

# 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 117 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 09

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### A word from the editor:

In uncertain economic times, it pays to stay well-informed to maximise the opportunities to maintain and grow market position. *Daily Commercial News* has been covering the Australian shipping and transport industry for 118 years, documenting the highs and lows of a fast-changing and dynamic industry.

On the 10th anniversary of its unification with the world's oldest newspaper masthead, *Lloyd's List*, Australia's foremost national shipping and transport news source remains an essential conduit between the many sectors of the maritime industry. With breaking news delivered to your inbox every weekday and detailed analysis sent to subscribers in the weekly newspaper, *Lloyd's List DCN* provides unparalleled news and analysis of the container, bulk, trade, finance, marine insurance and law sectors. It is also your one port of call for all your information about vessel and container movements.

*Lloyd's List DCN* is proud to play an important role in the Australian shipping and transport sector.

Sam Collyer  
Editor, *Lloyd's List DCN*

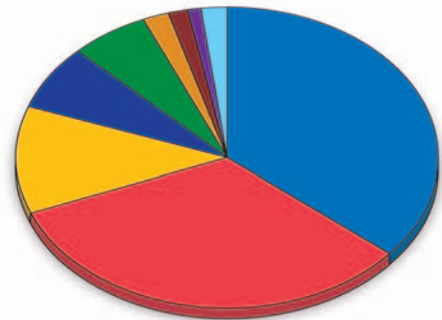


## READERSHIP

Each weekly edition of *Lloyd's List DCN* is read than more than 24,000 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, 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, increasing the profitability of your advertisement as well as ensuring your brand is enforced throughout the industry.

## PRINT & ONLINE CIRCULATION STATE-BY-STATE

NSW	36%
VIC	33%
QLD	11.5%
WA	7%
SA	6%
TAS	2%
ACT	1.5%
NT	1%
O'SEAS	2%



• Print and Online circulation: 6,200

## ONLINE

Launched in 2001, [www.lloydslistdcn.com.au](http://www.lloydslistdcn.com.au) is an authoritative news source providing our subscribers with access to news, information, sailing schedules and container availability reports 24 hours of a day.

As the internet continues to grow as the prime platform for publishers and advertisers alike, [www.lloydslistdcn.com.au](http://www.lloydslistdcn.com.au) is constantly evolving with technology to remain not only Australia's prime maritime news source but also a complete maritime, trade and transport community portal fueled by user-generated content.



With new features, stories and information being updated constantly, this dynamic online publication is an ideal format to broaden your advertising reach. Advertising opportunities including online banners and thumbnails, [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.



## FEATURES LIST FEB - JULY

### FEBRUARY

- 12 Stevedoring
- 12 Property page
- 19 Break Bulk
- 19 Gladstone Resources
- 26 Tugs & Towage
- 26 Logistics page

### MARCH

- 5 Intermodal
- 12 Recruitment
- 12 Meat
- 12 Property page
- 19 Reefer Cold Logistics
- 26 Road Transport
- 26 Logistics page

### APRIL

- 2 South East Asia
- 9 LLDCN 10th Anniversary
- 9 Grain Logistics
- 9 Property page
- 16 Victorian Ports
- 23 Containerisation
- 30 Regional Ports
- 30 Logistics page

### MAY

- 7 Freight Forwarding / Customs Brokers
- 14 Maritime Services
- 14 Property page
- 21 Wine
- 28 Logistics page
- 28 China & India

### JUNE

- 4 Project Cargo
- 11 SA Ports & Infrastructure
- 11 Property page
- 18 Pilotage
- 25 Tasmania (\*Glossy preprint)
- 25 Logistics page

### JULY

- 2 Australian Coastal Shipping
- 9 PNG & Pacific Islands
- 9 Property page
- 16 NSW Ports & Infrastructure
- 23 QLD Transport & Infrastructure
- 31 New Zealand (\*Glossy preprint)
- 31 Logistics page

Correct as of 20/01/09

## 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 14th 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 as it returns to the glamorous harbour city of Sydney in 2009.

