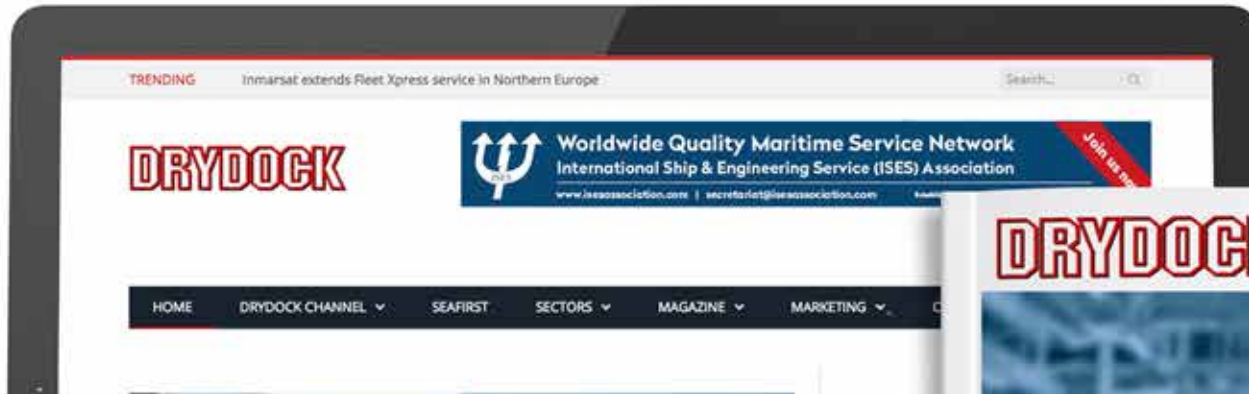


# DRYDOCK

## MEDIA GUIDE 2017





“

Asry is pleased to be associated with Drydock Magazine, who are one of the leading magazines in the Shiprepair world. Asry has found that the magazine offers comprehensive and in depth analysis and comment on all aspects of shiprepair and is pleased to have been associated with them for a number of years. We look forward to continuing our association with them through our advertising and their editorial support.

Asrymar

”

## THE LEADING MAGAZINE

If you are involved in ship repair and maintenance afloat or in drydock you cannot afford to be without Drydock Magazine.

**Drydock Magazine was launched some thirty four years ago and is still the best ship repair magazine on the market today.**

Drydock remains the world's leading magazine for ship repair, maintenance and conversion for one reason: it focuses on editorial quality which means quality readers want to read it! This means that advertisers can guarantee getting to the people that matter and provide important leads for their products and services. The reason that Drydock is such a success is that its philosophy of quality editorial for a diverse readership works and it will continue to work, so how can you afford to be without it?

## REGULAR FEATURES

In addition to the published editorial programme, every issue includes:

**On the Line** – an insight into what makes a business tick.

**Face the Facts** – an industry perspective from a leading distinguished figure.

**Legislation Countdown** – upcoming legislation driving the need for change.

**In Focus** – the latest surface preparation and coating technologies.

**Mechanical Matters** – the hottest propulsion system developments, including repairs and improvements for a more efficient ship.

**Worldwide Repairs** – a roundup of the most up-to-date repair and conversion projects from around the world.

**News** – an update on the latest advances in ship repair technology and industry appointments.

## EDITORIAL CALENDAR

	MARCH	JUNE	SEPTEMBER	DECEMBER
AREA REVIEW	Black & Mediterranean Sea	Nordic Countries	Middle East	Asia & Pacific Rim
SPOTLIGHT	Singapore	Northern Europe	Americas	Southern Europe
ANALYSIS	Special Report	Special Report	Special Report	Special Report
IN FOCUS	Surface Preparation & Coating	Surface Preparation & Coating	Surface Preparation & Coating	Surface Preparation & Coating
EVENT COVERAGE	Sea Asia - Singapore	Nor-Shipping - Oslo	Seatrade Offshore Marine and Workboats Middle East - Abu Dhabi	Marintec China - Shanghai

## DRYDOCK MAGAZINE MARCH 2014



**FACE THE FACTS:** ODC celebrations **ANALYSIS:** In cruise mode  
**SPOTLIGHT:** On the UK **IN FOCUS:** Underwater cleaning solution

