

MEDIA INFORMATION 2009

# DPC

DREDGING AND PORT CONSTRUCTION



# The Global Industry

In **Dredging and Port Construction's** December 2007 issue, analyst Freek Tewes stated that the global dredging market was worth €12Bn+ and still booming. We've yet to come across a reliable figure for port construction projects, but it's certainly well above that.

It's almost a daily occurrence to hear of yet another enormous dredging campaign or port development – indeed, one contractor told me his firm's virtually given up publicising any contract under €50M!

It's why, during 2008 and continuing into 2009, **DPC's** expanded its coverage and grown in size: almost every issue runs to over 50 pages, some are over 60. And there're also the supplements, such as the International Dredging Directory and Cutting Edge.

Looking to the future, we'll be covering some of the most challenging and exciting maritime engineering projects in the world, including:

- Maasvlakte II – the Port of Rotterdam's €3Bn expansion is also Europe's biggest dredging and reclamation campaign
- Panama – the \$5.25Bn Canal enlargement is not only one of the world's most challenging dredging projects

that will test contractors' skills to the full, but it will also have a major impact on ports on America's and Latin America's west coasts, many of which will have to dredge and expand if they're to remain competitive

- The Middle East – the Central Dredging Association held its first conference in the region during 2008, staged in Doha, Qatar. And as I write, three further artificial island projects have been announced. Can Dubai resist yet another?
- Asia – the transformation in the dredging and port construction markets over the past few years, especially in China and India, simply cannot be underestimated.

Dredging technology has also transformed the market in the past few years, not least the one-man operated bridge, software that allows for pinpoint accuracy and hardware such as the ripper draghead that's beginning to make rock dredging with a trailing suction hopper dredger a reality. What will 2009 bring? Artificial intelligence perhaps? We'll be talking to the experts.

Sincerely,  
Tony Slinn  
Editor-in-Chief



# Our Roots

**Dredging and Port Construction (DPC)** was founded over 40 years ago with a simple target: to be the leading international magazine for the world of marine civil engineering and related activities. Our success and reputation in the markets we serve has attracted affiliations from key associations – **DPC** is honoured by both the Central Dredging Association (CEDA) and the Eastern Dredging Association (EADA), which have chosen our title as their official publication. We also have many subscribers in the Western Dredging Association (WEDA), are the official voice of CHIDA (the Chinese element of EADA) and an associate member of the International Association of Ports and Harbors (IAPH).

**DPC** brings its readers monthly in-depth coverage of the latest technical market developments; on-going research projects; conference & exhibition reports and the latest in equipment and services. And its broad-based editorial features programme is designed for port & harbour authorities, dredging contractors and other marine professionals.

**Which is why advertising in DPC is a sound business decision.**



Central Dredging Association



Eastern Dredging Association



Western Dredging Association



For further information, please contact us on **+44 1737 379 706**



# Reaching the Readers

## The readers you need to reach

Port authorities, dredging contractors, dredging consultants and hydrographic surveyors form the core of **DPC's** circulation.

Professionals within these businesses are arguably the most influential buyers and specifiers of port engineering products and services. A presence in **DPC** can make them your prospects and clients.

We're sure you'll get maximum return from your advertising in **DPC** because we have researched the industry to provide you with a highly influential readership.

**DPC** is a subscription-only magazine, which means our readers are the most relevant people to target for your business needs. We currently send to port authorities and port-related companies; the rest of our circulation consists of dredging contractors and consultants, hydrographic surveyors and harbour/dock installers and consultants.

For further information, please contact us on **+44 1737 379 706**





# www.dpcmagazine.com

**DPC's** website is designed to encourage reader comments and feedback, as well as to provide a useful point of contact for the dredging and port construction industry as a whole.

The site contains details of the latest issue and features, back issues, dates and links to industry events, trade association contacts and a fully searchable database of anyone and everyone in the industry. Keep a lookout for further developments during the course of the year.

The website also provides opportunities for advertisers. A number of high profile positions are available to promote your company and/or products and services.

Website statistics will be available to help you evaluate the success of your online advertising campaign.

**A separate online media pack is available; for more information please call Jeremy Lintott on +44 1737 379710 or email [jeremy.lintott@lrfairplay.com](mailto:jeremy.lintott@lrfairplay.com).**



# Creative Advertising Solutions

Advertisers are constantly seeking exciting and powerful ways to engage with their clients. **DPC** can help you achieve maximum stand-out by offering endless creative solutions that go beyond the printed page.

