



# Lloyd's List DCN

Daily Commercial News

**W**ith a history dating back to 1891, *Lloyd's List DCN* is Australia's authoritative publication on shipping, trade and transport news. Combining the resources of our respected journalism team and our unparalleled industry contacts, *Lloyd's List DCN* provides uniquely extensive and comprehensive balanced coverage of breaking news and trends in Australian liner and bulk shipping, ports, freighting, rail, road transport and air freight news, information and analysis on a local, national and international scale.

Published on a daily basis, our subscribers stay up-to-date via our daily email news bulletin and online news portal, delivering the latest headlines as they break. News and analysis is also delivered via our weekly print newspaper, a true staple of the industry with foundations over 118 years old making it one of Australia's longest running print services. *Lloyd's List DCN* also publishes the annual *Directory of Australian Shipping, Air, Road and Rail Services*, an essential reference tool for anyone working in the trade industry.

Regarded by many as Australia's most trusted industry journal, *Lloyd's List DCN* is able to offer advertisers not only a prime platform to advertise their products and/or services, but also access to a blue-chip subscriber base of leading decision makers throughout the entire shipping, trade and transport industry. With our unrivalled industry leadership, *Lloyd's List DCN* can deliver you an association with unparalleled standards of editorial coverage, readers who are senior decision makers and region-wide distribution.

Advertising in Australia's premier shipping, trade & transport publication means advertising with the best.

#### Editorial Coverage:

- Local and International News
- Sailing Schedule & Information
- Ship Movements
- Land Transport
- Air Freight
- Rail
- Law & Insurance
- Ship Casualties
- Container Availability
- Special Reports

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## MEDIA KIT

# 2010

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### A word from the editor:

The fortunes of Australia's shipping and transport industry might have swung considerably in the last two years but it does not alter the very simple fact that business still continues even when times are tough. While Australia's economy has fared better than most, many trade and transport businesses will see 2010 as a chance to take stock of what got them to where they were in the good times and assess the new opportunities that will open up as business picks up once more. Business, least of all that involving transport, never occurs in a vacuum, which is precisely why staying connected to those with whom you do business is so essential. Staying connected means remaining visible to existing and potential customers. After 119 years in the market, initially as *Daily Commercial News*, *Lloyd's List DCN* continues to help you maintain those connections and provide up-to-the-minute information on the market.

Sam Collyer  
Editor, *Lloyd's List DCN*

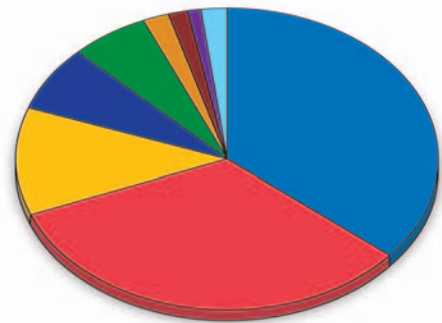


## READERSHIP

Each weekly edition of *Lloyd's List DCN* is read by more than **28,000 readers** in the shipping, bulk, import, export, broking, freight forwarding, government, media, defense, agency, transport (land, sea and air), finance, law, shipbuilding and repair industries. Our subscriber base is built up of purely paid subscriptions and not a free controlled circulation, ensuring that your advertisement lands in the hands of senior decision makers with a genuine vested interest in the market/s you wish to target. This increases the profitability of your advertisement as well as ensuring your brand is enforced throughout the industry.

## PRINT & ONLINE CIRCULATION STATE-BY-STATE

NSW	31%
VIC	32%
QLD	12.5%
WA	10%
SA	6%
TAS	3%
ACT	1.5%
NT	1%
O'SEAS	3%



## ONLINE

- **Over 50,000 visits per month**
- **Over 125,000 page impressions per month**

Launched in 2001, [www.lloydslistdcn.com.au](http://www.lloydslistdcn.com.au) is Australia's authoritative maritime, trade and transport online news source. Our subscribers benefit from access to news, information, sailing schedules and container availability reports 24 hours of a day.

As the internet continues to grow as a prime platform for publishers and advertisers alike, *Lloyd's List DCN* is investing heavily in online consumer visibility and brand awareness through strategic tactics like search engine optimization and search marketing. Currently [Lloydslistdcn.com.au](http://Lloydslistdcn.com.au) receives an average of 126,000\* page impressions per month and a monthly traffic growth rate of 19%\*.