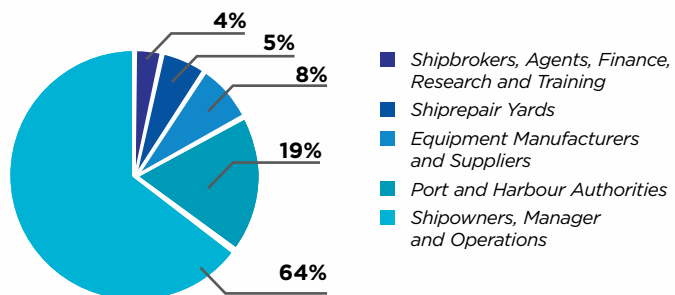
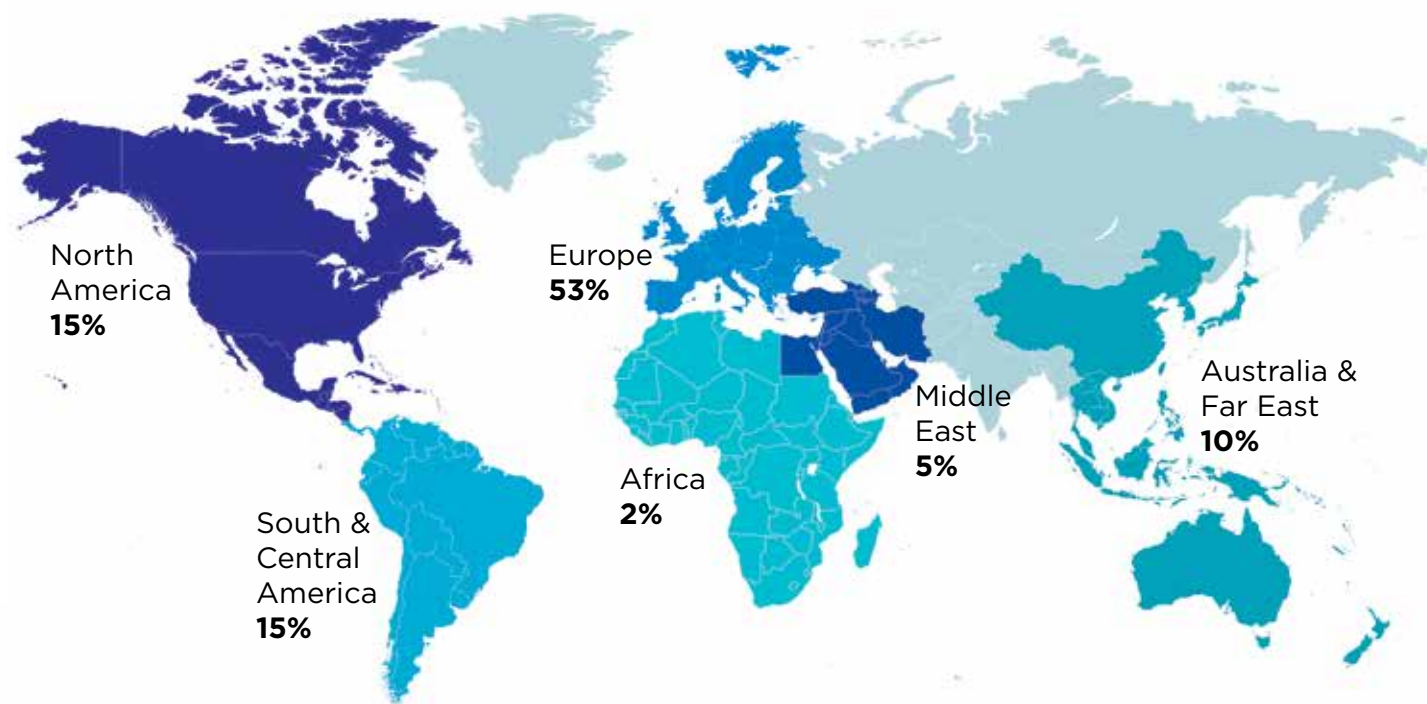
# GLOBAL CIRCULATION

Drydock reaches the right audience with the right information with an international readership of 8,000+.

