



# DRYDOCK

M A G A Z I N E

MEDIA  
PACK  
2021

“

N-KOM, has enjoyed a long and fruitful associations with DryDock magazine over the years. As one of the leading publications in the industry, it is a strategic marketing medium through which we promote our extensive experience in ship repair and conversion to key decision makers around the globe.

**Nakilat-Keppel Offshore & Marine (N-KOM), Qatar**

Lisnave have had a long association with DryDock magazine, one of the leading magazines in Ship Repair, read by key decision makers across the industry. We have found that the magazine offers comprehensive and in-depth analysis and comment on all aspects of ship repair and look forward to continuing our relationship with them in the future.

**Lisnave**

Colombo Dockyard have been advertising with DryDock magazine since the early 1990's, which has been the pioneer publication directly talking to the key decision makers in the industry. We consider "DryDock" as one of our partners, the shipyard has grown from a small repair yard to a fully- fledged international repair and building facility, serving the key ship owners/ managers in a professional manner in our long odyssey of excellence.

**Colombo Dockyard**

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# DryDock Magazine

DryDock magazine, celebrating over 40 years in the industry, is the world's leading magazine for ship repair, maintenance and conversion, providing editorial quality, expert knowledge and insights in the ship repair market around the globe. Offering comprehensive and in-depth analysis and comment on all aspects of ship repair, covering the global market and providing key focus on specific issues and areas of ship repair, DryDock talks to key decision makers across the industry.

Its heritage, authority and independence mean that it is read- and relied on- by senior management of ship owners, managers and operators, ship repair yards, equipment manufacturers and suppliers.

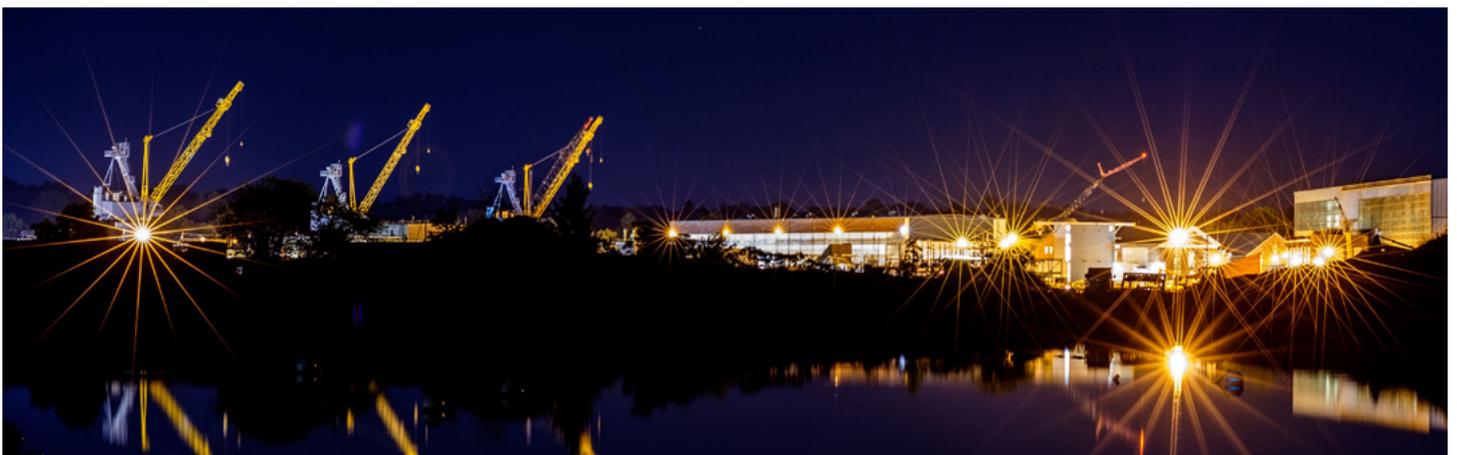
DryDock magazine is published quarterly with continuous editorial news and opinions available on its website.

**[drydockmagazine.com](http://drydockmagazine.com)**

## Editorial

In addition to the published editorial programme every issue will continue to provide comment and analysis across its regular features:

- On the Line – an insight into what makes a business tick
- Face the Facts – a perspective from a leading industry figure.
- In Focus – the latest surface preparation and marine coatings technologies.
- Mechanical Matters – the latest propulsion system news
- Worldwide News – a roundup of the most up-to-date repair and conversions projects from around the world.
- News- an update on the latest advances in ship repair technology and industry appointments.



