



PCG

PROJECT CARGO GLOBAL



MediaPack **2024**

P R O J E C T C A R G O G L O B A L . C O M



The **Unique** Opportunity

- Promote your business to the fastest growing project cargo, breakbulk and heavy lift transportation markets worldwide.
- Editorial coverage is provided by experts with comprehensive global experience.
- Newsletter coverage circulation is in excess of 50,000 worldwide every week.
- Website views, impressions and CTR rates combine reaches over 1.5 million prospects every month.
- Additional coverage for advertisers on linkedin, twitter and other social media maximise coverage even further.










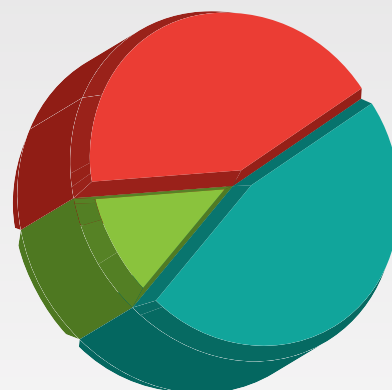
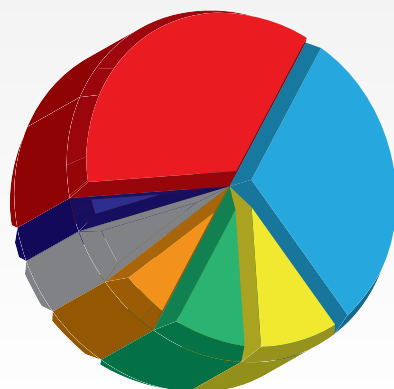


Readership Percentage




Project Cargo Global (PCG) is published quarterly and enhanced with e-newsletters weekly and our hugely popular website projectcargoglobal.com which provides the latest stories and breaking news on the site.

Industries Covered








	Freight Forwarders – Project Sector	36
	Shippers/Manufacturers/OEMS/EPCS	32
	Ports & Terminal Operators	12
	Charter brokers, railways, shipping, airlines, road transportation	7
	Equipment Suppliers/Manufacturers	6
	Financial, Insurance, Service sector	5
	Others	2

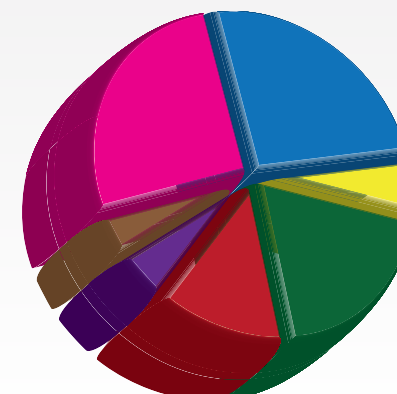


Job Titles

	CEO's, Managing Directors, Presidents, Vice-Presidents, Senior Directors	43
	Logistics, Shipping, Buying Managers	46
	Commercial Managers	11

Geographical Regions

	Europe	27
	North America	25
	South America	6
	Asia	20
	Middle East	13
	Africa	5
	Australasia	4





Editorial Features 2024

January – March

- Ai Technology for Breakbulk, heavy lift and project cargo sectors
- Breakbulk Middle East preview
- European Ports
- Offshore Wind Energy
- PCG Global News
- Renewable Energy
- USA

April – June

- Baltics
- Breakbulk Europe Preview
- China
- Cranes

- North American Ports & Terminals
- Onshore wind energy
- PCG Global News
- Technology
- Tugs and Salvage

July – September

- Caspian Region
- Central America and Mexico
- Downstream Oil & Gas
- Equipment Update Worldwide
- Middle East
- PCG Global News
- Renewable Energy
- South-East Asia
- Turkiye

October – December

- Africa
- AntwerpXL preview
- Breakbulk Americas Houston
- Cranes
- Latin America
- North American Ports
- PCG Global News
- Technology
- Trailers
- Wind Power Globally



Advertising Rates 2024 (per month)

	Euro	US\$	GBP
Full page	4,345	4,235	3,775
Half page	2,815	2,745	2,450
Special positions			
Inside front cover	5,870	5,850	5,040
Inside back cover	5,190	5,170	4,450
Outside back cover	6,235	6,215	5,355
Double Page Spread	10,750	10,500	9,375
Front Cover Sponsorship	10,615	10,350	9,250
(includes Photo, Company logo plus Full page ad Plus branding on digital issue adjacent to cover page)			
Sponsorship/Advertorials			
1 Page Advertorial	3,665	3,650	3,150
2 Page Advertorial	6,950	6,935	5,995
Sponsorship of Digital Magazine			
3 issues	6,980	6,965	5,995
6 issues	10,475	10,450	9,200