A quick look at these illustrations will show you that Drydock gives its clients an internationally targeted audience for their advertising message. As a dedicated ship repair, maintenance and conversion magazine you should make Drydock your first choice.

**Geographical Breakdown** - Drydock reaches the right people all over the world. Over 85% of Drydock's circulation is outside the United Kingdom and 47% of it's outside Europe.

**Business Breakdown** - Drydock reaches the decision makers. Its authority and independence means that it is read - and relied upon - by the Senior Management in ship owning, managing and operating companies and by the shiprepairers themselves.



# MARKETING

## Corporate Profiles

Your full page advertisement placed alongside a full page editorial Corporate Profile for just £2,500. To include company background, facilities, services and/or product details.

## Supplements

Do you have a special event or anniversary to celebrate? Contact Drydock to publish a special supplement informing the marine world of your success.

## Drydock Online

When you advertise with Drydock Magazine you become part of an exclusive business community of maritime decision-makers.

While print advertising remains a powerful way to reach today's decision-makers in the maritime industry, it is clearly not the only way! To be successful, your company needs to build brand and product recognition and generate business leads through multiple media channels.

Using our **multimedia packages**, we can customise your advertising programme to fit your message and your budget.

Our newly upgraded website [drydockmagazine.com](http://drydockmagazine.com) is devoted to highlighting the latest news in the ship repair & conversion industry and associated technologies.

The website features breaking news and announcements, with frequent updates covering:

- Yard News
- New product announcements
- Conversion and repair technology
- Events
- New Facilities
- Legislation & Regulations news
- New Equipment
- Underwater Repair
- Propulsion

We have launched a digital **monthly E-newsletter** targeting decision makers and key industry personnel including ship owners and operators, insurers, and ship repairers.

For maximum exposure, we offer box and banner advertising in a variety of formats, including video.

“

*We have been advertising with Drydock Magazine since the early 1990's – which has been the pioneer publication directly talking to the key decision makers in the industry.*

Colombo Dockyard

”



# MAGAZINE ADVERTISING RATES

Cost Per Insertion in £ sterling	1 ISSUE	2 ISSUES	3 ISSUES	4 ISSUES
Full Page	£1,950	£1,750	£1,550	£1,350
Half Page	£1,200	£1,050	£900	£750
Quarter Page	£650	£550	£450	£350
PRIME POSITIONS				
Back Cover	£2,500	£2,300	£2,100	£1,900
Inside Front Cover	£2,200	£2,000	£1,800	£1,600
Inside Back Cover	£2,000	£1,800	£1,600	£1,400
Inserts	£250 per 1000	(25grams max weight per insert)		

## Advertising Dimensions

Full Page	207mm x 292mm (print area)
	213mm x 298mm (total area with bleed)
Half Page	190mm x 134mm (Horizontal)
	96mm x 272mm (Vertical)
Quarter Page	190mm x 68mm (Horizontal)
	96mm x 134mm (Vertical)
Bleed	3mm on all sides

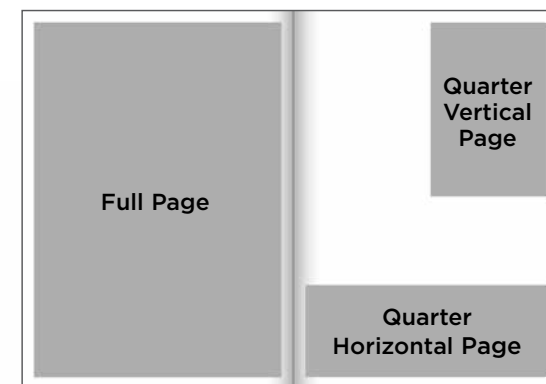
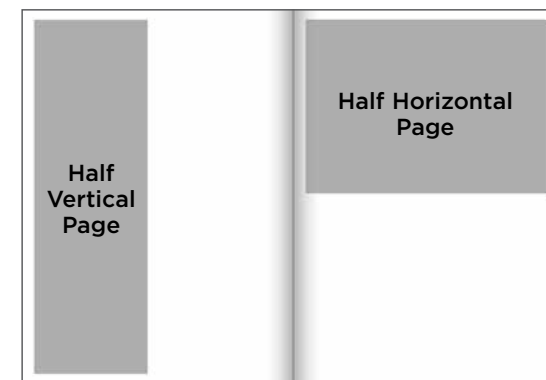
Material can be sent to us in the following electronic formats: TIFF, JPEG, EPS, BMP, Hi-Resolution PDF.

