

Delivering your sales and marketing messages to the world of project logistics

Heavy Lift & Project Forwarding International is the leading platform for news and information about the lift, handling, transport and installation of project cargoes.

The magazine is published six times per year and is supplemented by two weekly digital newsletters, a capital projects and contracts newsletter, a website updated daily and direct marketing opportunities.

These products serve as an open forum for discussion, engaging with companies on both the demand and supply side of the projects logistics business.

Each issue carries news round-ups, plus incisive analysis including country and regional reports, industry and equipment reviews, service support features, plus company and personality profiles.

In addition, HLPFI has regular reports on innovations, health and safety, finance, insurance, law and human resources, written by experts from the industry.

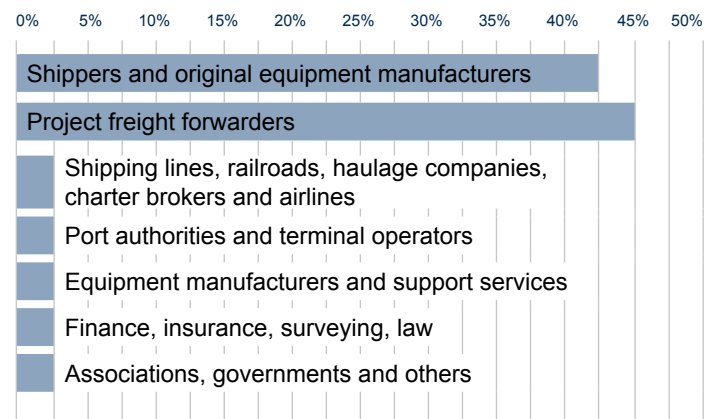
HLPFI has a global distribution, almost 45 percent of which is to cargo 'owners' and manufacturers, including shipping, procurement and logistics managers working for EPCs/ OEMs and companies involved in the development of infrastructure for energy, mining, civil engineering, oil and gas, offshore, and industrial manufacturing facilities.

A similar amount goes to specialist project freight forwarding and logistics companies. The remainder comprises owners and operators of heavy lift equipment and facilities, such as shipping lines, rigging companies, crane operators, haulage companies, as well as ports and terminals.

“In a recent customer survey, a resounding 98 percent of readers said they would recommend HLPFI to a colleague or someone new to the industry.”

Distribution breakdown

INDUSTRY SECTOR

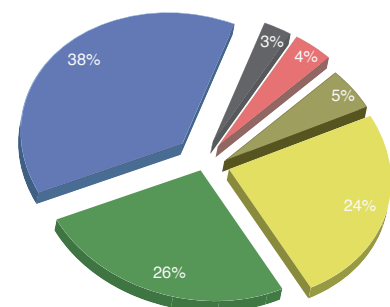


JOB TITLE



GEOGRAPHY

- Europe
- North America
- Asia
- South America
- Africa
- Australasia



Distribution: 17,000
Total pass on readership: 90,000*

*based on pass-on results from our last reader survey



Print advertising

For advertisers, each printed edition of HLPFI provides a perfect platform for the delivery of key sales and marketing messages to senior global decision-makers who influence supply chain and equipment purchasing choices.

ADVERTORIALS & LOOSE INSERTS

A full design, print and distribution service is available for advertorials and loose leaf inserts - rates on application.

ADVERTISING RATES & PRODUCTION DATA

Standard sizes	GBP	EUR	USD	Type area H x W	Trim size H x W	Bleed size H x W
Full page	3,995	5,415	6,375	275mm x 180mm	297mm x 210mm	303mm x 216mm
Half page - (horizontal)	2,525	3,425	3,995	130mm x 180mm		
Half page - (vertical)				275mm x 87mm		
Quarter page - (horizontal)	1,695	2,275	2,695	60mm x 180mm		
Quarter page - (vertical)				130mm x 87mm		
Special positions						
Inside front cover	4,695	6,350	7,425	275mm x 180mm	297mm x 210mm	303mm x 216mm
Inside back cover	4,295	5,750	6,850	275mm x 180mm	297mm x 210mm	303mm x 216mm
Outside back cover	4,695	6,350	7,425	275mm x 180mm	297mm x 210mm	303mm x 216mm
Double page spread	6,395	8,500	9,995	275mm x 390mm	297mm x 420mm	303mm x 426mm

Acceptable file formats: PDF, JPEG, TIFF, and Photoshop EPS. Files should be CMYK and at 300 dpi. PDFs should not contain any transparent layers or elements. Colour profiles should be Fogra39 printing colour accuracy. Full bleed advertisements are accepted at no additional charge. Copy date: 25th of the month prior to publication date. Cancellations: six weeks prior to copy date. All prices are per insertion, net of VAT where applicable. Rates effective 01.10.2016

A significant number of our advertisers place three or more advertisements per year and re-book year after year, proving that their advertising in HLPFI delivers results

“In a recent market research study, more than one third of participants said they used the magazine to make contact with advertisers.”

