

# **International Dredging Review**



**2012**

## **Advertising and Editorial Guide**

319 N. Fourth St. • Suite 650 • St. Louis, Mo. 63102  
Phone (314) 241-7354 • FAX (314) 241-4207  
[www.dredgemag.com](http://www.dredgemag.com) • [info@dredgemag.com](mailto:info@dredgemag.com)

# Advertising Rates & Sizes

**SAME RATES AS 2011!**

## BLACK AND WHITE RATES

Size	1x	4x	6x
Full Page	\$1,670	1,520	1,385
2/3 Page	\$1,180	1,075	980
1/2 Page Island*	\$950	855	785
1/2 Page	\$890	805	730
1/3 Page	\$615	560	510
1/4 Page	\$495	455	415
1/6 Page	\$370	340	305
Per Inch (Classifieds Only)	\$95	90	85

## COLOR RATES

Size	1x	4x	6x
Full Page	\$2,470	2,320	2,185
2/3 Page	\$1,830	1,725	1,630
1/2 Page Island*	\$1,490	1,405	1,335
1/2 Page	\$1,440	1,355	1,280
1/3 Page	\$1,105	1,050	1,000
1/4 Page	\$945	905	865
1/6 Page	\$770	740	705
Per Inch (Classifieds Only)	\$175	165	155

Payment for ads is due within 30 days of billing date. **CHECKS MUST BE DRAWN ON A U.S. BANK, IN U.S. DOLLARS. We accept VISA, MasterCard and American Express credit cards.**

\* Guaranteed only ad on page

Rates are based on the total number of insertions within a 12-month period. Largest unit to be counted as one insertion is a full page. A spread counts as two insertions. Advertising schedules composed of mixed space units are entitled to standard discounts.

## CLASSIFIED AD RATES

Ad can be purchased by the inch in our classified section. Ads are organized by product or service. Please see above for rates.

## INSERTS

**Center of book:** This position is available for a four or eight-page insert on offset paper. Please call for rates and requirements.

## WEB SITE

IDR also offers advertising opportunities on our site, [www.dredgemag.com](http://www.dredgemag.com)! Please call Jason Koenig for rates and sizes.

## DISPLAY AD SIZES

Size	Width	Height
Full Page (includes 1/8" bleed on all 4 sides)	8.75"	11.25"
2/3 Page	5"	10"
1/2 Page Island*	5"	7.5"
1/2 Page (horizontal)	7.5"	4.875"
1/2 Page (vertical)	3.625"	10"
1/3 Page (horizontal)	5"	4.875"
1/3 Page (vertical)	2.375"	10"
1/4 Page	3.625"	4.875"
1/6 Page (horizontal)	5"	2.375"
1/6 Page (vertical)	2.375"	4.875"
1 Column Inch	2.375"	1"

## Cover Rates

**Low prices on back, inside front, and inside back ads.**

Flat Rate. Non Cancelable

**Back Cover:**

\$2,750

**Inside Front/Back Cover:**

\$2,500

## Mechanicals

We accept digital ads created in Photoshop, Illustrator, and InDesign applications.

Please submit high resolution files (at least 300 dpi) saved as a TIFF, EPS, JPEG, or a press ready PDF.

Note: We do not accept files in Microsoft Publisher or Adobe PageMaker.

Bleed size: 8.75" x 11.25"

Trim size: 8.5" x 11"

Live Area: .25" from Ad edge

Color mode: CMYK

Please contact Kim Waterhouse at 314-241-7354 if you have any further questions regarding art requirements.

# Editorial Calendar

International Dredging Review is published six times per year. In addition to being mailed to our regular subscribers, issues are sent to meetings, trade shows and dredging sites.

## ISSUE FEATURES

### JANUARY/FEBRUARY

#### Aggregate Dredging

Equipment Roundup: Drive and Power Systems

**Bonus Distribution** at AGG1 Aggregates Forum & Expo  
March 13 - 15 Charlotte, North Carolina.

**Ad materials and space deadline is December 16**

### MARCH/APRIL

#### Hydrographic Surveying

Equipment Roundup: Buckets and Mechanical Dredges

**Bonus Distribution** at Inland Rivers Ports and Terminals,  
St. Louis, Missouri and WEDA's 2012 Midwest Chapter Meeting.

**Ad materials and space deadline is February 17**

### MAY/JUNE

#### Safety in Dredging

Roundup: Profile of Exhibitors and Presenters at Western  
Dredging Association's (WEDA's) Annual Meeting.