All colour images should be provided at a final size resolution of at least 300dpi in CMYK format. Please note that if the correct material is not supplied, any work undertaken will be chargeable. Corrections to existing material will also be chargeable. Please call us to discuss your requirements.

**Publication Dates:** March, June, September, December

**Editorial Deadline:** 1st of the month before publication

**Advertising Deadline:** 15th of the month before publication



# ONLINE ADVERTISING RATES

Are you interested in developing an online marketing strategy to deliver targeted, cost-effective marketing communications to the global Ship Repair, Maintenance & Conversion industry?

**Drydock Channel** offers you a range of multimedia online advertising opportunities that can be tailored to suit any requirement or budget.

## Web Banner

SIZE (width x height)	1 MONTH	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
Leader banner - 728px x 90px	£795	£2,145	£3,815	£5,005	£5,725
Feature Advert 300px x 250px	£595	£1,605	£2,855	£3,745	£4,285
Box Advert 300px x 250px	£450	£1,215	£2,160	£2,835	£3,240
Sector Box 300px x 250px	£295	£805	£1,435	£1,885	£2,155

Online banners should be supplied as JPEG, PNG or GIF. Images should be no larger than 8MB.

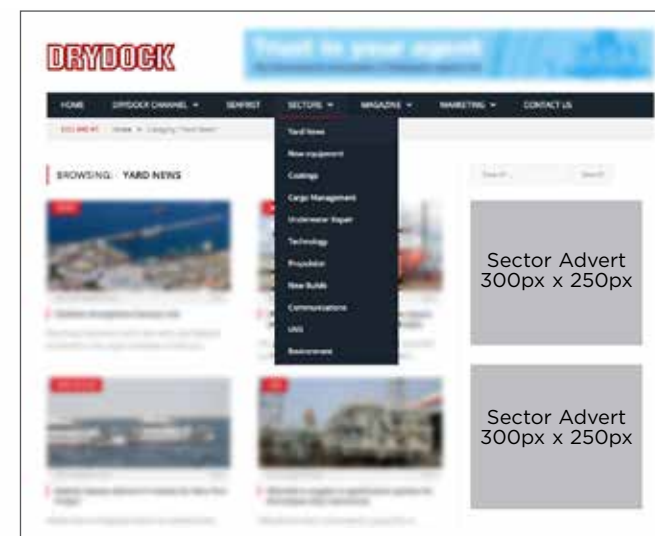
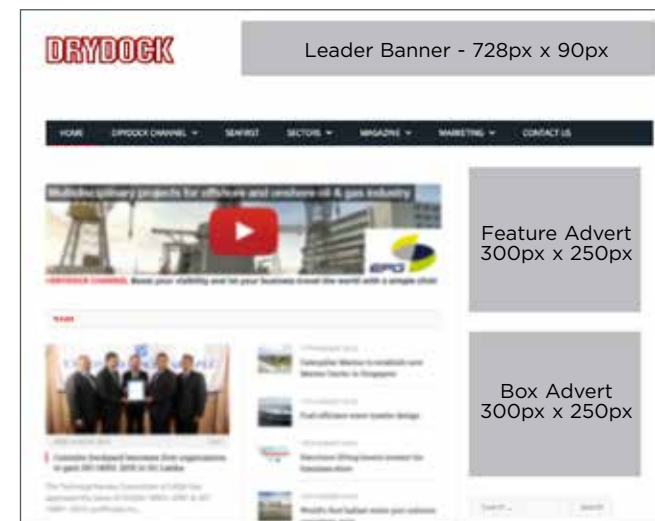
A **Sector Box** is an advert featured on one of our website sector pages. The following sectors are available: Yard News; New Equipment; Coatings; Cargo Management; Underwater Repair; Technology; Propulsion; New Builds; Communications; LNG and Environment.