This dynamic online publication is an ideal format to broaden your advertising reach. Advertising opportunities include online banners and thumbnails, as well as sponsorship of our data pages such as *The List*. With new features, stories and information being updated constantly, [Lloydslistdcn.com.au](http://Lloydslistdcn.com.au) is the online advertising environment preferred by shipping, trade & transport companies across Australia & beyond.

Our daily email news bulletin also provides a unique advertising opportunity, and enjoys its own extensive distribution to tens-of-thousands people every working day.

(\*Google Analytics, September 2009).



# FEATURES LIST 2010

## FEBRUARY

- 18 Break Bulk
- 25 Tugs and Towage

## MARCH

- 4 Intermodal
- 11 Recruitment in Rail, Shipping & Road
- 18 Meat & Reefer Cold Logistics
- 25 Regional Ports
- 25 Container Road Transport

## APRIL

- 1 Logistics and Supply chain
- 8 Pilotage
- 8 South East Asia
- 15 Queensland
- 22 Papua New Guinea
- 29 Australian Coastal Shipping

## MAY

- 6 Maritime Services & Stevedoring
- 13 New South Wales
- 20 Freight Forwarding & Customs Brokers
- 27 China & India

## JUNE

- 3 Project Cargo
- 10 Victoria
- 17 Wine
- 17 Grain Logistics
- 24 Europe

## JULY

- 1 Insurance and Finance
- 1 Quarantine & Fumigation
- 8 Tasmania
- 15 Rail Infrastructure
- 22 Green Shipping & Environment
- 22 Australian Coastal Shipping
- 29 New Zealand

## AUGUST

- 5 Northern Territory
- 5 Road Safety
- 12 Port Security & Maritime Safety
- 19 Logistics & Supply Chain
- 26 South Australia

## SEPTEMBER

- 2 Cruise Shipping
- 9 Western Australia
- 16 Newcastle
- 23 Dredging
- 23 Containerisation
- 30 Ro Ro

## OCTOBER

- 7 North America
- 7 Resources and Commodities
- 14 Project Cargo
- 21 E-Commerce & IT in Logistics
- 28 PNG & The Pacific Islands

## NOVEMBER

- 4 North-East Asia
- 11 Bulk Ports
- 11 Rail Technology
- 18 Brisbane
- 25 Port Kembla
- 25 Australian Coastal Shipping

## DECEMBER

- 2 Box Ports
- 2 Recruitment / Training
- 9 LNG
- 16 LLDCN Shipping Awards
- 23 2010 Annual Review

*Dates indicate issue delivery. Correct as of 17/11/09*

## SPECIAL FEATURES

*Lloyd's List DCN* publishes over 40 special features and supplements per year, catering to the niche submarkets within the greater shipping, trade and transport industry. These country, trade and business reports are valued by our subscribers as an essential source of reference and information. Our features offer advertisers a unique opportunity, generating brand recognition and sales opportunities utilizing tailored and direct campaigns to target a specific market or sub-industry.

We also offer the opportunity to create a feature about your company, whether you are celebrating the anniversary of your company, launching a new product or simply running a market awareness exercise. We have several different options which can be catered to your needs, including a glossy pre-print over the main cover of the paper, the allocation of a *Lloyd's List DCN* journalist to write a feature about your company\*, coverage of your company's recent social activities in our out & about section and/or interview/s with your staff members.

\*Subject to editorial restrictions.



# MARITIME AND TRANSPORT

## Lloyd's List DCN Australian Shipping & Transport Awards

Now in its 15th year, the **Lloyd's List DCN Australian Shipping & Transport Awards** bring together the industry elite to recognize achievement and extraordinary performances within the shipping and transport sectors. One of the best attended dates in the Australian maritime and transport calendars, our wide range of award and event sponsorships provide exceptional branding opportunities to share in the prestige of this annual gala event.

## Lloyd's List DCN Exhibitions & Conferences

**Lloyd's List DCN** conducts a variety of conferences & exhibitions for the maritime and transport sector. At **Lloyd's List DCN** we can work with you to maximize your promotional activity at these events by developing tailored advertising packages in our print and online media to complement your presence at the event. A full list of events can be viewed at [www.lloydslistdcn.com.au/events](http://www.lloydslistdcn.com.au/events). A wide range of sponsorship options are available at **Lloyd's List DCN** conferences and exhibitions including conference sessions and workshops, site tours, morning tea and lunch breaks, after conference social drinks, site tours and, of course, full event sponsorship. Please contact your representative for more information.

