

MEDIA
PACK
2020

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Double Vision
— The future
for intumescent
coatings.



Lifting the Lid
— AI-enabled
corrosion
detection



Special report
— Wind power
protection in
the limelight.

PCE

The Leading Marine & Protective Coatings Magazine

INTERNATIONAL April – June 2019

pce-international.com



SIX TIMES FASTER: REVOLUTION IN BLADE REPAIR

The solvent free paint system **Teknoblade Repair 9000** is a welcome innovation for the wind power industry. Enabling rotor blade repair with only one coat of paint, it makes repair work up to six times faster, minimizing costly turbine downtime.

teknos.com/wind-turbine-blade-coatings

 **TEKNOS**

PCE International

PCE International is a leading quarterly publication focussing on the booming international protective and marine coatings markets. It creates a global dialogue between suppliers, engineers, contractors and the coatings end user. This includes bridges, ships, oil and gas facilities, offshore platforms, power facilities, transport and every type of industrial plant.

PCE International provides insight, analysis and news of the latest on new technologies and innovations, regulations and good practice.

PCE International regularly covers the issues critical for obtaining good coating application and practice, such as surface preparation (via both UHP & abrasives), testing, training and improved access.



New in 2020

In addition to the published editorial programme every issue will cover: news, case studies, product innovations, standards update. PCE-International will continue with our thought-provoking series "Lifting the Lid", which focuses on comment and opinion from industry leaders as well as regularly featuring the latest news and developments in marine and offshore coatings.

In 2020, PCE-International will continue to provide the highly popular insight and thought provoking editorial features:

- "Future Vision", a opinion led look at industry future developments
- "Analysis" A regular look at a key insight within the industry.
- A regular editorial segment covering sealants, adhesives and cladding systems.
- "International Viewpoint". A look at topical and relevant news and events from around the world; Europe, Middle -East & Africa, Asia Pacific & The America's.

PCE International Editorial Coverage

2020	January-March	April-June	July-September	October-December
Special Features				
Specialist	Waterborne Coatings	Surface Preparation	Epoxy Coatings	Metallisation
Industrial	Tank & Pipeline Coatings	Transport	Petrochemical	Bridges
Architectural	Steel Protection	Heritage Coatings	Concrete	Floor Coatings
Special Report	Powder Coatings	Renewable Energy	Offshore	Polyurea/ Polyurethane
Focus	Nano Technology	Testing	Abrasives	Marine
Event Distribution	Eurocoat - Paris American Coatings Show - Indianapolis Paint Expo - Karlsruhe AIM Pipeline Coating - Vienna Middle East Coatings - Dubai	Eurosurf - Barcelona Surfex - Coventry	ONS - Stavanger	PDA - Europe



Circulation & Distribution

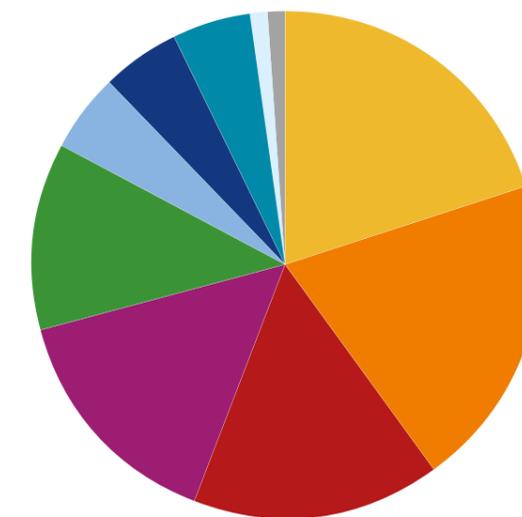
PCE International has a readership of nearly 10,000 who work with coatings around the world. Readers work in these industries:

- Chemicals & Petrochemical
- Marine & Shipyard
- Nuclear & Conventional Power
- Offshore
- Transportation
- Pulp & Paper
- Renewables
- Pipeline
- Architecture
- Public Works
- Metals & Mining
- Food & Pharmaceutical

Geographic Distribution



Industry Sector Breakdown



- Offshore
- 20%
- Marine & Shipyard
- 20%
- Public Works
- 16%
- Pipeline
- 15%
- Chemicals & Petrochemical
- 12%
- Nuclear & Conventional Power
- 5%
- Metals & Mining
- 5%
- Railcar / Transportation
- 5%
- Pulp & Paper
- 1%
- Food & Pharmaceutical
- 1%

