

# **HEAVY LIFT** & PROJECT FORWARDING INTERNATIONAL

# **MEDIA** **INFORMATION** **2025**



**DELIVERING YOUR SALES AND MARKETING  
MESSAGE TO THE WORLD OF PROJECT LOGISTICS**

**Heavy Lift & Project Forwarding International (HLPFI)** is firmly established as the leading media presence for professionals involved in the logistics of over-dimensional and heavy cargoes.

Written by an international team of award-winning journalists, HLPFI delivers essential information about the movement of such cargoes across the whole range of transport modes. In addition to news, each issue of the magazine contains interviews with prominent industry figures and topical features presented in an easy-to-read editorial format.

HLPFI is a bi-monthly publication with a worldwide distribution of executives from across the project cargo supply chain.



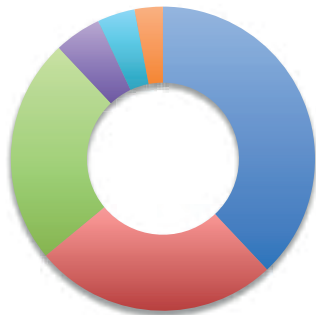
# HLPFI READERSHIP

First published in 2007, HLPFI now has a distribution of over 21,000, delivered to owners and operators of heavy lift equipment and facilities, specialist freight forwarding companies, as well as shipping and logistics managers working for EPCs, and companies involved in the development of infrastructure for energy, mining, civil engineering, oil and gas, offshore, and industrial manufacturing facilities.

**Distribution:**  
**21,000**  
**Pass-on readership:**  
**100,000\***

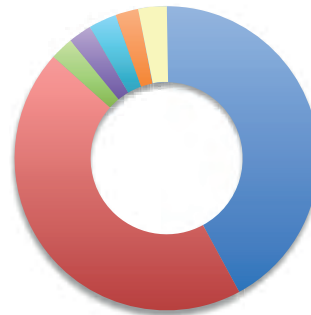
\*based on results from HLPFI's latest reader survey.

## GEOGRAPHY



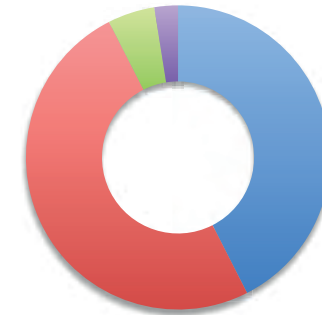
- 1 Europe **38%**
- 2 North America **26%**
- 3 Middle East & Asia **24%**
- 4 South America **5%**
- 5 Africa **4%**
- 6 Australasia **3%**

## INDUSTRY SECTOR



- 1 Shippers and OEMs/EPCs **42.5%**
- 2 Project freight forwarders **45%**
- 3 Shipping lines, railroads, haulage companies, charter brokers and airlines **2.5%**
- 4 Port authorities and terminal operators **2.5%**
- 5 Equipment manufacturers **2.5%**
- 6 Finance, insurance, surveying, law **2.5%**
- 7 Associations, governments and others **2.5%**

## JOB TITLE



- 1 Presidents, CEOs, Managing Directors **42.5%**
- 2 Shipping, Logistics and Procurement Officers **50%**
- 3 Commercial Managers **5%**
- 4 Others **2.5%**

# DISPLAY POSITIONS

Choose from a variety of display options within HLPFI, including premium positions in every issue. A full design, print and distribution service is also available for advertorials and loose leaf inserts. Prices on application.