## Lloyd's List DCN Directory of Australian Shipping, Air, Road & Rail Services

Rapidly approaching its 50th annual edition, the **Australian Directory of Shipping, Air, Road and Rail Services** is an indispensable reference book that provides the most comprehensive guide available to the Australian transport industries. Circulated to the **Lloyd's List DCN** subscriber base, the **Australian Directory of Shipping, Air, Road and Rail Services** is the ideal advertising medium for service providers looking to extend their reach across the Australian transport industry.

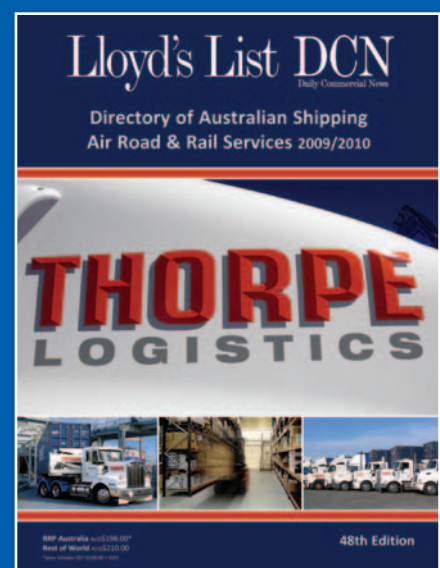
## CLASSIFIEDS

The classified and recruitment sections of **Lloyd's List DCN** have built a reputation as the most effective 'marketplace' in the shipping, trade and transport publishing industry by delivering a quality readership and a targeted audience through tailored advertising sections. The classified section offers a unique platform for customers actively seeking to promote, buy and sell products and services. The recruitment section generates a number of high quality candidates with relevant skills and experience.

Classifieds casual rate: \$22.30

Rates for multiple insertions available on request, for more information please contact:

Brian McPartland - +61 (0) 3 9820 0535  
brian.mcpartland@informa.com.au.



<b>FULL PAGE</b> 38 x 6	<b>1/2 PAGE</b> 19 x 6	<b>1/2 PAGE VERTICAL</b> 38 x 3	<b>1/3 PAGE</b> 12 x 6	<b>FRONT COVER 1/4 PAGE</b> 10 X 6	<b>1/4 PAGE VERTICAL</b> 19 X 3	<b>1/8 PAGE HORIZ.</b> 7 x 3	<b>1/8 PAGE VERTICAL</b> 10 x 2
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## PRINT ADVERTISING RATES

Print specifications are in millimetres, height by width. Other sizes available on request.

ADVERTISEMENT	DIMENSIONS (mm)	Casual	x3	x6
Full Page	380 x 262	6310	6120	5931
Half Page Horizontal	190 x 262	3875	3760	3643
Half Page Vertical	380 x 128	3875	3760	3643
Third Page Horizontal	120 x 262	3810	3670	3580
Quarter Page Horizontal	100 x 262	2690	2610	2528
Quarter Page Vertical	190 x 128	2690	2610	2528
<b>Front Cover Quarter Page</b>	100 x 262	3500	POA	POA
Eighth Page Horizontal	70 x 128	1800	1710	1620
Eighth Page Vertical	100 x 84	1800	1710	1620

## NEWSWIRE ADVERTISING RATES

Online Specifications are in pixels, width by height

ADVERTISEMENT	DIMENSIONS (px)	Weekly	Monthly	Quarterly
Leaderboard (Main Banner)	320 x 47	1500	5400	14000
Standard Banner	350 x 63	1000	3500	8900
Large Skyscraper	100 x 60	1000	3500	8900
Small Skyscraper	70 x 85	500	1600	4500

## ONLINE ADVERTISING RATES

Online Specifications are in pixels, width by height

ADVERTISEMENT	DIMENSIONS (px)	Monthly	Quarterly	6 Months
Leaderboard (Main Banner)	600 x 90	1650	4650	8000
Large Skyscraper	140 x 340	1000	2600	5000
Small Skyscraper	140 x 170	500	1350	2800
Standard Banner	300 x 90	1000	2600	5000
News Story ad	200 x 53	1000	2600	5000

Prices quoted here are in Australian Dollars (\$AUD) and do NOT include GST. Please add 10% GST in Australia only.

