GREENPORT
BALANCING ENVIRONMENTAL CHALLENGES WITH ECONOMIC DEMANDS
MEDIA KIT
GreenPort provides business information on environmental best practice and corporate responsibility centred around marine ports and terminals, including shipping, transport and logistics. It is a respected source of business information which our clients trust to deliver their marketing message. GreenPort is available three ways, in print, by weekly e-Newsletter and online at GreenPort.com. These different formats enable readers to receive news and use the information resource in a way that suits them best. It also enables advertising clients to tailor their marketing message through the most effective medium.

**GreenPort in Print**
By investing in identifying the key individuals who make purchasing decisions, GreenPort magazine provides advertising clients with access to a high quality audience. It’s reader friendly layout and rich editorial content ensures it is read and kept for future reference and offers an ideal environment for reinforcing brands, products and services.

**GreenPort Online**
GreenPort.com is a key source of the latest industry news with new content added every day. As a marketing platform, it can help your business stay 'front of mind' for an average of 10,900 visitors a month. It is an effective way to make an impact and drive traffic to your website.

**GreenPort Email Marketing**
GreenPort e-Newsletter is a summary of the top news stories and is sent every week directly to the inboxes of 6,300 key decision-makers. Each issue has one exclusive sponsorship opportunity, offering an extremely effective way for businesses to communicate announcements, events, product launches and brand messaging.

**Promote your business to the right audience, in the right place and at the right time.**
GreenPort’s audience are environmental officers, operators, suppliers, customers, regulators and policy makers within ports, as well as port professionals concerned with environmental best practice and corporate responsibility regarding maritime ports and terminals, including shipping, transport and logistics. They regularly digest content via GreenPort’s print magazine, online at GreenPort.com and via email newsletters and job bulletins – presenting clients with multiple channels to offer business marketing messages to buyers.
What do readers think of GreenPort?

- **76%** 'Influences purchasing decisions'
- **100%** 'Finds it informative'
- **73%** 'are decision makers'
- **90%** 'Would recommend to a colleague'

**Our Audience**

- Over 70% of our audience are CEOs, Directors or Managers

**Adding value to your campaigns**

- The GreenPort LinkedIn group has hundreds of members and offers a great platform for sharing industry best practice and updates with other businesses in the commercial Port authorities/terminal operators sector.
- The GreenPort Twitter account has over 1,100 engaged followers who regularly boost our content, with a reach of 35,000 impressions. Updated daily, the GreenPort Twitter account is a hub for those looking to keep up to date with the latest and breaking news.
- The GreenPort Facebook account is updated weekly and boasts an audience of over 530, with a reach of over 2,900 unique impressions.
Magazine Features

GreenPort’s features give clients the opportunity to place their brand and product messages alongside relevant, relatable content, increasing exposure to their target audience.

Features that appear in every issue include: Container Handling, Bulk Handling, Environmental Projects, Port Development, Green Equipment, Opinion, New Products, Policy & Regulation, LNG, Cruise

**WINTER**
GreenPort Congress Review, Supply chain, Community, Projects
- 10th Philippine Ports and Shipping, Manila, The Philippines, 19-21 Feb
- TPM Conference, Long Beach, 3-6 March
- 21st Intermodal Africa, Djibouti, 19-21 March
- Multimodal Africa, Nigeria, 12-14 March
- Intermodal South America, São Paolo, 19-21 March
- Stock Expo: Rotterdam, 26-28 March
- Port and Terminal Technology, Savannah, USA, 26-27 March
- TOC Asia, Singapore, 9-10 April

**SPRING**
Port Performance, Pollution, Recycling, Vessels
- Intermodal Asia, Shanghai, 22-24 May
- Breakbulk Europe, Bremen, 21-23 May
- ESPO Conference, Livorno, 23-24 May
- 11th Annual Ports Conference, TBC
- 7th Med Ports and Shipping, Morocco, 25-27th June
- Multimodal Europe, Birmingham, 18-20 June
- TOC Europe, Rotterdam, 18-20 June
- Seawork International, Southampton, 10-13 June
- 8th Black Sea Ports and Shipping, Romania , 9-11 July,