Standard sizes	GBP	EUR	USD	Trim size W x H	Type area W x H	Bleed size W x H
Full page	6,025	7,175	8,285	210 mm x 297 mm	180 mm x 275 mm	216mm x 303mm
Half page (horizontal)	3,605	4,290	4,955	180 mm x 130 mm	-	-
Half page (vertical)	3,605	4,290	4,955	87 mm x 275 mm	-	-
Quarter page (horizontal)	2,395	2,850	3,295	180 mm x 60 mm	-	-
Quarter page (vertical)	2,395	2,850	3,295	87 mm x 130 mm	-	-
Special positions	GBP	EUR	USD	Trim size W x H	Type area W x H	Bleed size W x H
Inside front cover	7,125	8,480	9,795	210 mm x 297 mm	180 mm x 275 mm	216 mm x 303 mm
Inside back cover	6,410	7,630	8,815	210 mm x 297 mm	180 mm x 275 mm	216 mm x 303 mm
Outside back cover	7,125	8,480	9,795	210 mm x 297 mm	180 mm x 275 mm	216 mm x 303 mm
Double page spread	9,545	11,360	13,125	420 mm x 297 mm	390 mm x 275 mm	426 mm x 303mm
Front cover sponsorship	12,500	14,875	17,185	*includes choice of photo and logo on front cover, full page advert on p.1 and 50-word caption on p.5 of the sponsored issue		

**Acceptable file formats:** PDF, JPG, TIFF and Photoshop EPS. Files should be CMYK and at 300 dpi. PDFs should not contain transparent layers or elements. Colour profiles should be Fogra 39 for printing colour accuracy. Full page ads should be set with a bleed, if appropriate, and crop marks. **Cancellations:** six weeks prior to copy date. All prices are per insertion, net of VAT where applicable. **Rates effective: 01.01.2025**

# ➤ ADVERT SIZES



Full page

Half page  
(horizontal)

Half  
page  
(vertical)

Double page spread

Quarter  
page  
(vertical)

Quarter page  
(horizontal)



# WEBSITE ADVERTISING

Populated with news, views and analysis on a daily basis, the re-launched Heavy Lift & Project Forwarding International (HLPFI) website is the perfect place to showcase your products and services to an international audience of senior professionals involved in the worldwide movement of heavy and oversize project and breakbulk cargoes.

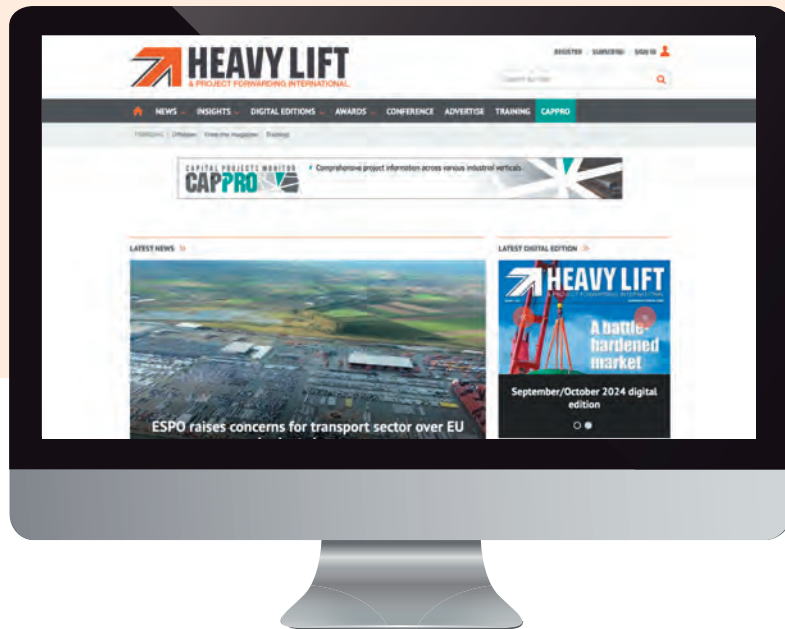
**Avg. monthly users:**

16,456

**Avg. monthly page views:**

44,925

\*based on Google Analytics data from 2024



## DISPLAY: LEADERBOARD

Position your advert in our leaderboard position, visible on all pages of the website. This premium position offers maximum visibility for your investment.