Inserts are available in a range of sizes, paginations and paper weights; we can print on heavier paper stock with a variety of finishes to enhance your message. Your insert can be bound-in to the magazine or left loose.

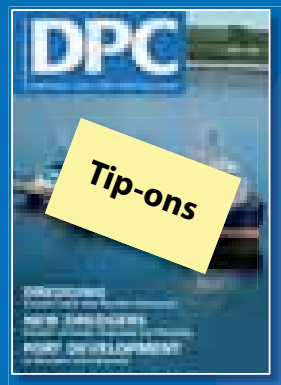


Belly Bands offer excellent opportunities for you to promote your company or product, ensuring your message can not be missed. Bands can wrap around the magazine affixing at the back or on a specified page within the magazine.



Gatefolds are available to maximise impact by creating intrigue and drawing readers into a concept. They can be bound-in or appear as a part of the front or back covers of the magazine. Readers can be drawn in by opening up your teaser campaign to reveal your ultimate message.

Tip-ons are an excellent way to engage with the reader, especially as a call to action. These can be affixed onto the page of your choice with peelable glue and are available in a range of finishes, sizes and weights.



# Editorial Features 2009

## **JANUARY**

Diesels for Dredgers  
Coastal Engineering-1

## **FEBRUARY**

Heavy Lift  
Hydrographic Survey-1

## **MARCH**

Port & Harbour Maintenance-1  
Environmental Dredging and the Treatment  
of Contaminated Sediment

## **APRIL**

The Middle East Report

## **MAY**

The Panama Canal Report  
Port and Dredging Software

## **JUNE**

WEDA Preview  
New Dredgers

## **JULY**

Dredging Renewables  
Port & Harbour Infrastructure

## **AUGUST**

Coastal Engineering-2  
**International Directory of Dredgers**

## **SEPTEMBER**

Hydrographic Survey-2  
Dredge Training & Personnel

## **OCTOBER**

Port & Harbour Maintenance-2  
**Cutting Edge Technology**

## **NOVEMBER**

**CEDA Dredging Days**  
Retrofits & Renovations

## **DECEMBER**

Significant Dredgers of 2009  
**DPC Calendar**

For further information, please contact us on **+44 1737 379 706**

# Advertising Rates 2009

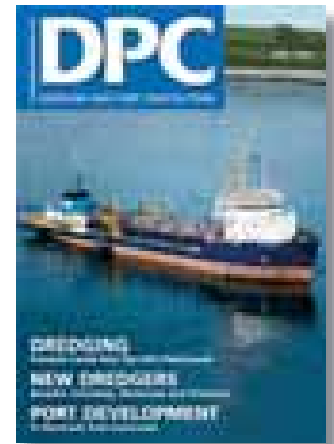
Page Size	No. of Insertions		
Full Colour Sterling	1	6	12
Double Page Spread	4958	4536	4259
Front Cover package*	4152	3915	3698
Full Page	2813	2650	2519
Half Page Island	1915	1825	1796
Half Page	1765	1712	1642
Quarter Page	1230	1187	1152

Full Colour Euro	1	6	12
Double Page Spread	6247	5715	5366
Front Cover package*	5231	4933	4660
Full Page	3544	3339	3174
Half Page Island	2413	2299	2262
Half Page	2224	2156	2069
Quarter Page	1549	1495	1451

Full Colour Dollar	1	6	12
Double Page Spread	9916	9072	8518
Front Cover package*	8303	7831	7396
Full Page	5626	5300	5038
Half Page Island	3830	3650	3591
Half Page	3530	3423	3284
Quarter Page	2459	2373	2304

**\*Front cover package** includes full bleed colour photo on front page, reproduced on contents page with up to 60 words' description, plus A4 four-colour advertisement inside the magazine.

**Please contact us on  
+44 1737 379 706  
to discuss bespoke  
packages.**



# Mechanical Data

## Page Size (Depth x Width mm)

Double Page Spread 303 x 426 (Bleed)  
Double Page Spread 261 x 395 (Type Area)  
Full Page 303 x 216 (Bleed)  
Full Page 297 x 210 (Trim)  
Full Page 261 x 185 (Type Area)  
Half Page Island 185 x 128  
Half Page 261 x 90 (Vertical)  
Half Page 128 x 185 (Horizontal)  
Quarter Page 128 x 90 (Vertical)  
Quarter Page 62 x 185 (Horizontal)

## Publication Date:

Third week of preceding month.