**SUMMER**
GreenPort Congress preview, Equipment, Waterways, Alternative power
- 17th ASEAN Ports and Shipping, Cambodia, 10-12 September
- Tank Storage Asia, 25-26 September, Singapore

**AUTUMN**
GreenPort Congress port profile, Renewables, Efficiency, Monitoring
- 3rd Baltic Sea Ports and Shipping, Poland, 22-24 October
- GreenPort Congress Europe, 16-18 October, Oslo, Norway
- 22nd Intermodal Africa, Cameroon, 26-28 November
- Intermodal Europe, Hamburg, 5-7 November
- TOC Americas, Cartagena, Colombia 29-31 October,

**WINTER 2020**
GreenPort Congress Review, Supply chain, Community, Projects
- Stock Expo Middle East 2020 – TBC
Testimonials

‘At Schneider Electric we know by using GreenPort magazine we manage to target the environmental managers at ports worldwide. By using both print and web advertising we obtain quality leads and brand exposure in what is a very niche market. GreenPort is a key component of our marketing strategy.’

Lorene Grandidier,
Schneider Electric

‘We decided to give Green Port Congress 2017 in Venice a go with a white paper and presentation and a stand in the exhibition area. This was a success and led to several leads and increased awareness in the Port-city market. Since then Green Port Congress and Magazine have become a key component of our marketing strategy as leaders in Environmental Monitoring and Management solutions for markets where urbanization call for action.’

Christian Hornstrup,
Brüel & Kjær EMS

‘I have the vision of expanding my business knowledge in the area of Environmental Management of marine operations. By engaging in the use of UAV’S for bathymetry mapping of the ports and harbours for sustainable development, GreenPort magazine provides me with the relevant insights to support my business plans.’

Henry Odunsi,
Earth Info Services

‘We develop our ship unloaders and ship loaders with a strong environment focus. Advertising in GreenPort makes it possible for us to source future orientated leads looking for efficient “green” solutions.’

Tomas Kisslinger,
Neuro

‘Green Port changes my life perspective in dealing with pollution because our respective job is a contributor to the carbon footprint. Hence, it motivated me to enrol in further study of Master of Science in Environment and Resources Management for further knowledge and eventually apply in the policy making in the port operations and management’

Asterio C. Gallardo,
JR. Acting Port Manager, Philippine Ports Authority

‘Many media outlets report on the various transport modes, or the different sorts of handling equipment, or on technologies and digitalisation. GreenPort makes the OR into AND, because the website covers all the important aspects of a port.

Sandra Hollweg,
Contargo Trimodal Network

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Advertising Options

Print & Online

By investing in identifying the key individuals who make purchasing decisions, GreenPort magazine provides advertising clients with access to a high quality audience which is without waste. GreenPort’s audience are port authorities/terminal operators, equipment suppliers, shipping/liner companies, stevedores, financial, banking legal and Government agencies who need to ensure commercial success of any activities undertaken in the commercial port and terminal sector.

GreenPort offers display advertising packages across both print and online to suit a range of budgets, allowing clients to maximise their message visibility across multiple channels.

<table>
<thead>
<tr>
<th>Display Package</th>
<th>1 Month</th>
<th>2 Months</th>
<th>3 Months</th>
<th>4 Months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>Online</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Display Package</td>
<td>DPS</td>
<td>Leaderboard/Double Skyscraper</td>
<td>£5100</td>
<td>£4590</td>
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<td>Display Package</td>
<td>Full Page</td>
<td>Left/Right MPU</td>
<td>£2895</td>
<td>£2605</td>
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<td>Half Page</td>
<td>Right MPU/Banner</td>
<td>£1840</td>
<td>£1665</td>
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<tr>
<td>Display Package</td>
<td>Quarter Page</td>
<td>Tile (Any zone)</td>
<td>£1135</td>
<td>£1020</td>
</tr>
<tr>
<td>Display Package</td>
<td>Eighth Page</td>
<td>Tile (Any zone)</td>
<td>£540</td>
<td>£485</td>
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<tr>
<td>Premium</td>
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<tr>
<td>Display Package</td>
<td>Covers</td>
<td>Article footer</td>
<td>£3235</td>
<td>£2910</td>
</tr>
</tbody>
</table>

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The GreenPort website is a top information resource for the port authorities/terminal operators, with the relaunch of GreenPort.com providing a whole range of new routes to market for clients.

