



PROTECTIVE COATINGS EXPERT

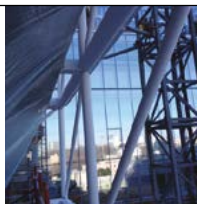
MEDIA PACK 2023

IN THIS ISSUE:



Lifting the Lid

Evolving towards
a net-zero future



Up Front:

Maison de l'Ordre
des Avocats fire
protection



In Focus

Protecting the
Brevik Bridge
in Norway



INTERNATIONAL

The Leading Protective Coatings Magazine

January – March 2022

pce-international.com





PROTECTIVE COATINGS EXPERT

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

PCE 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



Editorial

In addition to the published editorial programme every issue will cover: news, case studies, product innovations, standards update. PCE 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 2023, PCE will continue to provide the highly popular insight and thought-provoking editorial features:

- "Lifting the Lid", an opinion led look at industry through the eyes of an expert.
- "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.
- Events: An up to date look at the key industrial events from around the world.

Editorial Coverage

| 2023 | January-March | April-June | July-September | October-December |
|--------------------|---|--|--|---|
| Special Features | | | | |
| Specialist | Waterborne Coatings | Surface Preparation | Epoxy Coatings | Metallisation |
| Industrial | Tank & Pipeline Coatings | Bridges | Transport | Petrochemical |
| Architectural | Heritage Coatings | Steel Protection | Concrete | Floor Coatings |
| Special Report | Raw Materials | Renewables | Offshore | Polyurea/ Polyurethane |
| Focus | Nano Technology | Testing | Abrasives | Marine |
| Event Distribution | European Coatings Show - Nuremberg 28th-30th March | Eurosurfas - Barcelona 30th May-2nd June Middle East Coatings Show - Cairo 19th-21st June Coatings Tech - Ohio 26th-27th June | Paint Expo - Istanbul 4th-6th October | Paints and Coatings - Barcelona PDA Europe - TBD |

Magazine Distribution: Digital.

PCE is sent, quarterly, to a reader database of over 50,000 individuals who work with coatings around the world.

Readers work in these industries:

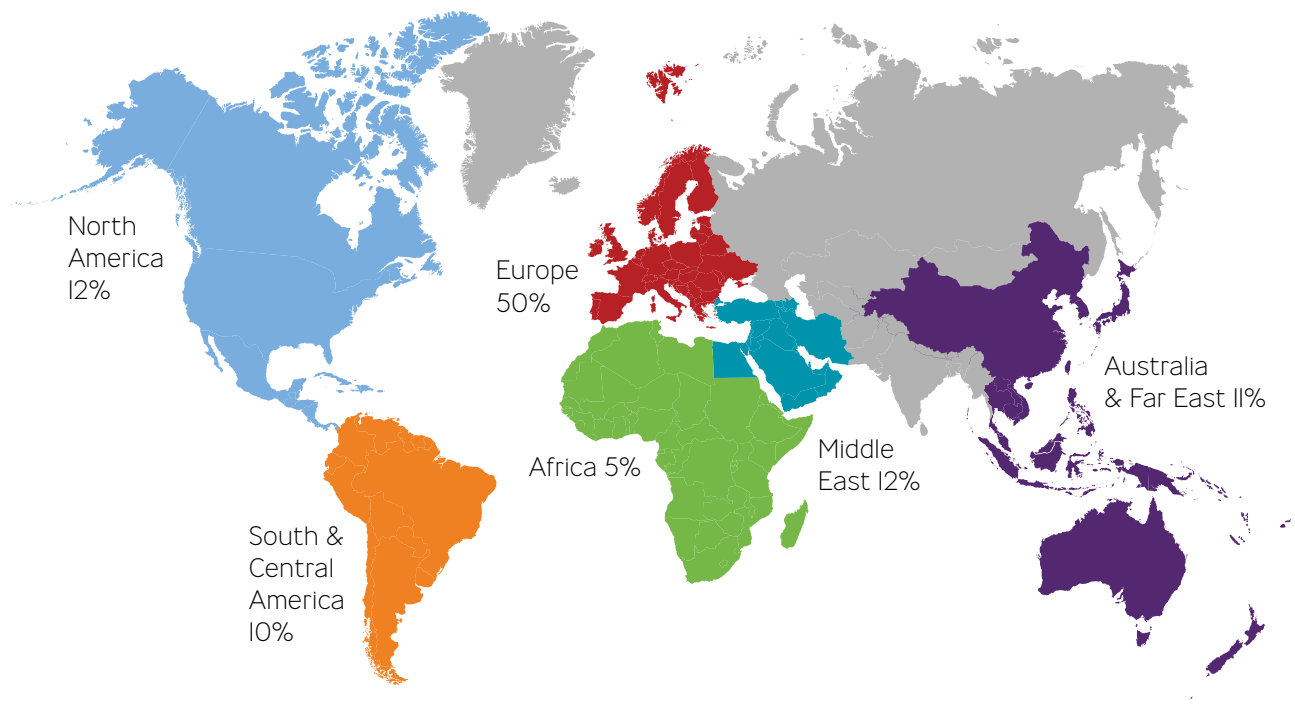
- Chemicals & petrochemical
- Offshore
- Renewables
- Public works
- Marine & Shipyard
- Transportation
- Pipeline
- Metals & mining
- Nuclear & conventional power
- Pulp & Paper
- Architecture
- Food & pharmaceutical

