



by enhesa.

MEDIA PACK 2024

OVER 40 YEARS OF EXCELLENCE

IN ASSOCIATION WITH



THE GO-TO INFORMATION SOURCE FOR THE INTERNATIONAL DANGEROUS GOODS PROFESSIONAL SINCE 1980

HCB's award-winning editorial is written by dedicated industry experts from around the world. Combined, these professionals have more than 250 years of industry-specific expertise and regularly chair conferences and panels at events across the globe. In 2020, we celebrated 40 years as the industry's leading service for dangerous goods professionals across the supply chain, making us the longest-running, most widely read and respected voice within the industry.

The sponsorship and advertising opportunities HCB offers will engage audiences 24/7, 365 days a year, encompassing new and improved digital offerings

and more exposure at events and exhibitions throughout 2024. Today, HCB is the number one voice on all issues concerning the transport and handling of dangerous goods. As a multimedia information portal spread across the digital landscape, HCB serves as a groundbreaking data analytics and information delivery service for the industry.

HCB takes its role as the industry's leading news source incredibly seriously, and we remain committed to bringing our subscribers the latest news and views from across the supply chain.

HCB is part of the Enhesa Group, consisting of Enhesa, Chemical Watch News & Insight, SciveraLens, HCB, ToxPlanet and Reg Scan. We are a family of companies providing EHS and compliance intelligence throughout the supply chain.

For advertising and media enquiries, please contact:

Sarah Smith
Email: sarah.smith@enhesa.com
Phone: +44 (0)1743 644 995





HCB – 40 YEARS OF EXCELLENCE

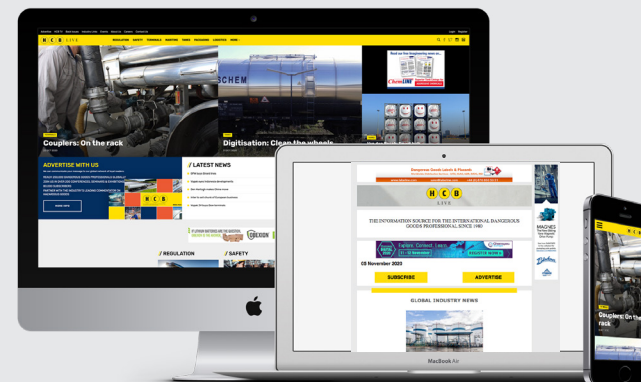
SO MUCH MORE THAN A MAGAZINE

We can offer a 360-degree media campaign, delivering quality content 365 days of the year, 24 hours a day, with access to the largest audience of professionals in the transportation of dangerous goods materials.

The monthly HCB magazine is accessible in both print and online formats, and it is by far the most recognisable name in the industry with more than 40 years of traction. Not only do we deliver on the most up-to-date industry content, the brand itself keeps way ahead in the marketplace.

Each week, we roll out a newsletter to our 12,000+ subscribers, meaning that well over half a million newsletters are delivered to an invested readership every year.

Our website, HCBlive.com, contains all the content from our magazine and newsletters to release daily industry news and all of the content runs across our four social media platforms.



WWW.HCBLIVE.COM

EDITORIAL CALENDAR 2024

JANUARY

- Storage Terminals - global markets
- Sustainability & Energy Transition
- Industrial Packaging

FEBRUARY

- Chemical Tankers
- Labelling & Compliance
- Tanks & Logistics

MARCH

- Storage Terminal Equipment
- Intermodal Transport
- Chemical Distribution - Europe
- Gas Tanker markets

APRIL

- DG by Air
- Industrial Packaging
- Digitalisation

MAY

- Tank Container Markets
- Storage Terminals - Expansions
- Logistics - Middle East

JUNE

- Chemical Distribution - Europe
- Chemical Tankers - Fleet Review
- Sustainability & Energy Transition

JULY/AUGUST

- North America Focus
- Distribution
 - Road and Intermodal Transport
 - Gas Tankers - Fleet Review

SEPTEMBER

- European Focus
- Storage Terminals
 - Shortsea Shipping
 - Distribution & Warehousing
 - Intermodal Transport

OCTOBER

- IBC & Drum Manufacturing
- Tank cleaning
- Asia Focus

NOVEMBER

- Intermodal Transport
- Sustainability & Digitalisation
- Industrial Packaging Markets

DECEMBER

- Chemical Tanker Markets
- Tank Container Equipment
- Chemical Distribution

WHY ADVERTISE WITH US?

