

The background image shows a massive ship's hull, likely a submarine or a large cargo ship, being hoisted by a drydock. The hull is a dark, metallic color and is partially submerged in water. In the foreground, a large, red, dome-shaped structure, possibly a part of the drydock or a ship's component, is visible. The sky is a clear, bright blue. The overall scene is industrial and dramatic.

# DRYDOCK

M A G A Z I N E

# MEDIA PACK 2024



“

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**

MarineShaft has used Drydock Magazine as one of our top strategic marketing partners for many years.

We aim to inform shipyards, ship owners and ship management companies worldwide about our emergency repair/replacement of rudder and propeller equipment, and we believe that Drydock Magazine is the right place to be seen. It has been our experience that Drydock Magazine is a professional magazine providing its readers with comprehensive and important information, and we value the relationship.

**MarineShaft**

”



# Drydock Magazine

Drydock magazine, with a heritage of over 40 years, 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.

It's 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 and mobile.

**[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 – an industry perspective from a leading distinguished figure
- In Focus – the latest surface preparation and coating technologies in marine.
- 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.

In 2024 we will continue to provide the highly popular and thought provoking editorial features:

- Analysis – A special insight on specific areas within maritime repair – Green Tech, Cruise & Ferry repair, Specialist vessel repair and Containerships & Tankers.
- Special Report – A new series of reports focusing on the latest hot topics including Cruise ships refurbishments, Superyacht repair and maintenance, Ballast water treatment and Emissions.

# Drydock 2024

## Editorial Coverage

2024	March	June	September	December
Spotlight	The Baltics	Mediterranean & Black Sea	Germany	The America's
Area Review	Asia Pacific	Southern Europe	Northern Europe	Middle East & Africa
Analysis	Green Technology	Cruise & Ferry Repair	Container Ship and Tanker repair	Special Vessel Repair
Special Feature	Emissions	Cruise/Superyacht refurbishments/ maintenance	Ballast Water Treatments	Marine Interiors
Event Coverage	APM - Singapore	Posidonia - Athens Cruise Ship Interiors - Miami	SMM - Hamburg	





# 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 40,000+.

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	£4,000	£3,600	£3,250	£2,750
Full Page Colour	£2,500	£2,250	£2,000	£1,750
Half Page Colour	£1,500	£1,350	£1,213	£1,063
Quarter Page Colour	£875	£788	£713	£625

### Premier Positions

Front Cover – includes 1 x full page ad within magazine + digital banner		£6,000
Inside Front Cover + 1st Double page Spread	£4,500	
Inside Front Cover	£3,438	
Back Cover	£3,750	
First Right Hand Page	£2,750	
Inside Back Cover	£1,125	
Inserts	On Quotation	
Corporate Profile	£3,500	

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

drydockmagazine.com provides a constant news source for the latest activities across the shiprepair, maintenance and conversion market from around the world. Visitor traffic has doubled in 2023 and now averages 8,500 monthly page views.

Website	1 month	3 months	6 months	9 months	12 months
1. Leader Banner	£1,500	£3,600	£6,480	£9,070	£11,600
2. Premium Central Ad	£1,875	£4,680	£8,550	£11,970	£15,300
3. Right side scrolling Ad	£1,200	£3,200	£5,500	£7,686	£9,600
4. Leftt side scrolling Ad	£1,200	£3,200	£5,500	£7,686	£9,600
5. Sector Ad	£600	£1,500	£2,700	£3,600	£5,000

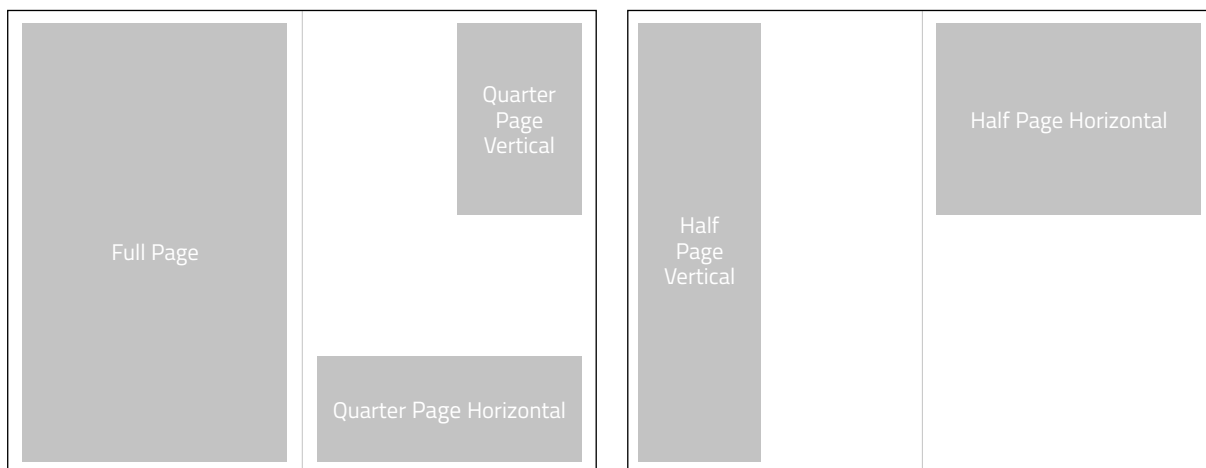
Mobile only rates are available on demand.