# Dry Dock 2021

## Editorial Coverage

2021	March	June	September	December
Area Review	Asia Pacific	Northern Europe	Middle East	The America's
Spotlight	Southern Europe	China	Mediterranean/ Black Sea	Germany
Analysis	Cruise & Ferry Repair	Specialist Vessel Repair	Container ship and tanker repair	Green Tech
Special Supplements	2020 recap	Cruise refurbishments	Ballast Water Treatments	Emissions
<b>Event Coverage</b>	<b>Sea Asia</b> Jakarta	<b>Nor-Shipping</b> Oslo <b>Cruise ship interiors</b> Miami	<b>Sea Trade Middle East*</b> Dubai	<b>Marintec</b> China

4 FACING THE FACTS 2020 DRYDOCK 2020 5

# PREPARING for ARMAGEDDON

Harland & Wolff has a new owner who plans to challenge the traditional drydock model and offer something a bit different



**John Wood, Group Chief Executive Officer**, has enjoyed a distinguished career within the oil and gas sector, holding senior posts with BAE Systems, and was more recently the Global Head of Oil and Gas with Aurecon, a global engineering and advisory firm.

He has successfully undertaken projects in Australia, the US, Africa, Europe and the UK, building up extensive experience delivering pre-FEED and FEED (Front End Engineering Design), FID (Final Investment Decision) and EPC (Engineering, Procurement and Construction) contracts involving storage and infrastructure developments.

Prior to his appointment as Chief Executive Officer at InfraStrata plc, John worked as a consultant for the company and was closely involved in negotiating and agreeing FEED contracts for the Islandmagee gas storage facility with Cairn, OGP, K&S and WSP, as well as the appointment of Eversheds (Atkins) as a specialist in salt cavern gas storage. During that time, he managed all FEED related activities on behalf of the company.

He is a well-known and highly respected industry professional and has extensive experience of working within maritime and offshore engineering.

We are also doing six different things in those five markets, so you have a whole load of pots to fish in, rather than having to fish in one pond.

We are looking at cruise and ferry, commercial, and that is not just commercial on vessels, that's also commercial bridges and HS2 for example, viaducts, oil and gas, renewables and MOD and defence work. Within those five areas, we are looking at traditional start of the project life cycle management, design and engineering office, through to your fabrication, ship repair & conversion, then finishing off with in-service support, then recycling at the end.

**Q How difficult was it to restart the yard?**

**A** When we established the yard, we brought onboard a decent team from around the globe. We brought John Pettigrew in as Managing Director. He has come from Canada, where he worked for Seaspan. So he has experience in defence and commercial work, and a bit of cruise. Paul Blake, our Operations Director, came from Australia, and he again has a defence and cruise mix. There is a real mixture of experience and grey beards, and it is what we need.

Since we got the keys on the 5th of December, we had five ships through within the first 45 days, which we were fairly happy with. So it was a positive start. We started off with general, low risk work in the Belfast Dock and proved that the cranes worked and that the dock gates came up and down. We then moved on to more complicated jobs, and we have recently flipped across and are using the building dock for dockings. Stena Europe is in there at the moment.

**Q How is the new Harland & Wolff going to be different?**

**A** One of the things that we are doing is to try and challenge the traditional drydock model, which has been no cash – no splash, and very very commercial. We have taken the opposite view to that and said – well look, we have got a facility here, let's see how we can work with you to develop that relationship to really do something a bit different, to provide a bespoke offer to individual owners.

**Q How is business at the moment?**

**A** Clearly, it is exciting times for us at the moment, particularly since we acquired Harland & Wolff at the back end of last year. I certainly think a COVID-19 pandemic was not in our business plan when we bought the yard. I remember doing the risk assessment and looking at the risk profile. It was nowhere near on the risk register, but it is where we are.