Website

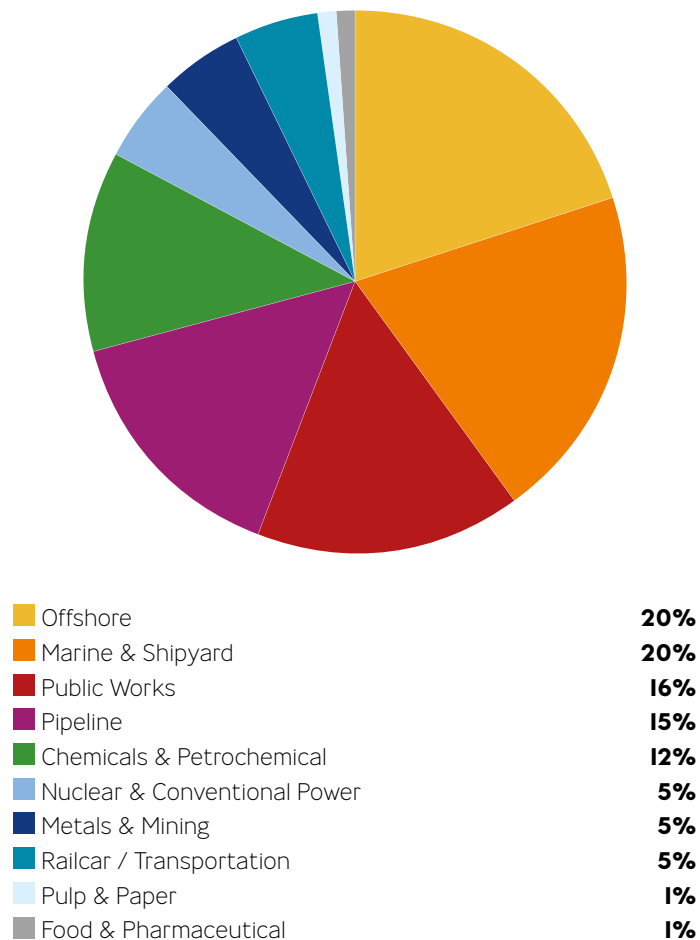
Our website provides informative content with access all areas of protective coatings in an easy to use way. Hugely visible across all platforms - Desktop, Mobile and Tablet.

NEW in 2023. PCE has a dedicated video channel promoting highly visible editorial and concrete messaging.