## PRINT REQUIREMENTS

### SUPPLYING FILES:

We accept: Material supplied via email, on CD or DVD. By arrangement, files may be uploaded directly to our FTP server.

### Mailing address for disks:

Informa Australia, PO Box Q1439, Sydney QVB, NSW 1230.

Email: christine.mulholland@informa.com.au

We do not accept: Final artwork created in Microsoft Word, Adobe Pagemaker, Microsoft Powerpoint, Publisher or on Film.

### FORMATS:

Final ad copy supplied in Adobe press-ready PDF preferred. Other file types may be accepted by special request.

### PROOFS:

Advertisers must supply colour proofs with all digital material. If no proof is supplied, Informa will take no responsibility for reproduction.

### IMAGES:

All colour images must be supplied as CMYK in JPEG, TIFF or EPS format. Minimum resolution for greyscale and colour images 300dpi at 100% print size.

### FONTS:

Include all fonts in PostScript (printer and screen), NO TrueType – OR convert all fonts to outlines.

### DEADLINES:

Booking Deadline:  
20 days prior to print of issue  
Material Deadline:  
14 days prior to print of issue

### For further details:

Please contact Christine Mulholland on 02 9080 4403 or email: christine.mulholland@informa.com.au

## ONLINE REQUIREMENTS

### NEWSWIRE:

Finalized artwork will only be accepted in GIF or JPG formats.

Artwork must be optimized for web at 72dpi.

Maximum size accepted is 50kb

Leaderboard (Main Banner) restricted to a 2 slide limit with NO transition effect.

Please note that Microsoft Outlook 2007 email client does not support animated frames.

### WEBSITE

Finalized artwork for the following banners will only be accepted in GIF and JPG formats:

Leaderboard (Main Banner), News Story Ad

Finalized artwork for the following banners will only be accepted in GIF, JPG and SWF formats:

Large Skyscraper, Small Skyscraper, Standard Banner

If submitting in SWF format, link must be embedded.

Artwork must be optimized for web at 72dpi

Maximum size accepted is 80kb

Deadlines: All artwork must be submitted with hyperlinks 7 days prior to campaign commencement.

### For further details:

Please contact Stephanie Bernadus on 02 9080 4024 or email: stephanie.bernadus@informa.com.au

# TERMS & CONDITIONS

1. These terms apply to all advertisements accepted by the Publisher and specifically exclude any other conditions unless accepted in writing by a director of this company.
2. All advertisements are accepted subject to the space being available and the copy being acceptable to the Publisher.
3. The Publisher reserves the right to suspend, omit or move any advertisement at any time should the need arise. In such a case no claim will be entertained from the advertiser for loss or damages. If such an omission is the fault of the advertiser or his agent, the space remains payable in full if the advertisement did not appear. This applies if copy for a first advertisement does not meet the copy date.
4. While every care is taken to avoid errors, the Publisher cannot accept claims for errors due to inaccurate instructions, or acts of third parties. Where such errors are clearly the fault of the Publisher, and where copy arrived before the copy date, any claim for consequential loss over and above the value of the space itself or a proportion thereof shall not be entertained. If the Publisher considers it necessary to alter the size, position or any other feature of the advertisement, in any situation but a printing or other emergency, the advertiser shall have the right to cancel that advertisement without penalty.
5. The advertiser specifically indemnifies the Publisher against, and warrants that the advertisement does not contravene any Act of Parliament.
6. The advertiser specifically indemnifies the Publisher against any claim whatsoever arising from the publication of the advertisement.
7. In the case of series booking, discounts will be given when the series is booked in advance to be completed within 12 months. Any advertiser who cancels part of a series will be immediately surcharged to the correct rate for the insertions completed.
8. Payment terms are strictly 30 days from the date of publication.
9. Complaints about mistakes or poor reproduction must be received in writing by the Publisher not more than one month after publication date.
10. Where an insert is booked but does not arrive on time the full cost of that insertion remains payable.
11. Cancellations can only be accepted in writing when received six weeks prior to publication date.
12. Copy must be supplied without application by the Publisher. Failure to do so will mean that copy may be repeated at the Publisher's discretion or the advertisement omitted if no repeat copy is available. In either case the full cost of the space remains payable.
13. All copy is held at the advertiser's risk for six months and then may be disposed of without further warning.

## FOR FURTHER INFORMATION

**please contact:**

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