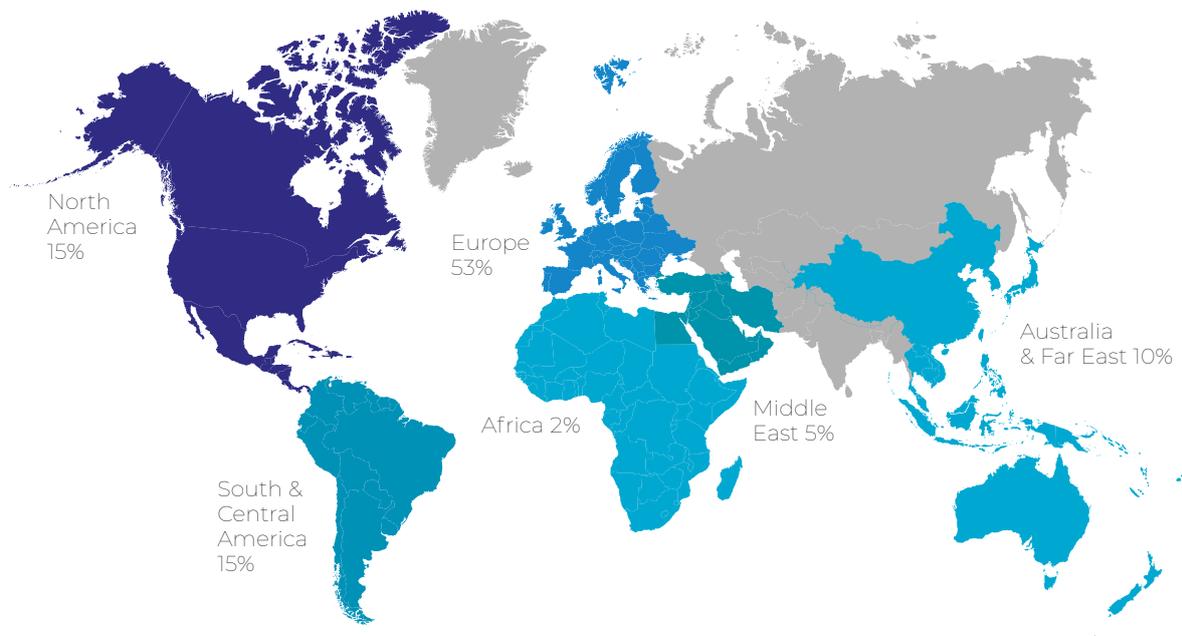
If you look at the historic reasons why shipyards don't pan out in the UK, it's generally because they are only focussed on one or two markets. One of the things that we have done in setting out our strategy in Harland & Wolff, is to look at five different markets.

# Circulation & Distribution

DryDock, through the magazine, website and monthly newsletter reaches a highly influential audience with the desired information with an international readership of over 15,000+.

Its heritage, editorial analysis, geographical reach and highly targeted readership makes DryDock an essential media choice when looking to engage with the leaders and people that matter in the ship repair, maintenance and conversion industry.

## Global Circulation



## Readership Breakdown



# Advertising Rates

Print				
Cost per insertion	1	2	3	4
Double Page Spread Colour	£3,200	£2,880	£2,600	£2,200
Full Page Colour	£2,000	£1,800	£1,600	£1,400
Half Page Colour	£1,200	£1,080	£970	£850
Quarter Page Colour	£700	£630	£570	£500

Premier Positions	
Magazine Centre Double Page Spread	£3,700
Inside Front Cover	£2,750
Back Cover	£3,000
Inside Back Cover	£2,500
Inserts	On Quotation
Corporate Profile	£2,860

Corporate profile consists of a Double Page Spread (1 x profile page adjacent to 1 x full page ad)

Cancellation can only be made 6 weeks prior to the editorial deadline, otherwise the full cost will be payable.

Website	1 month	3 months	6 months	9 months	12 months
1. Leader Banner	£1,000	£2,500	£4,500	£6,300	£8,100
2. Premium Central Ad	£1,250	£3,125	£5,700	£7,980	£10,200
3. Right side scrolling Ad	£800	£2,000	£3,660	£5,124	£6,600
4. Leftt side scrolling Ad	£800	£2,000	£3,660	£5,124	£6,600
5. Sector Ad	£450	£1,125	£2,050	£2,900	£3,750