Geographic Distribution



Industry Sector Breakdown



Advertising Rates

Magazine

| 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

| Website | 1 month | 3 months | 6 months | 9 months | 12 months |
|----------------------------|---------|----------|----------|----------|-----------|
| 1. Leader Banner | £1,500 | £3,600 | £6,480 | £9,070 | £11,600 |
| 2. Premium Central Ad | £1,875 | £4,680 | £8,550 | £11,970 | £15,300 |
| 3. Right side scrolling Ad | £1,200 | £3,000 | £5,500 | £7,686 | £9,600 |
| 4. Left side scrolling Ad | £1,200 | £3,000 | £5,500 | £7,686 | £9,600 |
| 5. Sector Ad | £600 | £1,500 | £2,700 | £3,600 | £5,000 |

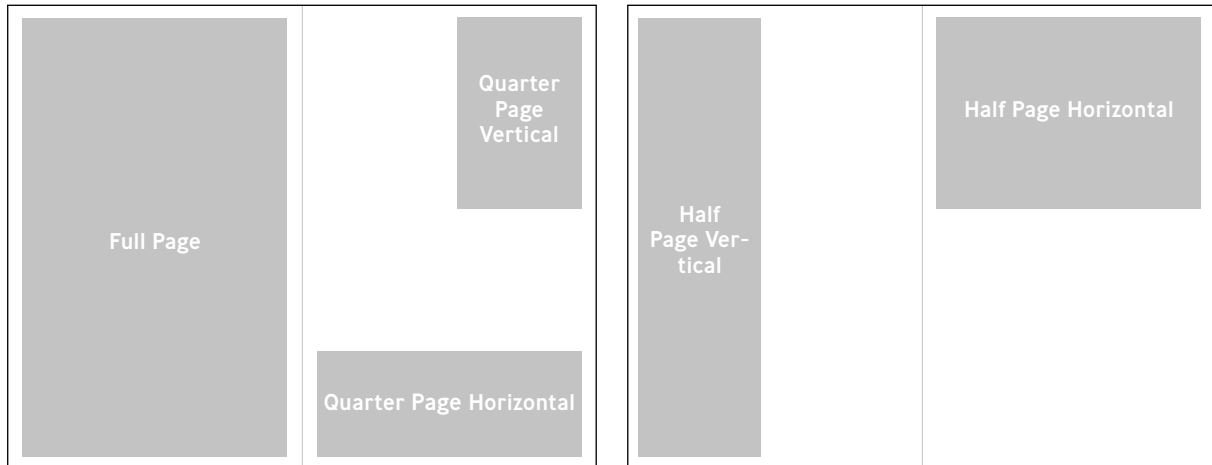
E-Newsletter

A monthly PCE E-Newsletter sent out to our 50,000+ 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 | £2,000 | Lower Box 250 x 250px | £1,000 |
| Middle Box 250 x 250px | £1,500 | Video Clip 250 x 250px | £1,250 |
| Solas Email blast | £4,000 | | |

Magazine Specification



| Double Page Spread | | | |
|-------------------------|------------------|-----------------|------------------------|
| Artwork Area | Crop Area | Safe 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 | 29 Feb | Apr-Jun | 10 April | Jan-Mar | 17 Feb | Apr-Jun | 21 Apr |
| Jul-Sept | 8 July | Oct-Dec | 16 Oct | Jul-Sept | 21 Jul | Oct-Dec | 6 Oct |
| | | | | BEST OF 2023 | | 24 Nov | |

