



portstrategy
Insight for Port Executives

2014 | Media

www.portstrategy.com

magazine | online | events

Why Port Strategy?

portstrategy

Port Strategy is dedicated to the Marine Ports and Terminals business. Since 2003, it has been the respected source of business information which our clients have trusted to deliver their marketing message. It provides readers with authoritative editorial prepared by writers who are experts in their field in an easy to use layout.

Port Strategy is available three ways, as the established monthly magazine in print, by weekly eNewsletter and online at the portstrategy.com website. These different formats enable readers to receive news and use the information resource in a way that suits them best. It also enables advertising clients to tailor their marketing message through the most effective medium.

Port Strategy Magazine

By investing in identifying the key individuals who make purchasing decisions, Port Strategy magazine provides advertising clients with access to a high quality audience which is without waste. It has a reader friendly layout and rich editorial content to ensure it is read and kept for future reference. It offers an ideal environment for reinforcing brands, products and services.



◀ Kalmar offers the widest range of cargo handling solutions and services to ports, terminals, distribution centres and to heavy industry and is the industry front runner in terminal automation and in energy efficient container handling. As such, we consciously form long term partnerships with leading publications. Port Strategy is distinguished by the high quality of its editorial content, its production values and its reach to the core audience we wish to attract. To this end Port Strategy is one of the first on the list of brands we use for our marketing and communications efforts. ▶

Majja Eklöf, Vice President Communications, Kalmar

www.portstrategy.com

With the number of unique visitors now over 12,500 each month, the website is a trusted source of up-to-date news, a fast growing archive and a comprehensive industry directory. It also now incorporates 'Funnelback' search technology to enable users to intuitively find what they want, fast.

The website has a new look which incorporates 'responsive' designs. It can detect the device on which it is being displayed, whether desktop PC, tablet or mobile, and render with the size, layout and resolution that makes it easiest-to-read. These developments make it a great place for clients to stay 'front of mind' with their market.

Port Strategy eNewsletter

The Port Strategy weekly eNewsletter provides a round up of the latest news directly to the in-box of more than 14,300 key decision makers. Exclusive sponsorship is available and is an ideal platform for raising company profile or launch new products or services.



◀ Port strategy has been instrumental to opening our market for the Container Port Industry, both inland and Shore. Sustainability, Energy Efficiency, Security and Safety are all enhanced using our revolutionary LED Insert product, and Port strategy has done a great service to the Industry in this endeavour. ▶

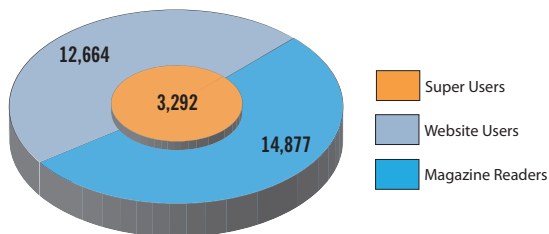
Jeffrey Newman (President), Globaltech LED Llc

Audience Measurement

As business-to-business communications evolve, Port Strategy is investing in the new online technologies and techniques to help our clients communicate with their markets in the most effective way. Part of this task is to ensure that we provide a meaningful measurement of the PS audience across the different media platforms. This analysis is for a typical month's audience across the three platforms.

eNewsletter	
Total Recipients	14,319

Print & Online Audience	
Magazine	
Print Circulation per issue ¹	5,510
Average readers per copy ²	2.7
Total print readers	14,877
Website	
Unique visitors ³	12,664
Total audience	26,991
'Super Users' read both ⁴	3,292
Average monthly audience	24,249



Source:
¹ABC certificate
 1 January - 31 December 2012.
²Port Strategy Online Survey

³Google Analytics
 1 March-31 March 2013
⁴eDigital Research survey
 1 September-30 September 2013

Mercator Media has been working with eDigital Research to develop a better understanding of the needs and make-up of our web and online audiences. eDigital Research is one of Europe's leading independent web user research organisations. The research was carried out during September and October 2013 and has been used to assemble the above information.