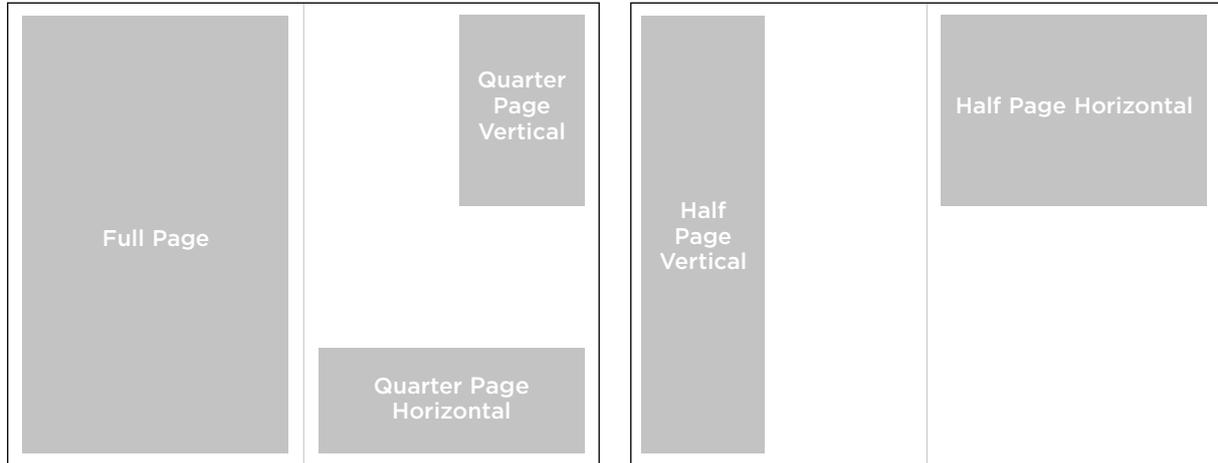
Mobile only rates are available on demand.

## E-Newsletter

A monthly Drydock E-Newsletter sent out to our 15,000+ registered users who receive the latest news and information in the international protective and marine coatings market. The newsletter is mobile responsive, so readers have instant global access, providing an ideal platform to deliver targeted communication to a truly desired target audience.

E-Newsletter	
Size	Bi-Monthly rate
Top Box 250 x 250px	£1000
Lower Box 250 x 250px	£650
Video Clip 250 x 250px	£750
Solus Email Blast	£2,750

# Print Specification



Double Page Spread			
Print Area	Crop Area	Safe Print Area	Total (including crop)
414mm x 292mm	3mm on all sides	384mm x 262mm	420mm x 298mm
Full Page			
Print Area	Crop Area	Safe Print Area	Total (including crop)
207mm x 292mm	3mm on all sides	177mm x 262mm	213mm x 298mm
Quarter Page Horizontal			
190mm x 68mm	3mm on all sides	-	196mm x 74mm
Quarter Page Vertical			
96mm x 134mm	3mm on all sides	-	102mm x 140mm
Half Page Horizontal			
190mm x 134mm	3mm on all sides	-	196mm x 140mm
Half Page Vertical			
96mm x 272mm	3mm on all sides	-	102mm x 278mm

Format required: High-Res PDF, TIFF, JPEG or EPS at 300dpi CMYK.

**Please note** that if the correct material is not supplied, any work undertaken will be chargeable. Corrections to existing material will also be chargeable. Please call to discuss your requirements.