Full page

With bleed whole page A4 dims
h 303 mm x w 216 mm
h 11.9" x w 8.5"

Trimmed whole page A4 dims
h 297 mm x w 210 mm
h 11.6" x w 8.2"

Non bleed whole page A4 dims
h 277 mm x w 190 mm
h 10.9" x w 7.5"

Half page

half page dims
h 130 mm x w 180 mm
h 5.1" x w 7.8"

Vertical half page dims
h 270 mm x w 85 mm
h 10.6" x w 3.3"

File types accepted

JPG, TIFF, PDF, PSD





WEBSITE Advertising

PCG Website Advertising

The PCG site (projectcargoglobal.com) is a global very popular site consisting of all the latest analysis, views and news items from around the world. It covers, Project cargo, break bulk and heavy lifting and is distributed to decision makers worldwide.

PCG is an ideal way to provide your business with promotional opportunities reaching 170 countries worldwide.

Average total impressions per month

101,210

Average Unique visits per month

51,320

Average pages viewed per month

480,356





BANNER
A d v e r t s

LEADERBOARD

Banner Advertising - Website

Place your banner ad in leaderboard position. This is an absolutely prime position and guaranteed.

To receive superb numbers of impressions and reaction.

Specifications

h 90px - w 728px

File types accepted

JPG, PNG, GIF, HTML5

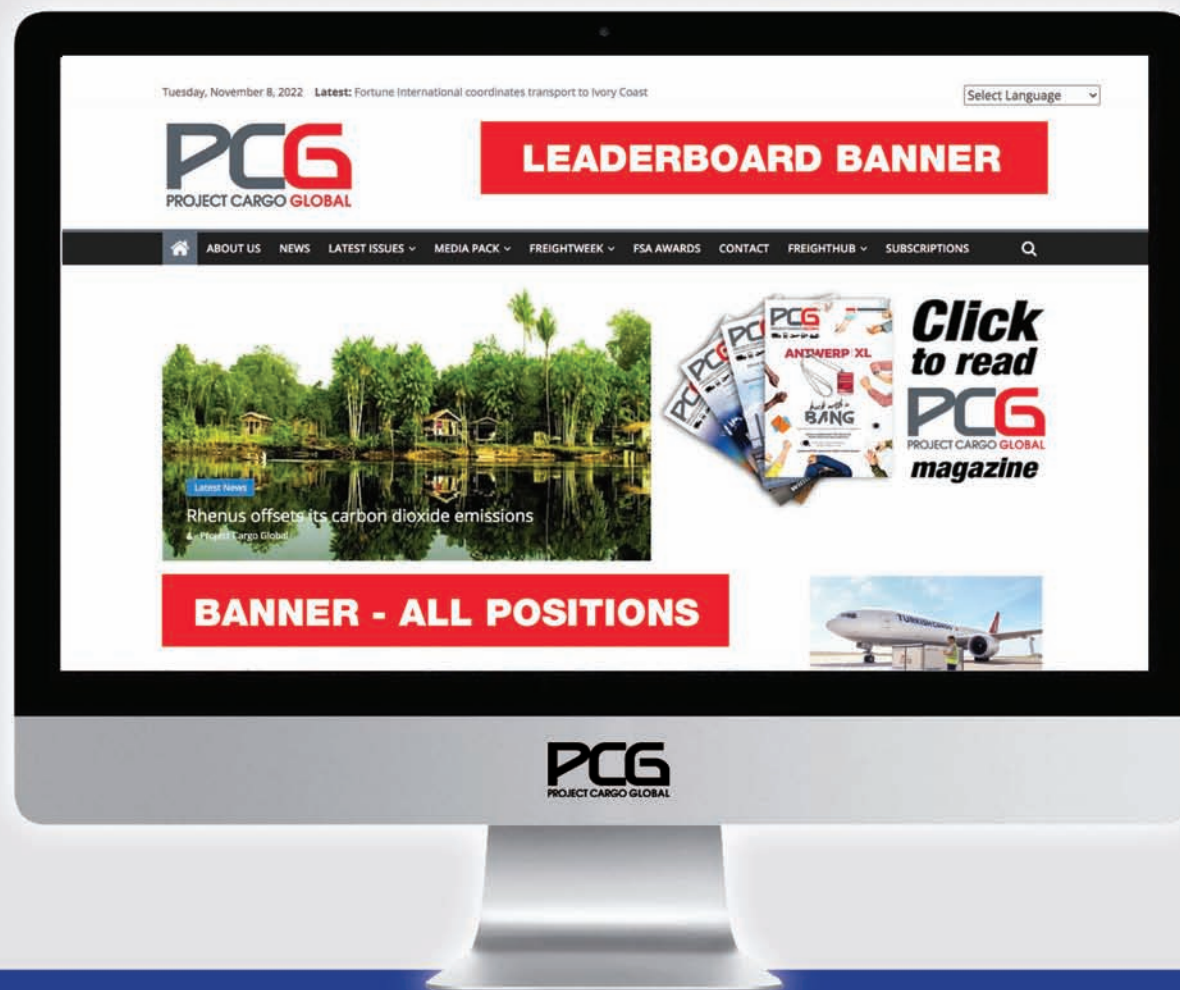
EURO	US\$	GBP (per month)
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Leaderboard Banner

