

# GreenPort

Balancing Environmental Challenges with Economic Demands

2014 | Media

[www.greenport.com](http://www.greenport.com)



magazine | online | events

# Why GreenPort?



GreenPort provides business information on environmental best practice and corporate responsibility centred around marine ports and terminals, including shipping, transport and logistics. It is the respected source of business information which our clients trust 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.

GreenPort is available three ways, as the established monthly magazine in print, by weekly eNewsletter and online at the greenport.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.

## GreenPort Magazine

By investing in identifying the key individuals who make purchasing decisions, GreenPort 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.

## www.greenport.com

With the number of unique visitors now over 3,500 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.

## GreenPort eNewsletter

The GreenPort weekly eNewsletter provides a round up of the latest news directly to the in-box of more than 13,000 key decision makers. Exclusive sponsorship is available and is an ideal platform for raising company profile or launch new products or services.



“We at Global Tech LED truly appreciate our relationship with GreenPort. Engaging the international market can be difficult, however, we have been able to grow our network and sales through marketing initiatives with GreenPort. Not only is the GreenPort staff wonderful to work with and very helpful, the results are there. It is truly worth our investment and will be worth yours.”  
Jeffrey Newman, President and Inventor, Global Tech LED



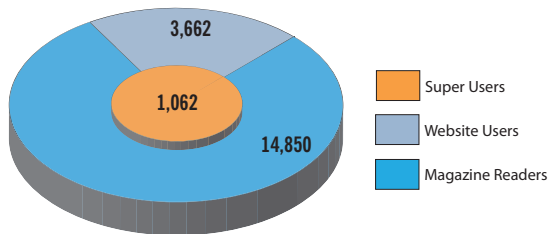
“We’re reaching an important audience in our target market through GreenPort journal, from both an advertising and editorial standpoint. The exposure has helped us educate readers, reinforce our brand image and generate new leads.”  
Rick Felde (Marketing Manager), Dust Control Technology

## Audience Measurement

As business-to-business communications evolve, GreenPort 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 GreenPort audience across the different media platforms. This analysis is for a typical month's audience across the three platforms.

<b>eNewsletter</b>	
Total Recipients	13,159

<b>Print &amp; Online Audience</b>	
<b>Magazine</b>	
Print Circulation per issue <sup>1</sup>	5,500
Average readers per copy <sup>2</sup>	2.7
Total print readers	14,850
<b>Website</b>	
Unique visitors <sup>3</sup>	3,662
<b>Total audience</b>	<b>18,512</b>
'Super Users' read both <sup>4</sup>	1,062
<b>Average monthly audience</b>	<b>17,307</b>



Source:  
<sup>1</sup>Publishers Estimate  
<sup>2</sup>GreenPort Online Survey

<sup>3</sup>Google Analytics  
 1 March 2013  
<sup>4</sup>eDigital Research survey  
 1 September-30 October 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 2013 and has been used to assemble the above information.

### Main reason for visiting GreenPort website\*

Industry News	91%
Business opportunities	23%
Researching a purchase	9%
Other	14%

### Did you achieve what you wanted during your visit?

Yes	72%
Yes, partly	23%
No	5%

### How often do you visit GreenPort Online?\*

Once a week or more	59%
Once a month	23%
Less often	0%

### Are you involved in purchasing decision-making for your organisation?

Yes	59%
No	41%



\*More than one choice

## Advertisement Rates

	SERIES RATES – NO OF INSERTIONS		ESTG
	1	2	
<b>MAGAZINE</b>			
Double Page Spread	4295	4115	3750
Half Page Double Page Spread	3085	2965	2720
Full Page	2965	2755	2535
Half Page	1940	1865	1715
Quarter Page	1440	1390	1290

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

### PREMIUM POSITIONS

Inside Front Cover	3640
Inside Back Cover	3640
Back Cover	3640

All premium positions include E-newsletter sponsorship

### INSERTS

From £260 per thousand copies. Please call for details

### ENEWSLETTER SPONSORSHIP

Sponsorship including two banners and text. Published weekly	495
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### DIRECTORY – ONLINE

Logo, 10 Categories. Now includes Sponsored Keyword. Annual	495
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### ADD ONS – ONLINE

Videos. PDFs (brochures, price lists etc). Additional sponsored keywords

### CLASSIFIED ADVERTISEMENTS – ONLINE & PRINT

Please call for a quotation

# Features Schedule 2014



## REGULARS (Core features in every issue)

Each edition contains a round up of environmental projects, case studies and developments in port equipment. This includes Handling Technology, Port Development, Terminal Operators, Noise & Air Emissions, Ports & Community, Inland Transport, Dredging, Pollution Control, Water Quality, Cruise & Ro-Ro, Shipping and Logistics, Alternative Power, Regulations & Standards.

## SPRING 2014

Preview and Show Edition for GreenPort South Asia Conference  
KPI's & measuring environmental performance  
Prevention of pollution from ships  
Saving water, filtering & recycling  
Port development & dredging impact  
Container handling innovations

GreenPort South Asia Conference, 26-27 February, Mumbai, India  
6th Intermodal Asia, 27-28 February, Melbourne Australia  
12th Intermodal Africa North, 27-28 March, Lagos, Nigeria  
2nd Med Ports, 23-24 April, Marrakech, Morocco  
Multimodal, 29 April- 1 May, Birmingham, UK  
10th Trans Middle East, 21-22 May, Beirut, Doha, Qatar

## SUMMER 2014

Preview of GreenPort Congress 2014  
Port reception facilities – ship discharges & waste  
Port centric logistics & shipping  
Planned maintenance of equipment  
Protection of inland waterways  
LED and lighting options  
Onshore power & cold ironing  
Bulk handling issues

Seawork International, 10-12 June, Southampton, UK  
12th ASEAN Ports and Shipping, 11-12 June, Jakarta, Indonesia  
3rd Black Sea Ports and Shipping, 3-4 September, Istanbul, Turkey  
TOC CSC: Europe, 24-26 June, London, UK

## AUTUMN 2014

GreenPort Congress 2013 show issue  
Use of renewable energy – wind, solar, wave  
Energy reduction and efficiencies  
Greening passenger vessels, cruise and ferry  
Environmental considerations for planning & development  
Container handling developments

GreenPort Congress 2013, 15-17 October, Barcelona, Spain  
TOC Middle East, December, Dubai  
TOC Americas, 7-9 October, Cartagena, Colombia  
9th Southern Asia Ports Logistics & Shipping, 27-28 November, Chennai, India  
12th Intermodal Africa South 2013, 28-29 November, Port Elizabeth, S. Africa

## WINTER 2014

Review of GreenPort Congress 2014  
Greening the hinterland  
CSR – People, Ports and the City  
Port development  
Mitigation schemes, flood control, etc  
Controlling air & noise emissions  
Bulk handling issues

### Extra Distribution at featured events

Various exhibitions added throughout the year



mercatormedia<sup>3</sup>  
magazines events | online



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You may also be interested in:



26-27 February 2014  
Mumbai, India

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

[www.greenportasia.com](http://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](http://www.greenportcongress.com)