## E-Newsletter

A monthly Drydock E-Newsletter sent out to our 40,000+ 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	£2,000
Lower Box 250 x 250px	£1,500
Lower Box 250 x 250px	£1,000
Video Clip 250 x 250px	£1,250
Solus Email Blast	£4,000

# 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			
March	16 Feb	June	06 May	March	16 Feb	June	06 May
September	05 Aug	December	04 Dec	September	05 Aug	December	04 Dec

# 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.

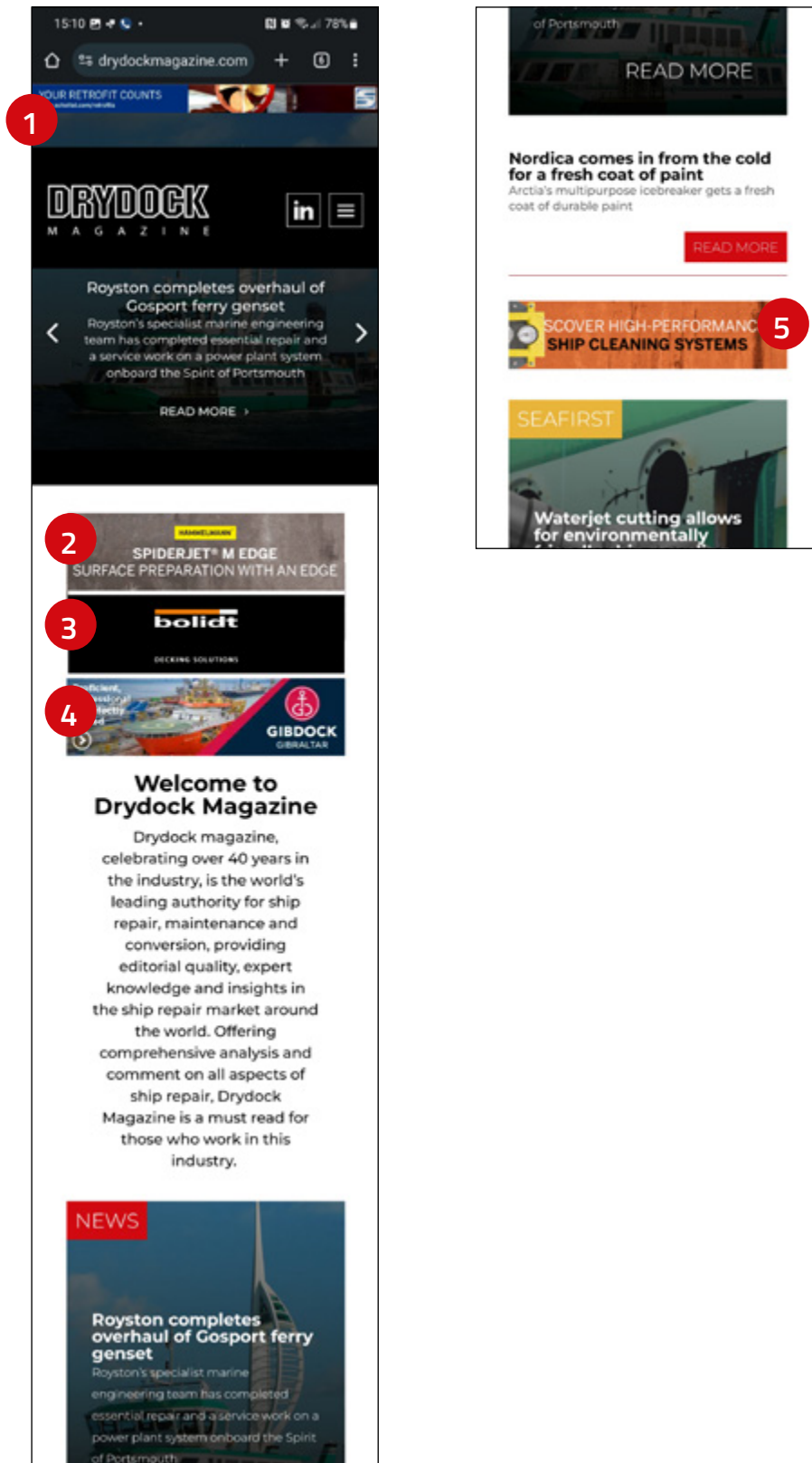
The screenshot shows the Drydock Magazine website layout with the following annotations:

- 1**: Points to the top blue banner area containing the text "OUR RETROFIT COUNTS" and the URL "schottel.com/retrofits".
- 2**: Points to the main content area featuring a large article titled "Royston completes overhaul of Gosport ferry genset" with a sub-headline and a "READ MORE" link.
- 3**: Points to a vertical sidebar on the left side of the page, featuring the "boldt" logo and the text "DECKING SOLUTIONS".
- 4**: Points to a vertical advertisement on the right side of the page for "GIBDOCK GIBRALTAR", featuring an image of a ship and the text "Proficient, Professional, & Perfectly Placed".
- 5**: Points to a horizontal advertisement at the bottom of the page for "SHIP CLEANING SYSTEMS", featuring the text "DISCOVER HIGH-PERFORMANCE SHIP CLEANING SYSTEMS".

Other visible content includes a "Welcome to Drydock Magazine" section, a "NEWS" section with the same "Royston" article, and a "SEAFIRST" section at the bottom left.



# Mobile placement



# Video Channel

Drydock has a dedicated video channel promoting highly visible editorial and focussed messaging.

Video is known to educate, increase engagement and create awareness that stays in the mind of the target audience long after viewing.





MPI group is a b2b 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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**[drydockmagazine.com](http://drydockmagazine.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 benefiting the industry.

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

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



PCE 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 nearly 50,000 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)**

## 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.

**[fitzsatlas.com](http://fitzsatlas.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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