



# media plan 2022

## **The project provides the opportunity to expose your brand among (and within):**

- two E-zines with expertises, industry voices, interviews, and reports
- one printed edition per year
- daily updated news covering ports, terminals, shipping, and maritime technology
- Market SMS on ports turnover, and freight forwarding performance
- European Transport Maps portal with regularly updated ro-ro&ferry, container, and intermodal maps

[www.harboursreview.com](http://www.harboursreview.com)  
[www.europeantransportmaps.com](http://www.europeantransportmaps.com)

## harbours review

The portal **www.harboursreview.com** features FREE access to verified information about technical parameters, terminals, stevedores, networks, statistics and investment possibilities – things which a shipping line, logistics & rail operator, or potential terminal investor needs to know in order to choose a port to do business with.

It will be supplemented by a free bi-monthly NEWSLETTER, featuring an ELECTRONIC MAGAZINE (e-zine) with people's voices and interviews, extended port profiles and reports, sent to our database of 10,000+ maritime transport sector users.

The hottest e-zine articles, as well as the most interesting opinions and follow-ups will then be gathered into a PRINTED PUBLICATION released twice a year distributed at major transport events in Europe (e.g., Transport Logistic, TOC Europe).

The HR portal also contains an electronic encyclopaedia of all seaports, an extensive ONLINE EUROPEAN PORTS HANDBOOK.

### Upcoming issue' in 2022:

HR TECH 1/2022 (January-June) (closing date: 10.06.2022)

HR TECH 2/2022 (July-December) (closing date: 30.11.2022)

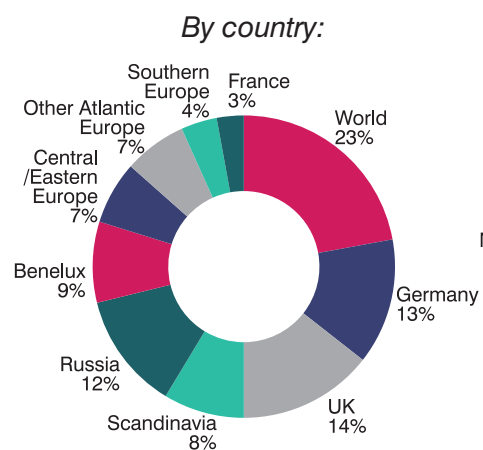
### Printed issue in 2022:

HR 1/2022 (closing date: 15.04.2022)

### Previous topics:

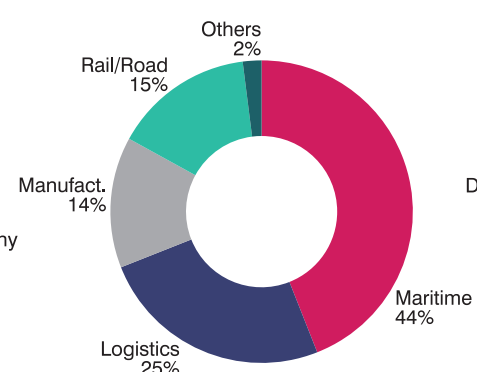
EU seaport infrastructure co-financing, Shipping line consortia and vessel sharing, Competition between North & South, Setting up brand new terminals and harbours, Modern era container terminals, European oil & fuel market, The Harbours 360 Conference (summary).