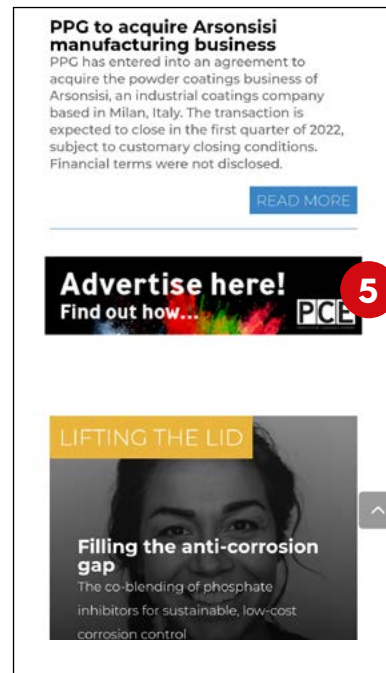
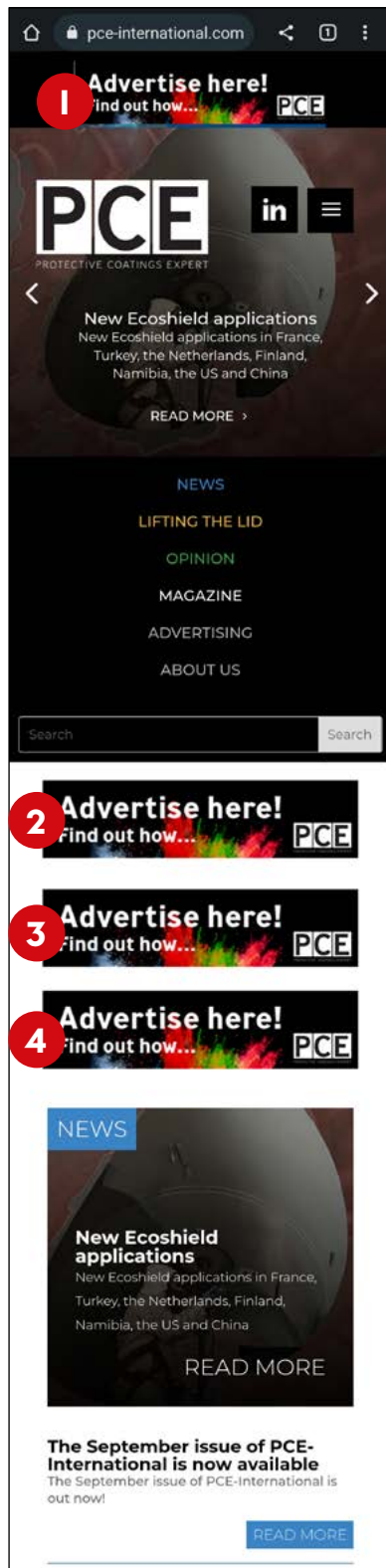
Digital Specification

| Desktop sizing | | | Mobile sizing (please provide a second version of your adverts to insure mobile visibility) |
|----------------|-------------------------|--------------|---|
| 1 | Leader Banner | 1200 x 100px | 360 x 100px |
| 2 | Premium Central Ad | 1200 x 200px | 360 x 100px |
| 3 | Right side scrolling Ad | 200 x 768px | 360 x 100px |
| 4 | Left side scrolling Ad | 200 x 768px | 360 x 100px |
| 5 | Sector Advert | 370 x 90px | |

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



Mobile placement



NEW!