2,235	2,230	1,950
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Standard Banner (All positions)

1,955	1,950	1,750
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MPU Advertising

This MPU option is low cost but highly effective.

MPUs will appear on PCG Home page and all news related pages throughout the site.

Ideal viewing on desktop, mobile and tablet.

Specifications

h 250px - w 300px

File types accepted

JPG, PNG, GIF, HTML5

EURO	US\$	GBP (per month)
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MPU Top Position

1,430	1,425	1,250
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MPU Other Positions

1,235	1,230	1,075
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MPU Tower Advert

Location and high profile size gives this banner amazing impact.

You can locate banner close to news, articles and breaking news stories to maximise

Likely views and click through opportunities.
The size is double a standard MPU size

Specifications

h 600px - w 300px

File types accepted

JPG, PNG, GIF, HTML5

EURO	US\$	GBP (per month)
1,835	1,830	1,600





E-NEWSLETTER

E-Newsletter Advertising

Promote your business to our huge base of over 50,000 subscribers and pass on readership of over 100,000 every week.

Specifications

Banner: h 90px - w 728px

MPU: h 250px - w 300px

Tower: h 600px - w 300px

File types accepted

JPG, PNG, GIF, HTML5

EURO	US\$	GBP (per month)
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Leaderboard – Top Banner, 4 weeks		
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1,920	1,925	1,675
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Standard Banner – All Positions, 4 weeks		
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1,500	1,505	1,310
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MPU – Top Position, 4 weeks		
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1,250	1,255	1,075
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MPU Other Positions, 4 weeks		
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1,050	1,055	920
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EMAIL Marketing

E-Mail 'Blasts'

Direct Marketing Campaigns

Directly communicate with our extensive database of subscribers, readers and global contacts.

Promote your business through our system. Customised mail which has to be approved by client before sending out. Currently distribution to over 50,000 and targeted with a specific message/promotion.

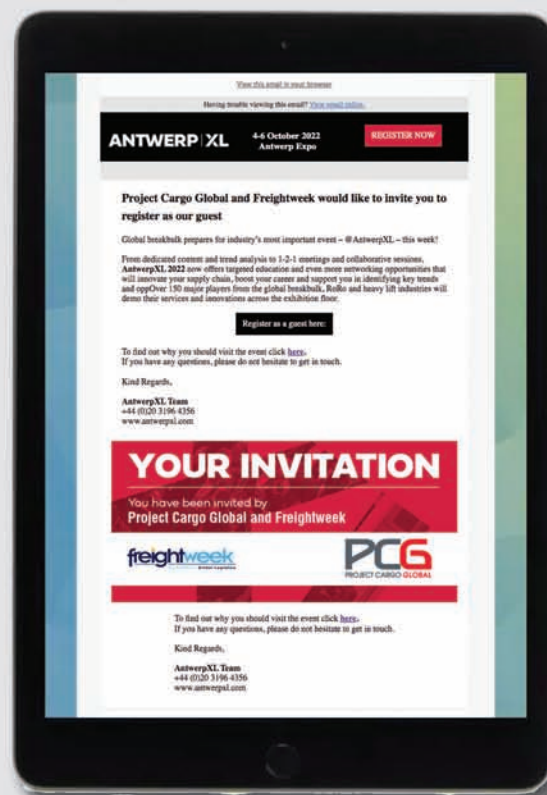
Prices range from:

EURO	US\$	GBP (per month)
2,750	2,755	2,400

For Further information contact Sanch Lawrence – slawrence@freightweek.org

Average open rate **25.5%**

Click through rate **5.2**





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PCG is circulated in 170 countries worldwide