## WEBINARS

**Want to Understand Your Audience Better - Build & Grow Your Business - Educate Your Audience - Increase Customer Product Knowledge - Brand Yourself an Expert in Your Field - Develop Businesses Contacts?**

Hosting a webinar allows your business to showcase its expertise, industry knowledge, abilities, skills, products and services while helping you to understand your target audience. Having no geographical boundaries, potential clients have more access to you and your products.

Webinars are an exceptional way to engage and share your company's passion, increase your profit margin and a great way to generate qualified leads and raise brand awareness. **Price upon application.**



## E-Newsletter

Each month our 20,000+ registered users receive the latest Ship Repair Maintenance & Conversion News from across the globe direct to their inbox. This is the ideal platform to promote and communicate your company's products or services right to the heart of your desired target audience. Our e-newsletter is mobile responsive so recipients can have instant, global access to the website.

SIZE (width x height)	MONTHLY RATE
Top Box 250 x 205px	£495
Lower Box 250 x 205px	£395
Newsletter Video Clip 250px x 205px	£895 (including online)

DRYDOCK

NEWSLETTER

SEPTEMBER 2014 ISSUE

A monthly companion to the leading magazine about Ships, Yards, Equipment and Technology

Mike Garside, Online Editor  
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E: mike@drydockmagazine.co.uk

**Damen and Ampelmann team up for marine access demonstration**  
Damen Shipyard has teamed up with marine access specialist Ampelmann to provide the world's largest shipyard with a range of marine access solutions. [See more](#)

**Optimarin wins 15 unit BWT order for Tropic vessels from VARD**  
Optimarin is celebrating its strong 2014 performance with the announcement that the major water treatment (BWT) system specialist has secured an order. [See more](#)

**Schottel add new corrosion protection for rubber/grooves**  
Schottel has created an open-cell coating to protect its rubber rollers. The new coating provides corrosion protection that is optimized. [See more](#)

**New records set at Posidonia**  
In its 10th decade, Posidonia has set new records for speed. The speed, rate of completion, programme and number of vessels. [See more](#)

**ABB to power electric ferries with automated shore-side charging**  
ABB will be supplying complete power and propulsion systems for four new Ferries (Great Western). The world's largest electric ferries. [See more](#)

Top Box  
250px x 205px

Lower Box  
250px x 205px

Video  
250px x 205px

**Send your news**  
Email Mike Garside to send your news and pictures for inclusion in our website.

**Advertise with us!**  
For advertising in our website, in the magazine, or in this newsletter contact [Patricia.Nichols](mailto:Patricia.Nichols@drydockmagazine.co.uk) or call +44 (0)1252 730220





# DRYDOCK CHANNEL

## Video Advertising

If a picture paints a thousand words then a video must be worth millions! Bring your business vision to life and increase the credibility of your brand by informing visitors on your products and services with the help of [Drydock Channel](#).

### Why use Video Marketing

- Gives a face to your brand
- Helps you build a relationship with your audience
- Transmits large amounts of information in a short time
- An excellent format for informing and educating
- Creates more meaningful connection to viewers to a much greater extent than text or images alone.
- Conveys complex information more clearly.

Video is simply the most powerful digital marketing tool available.

Duration on website	3 MONTHS	6 MONTHS	9 MONTHS	12 MONTHS
Cost in £ Sterling	£1,795	£3,230	£4,115	£4,390

Please send your video url to [mike@drydockmagazine.com](mailto:mike@drydockmagazine.com)

## White Papers

If your company offers an innovative solution in the form of a service or product, a white paper is an excellent way to highlight the benefits. Everything from new software to manufacturing processes can be discussed in a white paper, as well as the history of how the solution came to be and how it differs from what the competition offers.

Duration on website	3 MONTHS
Cost in £ Sterling	£1,995

Online White paper's are featured on the E-newsletter and in Drydock Magazine prior to being archived.

## Multimedia Packages

If you require a Multimedia Package, please call Patricia Nichols on +44 (0)1252 732220 or email [patricia.nichols@drydockmagazine.com](mailto:patricia.nichols@drydockmagazine.com) to discuss.

Drydock offers you a range of multimedia online advertising opportunities that can be tailored to suit any requirement or budget.

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