### SPECIFICATIONS:

**Desktop:** 970 px wide x 90 px high

**Tablet:** 468 px wide x 60 px high

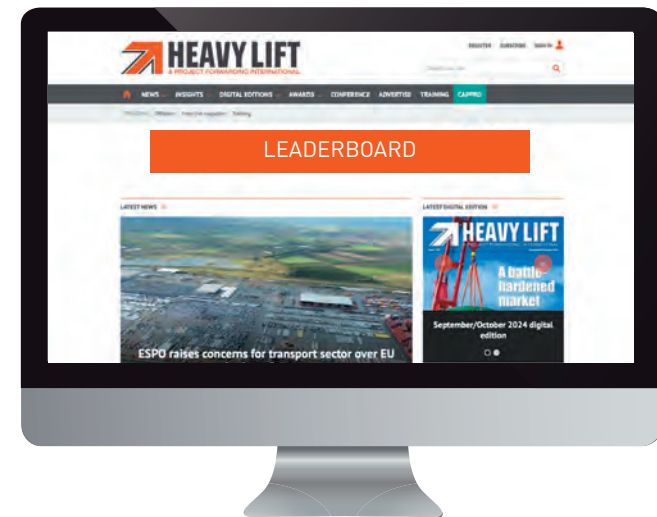
**Mobile:** 300 px wide x 50 px high

Acceptable file types: JPG, PNG, GIF

### PRICES:

GBP	EUR	USD
2,310	2,750	3,245

\*Prices per month. Advertisers may share a slot with up to four others.



# WEBSITE ADVERTISING

## DISPLAY: MPU

Responsive on desktop, tablets and mobiles, the MPU offers you a costeffective and high impact option on all platforms. Gain maximum visibility for your investment by appearing across the site, including on the homepage, category pages and news articles.

### SPECIFICATIONS:

300 px wide x 250 px high

Acceptable file types: JPG, PNG, GIF

### PRICES:

GBP	EUR	USD
1,385	1,650	1,905

\*Prices per month. Mpu adverts rotate in their slots based on impressions.

## DISPLAY: SKYSCRAPER

Positioned next to all articles and news items on the website, your skyscraper advert is a highly effective option for your brand, offering more space to promote your products or services.

### SPECIFICATIONS:

**Desktop:** 300 px wide x 600 px high

**Tablet:** 300 px wide x 250 px high

**Mobile:** 300 px wide x 250 px high

Acceptable file types: JPG, PNG, GIF

### PRICES:

GBP	EUR	USD
1,650	1,965	2,270

\*Prices per month. Advertisers may share a slot with up to four others.

## DISPLAY: WALLPAPER

A premium and exclusive position on the website, the wallpaper occupies each side of the desktop site and offers the greatest impact for your advert, immediately grabbing the attention of our audience.

### SPECIFICATIONS:

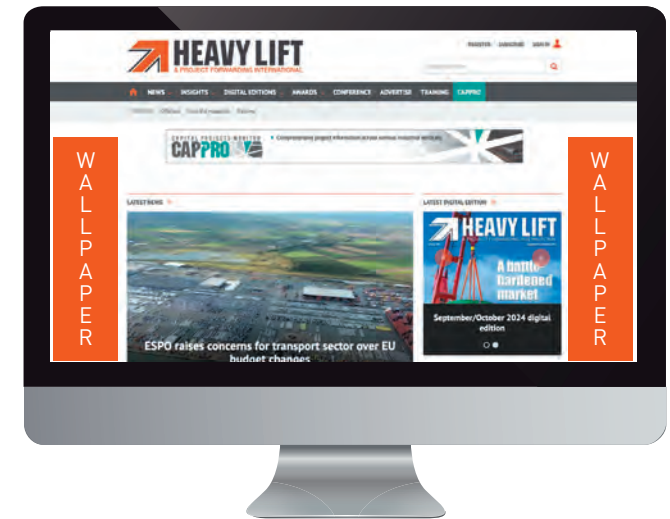
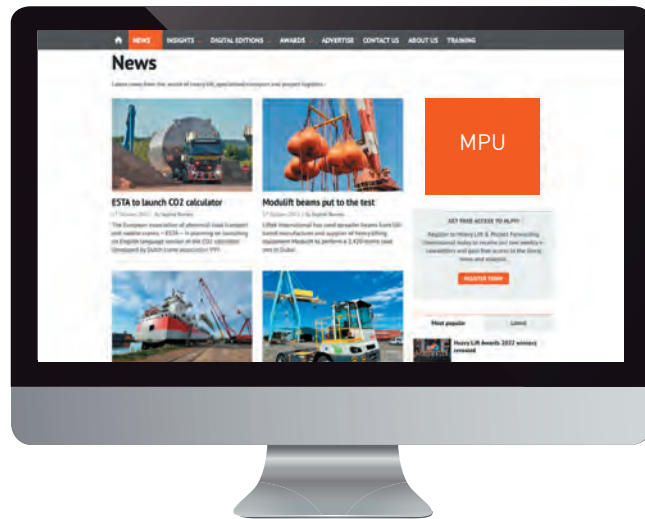
Provided on request.