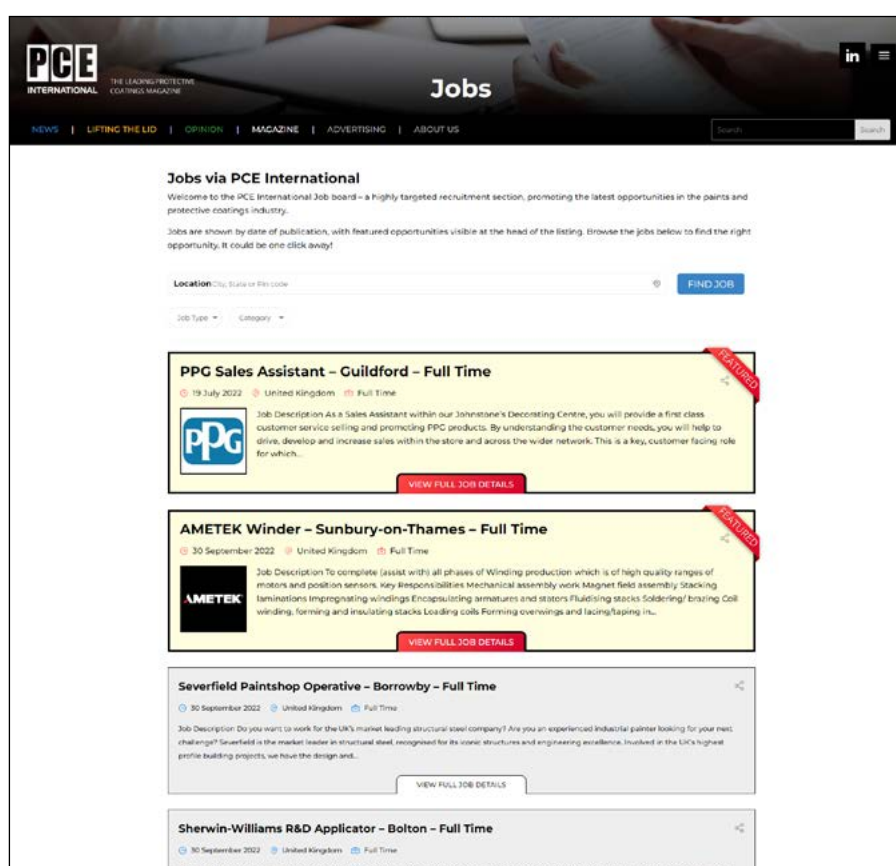
Recruitment

PCE has launched a highly targeted recruitment section on PCE.com

A highly targeted recruitment section, promoting the latest opportunities in the paints and protective coatings industry.

Aimed at providing an efficient platform for companies in the coats and protective industry, to locate skilled manpower when they need it.

When you need the right person for that job, promote that opportunity to our database of relevant skilled applicants and fill that vacancy right away.



Job placement

Jobs will be visible by date and are free to promote in list form for a period of 30 days. Recruiters are able to “spotlight” opportunities through our featured jobs option, allowing for these jobs to be promoted at the top of the list, highlighted with company logo and a standout design.

Jobs will feature for 30 days. Cost for a featured Job ad:

