



# DRY CARGO *international*

2011 Media Prospectus



*The world's leading and only  
monthly dry bulk publication*





# DRY CARGO international

## Dry Cargo International's Unique Concept

Dry Cargo International (DCI) is the only monthly magazine covering the dry bulk industry. It is essential reading for all senior executives and decision-makers in the industry and is the leading source of vital market information.

The publication owes its success to an innovative approach to the provision of key information on the global dry market in an accurate, comprehensive and timely manner. It does so by understanding and responding to the needs of today's senior executives and decision-makers. This has resulted in the origination of separate and dedicated sections, each representing a major industry sector within the international dry bulk market. Each sector has its own news and features and enables maximum assimilation of market information in the minimum time frame.

### Trade & Commodities:

Monthly, quarterly and annual trade trends and developments including news within all dry bulk commodities including coal, met coke, petcoke, iron ore, DRI and HBI, non-ferrous ores and concentrates, grains, animal feeds and agribulks, cement and cement clinker.

### Engineering & Equipment:

Technology developments, new equipment orders and deliveries, latest design innovations, continuous ship unloading and conveying solutions, specialist stockyard systems, turnkey project management, rail and road handling and engineering consultancy. Plus: ♦ Coal Handling ♦ Grain Handling and ♦ Bulk Equipment Handling Directories.

### Ports, Terminals & Logistics:

Ports and bulk terminal operations, new ports and bulk terminals construction and development projects, cargo tonnage throughputs as well as logistics. Plus: ♦ World Grain Terminal Guide ♦ World Coal Terminal Guide ♦ Global Ports and Terminals Directory.

### Breakbulk & Bagging:

Global trade and analysis of steel products, forest products, pulp & paper, unit cargo handling and storage techniques, FIBCs, bags and bagging technology, specialized breakbulk handling systems.

### Shipping & Transportation:

Bulk carrier owners and operations, shipbuilding and repair, self-unloading shipping and geared bulk carriers and monthly freight market analysis focusing on Capesize/Panamax/Handymax and short-sea bulk carrier market sectors and vessel classification.

### Special & Regional Reports:

International country and regional reports focusing on all aspects of the dry bulk industry including import and export trade figures, ports and terminals developments, shipping and logistics and materials handling.



## DCI Banner Advertising

Online banner advertisements enable you to reach potential customers within the international dry bulk industry on a daily basis by linking them directly to any page within your own site. It benefits your organization through blanket exposure, thereby enhancing your worldwide image.

There are two sizes to choose from:

**BANNER 1:** [450px x 60px]

1 x auto-rotating banner, placed at the top of the page.  
Monthly Cost: £150 / €225 / US\$270

**BANNER 2:**  
[140px x 140px]

1 x auto-rotating banner, placed in the right hand position of the page  
Monthly Cost: £105 / €155 / US\$190