Acceptable file types: JPG, PNG

### PRICES:

GBP	EUR	USD
5,495	6,540	7,555

\*Exclusive position - one advertiser per month. Only visible on desktop site.



# NEWSLETTER ADVERTISING

Position your advert within our twice-weekly round-ups of news and insight from the heavy lift and project forwarding industry, delivered by e-mail to more than 10,000 contacts every Wednesday and Friday.

## SPECIFICATIONS:

**Banner:** 640 px wide x 80 px high

Acceptable file types: JPG, PNG, GIF

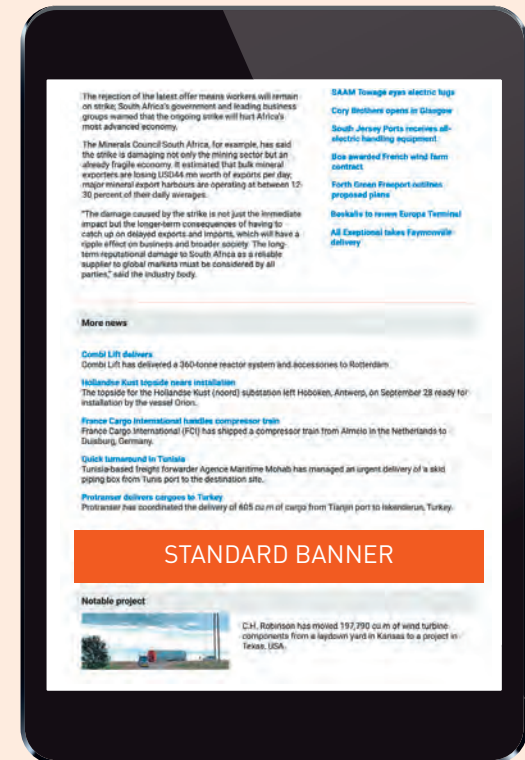
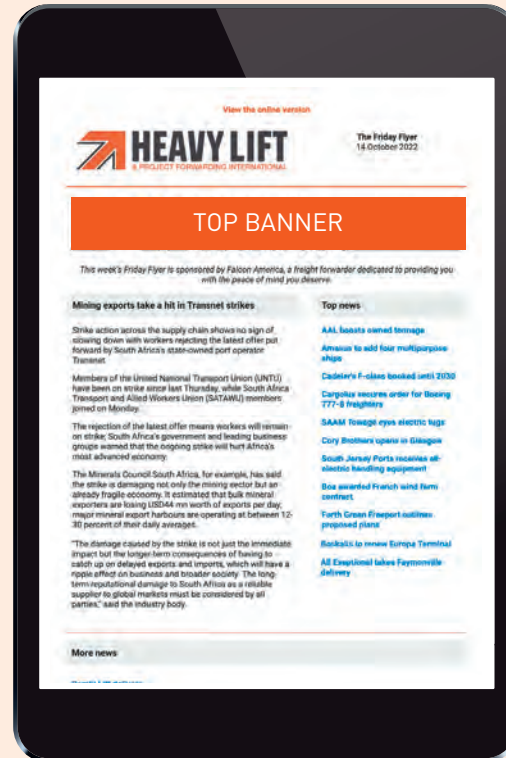
## PRICES:

Top banner (main sponsor):

	GBP	EUR	USD
1 edition	1,360	1,620	1,870
4 editions	4,455	5,300	6,125
12 editions	10,625	12,645	14,610

Standard banner:

	GBP	EUR	USD
1 edition	925	1,100	1,275
4 editions	2,670	3,175	3,675
12 editions	7,065	8,410	9,715





# OTHER ADVERTISING OPTIONS

## SPONSORED CONTENT

Catch the attention of our readers with a bespoke sponsored content solution. HLPFI can work with you to produce exclusive content that is then hosted on [www.heavyliftpf.com](http://www.heavyliftpf.com).

Combine your sponsored content with one of our display advertising options to drive readers to your customised content with engaging branding.

Examples here:

[www.heavyliftpf.com/sponsored-content](http://www.heavyliftpf.com/sponsored-content)

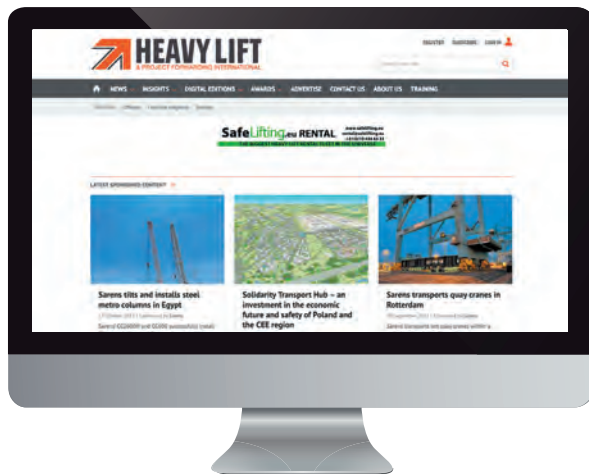
### PRICES:

Package prices start at:

**GBP3,150 / EUR3,750 / USD4,335**

Contact us for more information.

\*Sponsoring company is given opportunity to include logo, company summary and contact info visible on site.



## DIRECT E-MAIL MARKETING

Use our bespoke e-mail marketing facility to deliver your sales message directly into the inboxes of senior executives from across the global project logistics industry.

Deliver your customised mail to over 10,000 contacts involved in the project cargo supply chain.

Examples here:

[www.heavyliftpf.com/sponsored-content](http://www.heavyliftpf.com/sponsored-content)

### PRICES:

Prices start at:

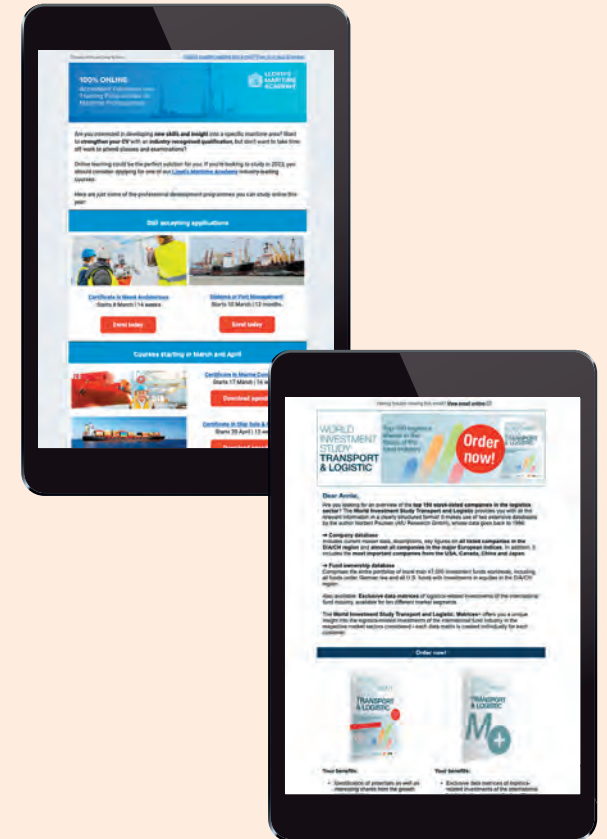
**GBP2,250 / EUR2,680 / USD3,095**

Contact us for more information.