Editorial programme

Date	Regional and country reports	Industry reviews	Industry focus	Operational reviews	Equipment focus	Supplements and gateway guides
Jan/Feb 2017	The Netherlands Turkey Austria/Switzerland Australia	Oil and gas	Project cargo forwarder networks	Weather forecasting	Cranes	Project cargo Africa West Coast North America
Mar/Apr 2017	Italy Russia USA - including Mid-West focus Iran	Mining Yacht and boat shipping	Road haulage, escorts and permitting	Legal services	Jacks, skates and rollers	Ships and shipping lines Central America
May/June 2017	Balkan Peninsula Mexico South Korea Spain	Civil engineering	Heavy lift railfreight	Strapping and lashing	Trailers	Singapore and South East Asia East Coast North America
July/Aug 2017	Brazil Canada Germany China West Africa	Power generation: renewable energies	Recruitment and training	Packing and crating	Under the jib (spreader bars and beams, shackles, slings and ropes)	Heavy lift airlines and airfreight Andean Community (Bolivia, Columbia, Ecuador and Peru)
Sept/Oct 2017	USA Japan Belgium The Baltic Sea Indonesia	Capital equipment: Industrial relocation plant and machinery	Tugs and towage	Insurance	Abnormal load equipment hire companies	Ports and terminals The Caspian States and Central Asia
Nov/Dec 2017	France UK Southern Africa Indian Sub-Continent	Power generation: non-renewable energies	Inland waterways	Cargo warranty surveying	Heavy duty prime movers	Middle East Gulf US Mid-West

Letters from our correspondents in regions that include Asia, Australasia, Latin America, Middle East, Africa, North America and Europe appear in every edition.

Digital promotion

www.heavyliftpfi.com attracts visitors from around the world to view the latest industry developments and project moves.

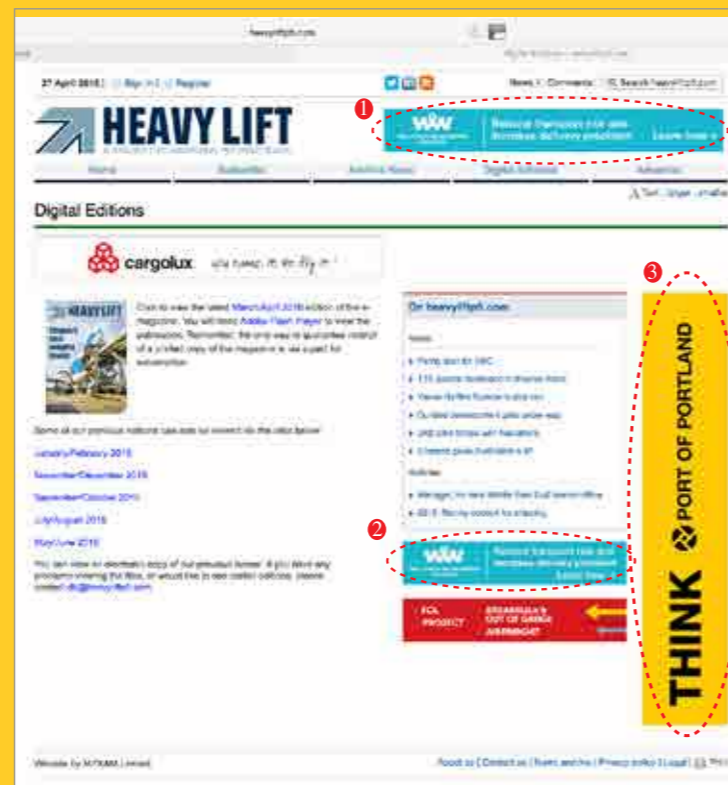
Advertisers that appear on our website can choose from large top banners, side panels or skyscraper advertisements.