EXPOSURE, TARGETED BRAND VISIBILITY, LEAD GENERATION

Our campaign newsletter banners provide you with the opportunity to not only appear on the newsletter but also to position your artwork in the category that is specific to your industry. So, rather than appearing in a general, untargeted location in the newsletter, it will be seen by hot leads who are already interested in your sector. These sectors include:

- Storage terminal markets
- Sustainability
- Chemical tankers
- Labelling and compliance
- Storage terminal equipment
- Chemical distribution – North America
- Tank container markets
- Chemical distribution – Middle East
- Storage terminal expansions
- Chemical distribution – Europe
- Tank container manufacturing
- Sustainability
- North America issue
- Storage terminals
- Gas tankers
- Warehousing and logistics
- Tank container depots
- Road tanker
- Gas shipping and storage
- Chemical distribution

The campaign's solus email blasts give you the opportunity to send out a dedicated email to our wider audience on the subject matter of your choice, enabling you to have your voice heard by thousands of industry professionals.



MEDIA CAMPAIGNS



by **enhesa.**

3-MONTH CAMPAIGN

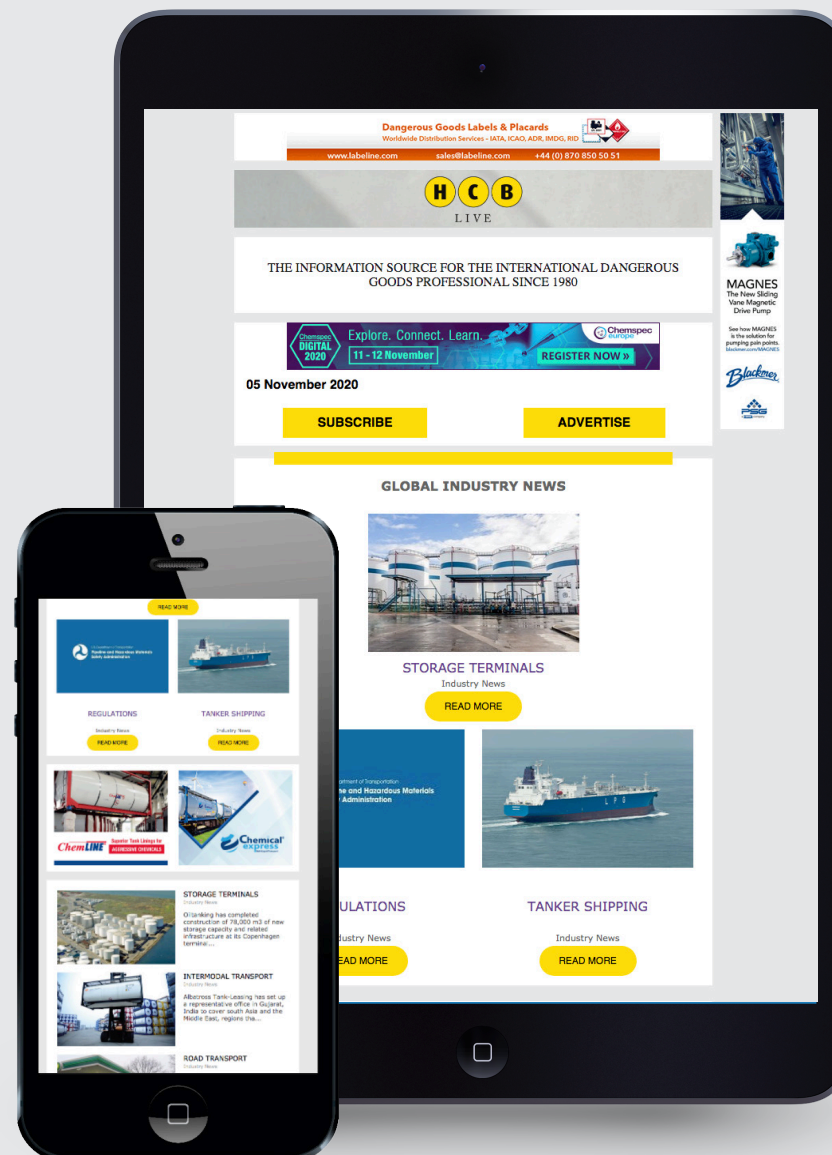
- 3 full page adverts
- 3 months newsletter banner
- 3 months website banner
- Total cost: £5,775

