



International **Cement**review

2017 MEDIA **INFORMATION**

*Delivering industry insight,
technical expertise and
market knowledge to the
global cement industry*

The readers' choice for over 25 years

Join our network of leading brands



At International Cement Review (ICR) we excel at bringing timely information about the issues that matter to today's cement professional.

Whether it be product development, technical expertise or market intelligence, every month provides a wealth of new information to senior managers and engineers, business strategists and industry leaders.

Our trusted editorial coverage ensures that the key decision makers throughout the industry read the review, which places you – the advertiser – directly into their hands.

"ICR enjoys an unrivalled brand reach in the cement industry through its network of exclusive offerings and partnerships, ensuring advertisers have access to the key players in this dynamic industry."

INTERNATIONAL CEMENT CONFERENCE

Cemtech

PRODUCTION EXPERTISE - MANAGEMENT SKILLS

International cement conferences & exhibitions

Cemtech Conferences & Exhibitions provide high-quality programmes with authoritative presentations by senior industry figures alongside an international exhibition with world-class suppliers showcasing state-of-the-art equipment, innovations and technical solutions. A Cemtech event is an opportunity to meet international colleagues, explore opportunities for the future and showcase your company's products and services.

2017 Event calendar:

Cemtech Middle East & Africa:	February 2017
Cemtech Asia:	June 2017
Cemtech Europe:	September 2017
Cemtech Americas:	December 2017

For specific locations, exhibition plans and sponsorship opportunities, please contact us directly:

info@Cemtech.com | +44 1306 740363 | www.Cemtech.com

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Unrivalled online content = the most popular website by visitor volume in the cement industry

CemNet.com is the home of ICR on the web, offering a full range of cement industry information services via the daily news service, newsletters, B2B directory, plant directory, statistical data, online technical forum and training platform. Every issue of ICR is available in digital magazine format and subscribers have access to our 12+ year article archive.

We offer a choice of banner advertising opportunities as well as targeted marketing solutions through our popular email newsletters. For rates and more information, **request the separate CemNet.com 2017 media information pack today!**



Publications Portfolio



Advertising
opportunities
available
now

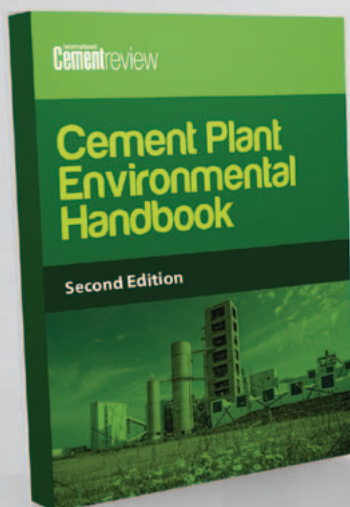
NEW IN 2017:

The Global Cement Report 12th Edition

Leveraging ICR's unparalleled research capabilities and network of contacts built up over a 25-year working partnership with the industry, this 400-page report provides high-quality market intelligence on over 170 individual cement markets, including commentary and detailed statistical data on consumption, production, capacity, pricing, import and export trends.

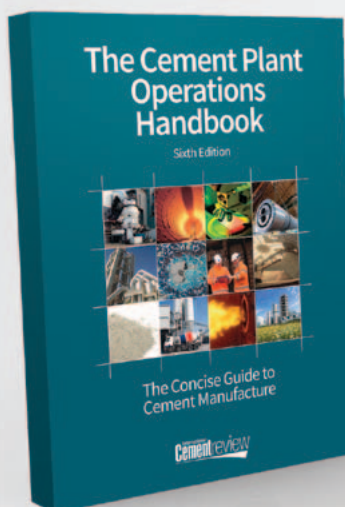
GCR 12 offers a prime opportunity to gain invaluable insights into the worldwide cement industry and is the preferred source of statistics for CEOs, business managers, strategists and investors in new plants in our sector. PUBLICATION DATE: 1Q 2017

"ICR's monthly magazine is complemented by a range of well-respected reference works, handbooks and research reports – presenting a long-lasting channel to reach your company's target audience."