\*Average open rate 21% / average click through rate 4.9%

### SPECIFICATIONS:

All e-mails must be supplied in a HTML format; there must also be a back-up text only version (TXT or word doc); e-mails must not exceed a maximum width of 700 pixels, there is no maximum height; all images must be externally hosted by the client. All links including images must be live links and not relative links; always use ALT tags and fixed widths within tables; avoid using cascading style sheets (CSS); file sizes should be between 40k-100k; Java, JavaScript, VBScript, forms, frames, ActiveX, animated GIF's, Flash, or embedded video should not be used; copy should consist of both images and text with at least one url link; for a better response please avoid sending copy of just one large graphic, or copy made entirely of images, due to image blockers/ spam filters; please use HTML code in a <table> tag structure; please avoid <div> tags.



# ➤ OTHER ADVERTISING OPTIONS

## ➤ WHITE PAPERS

Generate leads and enhance your brand with thought leadership pieces promoted on all of HLPFI's digital platforms.

Our team can work with you on content, layout and distribution of white papers, generating leads for your organisation.

You can see some examples here: <https://www.heavyliftpfi.com/whitepapers>

### PRICES:

Prices start at:

**GBP3,895 / EUR4,635 / USD5,355**

Contact us for more information.

## ➤ VIDEO ADVERTISING

Enhance your brand's visibility with our video advertising options.

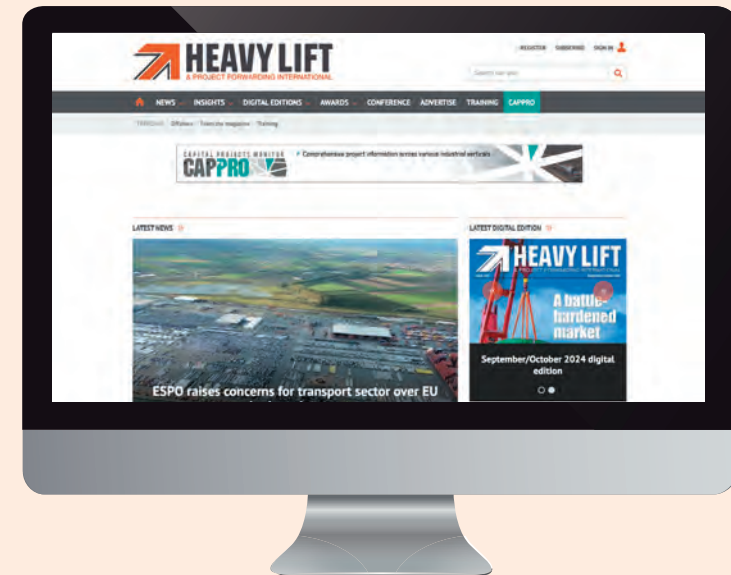
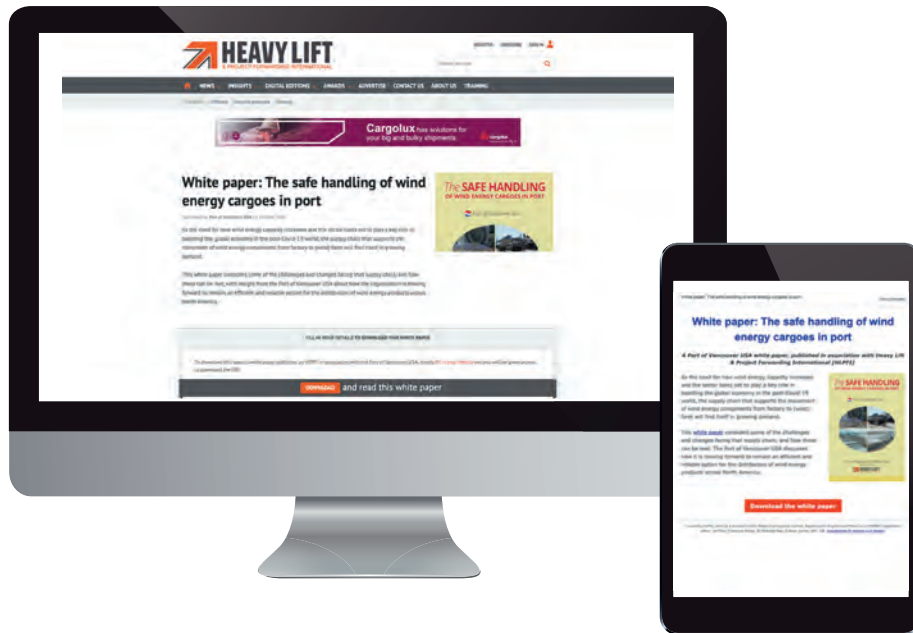
Choose from sponsored video posts on the website, which can be enhanced by social media and email marketing packages; or in-article video advertising which offers maximum viewability for your video.