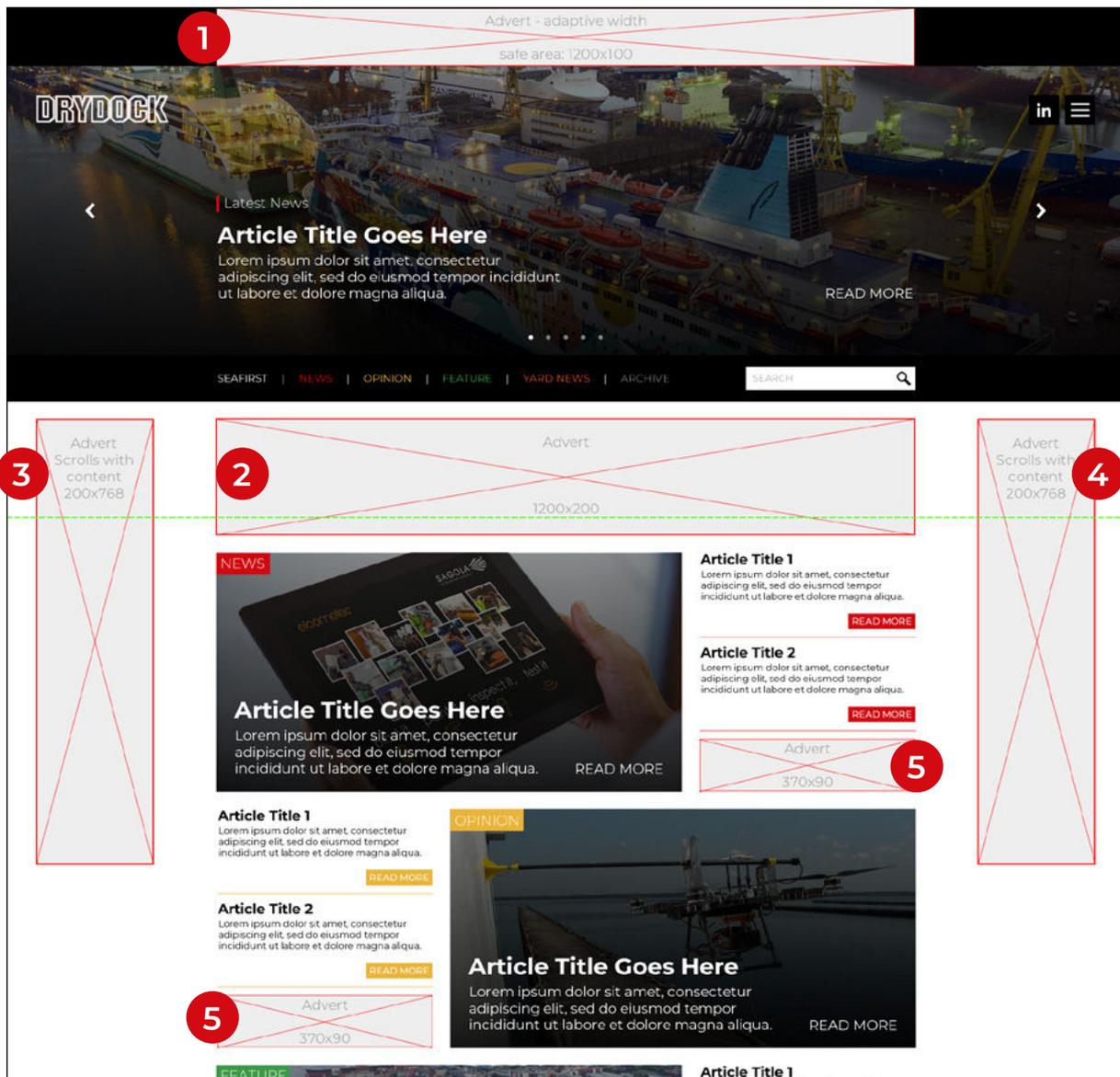
## Publication Deadlines

Editorial				Advertising			
<b>March</b>	26 Feb	<b>June</b>	7 May	<b>March</b>	26 Feb	<b>June</b>	7 May
<b>September</b>	13 Aug	<b>December</b>	5 Nov	<b>September</b>	13 Aug	<b>December</b>	5 Nov