**Bonus Distribution** at the Western Dredging Association's  
annual meeting, June 10-13, San Antonio, Texas.

**Ad materials and space deadline is April 13**

### JULY/AUGUST

#### Maintenance Dredging

Equipment Roundup: Pumps, Pipes and Valves

**Bonus Distribution** at the Gulf Intracoastal Canal Association's  
annual meeting in New Orleans Louisiana, and Dredging 2012  
in San Diego, California.

**Ad materials and space deadline is June 15**

### SEPTEMBER/OCTOBER

#### Environmental Dredging and Coastal Restoration

Equipment Roundup: Electronics

**Bonus Distribution** at the Central Dredging Association's  
(CEDA's) annual meeting, The Netherlands and WEDA's 2012  
Pacific and East Coast Chapter Meetings. Also, Dredging 2012 -  
October 22 - 25, San Diego, California.

**Ad materials and space deadline is August 17**

### NOVEMBER/DECEMBER

#### Dredge Construction & Repair (Our Shipyard Issue)

Equipment Roundup: Pollution Control Equipment. ALSO,  
Annual index of 2012 stories!

**Bonus Distribution** at the International WorkBoat Show, New  
Orleans, Louisiana, Atlantic Intracoastal Waterways Association's  
annual meeting, Hypack users conference and WEDA's Gulf  
Coast Chapter meeting.

**Ad materials and space deadline is October 19**

**We have a great line-up for 2012,  
reserve your advertising space now!**



## SUBMISSION

Please send all contracts, insertion orders and production materials to:  
International Dredging Review  
319 N. Fourth St., Suite 650  
St. Louis, MO 63102  
Phone: (314) 241-7354  
Fax: (314) 241-4207  
sales@dredgemag.com  
www.dredgemag.com

Send all news releases, articles and announcements to:  
Judith Powers, editor of IDR  
editor@dredgemag.com  
Phone: (970) 568-0833

# The Bi-Monthly Trade Magazine for the Worldwide Dredging Industry.

## About IDR

*International Dredging Review* (IDR) is a bi-monthly trade magazine that serves dredging operators and related marine and material handling businesses operating in the Western Hemisphere and around the World. To complement the magazine we also offer a comprehensive business directory and a content-rich Web site, [www.dredgemag.com](http://www.dredgemag.com).

Our goal is to provide a high quality platform for communication between dredgers, customers and vendors within the worldwide dredging industry. Our target audience includes all types of dredge owners/operators, customers and potential customers of the dredging industry including government agencies such as the U.S. Corps of Engineers, public ports and harbors, private businesses such as terminals and marina managers, aggregate mining companies, environmental and land reclamation interests, hydrographic surveyors, and vendors to the dredging industry.

IDR was founded by current editor Judith Powers in 1981.

IDR is published by The Waterways Journal, Inc. *The Waterways Journal Weekly*, continuously published since 1887, proudly serves the inland river transportation community. The Waterways Journal, Inc. also publishes the Inland River Guide, Inland River Record, Quimby's Cruising Guide and Heartland Boating Magazine.

## Our Readership

IDR is distributed to a highly qualified audience of people and organizations around the globe. Our readers are involved and are known to make purchasing decisions based on information provided in IDR. IDR offers a paid circulation base while additional copies are also distributed to conferences and trade shows worldwide.

**Please visit our web site:  
[www.dredgemag.com](http://www.dredgemag.com)**

For more information or to place an ad, please contact: Jason Koenig or Nelson Spencer, Jr.

IDR

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## Testimonials

"Not only an avid reader...I have also advertised with *International Dredging Review* for over 20 years. IDR offers an educational publication as well as an informative resource on what is happening in the dredging industry. I can personally attest to the success DSC has with the advertisements we have placed over the years." Robert Wetta, President, Dredging Supply Company

"IDR played a big part in making the Cable Arm bucket the world standard for environmental and soft material clamshell buckets. Since 1992 when I first introduced my bucket at the WEDA meeting in Mobile, my ads in IDR have been seen by the right people, and now if you see a crane working on a mud sediment job, it is often using a Cable Arm. Thank you, *International Dredging Review*." Ray Bergeron, Cable Arm Clamshell

"I just wanted to let you know that I have always been impressed by your efforts and your professional product with the IDR magazine. And I am always amazed at how you could pull together the detail and articles on the two months schedule. Your effort and product have been an important piece in the growth of the dredging industry." Gregory L. Hartman, PE; Dalton, Olmsted and Fuglevand, Inc.

"*International Dredging Review* is an invaluable resource for the dredging industry and its suppliers. There are many trade magazines that cover the greater maritime industry, but if you want to know about the dredging market, IDR is the place to turn. If you want to know what Congress is up to with regard to infrastructure investment, read IDR. If you want to know about the latest in hydrographic survey technology, read IDR. I keep a copy on my desk." Mark Sickles, Weeks Marine, Inc.