### Distribution:

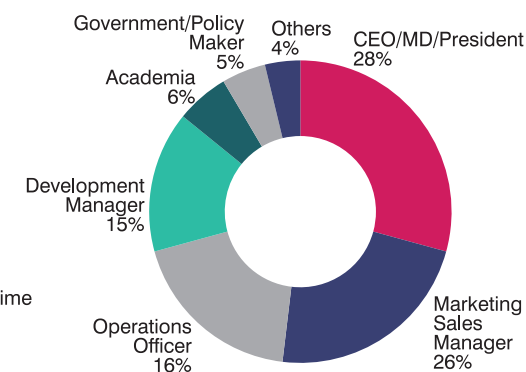


### READERS BREAKDOWN:

#### By sector:

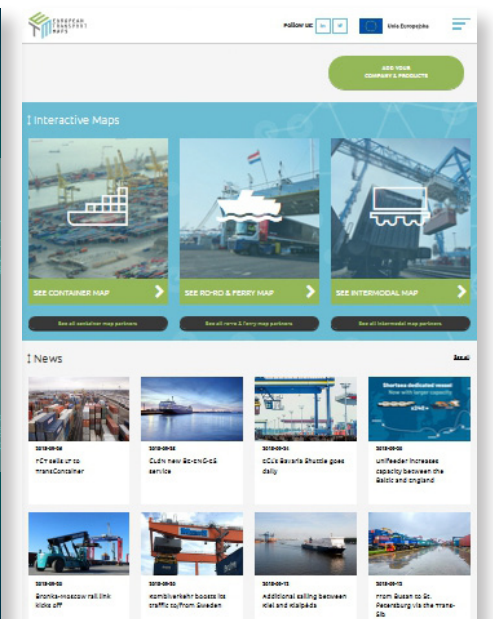
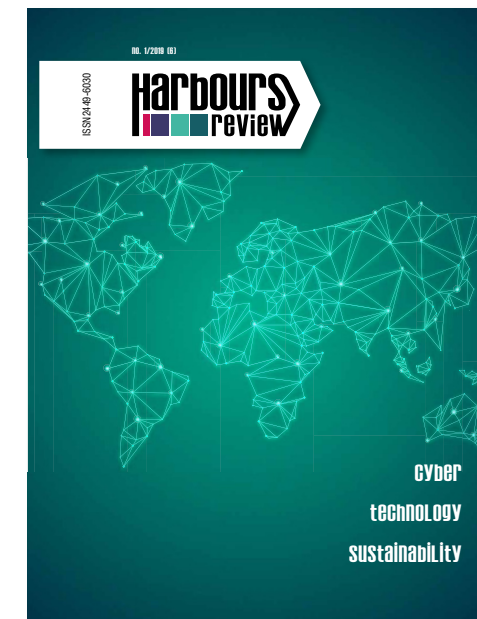


#### By job function:



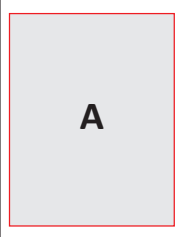
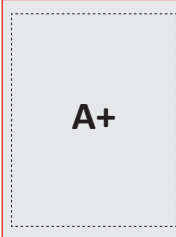
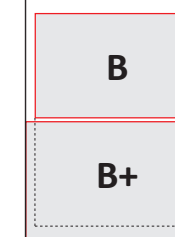
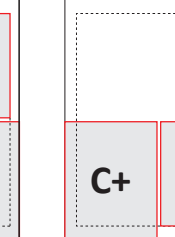
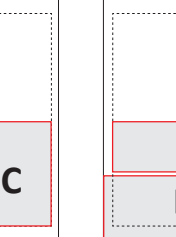
**TARGET READERS:** policy-makers and high management of TFL industry companies, ports & terminals, ship-owners & shipping, ship-agents, logistics & forwarding, railway operators, railports, road transport companies, logistics-distribution centres, logistics departments of manufacturing companies, transport equipment manufacturers and services providers, newbuilding and repair shipyards, cruising lines and services, transport associations, governments & regional authorities, research/education institutions, universities, consulting agencies, classification societies, financial institutions.

**www.harboursreview.com**  
**www.europeantransportmaps.com**



### printed/e-zine advertising formats

Type area – final formats (width x height)

				
<b>A</b>	<b>A+</b>	<b>B</b> <b>B+</b>	<b>C+</b> <b>C</b>	<b>D</b> <b>D+</b>
1/1 full page (A): 185 x 250 mm	1/1 full page (A+): 205 x 270 mm + 3 mm each bleed	1/2 page horizontal (B): 185 x 123 mm 1/2 page horizontal (B+): 205 x 133 mm + 3 mm each bleed	1/4 page vertical (C): 90.5 x 123 mm 1/4 page vertical (C+): 100.5 x 133 mm + 3 mm each bleed	1/4 page horizontal (D): 185 x 59 mm 1/4 page horizontal (D+): 205 x 69 mm + 3 mm each bleed

### adverts prices

Covers (printed edition)	
IV outside back cover 1/1 full page	€2 690
II inside front cover 1/1 full page	€2 190
III inside back cover 1/1 full page	€2 190
Inside pages (e-zine or printed edition)	
1/1 full page – type: A (+)	€1 690
1/2 page – type: B (+)	€990
1/4 page – type: C (+), D (+)	€570
other formats	negotiat.
Inserts (printed edition)	
ready leaflet insert – 2500 pcs	€990
other formats/quantities	negotiat.