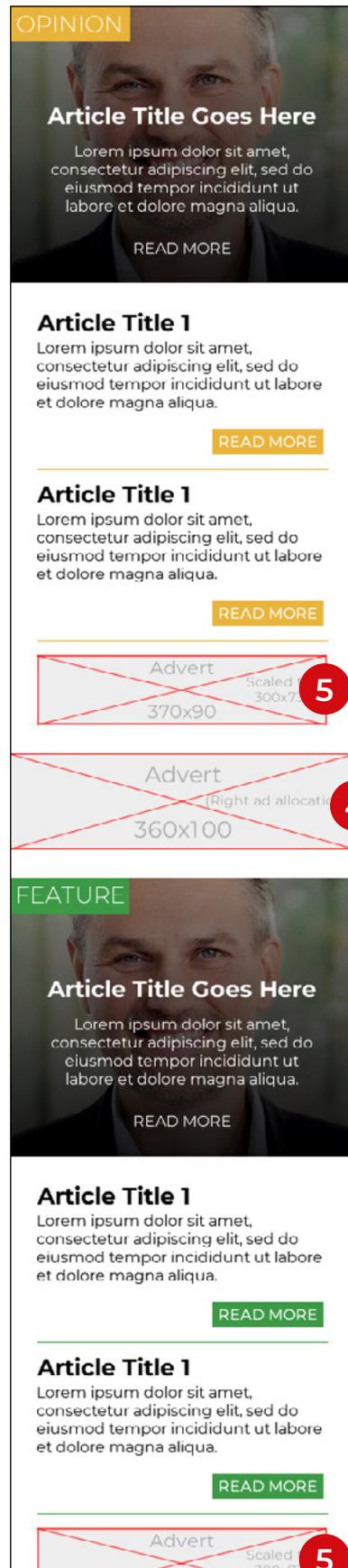
# Digital Specification

Desktop sizing			Mobile sizing (please provide a second version of your adverts to insure mobile visibility)
1	Leader Banner	1200 x 100px	360 x 100px
2	Premium Central Ad	1200 x 200px	360 x 100px
3	Right side scrolling Ad	200 x 768px	360 x 100px
4	Left side scrolling Ad	200 x 768px	360 x 100px
5	Sector Advert	370 x 90px	

Format required: JPEG, GIF or PNG. Images should be no larger than 2MB. Any URLs referenced must be active.



# Mobile placement





MPI group is a business to business media, marketing & training company that has been successful for over 40 years.

The company's media division publishes 2 dedicated magazine and websites covering both the protective, architectural, industrial and marine coatings industry and the ship repair, maintenance and conversion markets.

Alongside these publications, MPI offer's world-renowned training across a spectrum of industry verticals in the surface treatment and coatings industry as well as providing specialist, expert training to marine professionals around the globe.

MPI Group has a dedicated digital design agency, Satzuma, providing expertise in brand, print and web design and marketing.



# Portfolio

## DRYDOCK

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DryDock magazine is published quarterly with continuous editorial news and opinions available on its website.

[drydockmagazine.com](http://drydockmagazine.com)

## PCE INTERNATIONAL

### **The Leading Marine & Protective Coatings Magazine.**

PCE-International is a leading quarterly publication focussing on the booming international protective and marine coatings markets. It creates a global dialogue between suppliers, engineers, contractors and the coatings end user. This includes bridges, ships, oil and gas facilities, offshore platforms, power facilities, transport and every type of industrial plant.

PCE-international has a readership of c 10,000 who work with coatings around the world and provides insight, analysis and news of the latest on new technologies and innovations, regulations and good practice.

[pce-international.com](http://pce-international.com)

## corrodere academy

Corrodere is the most advanced and innovative method of education and training for the surface treatment and coatings industry.

The training programme has been developed with industry experts to provide a comprehensive package of modules that are available to ensure the user gains an insight into basic corrosion, methods of surface treatment and application of protective coatings.

Our training programmes have been developed specifically for the industry and your team with many of our training programmes being accredited internationally by Lloyd's Register and fully endorsed by the Society for Protective Coatings (SSPC).

[corrodere.com](http://corrodere.com)



Maritime Training Academy provides specialist, expert training to marine professionals around the globe.

The Academy has significantly grown, offering an ever-expanding training portfolio across several sectors of the maritime industry, from Superyacht to Shipping and Marine Surveying.

Delivered by distance learning our courses are managed and run by professionals within the maritime industry.

We are currently pushing back the boundaries of knowledge with discoveries that are benefitting the industry.

Due to our rigorous academic standards our qualifications are highly respected internationally.

**[maritimetrainingacademy.com](http://maritimetrainingacademy.com)**

## **Fitz's Atlas™**

With a growing list of publications, Fitz's Atlas is the No.1 resource for Coating Specialists, Inspectors and Surveyors. Compiled by industry experts and supported by coating suppliers, consultants and engineers, the Atlases are considered an invaluable companion for those working in the Coatings Industry.

The Fitz's Atlas 2 of Coating Defects is a comprehensive, pictorial reference to Coating and Surface Defects. The Fitz's Atlas of Coating Surveys is designed specifically for the Coating Inspector to use during Coating Surveys and Evaluation. Both Atlases are available to buy as a pocket size book, ideal for both site and office use.

**[fitsatlas.com](http://fitsatlas.com)**



Satzuma offers you creative ideas that are practical but more importantly that work. We know it's essential to meet your objectives across the right media channels, to ensure your company's creative campaigning and communications are as effective as possible. All advertising and promotional campaigns that we create are analysed for their effectiveness in generating leads.

- Brand Design
- Graphic Design
- Print
- Web Design
- Marketing

**[satzuma-creative.co.uk](http://satzuma-creative.co.uk)**



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