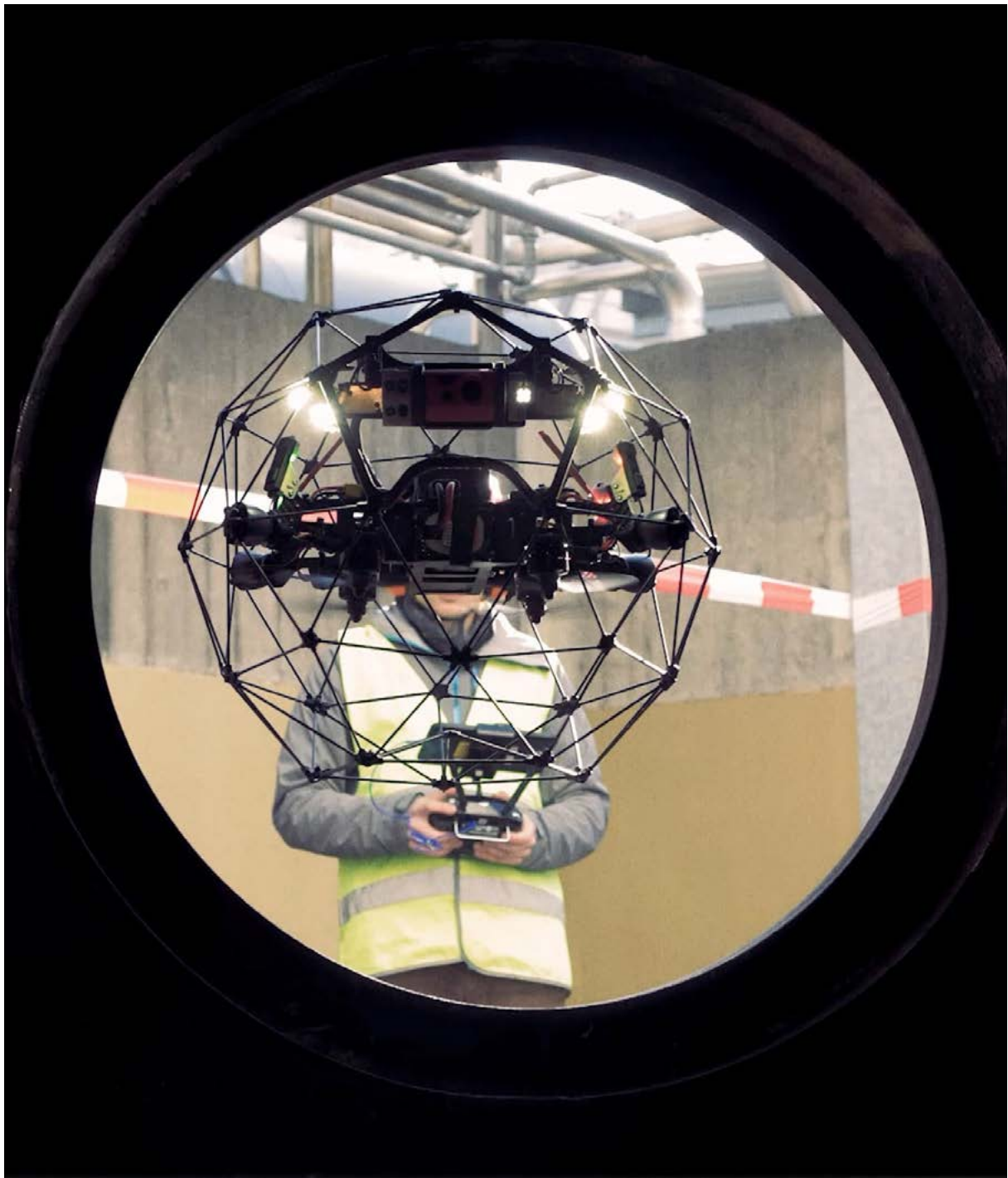
| Number of Jobs | Rate | Total |
|----------------|--------------|-------|
| 1 | £250 per job | £250 |
| 2 | £200 per job | £400 |
| 3+ | £175 per job | £475+ |

NEW!

Video Channel

NEW in 2023. PCE has a dedicated video channel promoting highly visible editorial and concrete messaging.

Video is known to educate, increase engagement and create awareness that stays in the mind of the target audience long after viewing.





MPI group is a business to business media, marketing & training company that has been successful for over 40 years.

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

Alongside these publications, MPI offer's 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 digital design agency, Satzuma, providing expertise in brand, print and web design and marketing.



Portfolio

DRYDOCK

The Leading Ship Repair, Maintenance and Conversion Magazine.

Drydock magazine, launched 40 year ago, 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 40,000, 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



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 Superyacht 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



PROTECTIVE COATINGS EXPERT

PCE 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 has a readership of nearly 50,000 who work with coatings around the world and provides insight, analysis and news of the latest on new technologies and innovations, regulations and good practice.

pce-international.com

Fitz's Atlas™

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.

fitzsatlas.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

satzuma-creative.co.uk



Publishing Team

Andrew Deere - Publisher

andrew.deere@mpigroup.co.uk

Mark Langdon - Managing Editor

mark@PCE.com

Nick Carugati - Commercial & Advertising Director

nick@PCE.com

Tatum Le Patourel - Production Manager

tatum@satzuma-creative.co.uk

Keely Moss - Subscriptions

keely.moss@mpigroup.co.uk