Advertising Rates

Print				
Cost per insertion	1	2	3	4
Double Page Spread Colour	£4,025	£3,565	£3,220	£2,818
Full Page Colour	£2,500	£2,300	£2,000	£1,840
Half Page Colour	£1,500	£1,380	£1,240	£1,000
Quarter Page Colour	£800	£730	£660	£575
Premier Positions				
Front Cover	£5,000 includes 1 x full page ad within magazine + digital banners			
Magazine Centre Double Page Spread	£4,600			
Inside Front Cover	£3,200			
1st Right Hand Page	£2,875			
Back Cover	£3,500			
Inside Back Cover	£2,500			
Inserts	On Quotation			
Corporate Profile	£3,750 includes a Double Page Spread (1 x profile page adjacent to 1 x full page ad)			

Cancellation can only be made 6 weeks prior to the editorial deadline, otherwise the full cost will be payable

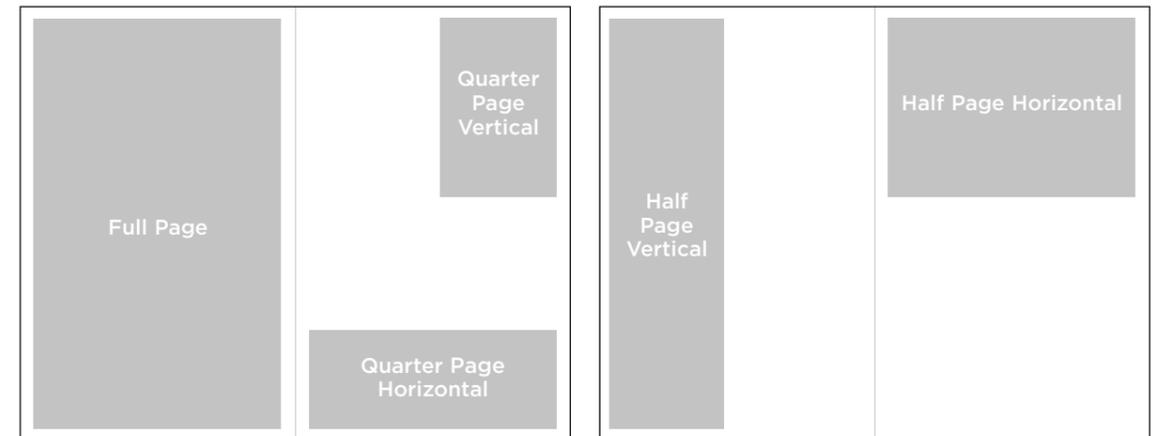
Website	1 month	3 months	6 months	9 months	12 months
Leader Banner	£1,000	£2,500	£4,500	£6,300	£8,100
Feature Ad 1	£1,250	£3,124	£5,775	£7,538	£8,550
Feature Ad 2	£600	£1,500	£2,775	£3,630	£4,120
Feature Ad 3	£500	£1,250	£2,300	£3,000	£3,400
Sector Ad	£450	£1,215	£2,160	£2,835	£3,240
Video	£970	£1,795	£3,230	£4,115	£4,400

E-Newsletter

A monthly PCE-International E-Newsletter sent out to our 20,000+ registered users who receive the latest news and information in the international protective and marine coatings market. The newsletter is mobile responsive, so readers have instant global access, providing an ideal platform to deliver targeted communication to the a truly desired target audience.

Size	Monthly rate	Size	Monthly rate
Top Box 250 x 250px	£1,000	Lower Box 250 x 250px	£750
Video Clip 250 x 250px	£750	Solus Email Blast	£3,500

Print Specification



Double Page Spread			
Print Area	Crop Area	Safe Print Area	Total (including crop)
414mm x 292mm	3mm on all sides	384mm x 262mm	420mm x 298mm
Full Page			
Print Area	Crop Area	Safe Print Area	Total (including crop)
207mm x 292mm	3mm on all sides	177mm x 262mm	213mm x 298mm
Quarter Page Horizontal			
190mm x 68mm	3mm on all sides	-	196mm x 74mm
Quarter Page Vertical			
96mm x 134mm	3mm on all sides	-	102mm x 140mm
Half Page Horizontal			
190mm x 134mm	3mm on all sides	-	196mm x 140mm
Half Page Vertical			
96mm x 272mm	3mm on all sides	-	102mm x 278mm

Format required: High-Res PDF, TIFF, JPEG or EPS at 300dpi CMYK.

Please note that if the correct material is not supplied, any work undertaken will be chargeable. Corrections to existing material will also be chargeable. Please call to discuss your requirements.