## Lloyd's List DCN Exhibitions & Conferences

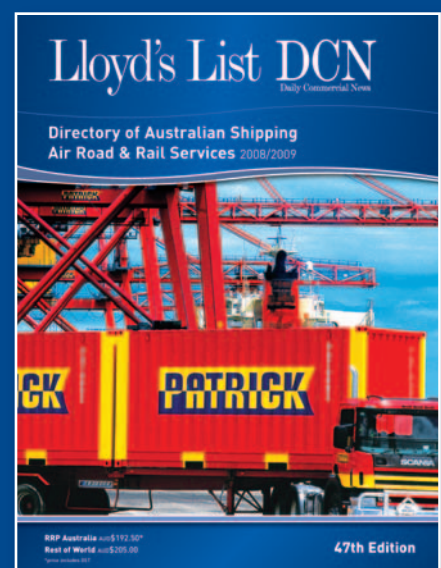
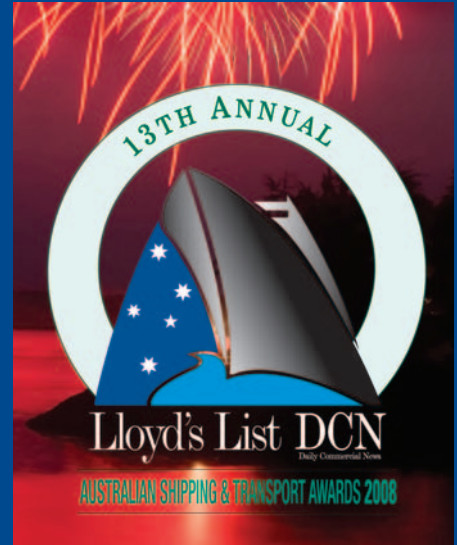
Lloyd's List DCN conducts a variety of conferences & exhibitions for the maritime and transport sector. At *Lloyd's List DCN* we can work with you to maximize your promotional activity at these events by developing tailored advertising packages in our print and online media to complement your presence 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.

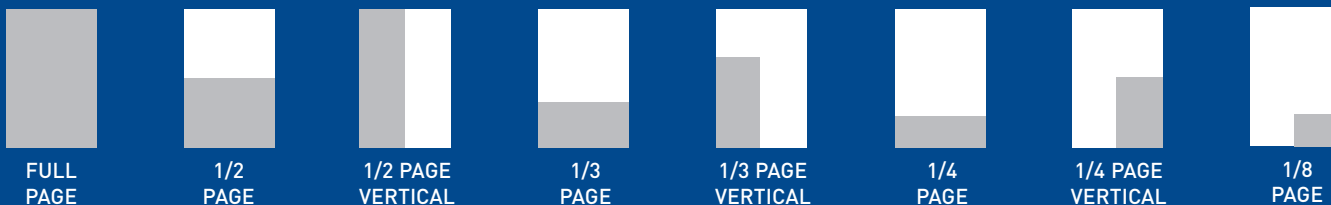
## Lloyd's List DCN Directory of Australian Shipping, Air, Road & Rail Services

Rapidly approaching it's 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 & 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.





## PRINT ADVERTISING RATES

■ Print specifications are in millimetres, height by width

ADVERTISEMENT	DIMENSIONS	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	100 x 262	3810	3670	3580
Third Page Vertical	380 x 128	3810	3670	3580
Quarter Page Horizontal	100 x 262	2690	2610	2528
Quarter Page Vertical	190 x 128	2690	2610	2528
Eighth Page	100 x 84	1800	1710	1620

## NEWSWIRE ADVERTISING RATES

■ Specifications are in pixels, width by height

ADVERTISEMENT	DIMENSIONS	Weekly	Monthly	Quarterly
Leaderboard (Main Banner)	728 x 90	1500	1350	1275
Large Skyscraper	140 x 340	1000	900	800
Small Skyscraper	140 x 170	500	450	400

## ONLINE ADVERTISING RATES

■ Specifications are in pixels, width by height

ADVERTISEMENT	DIMENSIONS	Monthly	Quarterly	6 Months
Leaderboard (Main Banner)	728 x 90	1650	1550	1200
Large Skyscraper	140 x 340	1500	1400	1000
Box Banner	300 x 90	1000	900	400
Small Skyscraper	140 x 170	500	450	200

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

## PRODUCTION 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, 1230, NSW  
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  
- please ask your advertising manager for further details.

### 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. Mono lineart should be no less than 600dpi 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 issue  
Material Deadline: 14 days prior to print issue

**FOR FURTHER DETAILS:** Please contact Christine Mulholland on 02 9080 4403 or email: christine.mulholland@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:**

### NATIONAL SALES MANAGER

**Luke Smith**

+61 2 9080 4335

luke.smith@informa.com.au

### REGIONAL SALES

**Kristal Ryan**

+61 2 9080 4419

kristal.ryan@informa.com.au

### CLASSIFIED AD SALES

**Brian McPartland**

+61 3 9820 0535

brian.mcpartland@informa.com.au

### EDITOR

**Sam Collyer**

+61 2 9080 4414

sam.collyer@informa.com.au

### MARKETING & CIRCULATION

**Daniel Macias**

+61 2 9080 4426

daniel.macias@informa.com.au

### SUBSCRIPTIONS

**Samantha Beetson**

+61 2 9080 4451

samantha.beetson@informa.com.au

### PRODUCTION

**Christine Mulholland**

+61 2 9080 4403

christine.mulholland@informa.com.au

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