Contact your sales representative to discuss the options available.

### PRICES:

Prices start at:

**GBP3,895 / EUR4,635 / USD5,355**



# **HEAVY LIFT AWARDS**

The **Heavy Lift Awards** was launched in 2019 to showcase the incredible work of the project logistics industry – from the engineering efforts behind the impressive moves and lifts, to the work that puts training and safety at the forefront of our sector. The annual awards ceremony provides the perfect setting to network with industry peers, entertain clients and reward your teams.

Sponsoring the awards is a great opportunity to benefit from a 12-month campaign of high-profile brand positioning in front of an audience of decision-makers from the project cargo supply chain, creating new business opportunities through extensive brand exposure to current and potential clients and positioning your company as an industry supplier or employer of choice.

Contact our sales team to find out more.

Visit the awards website: [www.heavyliftawards.com](http://www.heavyliftawards.com)



# **READER TESTIMONIALS**

HLPFI has become an indispensable information tool for people in project logistics. The adverts are fairly priced, the news is interesting, and one always learns something new. It's the industry's who's who and what's going on. We read it every month. And one word to their yearly awards in the different logistics fields – outstanding – and the ones that get them, really also deserve them. It's a tough and fair competition. Just great.

*- Ruedi Reisdorf, CEO, Fracht Group*

“The magazine is still delivering the goods and providing valuable insight not available elsewhere.”

*- Richard Jones, Global Sales Manager, Bertling Logistics*

“I have yet to see a publication relating to the project logistics industry come close to your standards. I consider your opinions to be the only industry voice that counts.”

*- Alex Baron, Logistics, Enel Green Power*

“We have received tremendous feedback based on the news on your website. This has created fantastic new contacts for us from which we hope to sign several contracts. HLPFI will be ‘the magazine’ for us in the future.”

*- Thomas Bek, Blue Water Shipping*



**THE WORLD'S LEADING PUBLICATION  
DEDICATED TO THE PROJECT CARGO AND  
BREAKBULK LOGISTICS SECTOR.**



**FOR MORE INFORMATION OR TO DISCUSS YOUR REQUIREMENTS, CONTACT OUR REPRESENTATIVES BELOW:**

**Máté Meszaros**

*Key Account Manager*

[mate.meszaros@heavyliftpfi.com](mailto:mate.meszaros@heavyliftpfi.com)

+44 (0) 1689 492004

+44 (0) 7421 411081

**Oliver Ward**

*Sales Consultant*

[oliver@heavyliftpfi.com](mailto:oliver@heavyliftpfi.com)

+44 (0) 1403 822994

+44 (0) 7786 262360

**Send general advertising enquiries to:**

[evie@heavyliftpfi.com](mailto:evie@heavyliftpfi.com)