Publication Deadlines

Editorial				Advertising			
Jan-Mar	7 Feb	Apr-Jun	17 April	Jan-Mar	14 Feb	Apr-Jun	24 Apr
Jul-Sept	24 July	Oct-Dec	16 Oct	Jul-Sept	31 Jul	Oct-Dec	23 Oct

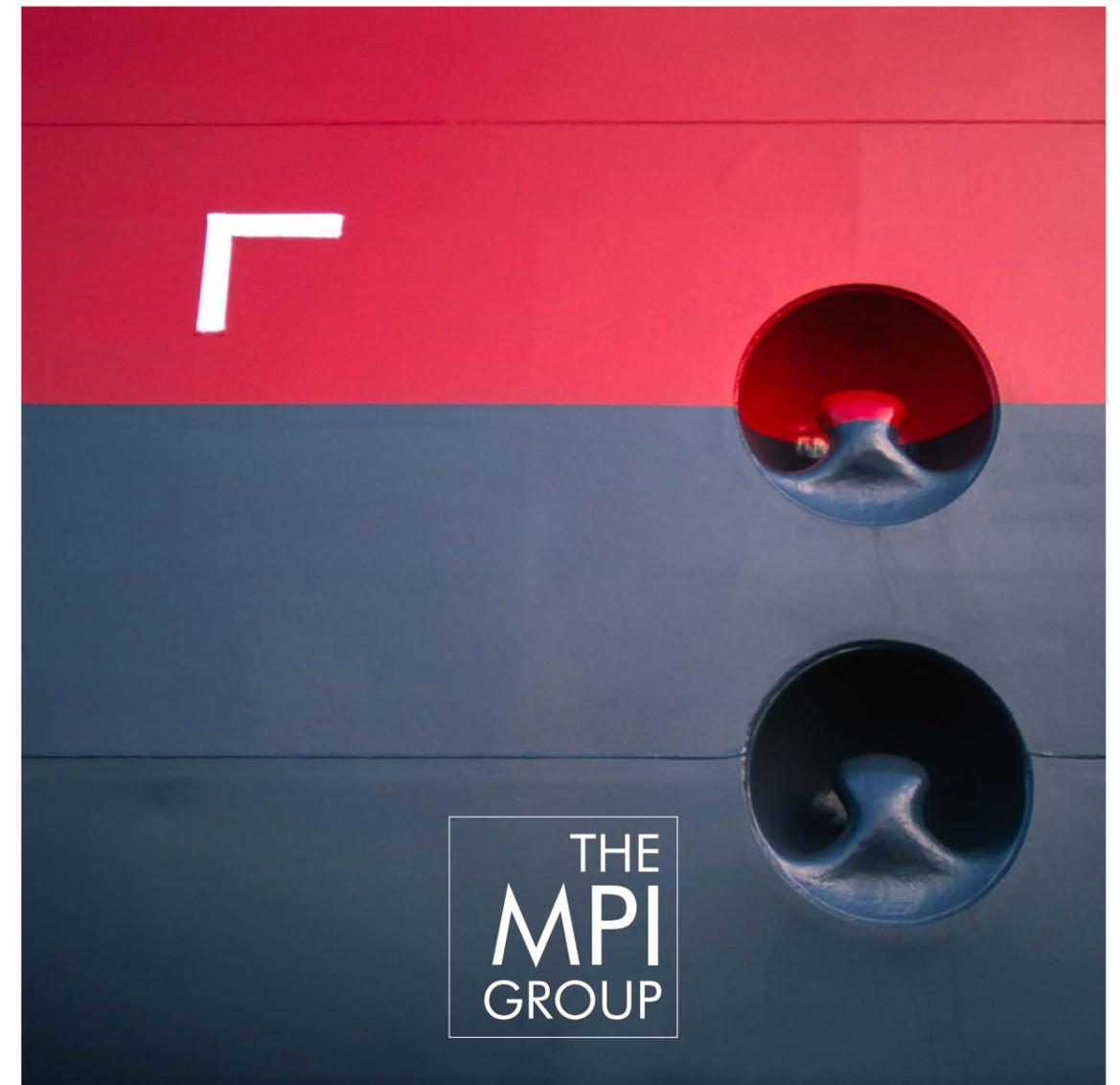
Digital Specification

1	Leader Banner	728px x 90px	4	Feature Advert	300px x 250px
2	Feature Advert	300 x 600px	5	Sector Advert	300px x 250px
3	Feature Advert	300px x 250px	6	Video	

Format required: JPEG, GIF or PNG. Images should be no larger than 2MB. Any URLs referenced must be active.