Cement Plant Environmental Handbook 2nd Edition

This handbook provides readers with a fully up-to-date understanding of the modern cement manufacturing technologies necessary to achieve best-in-class performance and the highest environmental standards. Energy saving and process optimisation through to alternative fuel systems are some of the key themes covered by this essential publication.



The Cement Plant Operations Handbook 6th Edition

Updated, improved and with additional content, this latest revision of The Cement Plant Operations Handbook (CPOH) remains the cement industry's most comprehensive technical reference book available. Clearly written, concise and covering the entire cement production process, this publication is relied upon by cement plant personnel the world over.



Second Global White Cement Report

This second edition of the highly-successful Global White Cement Report provides a wealth of data relating to the latest corporate developments, production, consumption and trade in this important niche sector.



ICR Handbook on Global Cement Trade and Distribution

A comprehensive guide to the seaborne distribution of cement and clinker. This handbook presents regional cement trade analysis and statistics, complemented by chapters on cement shipping and distribution, terminal design and operation, as well as a worldwide terminal directory.

Why advertise with ICR?

Strongest distribution

International Cement Review offers advertisers the best possible access to key industry personnel worldwide. As the most recognised publication in the industry, ICR magazine commands the largest paid-subscriber base – some three times larger than the nearest competitor – ensuring that your marketing message is seen by the most relevant and engaged professionals in the cement industry.

Market leaders in the cement sector

ICR's network of brands makes us the market leader in cement sector publishing and events. Our innovative website, CemNet.com, and the Cemtech conference and exhibition series means we are constantly engaged with the cement industry, distributing ICR magazine to new entrants alongside our existing subscriber base.

The global cement sector within reach

As an advertiser in ICR, you will benefit from:

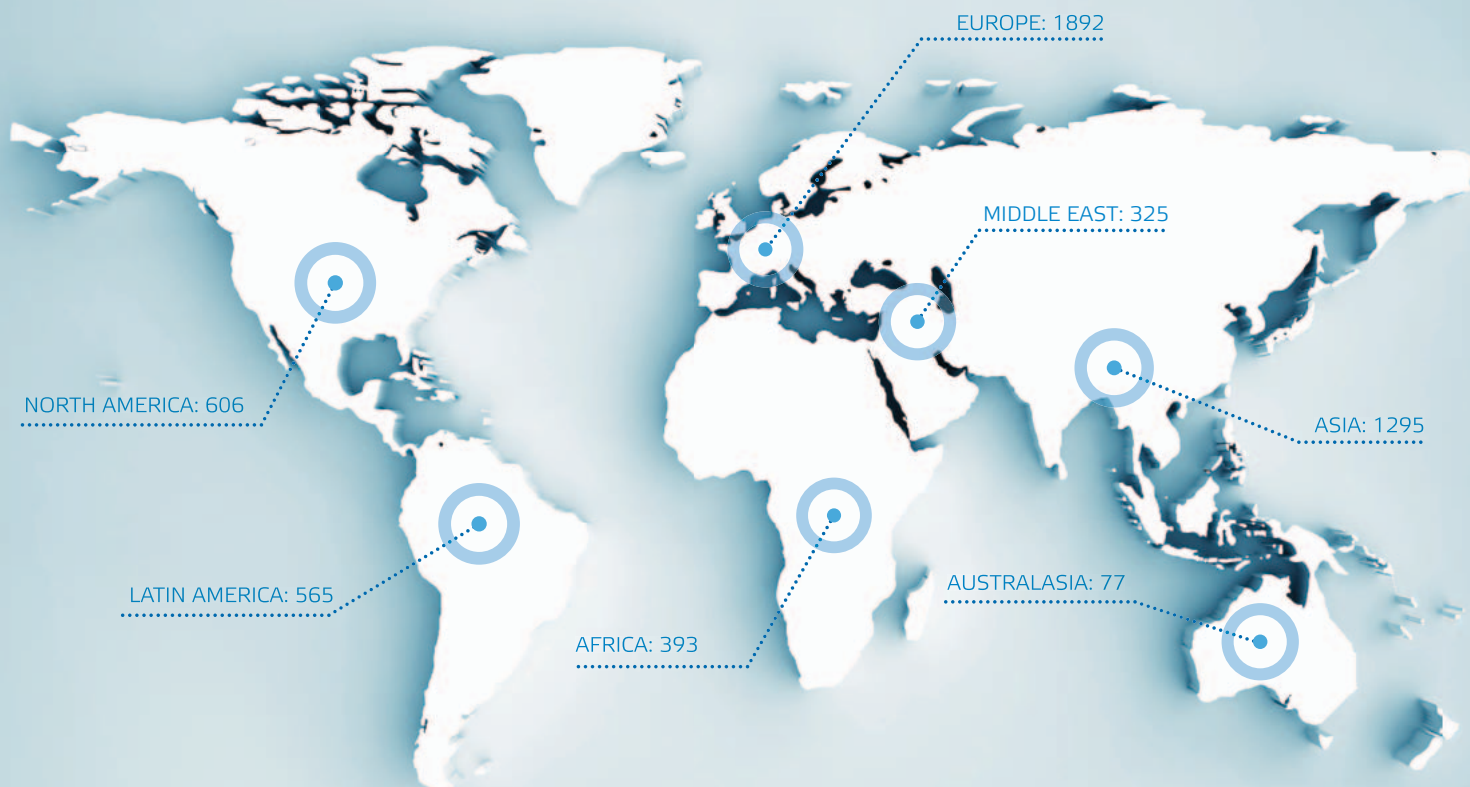
- ✓ Worldwide circulation that is a true reflection of the global cement industry
- ✓ Targeted distribution to cement plants worldwide PLUS bonus distribution at high-profile industry events with exclusive outlets (see editorial calendar)
- ✓ Exclusive distribution at Cemtech Conferences and Exhibitions (Middle East & Africa, Asia, Europe, Americas)
- ✓ Association with unrivalled content and the highest-quality research
- ✓ Access to the largest paid-subscriber base in the industry