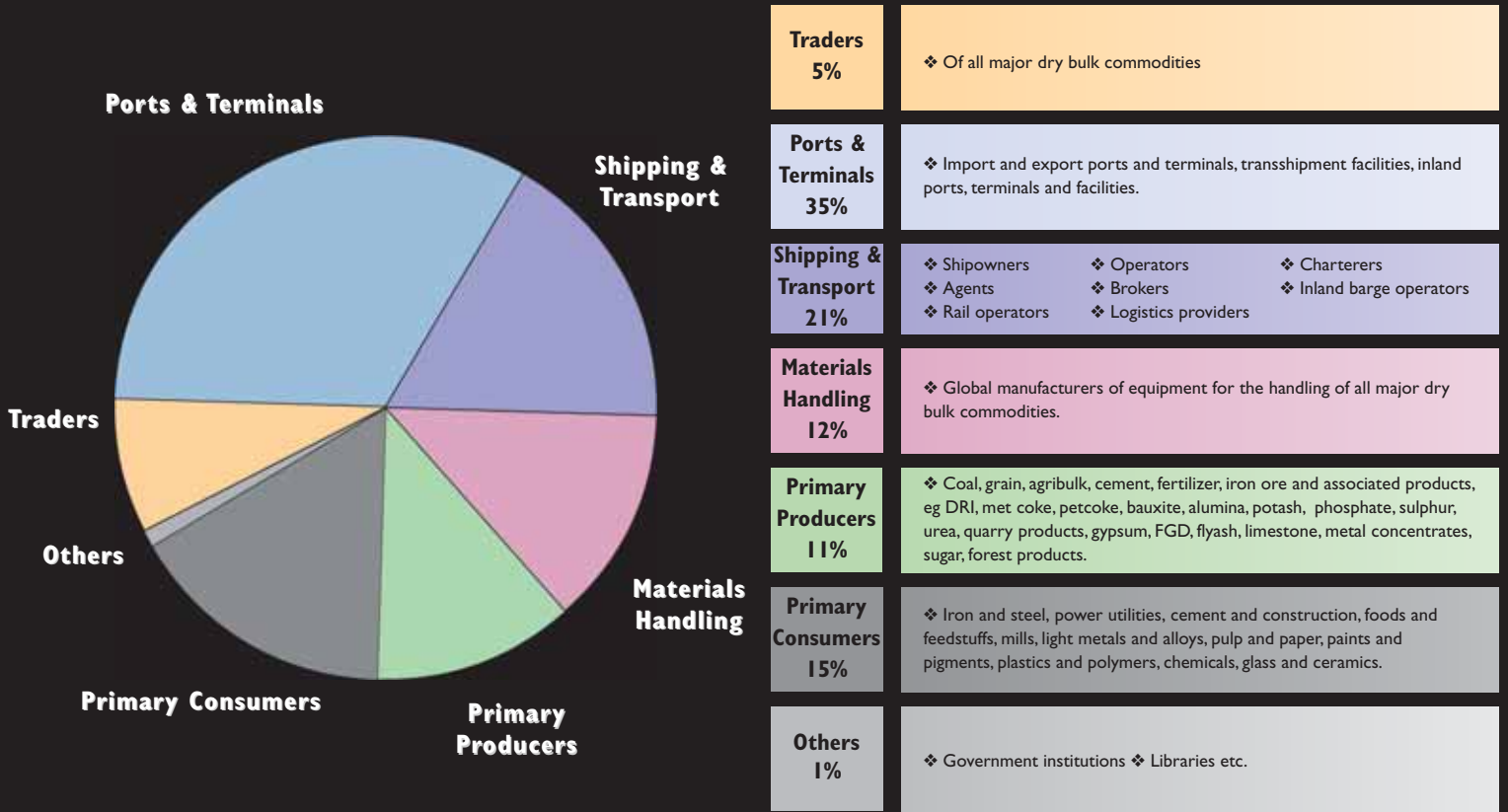
To sign up, go to <http://www.drycargomag.com/>



# DCi Monthly Circulation

Average 6,792 copies are circulated every month to named contacts in the industry. In addition, we envisage an additional 6,000 will be printed and distributed to international industry events.

## Industry Breakdown



## Geographical Distribution





# DRY CARGO

*international*

## JANUARY

BULK TRADES OUTLOOK 2011  
Rotterdam Port Focus  
US Gulf Report  
German Engineering Expertise  
German Ports and Terminals  
Dry Bulk Shipping Market  
Continuous Ship Unloaders  
**World Bulk Conference, USA**  
**Coaltrans USA**  
**South African Coal Conference**  
**3rd World Grains Trade Summit**

## FEBRUARY

GLOBAL COAL TRADES  
Coal Terminal Developments  
Coal Handling Systems  
Self Unloading Vessels & Technology  
Ships Agents  
Offshore Stevedoring & Transshipment  
India  
**Coaltrans India**  
**Coaltrans Russia**  
**Coal Conference of the Americas**

## MARCH

GLOBAL GRAIN TRADES  
Baltic Ports & Terminals  
Belt Conveyor Systems & Technology  
Bulk Safety  
Steel Products  
United Kingdom  
Project Cargo and Warehousing  
**Norshipping**

## APRIL

AMERICAS COAL TRADE  
Coal Handling Technology  
The Netherlands  
Great Lakes & St Lawrence Seaway  
USA Engineering Expertise  
Marine Paints & Coatings  
Bulk Management  
Ship Loading Technology  
**Bulk Ports Terminals & Logistics 2011**  
**Coaltrans China**  
**European Coal Outlook Conference**  
**Coaltrans USA**

## MAY

GLOBAL CEMENT TRADES  
Scandinavian Ports & Shipping  
Scandinavian Engineering Expertise  
Pneumatic Bulk Handling Equipment  
Bagging Equipment & FIBCs  
Cement Handling & Storage  
Mediterranean Regional Focus  
**Interceam**  
**Dry Bulk Shipping Summit**