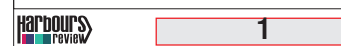



### digital adverting prices

www.harboursreview.com		
Advertising banner:	monthly	full year
top page banner – type: 1	€165	€990
button banner – type: 3	€155	€930
middle page banner – type: 4	€130	€780
other dimensions/file formats/location	negotiat.	negotiat.




#### e-mail newsletter (one e-mail shot)

top gif/jpg banner – type: 2	€250
other dimensions/file formats/location	negotiat.
dedicated newsletter	€990

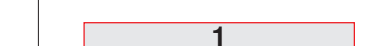

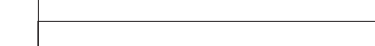
### internet portal banners

HARBOURS REVIEW	
	1
	3
	3
	3

### e-zine newsletter banners

E-MAIL NEWSLETTER	
	2
	3
	3

### internet portal banners

EUROPEAN TRANSPORT MAPS	
	1
	4
	4

banner 1: 728 x 90 px, banner 2: 960 x 119 px, banner 3: 280 x 90 px, banner 4: 420 x 90 px

### europaan transport maps (packages)\*:

**PLUS – €990**

company description, contact details, logo/banner at chosen map

**PRODUCT – €1290**

PLUS package + products or service descriptions at dedicated section

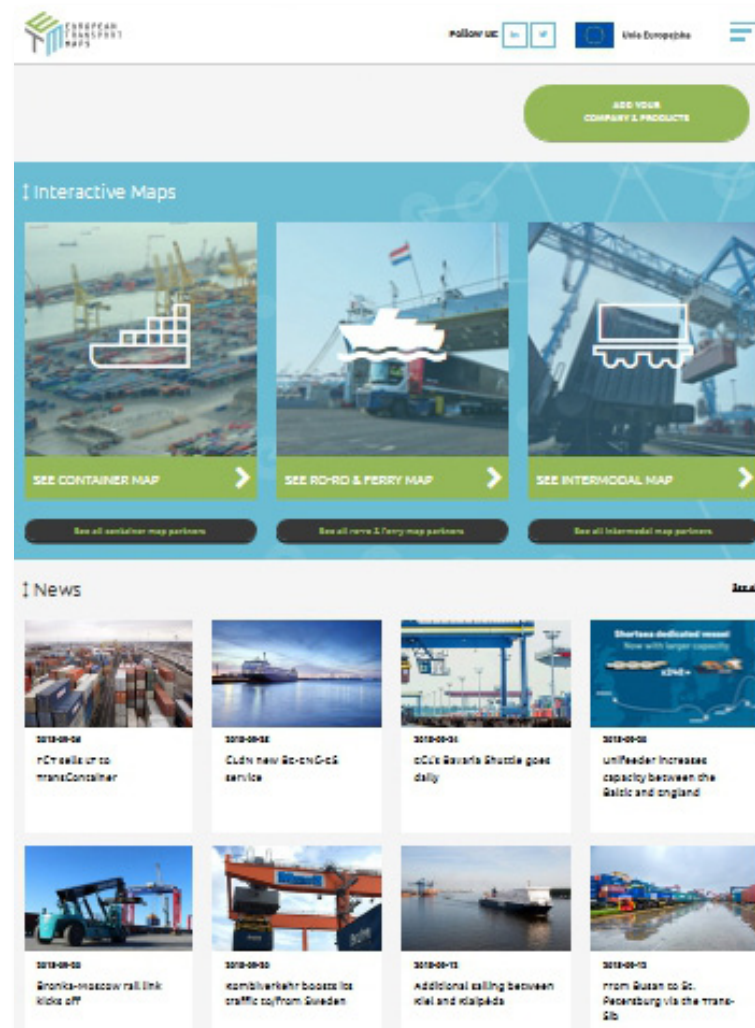
\* for more info contact: [marketing@baltic-press.com](mailto:marketing@baltic-press.com)