## Copy Date:

Three weeks prior to publication date.

## Copy Requirements

**Formats:** Our preferred format is high resolution PDF (version 1.3). Files should be supplied to the correct ad size using CMYK colour space with fonts embedded and all elements set to 300 dpi.

**Other formats:** Adobe Indesign, Illustrator and Photoshop and most current PC software supported.

**Images:** All image files to be supplied as TIF, EPS or JPG (minimum resolution 300 dpi at size to be used).

**Text:** Text only, rich text format or as MS Word document. Fonts must be embedded.

NB: We do not accept screen graphics taken from websites as they do not conform to magazine printing quality.

**Delivery Methods:** Electronic transfer of material using email, post or ftp.

**Email:** PDF or compressed (ZIP/SIT), no size limit, send to [adverts@lrfairplay.com](mailto:adverts@lrfairplay.com)

**Post:** CD ROM with colour proofs to Ad Production (see address overleaf).

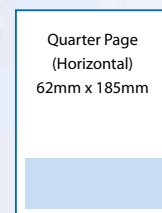
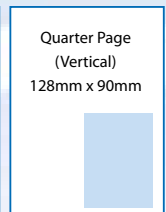
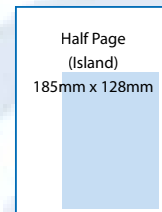
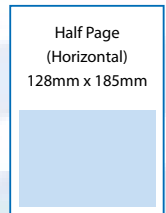
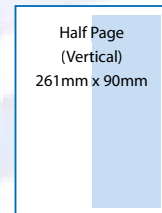
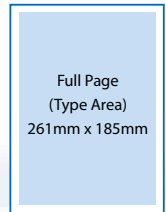
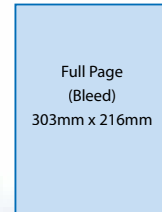
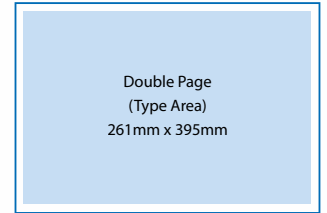
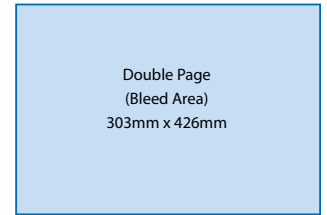
**Ftp Transfer:** Please log on using the following protocols:

Hostname: [ftp.lrfairplay.com](ftp://lrfairplay.com)

User ID: **adverts**

Password: **publish**

Place any advertisements directly into the root directory. Please include the name of your company in the filename and send an email to [adverts@lrfairplay.com](mailto:adverts@lrfairplay.com) specifying the filename, the date of insertion of your advertisement, your name and a contact number.



# Port of Call - the classified directory

Port of Call is the classified section of **DPC** magazine. It provides a vital point of reference for anyone seeking specialist products and services. Its widespread and practical appeal presents the ideal opportunity to promote your company's products and services, or expose your company profile.

The classified section offers a very effective advertising vehicle because it enables you to target the key decision makers with maximum purchasing power.

**Standard listing:** £75 / €95 / \$150 per month

**Enhanced listing:** £109 / €137 / \$218 per month

## **Sponsorship package**

The page header and footer is available to sponsor with your company logo and address details as well as a few chosen words.



For further information, please contact us on **+44 1737 379 706**

# Contacts

## **Advertising Sales Manager**

Daniel Gonçalves

Tel: +44 1737 379 706

Email: [daniel.goncalves@lrfairplay.com](mailto:daniel.goncalves@lrfairplay.com)

## **Editor-in-Chief**

Tony Slinn

Tel: +44 1737 379 159

Email: [tony.slinn@lrfairplay.com](mailto:tony.slinn@lrfairplay.com)

## **Production Supervisor**

Liz Wall

Tel: +44 1737 379 166

Email: [liz.wall@lrfairplay.com](mailto:liz.wall@lrfairplay.com)

## **Head Office**

Lombard House, 3 Princess Way,

Redhill, Surrey, RH1 1UP,

United Kingdom

Tel +44 1737 379 700

Fax +44 1737 379 001

# DPC

DREDGING AND PORT CONSTRUCTION