Advertise in ICR and achieve your key marketing objectives:

- ✓ Promote your products and services to the global cement industry
- ✓ Ensure your message is seen in every cement plant and by key decision makers
- ✓ Build product understanding and enhance brand recognition
- ✓ Establish a successful advertising partnership with the most authoritative voice in the industry



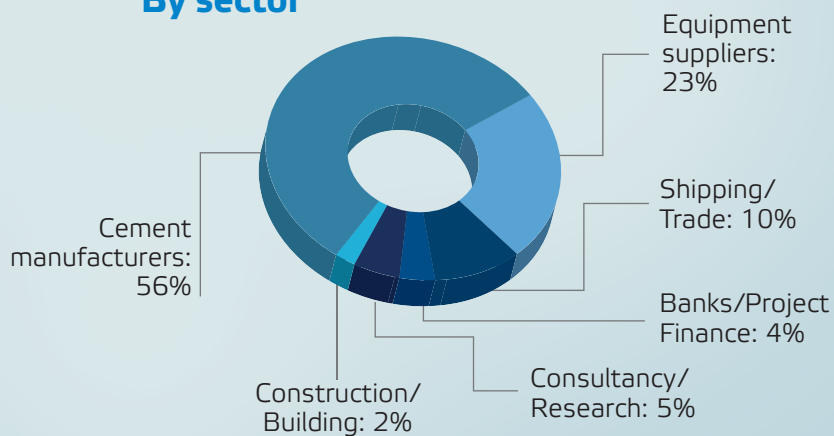
Readership profile



By job title

- Technical Director
- Plant Manager
- Production Manager
- CEO & Managing Director
- Procurement Manager
- Plant/Process Engineer
- Plant Chemist/Quality Control
- Maintenance Manager
- Quarry Manager
- Health & Safety Manager
- Industry Consultant
- Business Strategist/Analyst
- Other

By sector



International
Cementreview

Magazine key statistics

- Total net circulation: 5153*
- Total monthly paid circulation: 1019*
- Paid/Controlled circulation: 19.8% / 80.2%**
- Total readership: 20,612***