The new design, delivering over 25,200 page views to over 10,900 unique visitors per month, provides advertisers the opportunity to serve content directly in amongst the editorial via our new ‘tile’ website format.
Email Marketing  e-Newsletter

The GreenPort e-Newsletter is sent to over 6,300 Port authorities/terminal operators and professionals.

What’s Included
Solus sponsorship of a GreenPort e-Newsletter, including top banner, hyperlinks to a URL of the client’s choice and a sponsored message.

A free artwork service is available upon request.

e-Newsletter Sponsorship £520

Specification on request
Email Marketing Jobs Bulletin

The GreenPort Jobs Bulletin is sent to over 6,300 Port authorities/terminal operators and professionals every week.

What’s Included
Solus sponsorship of a GreenPort Jobs Bulletin, including top banner, hyperlinks to a URL of the client’s choice and a sponsored message.

A free artwork service is available upon request.

Clients also have the option to see their job vacancy listed in our online Premium Jobs section (see ‘Print & Online’).

| Jobs Bulletin Sponsorship | £435 | Specification on request |
Email Marketing  e-Cast

A GreenPort eCast is a blank slate for your content. We can send a select number of client branded emails direct to the GreenPort database of over 6,300 Port authorities/terminal operators and professionals.

This enables your business to access a highly targeted audience using our email system and e-marketing expertise.

We can help with design and response testing.

e-Cast Service  Your Content to our list  £1785  Specification on request
Sponsored Editorial gives clients the opportunity for their brand to be directly associated with any of the GreenPort online news categories.

This allows clients to run a simple strapline and logo alongside the industry category of their choice, with direct links to their website when their logo is clicked.

| Sponsored Editorial | Home Page Only | £1035pcm | Specification on request |
Native Advertising gives clients the opportunity to create and curate their own content to sit alongside GreenPort’s editorial, ensuring it is effectively distributed and seen by the widest audience.

The Native Advertising article is signposted within the relevant editorial category on the home page of GreenPort and links dynamically to a custom designed page built in collaboration with clients, which can include text, pictures and video. This ensures the client’s message is delivered in a way that is in context, enduring and clear.

The article is also listed under the relevant news tab and is archived and searchable on the website in perpetuity.

If clients have a Premium Database presence then the article will also be displayed on their Premium Database listing.
The GreenPort Industry Database is a trusted reference source for buyers and specifies wanting to find commercial fishing products and services. A listing on the industry Database provides opportunities for clients to demonstrate their business competencies. New features for premium entries include the ability to add the latest PR, include marketing information, pictures and video illustrative of client’s competencies and latest achievements, as well as displaying social media links.

Improved search functionality will ensure clients’ entries are an enduring investment that will help their business be seen.
As a premium service, GreenPort are able to handle and promote all clients’ press releases through the dedicated press release page featured prominently on GreenPort’s home page.

Clients simply need to send their press release through to a dedicated email address and GreenPort will do the rest.

A page will be dedicated to each press release, along with a carousel of up to 5 images and social media links. Each press release page links back to the client’s Industry Database listing.

Advertising Options

Premium Press Release

Press Release Title

Premium Press Release £1000pcm Specification on request
Print Specifications

<table>
<thead>
<tr>
<th></th>
<th>Vertical</th>
<th>Horizontal</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover</td>
<td>210 x 297*</td>
<td>420 x 297*</td>
</tr>
<tr>
<td>DPS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Full Page</td>
<td>210 x 297*</td>
<td>420 x 297*</td>
</tr>
<tr>
<td>Half Page</td>
<td>90 x 276</td>
<td>186 x 132</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>90 x 132</td>
<td></td>
</tr>
<tr>
<td>Industry Database</td>
<td>40 x 58</td>
<td></td>
</tr>
</tbody>
</table>

*3mm bleed on all edges

We wish to reproduce your images to the highest possible standard. When supplying scans or digital photography, we recommend that images are captured with a minimum resolution of 300dpi. These should be sent to us in jpeg or TIFF format. We cannot be held responsible for the quality of pictures that are supplied digitally.