6-MONTH CAMPAIGN

- 6 full page adverts
- 6 months newsletter banner
- 6 months website banner
- Total cost: £11,550

12-MONTH CAMPAIGN

- 12 full page adverts
- 12 months newsletter banner
- 12 months website banner
- Total cost: £17,325



HCB INDIVIDUAL MENU

For the needs of individual advertisement bookings, please find the breakdown of costs here to fit any client budget:

Full page advert - £3,399

Half page advert - £2,145

Double page spread - £6,118

Newsletter banner - £1,452

Website banner - £1,150

1 solus email - £2,000, 2 solus email - £3,000

3-month package - £5,775

6-month package - £11,550

12-month package - £17,325

Please get in touch to discuss your advertising needs or request a quote today.

Sarah Smith
Email: sarah.smith@enhesa.com
Phone: +44 (0)1743 644 995



SPECIFICATIONS

MAGAZINE ADVERTS

- Full page: Bleed: 279mm x 214 mm, Trim: 273 x 208 mm, Type Area: 249 x 184 mm
- Half page: Size: 180.3 x 119 mm, Type Area: 170.3 x 109 mm
- Double page spread: Bleed: 279 x 422 mm, Trim: 273 x 416 mm, Type area: 249 x 398 mm

NEWSLETTER ADVERTS

- Top Full Banner: 1490x180px
- Skyscraper: 120x600px
- Medium rectangle (MPU) x2: 300x250px
- Full banner: 468x60px
- Medium rectangle (MPU) x2: 300x250px

WEBSITE ADVERTS

- [Homepage] Top right square (MPU): 340x232px
- [Homepage] Leaderboard Middle: 728x90px
- [Topic pages] Square banner (MPU): 340x232px
- [Topic pages] Leaderboard bottom: 728x90px

SOLUS EMAIL BLASTS

- File format: Word (HTML code) and subject line



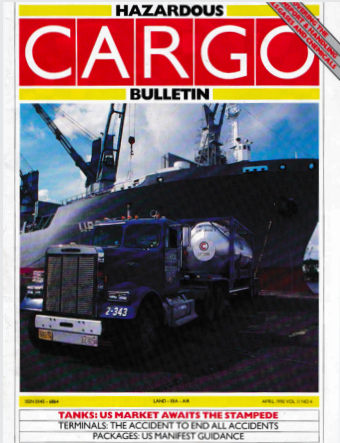
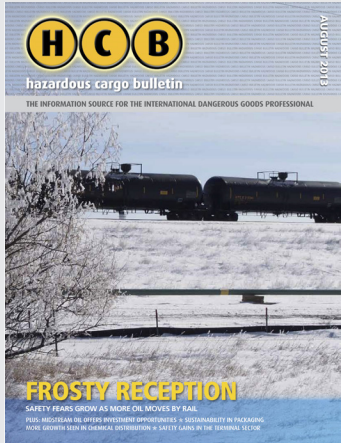
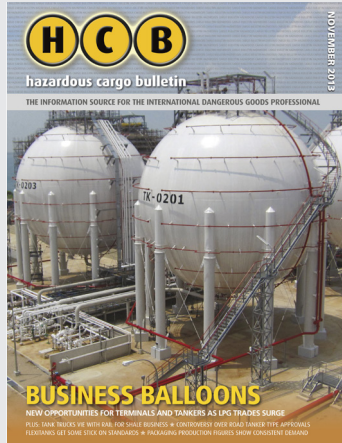
Please get in touch to discuss your advertising needs or request a quote today.



Sarah Smith

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an **enhesa.** company