* Figures from the June 2016 issue

** Percentage of net circulation *** based on a pass-on rate of 4 per issue

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Website key statistics

- Monthly visits to CemNet.com: 56,042
- Monthly unique browsers: 40,125
- Daily newsletter readership: 5391
- Weekly newsletter readership: 5364

Figures based on a six-month average from January to June 2016 taken from Google analytics

ICR editorial schedule 2017

JANUARY

Advertising deadline : **13 December 2016**
Editorial deadline : **16 November 2016**

- New Cement Plant Completions
- Clinker Cooler Retrofits
- Bulk Material Handling
- Alternative Fuels
- Clinker Substitution
- Electric Motors
- Grinding Optimisation
- ★ Global Market Outlook
- ★ Colombia

MARCH

Advertising deadline : **13 February 2017**
Editorial deadline : **16 January 2017**

- Cement Terminals
- Grinding Aids
- Bagging & Packaging
- Crushing Equipment
- Level Sensors
- Refractory Projects
- Dosing Equipment
- ★ Iran
- ★ Chinese Cement Sector

• 18th China International Cement Industry Exhibition

MAY

Advertising deadline : **14 April 2017**
Editorial deadline : **15 March 2017**

- Co-Processing
- Fly Ash Cement
- Silo Cleanout & Air Cannons
- Ship Loading/Unloading
- Filter Bags & Cages
- Waste Heat Recovery
- Pumps & Valves
- ★ Caribbean
- ★ North America

• 2017 IEEE-IAS/PCA (Alberta, Canada)

JULY

Advertising deadline : **13 June 2017**
Editorial deadline : **15 May 2017**

- New Plant Projects
- Stackers & Reclaimers
- Wear Protection
- Asset Management
- Fan Technology
- Raw Milling
- Quality Control
- ★ Emerging Asian Markets
- ★ South Africa

SEPTEMBER

Advertising deadline : **11 August 2017**
Editorial deadline : **14 July 2017**

- XRF/XRD Technology
- Industry 4.0 & IT Networks
- Online Analysers
- Turnkey Engineering
- Loading Chutes
- Separators & Classifiers
- Plant Health & Safety
- ★ East Africa
- ★ Eastern & Central Europe

• Cemtech Europe

• Powtech (Germany)

NOVEMBER

Advertising deadline : **13 October 2017**
Editorial deadline : **15 September 2017**

- Slag Cement
- Tyre Burning
- Automation
- Captive Power Plants
- Sustainability
- Plant Energy Audits
- Research & Development
- ★ Egyptian cement
- ★ Indian subcontinent

• AICCE

• NCB India

FEBRUARY

Advertising deadline : **13 January 2017**
Editorial deadline : **14 December 2016**

- Burner Installations
- Baghouses & ESP Units
- Laboratory Equipment
- Vertical Roller Mills
- Thermal Imagery
- Bypass Systems
- Expansion Joints & Dampers
- ★ North Africa
- ★ GCC Survey

• Cemtech Middle East and Africa

APRIL

Advertising deadline : **13 March 2017**
Editorial deadline : **13 February 2017**

- Conveyor Projects
- Logistics
- Mercury Abatement
- Process Control
- Gears & Drives
- Oils & Lubricants
- Energy Savings
- ★ Russian & Ukraine Markets
- ★ Indonesia

• BusinessCem Moscow (Russia)

JUNE

Advertising deadline : **12 May 2017**
Editorial deadline : **14 April 2017**

- Road Transport
- Quarrying & Mining
- Ball Mills
- White Cement
- Cement Consultancy
- Ready-Mix & Aggregates
- Mini Plants
- ★ Brazil
- ★ Southeast Asia

• Cemtech Asia

AUGUST

Advertising deadline : **12 July 2017**
Editorial deadline : **15 June 2017**

- Dedusting Solutions
- Weighing Equipment
- SRF/RDF Preparation
- Civil Works
- Kiln Hoods & Seals
- Refractory Engineering
- Plant Design
- ★ Latin America
- ★ Iberian Cement Markets