Main reason for visiting Port Strategy website*	
Industry News	93%
Business opportunities	7%
Researching a purchase	7%
Other	9%

Did you achieve what you wanted during your visit?	
Yes	79%
Yes, partly	18%
No	3%

How often do you visit Port Strategy Online?*	
Once a week or more	55%
Once a month	14%
Less often	3%

Are you involved in purchasing decision-making for your organisation?	
Yes	60%
No	40%



*More than one choice

Advertisement Rates

	SERIES RATES – NO OF INSERTIONS			ESTG
	1	3	5	
MAGAZINE				10
Double Page Spread	6950	6600	6250	6000
Half Page Double Page Spread	4615	4380	4150	3925
Full Page	4105	4015	3810	3595
Half Page	3090	2935	2835	2625
Quarter Page	1945	1770	1690	1590

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

PREMIUM POSITIONS

Inside Front Cover	5290
Outside Back Cover	5290
Inside Back Cover	4870

All premium positions include E-newsletter sponsorship

INSERTS

From £270 per thousand copies. Please call for more information

ENEWSLETTER SPONSORSHIP

Sponsor our weekly eNewsletter and get your message direct into more than 12,300 inboxes 495

DIRECTORY – ONLINE

Full contact details plus 30 word description.
 ONLINE Logo, 10 Categories. Includes exclusive Sponsored Keyword. Annual 495

DIRECTORY – ADDITIONAL OPTIONS

Video – £195 pa; PDF brochure – £195 pa; Additional Sponsored Keywords – £100 per word pa

CLASSIFIED ADVERTISEMENTS – ONLINE & PRINT

Please call for a quotation

Features Schedule 2014

portstrategy

REGULARS (Core features in every issue)

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

JANUARY/FEBRUARY

Finance • Labour • Security
Area Survey: Australasia
6th Intermodal Asia 2014 – 27-28 February, Melbourne, Australia
GreenPort South Asia conference, 26-27 February, Mumbai, India

MARCH

Environment • Supply Chain • Technology
Area Survey: Southeast Asia
TOC CSC: Asia, 8-9 April, Singapore
12th Intermodal Africa North 2014 – 27-28 March, Lagos, Nigeria

APRIL

Investment • Training • Risk Management
Area Survey: Russia and the 'stans
Multimodal, 29 April-1 May, Birmingham
2nd Med Ports 2014 – 23-24 April, Marrakech, Morocco

MAY

Insurance • Maintenance • Performance
Area Survey: US West Coast
10th Trans Middle East 2014 – 21-22 May, Doha, Qatar

JUNE

Port Services • Labour • Strategy
Area Survey: Northern Europe
Seawork International, 10-12 June, Southampton, UK
TOC CSC: Europe, 24-26 June, London, UK
12th ASEAN Ports and Shipping 2014 – 11-12 June, Jakarta, Indonesia

JULY/AUGUST

Regulation • Sustainability • Dredging
Area Survey: Southern Europe

SEPTEMBER

Relationships • Security • Environment
Area Survey: South Asia
3rd Black Sea Ports and Shipping 2014 – 3-4 September, Istanbul, Turkey
TOC CSC: Americas, 7-9 October, Cartagena, Colombia

OCTOBER

Finance • Technology • Labour
Area Survey: US East Coast
GreenPort Congress, 15-17 October, Barcelona
12th Intermodal Africa South 2014 – 23-24 October, Durban, South Africa

NOVEMBER

Performance • Training • Investment
Area Survey: Middle East
TOC CSC: Middle East, December, Dubai
9th Southern Asia Ports, Logistics and Shipping 2014 – 27-28 November, Chennai, India

DECEMBER

Maintenance • Environment • Management
Area Survey: South America

Extra Distribution at featured events
Various exhibitions added throughout the year



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magazines events | online



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Registered in England. Company Number 2427909.
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You may also be interested in:



26-27 February 2014
Mumbai, India

This technical conference will cover environmentally efficient technologies for planning, expansion, operations and equipment in maritime ports and terminals

www.greenportasia.com



15-17 October 2014
Barcelona, Spain

The congress will continue to provide environmental managers from Ports and Terminals with the vital information they need to be able to reduce emissions and to reduce their carbon footprint.

www.greenportcongress.com