Most computer monitors only have an effective resolution of around 72dpi. A satisfactory display on screen does not mean satisfactory magazine reproduction as more than three times this resolution is needed when lithographic printing is used.

PREPARING FILES TO SEND

We usually receive artwork by email if the file size doesn’t exceed 8MB. When files are too large to send view e-mail, we can download your artwork directly from a link.

FILE TYPES

Print ready PDFs should be made in CMYK (cyan, magenta, yellow and black) using PDFx1a profile. The PDFx1a profile can be found when exporting to PDF or when distilling a Postscript file using Acrobat Distiller. The PDFx1a profile contains a series of well defined subsets that protects the integrity of the fonts and colours contained therein.

- Fonts will be properly embedded into the file
- All colour data must be greyscale, CMYK or named spot colours.
- The file cannot contain RGB, LAB data.
- Encryption cannot be used.

EGP files from Illustrator are acceptable CS2-CS5 (Creative Suite 5) with text save to outlines/paths or supply all fonts and hi-resolution Photoshop files (300dpi) usually saved in JPEG, TIFF, GPD or EGP formats.

While our production department will do everything they can to ensure that your advertising is processed as error-free as possible, we cannot take responsibility for the colour reproduction of any PDFs containing RGB pictures and logos.

Online Specifications

<table>
<thead>
<tr>
<th></th>
<th>1680x180px</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td></td>
</tr>
<tr>
<td>Wide Skyscraper</td>
<td>120x800px</td>
</tr>
<tr>
<td>Left MPU</td>
<td>370x340px</td>
</tr>
<tr>
<td>Right MPU</td>
<td>370x340px</td>
</tr>
<tr>
<td>Tile</td>
<td>370x370px</td>
</tr>
<tr>
<td>Horizontal Banner</td>
<td>1500x180px</td>
</tr>
</tbody>
</table>

GIF, animated GIF, JPEG, PNG
Flash Files should be avoided as they do not render on Apple devices. If a Flash File is the only format available, you must supply the file with an embedded tracking code & a GIF or JPEG. Flash Files will not be accepted for mobile usage. Please supply a static image. An active website URL must be supplied for the advertisement to link to a Directory entry. Supplied rich media in advertisements is subject to our approval.

File size
Files that are too big slow website loading times for visitors to the site. Supplied material that exceeds the maximum file size indicated by more than 20% will be returned to the originator for revision. The maximum file size is 40KB. The maximum animation length is 15 seconds.

Production Lead Time
Client supplied material is required 3 business days in advance of being shown.

Company Industry Database add-ons
PDF’s, 40KB per item. Max 10 sec loading time. AV/Video content is served via YouTube. Recommended duration is max. 30 seconds. Max file size 250KB. Either:
1. Via your own YouTube account - please supply us with the video code.
2. Via Mercator Media’s YouTube account - please supply us with a video file (MPEG4 with MP3 audio for best results).

Our site incorporates ‘responsive’ designs. It can detect the device on which it is being displayed, whether desktop PC, tablet or mobile, and render with the size, layout and resolution that makes it easiest-to-read.

It is very important that the size of online advertisement files match industry standards. The accepted current industry standard is set by the Interactive Advertising Bureau. The IAB Ad Unit Guidelines are intended for marketers, agencies and media companies for use in the creating, planning, buying and selling of interactive marketing and advertising. This standard is applied by nearly every media company in the world. The following guidelines apply to material created by Mercator or supplied by clients or agencies.

Mechanical Data

1500x180px
Horizontal
Banner
370x370px
Tile
370x340px
Right MPU
370x340px
Left MPU
420 x 180px
Leaderboard
370x340px
DPS
120x800px
Wide Skyscraper
1680x180px
Leaderboard
90 x 132
186 x 62
90 x 132
186 x 132
40 x 58
420 x 297*
210 x 297*