• FICEM-APCAC

• UNITECR (Chile)

OCTOBER

Advertising deadline : **13 September 2017**
Editorial deadline : **16 August 2017**

- Silos & Domes
- Bagging & Packaging
- Lime Plants
- Mill Internals
- Kiln Maintenance
- Freight Markets
- Drill Rigs & Blasting
- ★ Turkey
- ★ Germany

• BusinessCem Tashkent (Uzbekistan)

• TÇMB Turkey

DECEMBER

Advertising deadline : **13 November 2017**
Editorial deadline : **16 October 2017**

- Bucket Elevators & Chains
- Roller Presses
- NO_x & SO_x Reduction
- Welding & Repairs
- Precalciners/Preheaters
- Couplings & Bearings
- Fuel Preparation
- ★ West Africa
- ★ Southern US Markets

• Cemtech Americas

Rate card and dimensions

Get in touch with us today to plan your 2017 marketing programme!

Advert size	Type	1-2 insertions US\$ / €	3-5 insertions US\$ / €	6-9 insertions US\$ / €	10-12 insertions US\$ / €
Double-page spread	4-colour	8600 / 7600	7999 / 7050	7550 / 6650	7100 / 6300
Full page	4-colour	4750 / 4100	4415 / 3800	4150 / 3600	3950 / 3400
Half page	4-colour	3350 / 2900	3115 / 2695	2950 / 2550	2750 / 2400
Third page / Island	4-colour	2750 / 2300	2555 / 2150	2420 / 2025	2440 / 1700
Quarter page	4-colour	2490 / 2100	2300 / 1950	2200 / 1850	2050 / 1750
Eighth page	4-colour	2050 / 1700	1900 / 1550	1800 / 1500	1700 / 1400
Specials Front cover: US\$7450 / €6550 Back cover: US\$6650 / €4850 Inside front cover: US\$5800 / €4600 Inside back cover: US\$5200 / €4300		ALL prices are per insertion.		Advertising cancellation policy: contracts for advertising in a particular issue of International Cement Review can only be cancelled by written notice no less than 30 days prior to the stated deadline date. See terms and conditions on your order confirmation for full details.	

Advert size	height (mm)	width (mm)
Double-Page Spread		
Type area	271	392
Trim size	297	420
Bleed	303	426
Full Page		
Type area	271	176
Trim size	297	210
Bleed	303	216

Advert size	height (mm)	width (mm)
Half-page horizontal	131	176
Half-page vertical	271	84
Third-page vertical	271	55
Island vertical	145	110
Quarter-page horizontal	63	176
Quarter-page vertical	131	84
Eighth-page horizontal	63	84
Eighth-page vertical	84	63

Print offer:

Book a Full page + Inside Front or Back cover in the same issue for just US\$7500 / €6800.

Print + online offer:

Book any series of 3 or more insertions and receive a complimentary silver B2B listing*.

*See separate CemNet.com media pack for more information

How to get in touch

If you require any further information or advice, or would like to discuss your marketing campaign, please do not hesitate to contact us at:

Email: e.compos@CemNet.com
Tel: +44 (0) 1306 740363

All advertisements should be supplied in a digital format and advertisers should always send colour proofs to ensure print consistency.

Without a colour proof being supplied, our own colour proofing system will apply.

Address: Tradeship Publications Ltd
Old King's Head Court
15 High Street, Dorking
Surrey, RH4 1AR, United Kingdom

Suitable digital media

- **High-resolution PDF**
 - Files must be supplied at correct size
 - Fonts must be embedded or turned to outlines
 - Use minimum compression and max. resolution: CMYK 300dpi, greyscale 600dpi, line art 1200dpi
- **Adobe InDesign files**
 - Files must be supplied at correct size
 - All fonts and links must be included
 - Image resolution when supplied at 100%: CMYK 300dpi, greyscale 600dpi, line art 1200dpi supplied in JPEG, TIFF or Photoshop EPS format

2017 MEDIA INFORMATION

Advertising contacts

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International
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