users online².

Powered by industry leading Funnelback enterprise search platform.

Boost your Google ranking

Take the uncertainty out of SEO spending

Easily add pictures, sales documents and videos


Use the social media links

Optimised thanks to Port Strategy's rich editorial content

It is a targeted and cost effective way to boost your business.

¹ABC Circulation certificate January-December 2015 ²Google Analytics September 2016 filtered to show session >1 sec

Data Listing online and in print for 12 months

Online	Premium £1,725	Standard £1325
Address/contact information	✓	✓
Category headings	10	10
Website and email links	✓	✓
Company description	200 words	30 words
Your company logo	✓	✓
Sponsored keywords	3 keywords	1 keyword
Videos	2 videos	
Image gallery	6 images	
Downloadable PDFs	1	
Social media links 	✓	
In Print		
Category headings	1	1
Company description	30 words	30 words
Address/contact information	✓	✓

FEATURES SCHEDULE 2017

REGULARS (CORE FEATURES IN EVERY ISSUE)

Comment • Regional Survey • Port Profile • Cargo Handling • Planning & Design • Operations • Equipment & Services • Bulk Handling

JANUARY/FEBRUARY

R&D • Security • Finance
Area Survey: Australasia • Regional Survey: East Asia

Intermodal Asia 2017, March 21-23, Shanghai, China
9th Philippine Ports and Shipping 2017, February 23-24, Manila, Philippines

MARCH

Technology • Environment • Marine Works
Area Survey: UK • Regional Survey: East Coast South America

11th Indian Ocean Ports and shipping, March 22-23, Madagascar
Multimodal Europe, April 4-6, Birmingham, UK
Intermodal South America, April 4-6, Sao Paulo, Brazil

APRIL

Risk Management • Supply Chain • Training
Area Survey: Southeast Asia • Regional Survey: South Africa

17th Intermodal Africa, April 19-20, Cape Town, South Africa
TOC Asia, April 25-26, Marine Bay Sands, Singapore

MAY

Legal • Project Cargoes • Maintenance
Area Survey: Black Sea • Regional Survey: North Africa

6th Black Sea Ports and Shipping, 18-19 May 2016, Georgia
Dry Cargo, June 1-2, Amsterdam, The Netherlands

JUNE

Supply Chain & Logistics • Port Services • Labour
Area Survey: Europe • Regional Survey: East Africa

Seawork International, June 13-15, Southampton, UK
Africa Ports and Harbours Congress, June TBC, Johannesburg, South Africa
TOC Europe, June 27-29, Amsterdam, The Netherlands
15th ASEAN Ports and Shipping, July 6-7, Yangon, Myanmar

JULY/AUGUST

Technology • Investment • Dredging
Area Survey: US West Coast
Regional Survey: Mediterranean

SEPTEMBER

Health & Safety • Security • Environment
Area Survey: Central America
Regional Survey: South Asia

Baltic Sea Ports and Shipping, Sept 28-29, Tallinn, Estonia
TOC Americas, October 11-13, Cancun, Mexico

OCTOBER

Breakbulk • Technology • Insurance
Area Survey: West Coast South America
Regional Survey: Scandinavia

Greenport Congress, TBC, Amsterdam, The Netherlands
5th MED Ports, October 26-27, Barcelona, Spain
13th Trans Middle East, TBC

NOVEMBER

Performance • Engineering • Personnel
Area Survey: Middle East
Regional Survey: Canada

Intermodal Europe, November, TBC
18th Intermodal Africa, November 29-30, Abidjan, Ivory Coast
TOC Middle East, December 6-7, Dubai

DECEMBER

Management • Sustainability • Port Services
Area Survey: West Africa
Regional Survey: US East Coast

11th Indian Ocean Ports and Logistics, January 24-25, Mauritius
Multimodal West Africa, TBC

Extra distribution at featured events.

Various exhibitions added throughout the year

*This schedule is provisional and may be subject to amendment

portstrategy

Insight for Port Executives

Contact our sales team today to discuss your advertising campaign for 2017

EDITORIAL & CONTENT

Editor: Carly Fields • cfields@portstrategy.com
News Editor: Anne-Marie Causer • acauser@mercatormedia.com
News Reporter: Alice Mason • amason@mercatormedia.com

Correspondents: Please contact our Correspondents at editor@portstrategy.com
Barry Parker, Stevie Knight, Felicity Langdon, Ben Hackett, Alex Hughes, Dave & Iain MacIntyre, Peter De Langen, Martin Rushmere, John Bensalhia

SALES & MARKETING

t +44 1329 825335 f +44 1329 550192

Media Sales Manager: Tim Hills • thills@portstrategy.com

Regional Representatives:

Lucy Clifford (Americas) • lclifford@mercatormedia.com

Contact Us

Email: sales@portstrategy.com

Web: www.portstrategy.com

Tel: +44 1329 825335

Fax: +44 1329 550192



Port Strategy magazine is published by

mercatormedia³
magazines, events, online

MERCATOR MEDIA LTD

Spinnaker House, Waterside Gardens,
Fareham, Hampshire PO16 8SD, UK

Registered in England. Company Number 2427909.
Registered office address: c/o Shoosmiths, Witan Gate House,
500-600 Witan Gate West, Milton Keynes, MK9 1SH