## JUNE

ASIAN COAL & AGRIBULK TRADES  
SE Asian Ports & Terminals  
Grab Manufacturers  
Self Unloading Equipment  
Stackers, Reclaimers & Stockyards  
Maritime Insurance  
**WORLD COAL TERMINAL GUIDE**  
**Coaltrans Asia**

## JULY

BAUXITE & ALUMINA TRADES  
North American West Coast  
Australia  
Inland Rail & Barge Transportation  
Forest Products  
Rail & Barge Handling Technology  
Crane Controls & Components  
Bulk Classification  
**2011 Grain Handling Directory**  
**Coaltrans Australia**

## AUGUST

IRON ORE TRADES  
Petcoke: Special Report  
South African Regional Report  
Inspection, Analysis & Sampling  
Mechanical Ship Unloaders  
Shipboard Cranes & Grabs  
Canada & HWY H20  
**Breakbulk Expo 2011**  
**Coaltrans South Africa**

## SEPTEMBER

FEEDSTUFFS, GRAINS & OILSEEDS TRADES  
Floating Cranes  
Mobile Harbour Equipment  
Bulk Safety  
Pulp & Paper  
Dust Emissions Control  
Enclosed Storage & Handling  
**WORLD GRAIN TERMINAL GUIDE**  
**Dry Bulk Shipping Market Outlook**

## OCTOBER

EUROPEAN COAL TRADES  
Hamburg-Le Havre Port Range  
Stockyard Equipment  
Self Unloader Update Report  
Bulk Handling Drives, Systems & Controls  
**2011 Coal Handling Directory**  
**Coaltrans 2011**

## NOVEMBER

GLOBAL FERTILIZER TRADES  
France  
Belgium  
Cement Handling Equipment/Storage  
FIBCs & Bagging  
Italian Equipment Manufacturers  
Geared Bulk Carriers  
**2012 Wall Planner**  
**Interceam**

## DECEMBER

**2012 DRY CARGO HANDLING DIRECTORY & YEARBOOK**  
The world's only comprehensive listing of:  
❖ Ports & Terminals  
❖ Equipment  
❖ Services & Consultancies  
❖ Inland Transportation

**Advertising Contacts: Andrew Hucker-Brown and Jason Chinnock**

**Editorial Contact: Louise Dodds-Ely**

**Advertising deadline: 20th of month prior to publishing date**

**Editorial deadline: 10th of month prior to publishing date**



# 2011 Editorial Programme

# Advertising Rates

| £ STERLING RATES          |        |           |           |             |
|---------------------------|--------|-----------|-----------|-------------|
| No of Insertions          | 1-3    | 4-6 (10%) | 7-9 (15%) | 10-12 (20%) |
| <b>Double Page Spread</b> |        |           |           |             |
| Four Colour               | £4,620 | £4,158    | £3,927    | £3,696      |
| Spot Colour               | £3,696 | £3,326    | £3,141    | £2,957      |
| Mono                      | £2,957 | £2,661    | £2,513    | £2,365      |
| <b>Full Page</b>          |        |           |           |             |
| Four Colour               | £2,640 | £2,376    | £2,244    | £2,112      |
| Spot Colour               | £2,112 | £1,900    | £1,795    | £1,690      |
| Mono                      | £1,690 | £1,521    | £1,436    | £1,352      |
| <b>Half Page</b>          |        |           |           |             |
| Four Colour               | £1,848 | £1,663    | £1,570    | £1,478      |
| Spot Colour               | £1,478 | £1,330    | £1,256    | £1,182      |
| Mono                      | £1,180 | £1,062    | £1,003    | £944        |
| <b>Quarter Page</b>       |        |           |           |             |
| Four Colour               | £1,294 | £1,165    | £1,100    | £1,035      |
| Spot Colour               | £1,038 | £934      | £882      | £830        |
| Mono                      | £831   | £748      | £706      | £665        |

| € EURO RATES              |        |           |           |             |
|---------------------------|--------|-----------|-----------|-------------|
| No of Insertions          | 1-3    | 4-6 (10%) | 7-9 (15%) | 10-12 (20%) |
| <b>Double Page Spread</b> |        |           |           |             |
| Four Colour               | €2,235 | €2,610    | €2,300    | €2,990      |
| Spot Colour               | €1,990 | €1,490    | €1,240    | €1,990      |
| Mono                      | €1,990 | €1,590    | €1,390    | €1,190      |
| <b>Full Page</b>          |        |           |           |             |
| Four Colour               | €2,564 | €2,205    | €2,030    | €1,850      |
| Spot Colour               | €2,850 | €2,565    | €2,420    | €2,280      |
| Mono                      | €2,280 | €2,050    | €1,940    | €1,825      |
| <b>Half Page</b>          |        |           |           |             |
| Four Colour               | €2,495 | €2,245    | €2,120    | €1,995      |
| Spot Colour               | €1,995 | €1,795    | €1,695    | €1,595      |
| Mono                      | €1,595 | €1,435    | €1,355    | €1,275      |
| <b>Quarter Page</b>       |        |           |           |             |
| Four Colour               | €1,745 | €1,570    | €1,480    | €1,395      |
| Spot Colour               | €1,400 | €1,260    | €1,190    | €1,120      |
| Mono                      | €1,125 | €1,010    | €955      | €900        |