In all cases, they appear before a qualified audience engaged in the movement of high value, project cargoes.

WEBSITE ADVERTISING RATES

	GBP	EUR	USD	Artwork sizes W x H
Top banners ①	3,200	4,450	5,100	470 x 60 pixels
Side panels ②	2,000	2,750	3,100	310 x 60 pixels
Skyscraper ③	2,500	3,475	3,900	120 x 600 pixels

“Recent market research revealed that 60 percent of readers said they use the HLPFI website several times each week, or many times per day.”



(All advertisers share a slot with up to four others. Advertisements appear on every page in rotation. Prices per three-month period).

Average monthly page views 25,004.
Average monthly unique visitors 12,573.
Average monthly reach 16,810.
Acceptable file types: JPEG and GIF.

The Wednesday Wire & Friday Flyer

The Wednesday Wire and Friday Flyer are our weekly summaries of significant news distributed by e-mail to more than 12,000 individual e-mail addresses.

ADVERTISING RATES

		GBP	EUR	USD
Top banner (main sponsor) 470 x 60 pixels ①	1 edition	950	1,315	1,500
	4 editions	3,150	4,350	5,000
	12 editions	7,500	10,400	12,000
Standard banner 470 x 60 pixels ②	1 edition	650	900	1,000
	4 editions	1,875	2,600	3,000
	12 editions	5,000	6,925	8,000



Capital Projects & Contracts Newsletter

Published digitally every week, this contains an overview of contract awards to EPCs, oil majors, mining and civil engineering companies, energy groups and OEMs, as well as relevant information for the project freight forwarding community.

For as little as USD16 per week, save yourself time and money on extensive research by subscribing now.

Contact David Kershaw dk@heavyliftpfi.com to set up a subscription, which is USD825, GBP500, or EUR700 per annum.



*All prices subject to VAT where applicable

Direct marketing

We offer a bespoke email marketing facility so that your key sales message can reach the inboxes of senior executives in the companies on our database when you want to tell them something important. They can be targeted by industry, job title or geographical locations by sending out a custom made e-mail to your exact specification.



What our readers say

“We’re working on several leads we received through being seen in your publication”

Roel Derudder,
general manager Kenfreight Group Ltd

“The magazine is still delivering the goods and providing valuable insight not available elsewhere”

Richard Jones,
director of projects Röhlig Projects Ltd

“HLPFI is an excellent, high quality magazine seen in the offices of major companies worldwide”

Jan Beringer,
president and chief executive,
Rohde and Liesenfeld Canada

“You have a great magazine and I look forward to each edition”

Ron Donahoo,
vice president of sales,
Perkins Specialised
Transportation Contracting

“I found your last edition on heavy lift with transformers as a topic very interesting. Great issue”

Thomas D. Skellingsted,
Global Transport, Trade
& Logistics Manager
Power Products Transformers BU
ABB Asea Brown Boveri SA

“We have received tremendous feedback based on the news on your website. This has created fantastic new contacts for us from which we hope to sign several contracts. HLPFI will be ‘the magazine’ for us in the future”

Thomas Bek,
global manager
Oil & Energy Division
Blue Water Shipping

“I have yet to see a publication relating to the project logistics industry come close to your standards. I consider your opinions to be the only industry voice that counts”

Alex Baron,
C.Steinweg (Houston-TX) Inc.

“Just read the issue cover to cover. Outstanding – particularly the spread about the energy market here in the USA. The consistency of HLPFI’s editorial coverage is much appreciated”

Adele Yorde,
Duluth Seaway Port Authority

The App

Access digital editions of HLPFI on your smartphone and tablet via our app, which is available as a free download from the App Store and Google Play.

Advertisers have the opportunity to enhance their promotional message through the inclusion of active web links; sponsorship of the “splash” page or embedding videos.

Prices for the promotional opportunities outlined above on application.



Classified adverts & marketplace directory

The marketplace directory appears in every issue of Heavy Lift & Project Forwarding International, and is a great place for your advertisement if you are looking to sell, buy or rent vehicles: or other equipment, or you need expert advice in other areas of the heavy lift and project forwarding business.

Advertise your equipment or specialist services in our marketplace directory and you will be reaching executives involved in the management of heavy and over-dimensional cargo logistics across the world.

Categories include:

- products, parts and accessories
- service support
- equipment for sale or rent
- safety and training
- associations
- events



Don't forget to join us on



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@HeavyLiftPFI and connect on



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