The screenshot shows the PCE International website layout. Annotations are placed as follows:

- 1**: Points to the top navigation bar containing the PCE International logo and menu items like HOME, CATEGORIES, MAGAZINES, NEWSLETTER, ADVERTISE, ABOUT PCE, and CONTACT US.
- 2**: Points to a large feature article titled "Feature: Sustainability and future developments" with a background image of a hand applying orange tape to a pipe.
- 3**: Points to a grid of smaller articles and event listings, including "AC AMERICAN COATINGS SHOW" and "UPCOMING EVENTS" such as the "34th Biennial Western Coatings Symposium & Show".
- 4**: Points to a sidebar section titled "Fitz's Atlas of coating surveys" with a price of £169 and the website www.fitzsatlas.com.



The MPI Group is a business to business media, marketing & training company that has been successful for nearly 40 years.

The company's media division publishes 2 dedicated magazines and websites covering both the protective, architectural, industrial and marine coatings industry and the ship repair, maintenance and conversion markets.

Alongside these publications, MPI offers world-renowned training across a spectrum of industry verticals in the surface treatment and coatings industry as well as providing specialist, expert training to marine professionals around the globe.

MPI Group has a dedicated inhouse design and print agency, Satzuma Creative, providing expertise in, design, print, web design and marketing.



Portfolio



PCE International is a leading quarterly publication focussing on the booming international protective and marine coatings markets. It creates a global dialogue between suppliers, engineers, contractors and the coatings end user. This includes bridges, ships, oil and gas facilities, offshore platforms, power facilities, transport and every type of industrial plant.

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pce-international.com



Drydock magazine, celebrating over 40 years in the industry, is the world's leading magazine for ship repair, maintenance and conversion, providing editorial quality, expert knowledge and insights in the ship repair market around the globe, from LNG tankers to Super yachts and from Cruise to container ships.

With a global reach of over 8,000, Drydock magazine, through its authority and independence, reaches the decision makers that matter and is regularly read by senior ship owners, managing and operating companies and by leading global ship repairers.

Drydock magazine is published quarterly with continuous editorial news and opinions available on its website.

drydockmagazine.com



Maritime Training Academy provides specialist, expert training to marine professionals around the globe.

The Academy has significantly grown, offering an ever-expanding training portfolio across several sectors of the maritime industry, from Superyachts to Shipping and Marine Surveying.

Delivered by distance learning our courses are managed and run by professionals within the maritime industry.

We are currently pushing back the boundaries of knowledge with discoveries that are benefitting the industry. Due to our rigorous academic standards our qualifications are highly respected internationally.

maritimetrainingacademy.com



Satzuma offers you creative ideas that are practical but more importantly that work. We know it's essential to meet your objectives across the right media channels, to ensure your company's creative campaigning and communications are as effective as possible. All advertising and promotional campaigns that we create are analysed for their effectiveness in generating leads.

- Brand Design
- Graphic Design
- Print
- Web Design
- Marketing
- Copywriting

satzuma-creative.co.uk



Corrodere is the most advanced and innovative method of education and training for the surface treatment and coatings industry.

The training programme has been developed with industry experts to provide a comprehensive package of modules that are available to ensure the user gains an insight into basic corrosion, methods of surface treatment and application of protective coatings.

Our training programmes have been developed specifically for the industry and your team with many of our training programmes being accredited internationally by Lloyd's Register and fully endorsed by the Society for Protective Coatings (SSPC).

corrodere.com



With a growing list of publications, Fitz's Atlas is the No.1 resource for Coating Specialists, Inspectors and Surveyors. Compiled by industry experts and supported by coating suppliers, consultants and engineers, the Atlases are considered an invaluable companion for those working in the Coatings Industry.

The Fitz's Atlas 2 of Coating Defects is a comprehensive, pictorial reference to Coating and Surface Defects. The Fitz's Atlas of Coating Surveys is designed specifically for the Coating Inspector to use during Coating Surveys and Evaluation. Both Atlases are available to buy as a pocket size book, ideal for both site and office use.

fitsatlas.com



PCE International Publishing Team

Andrew Deere - Publisher

andrew.deere@mpigroup.co.uk

Mark Langdon - Managing Editor

mark@pce-international.com

Mike Garside - Online Editor

mike@pce-international.com

Nick Carugati - Commercial & Advertising Director

nick@pce-international.com

Stuart Wood - Production Manager

stuart@satzuma-creative.co.uk

Emma Hardy - Subscriptions

emma.hardy@mpigroup.co.uk