| US\$ DOLLAR RATES         |         |           |           |             |
|---------------------------|---------|-----------|-----------|-------------|
| No of Insertions          | 1-3     | 4-6 (10%) | 7-9 (15%) | 10-12 (20%) |
| <b>Double Page Spread</b> |         |           |           |             |
| Four Colour               | \$7,700 | \$6,930   | \$6,545   | \$6,160     |
| Spot Colour               | \$6,160 | \$5,544   | \$5,235   | \$4,930     |
| Mono                      | \$4,990 | \$4,490   | \$4,240   | \$3,990     |
| <b>Full Page</b>          |         |           |           |             |
| Four Colour               | \$4,400 | \$3,960   | \$3,740   | \$3,520     |
| Spot Colour               | \$3,520 | \$3,170   | \$2,990   | \$2,815     |
| Mono                      | \$2,815 | \$2,535   | \$2,390   | \$2,250     |
| <b>Half Page</b>          |         |           |           |             |
| Four Colour               | \$3,420 | \$3,080   | \$2,900   | \$2,740     |
| Spot Colour               | \$2,465 | \$2,220   | \$2,095   | \$1,970     |
| Mono                      | \$1,970 | \$1,775   | \$1,675   | \$1,575     |
| <b>Quarter Page</b>       |         |           |           |             |
| Four Colour               | \$2,155 | \$1,940   | \$1,830   | \$1,725     |
| Spot Colour               | \$1,730 | \$1,555   | \$1,470   | \$1,385     |
| Mono                      | \$1,390 | \$1,250   | \$1,180   | \$1,110     |

# Mechanical Data

| Page Size and Type        | (mm)  |       |
|---------------------------|-------|-------|
|                           | Depth | Width |
| <b>Double Page Spread</b> |       |       |
| Page Size                 | 297   | 395   |
| Bleed Material to Measure | 303   | 426   |
| Type Area & Trim          | 275   | 420   |
| <b>Full Page</b>          |       |       |
| Page Size                 | 297   | 210   |
| Bleed Material to Measure | 303   | 216   |
| Type Area & Trim          | 275   | 185   |

| Page Size and Type           | (mm)  |       |
|------------------------------|-------|-------|
|                              | Depth | Width |
| <b>Half Page Horizontal</b>  |       |       |
| Page Size                    | 142   | 210   |
| Bleed Material to Measure    | 148   | 216   |
| Type Area & Trim             | 130   | 185   |
| <b>Half Page Vertical</b>    | 275   | 90    |
| <b>Half Page Island</b>      | 177   | 118   |
| <b>Quarter Page Horiz</b>    | 62    | 185   |
| <b>Quarter Page Vertical</b> | 130   | 90    |

## COPY REQUIRED

CD – Documents in QuarkXpress including fonts and graphics

PDF Files – Supplied either on disk or as an email attachment (high-resolution, with fonts embedded)

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**CANCELLATION PERIOD — STRICTLY ONE MONTH PRIOR TO ISSUE DATE**





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## Subscribe to DCi

By subscribing to DCi you will receive the following:

- ❖ 12 monthly issues of the magazine including:
- ❖ Grain Handling Equipment Directory
- ❖ World Grain Terminal Guide
- ❖ Coal Handling Equipment Directory
- ❖ World Coal Terminal Guide
- ❖ Annual Dry Cargo Yearbook & Handling Directory

Plus full online content including:

- ❖ Full key word/issue archiving service
- ❖ Current news online
- ❖ Latest Global Bulk Carrier Trade & Fleet analysis

| Total subscription cost to DCi | 1 year | 2 years | 3 years |
|--------------------------------|--------|---------|---------|
| UK                             | £140   | £250    | £335    |
| Europe                         | £180   | £325    | £430    |
| USA & Rest of World            | £230   | £415    | £552    |