## New, co-funded by EU, interactive portal showing:

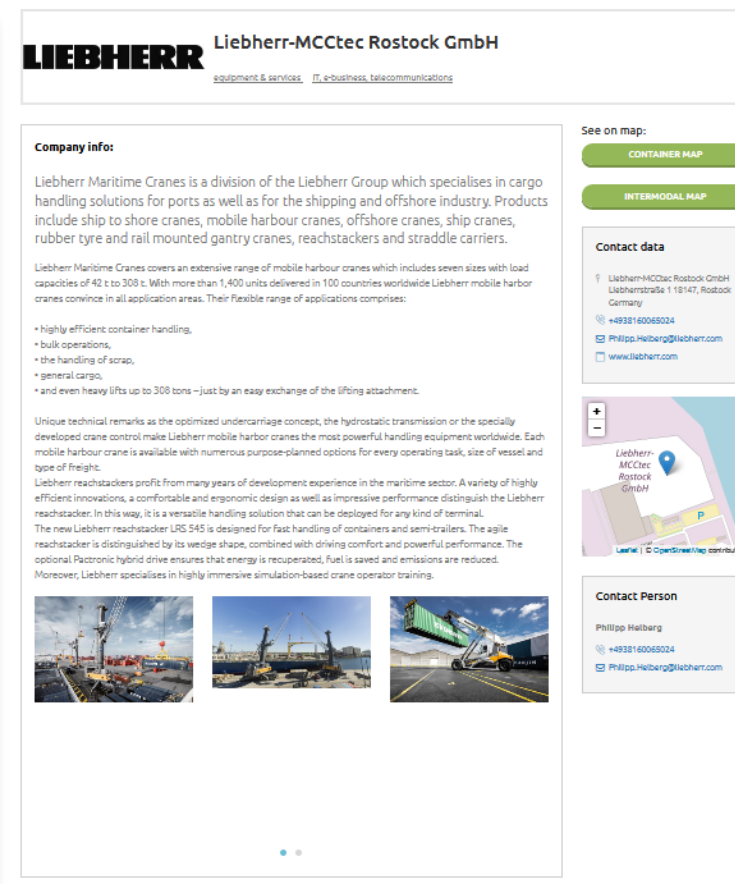
- 170+ operators,
- 1130+ services,
- 620+ ports,
- 1150+ terminals,

in regular container, ro-ro & ferry and intermodal traffic across Europe.

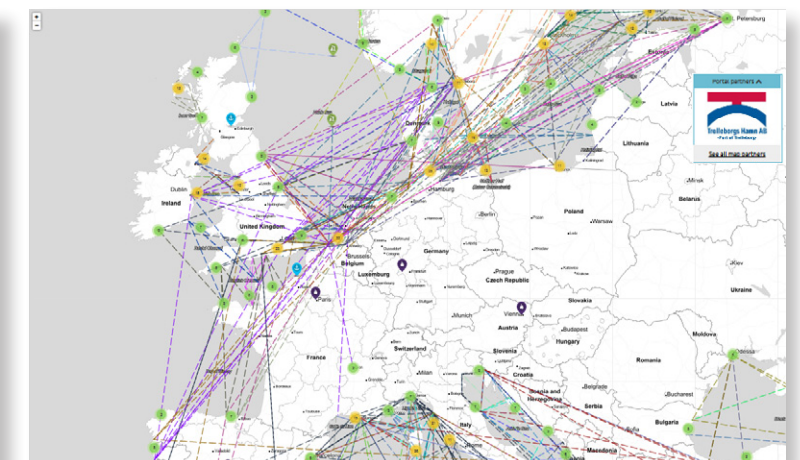


## Order partnership packages which include:

- company profile with description, photos and contact details



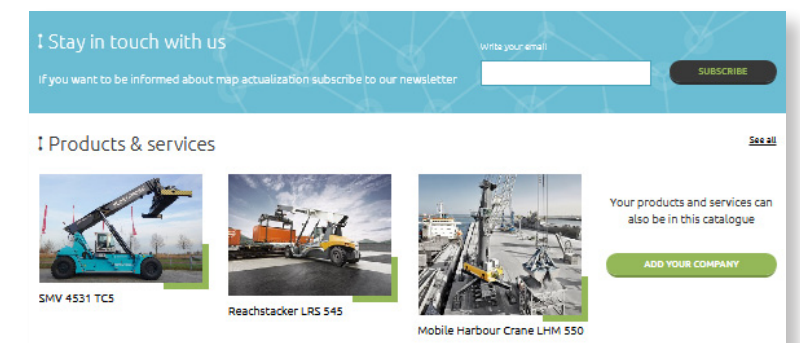
- rotating banner



- logo and contact details



- info about your products and services





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