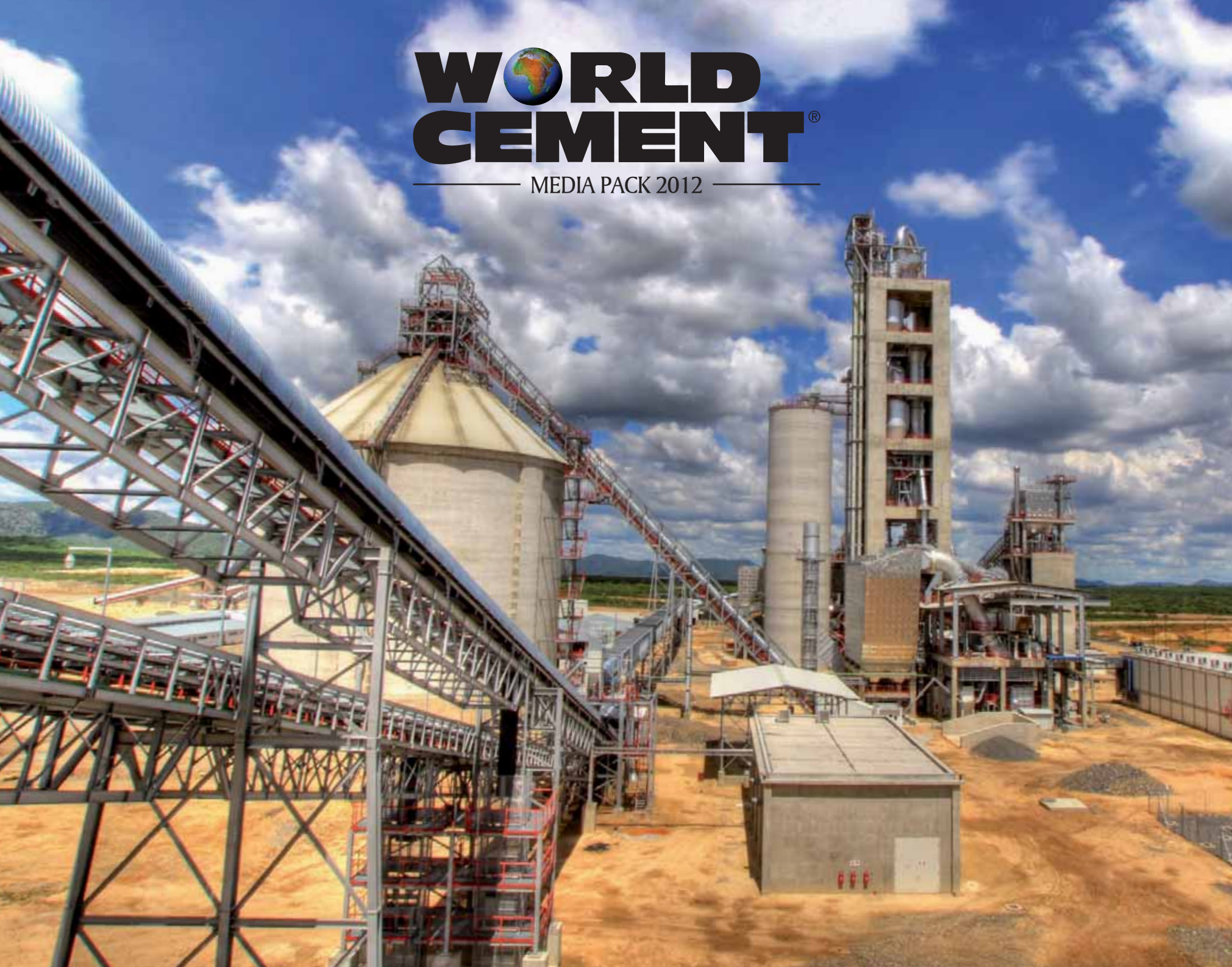


# WORLD CEMENT®

— MEDIA PACK 2012 —



# WORLD CEMENT - HIGHEST QUALITY EDITORIAL COVERAGE

“Editorial excellence for the cement industry”

- ➔ International plant stories
- ➔ Extensive case studies
- ➔ Comprehensive news coverage
- ➔ Event previews and reviews
- ➔ Comprehensive technical articles on all aspects of cement production, from the quarry face to dispatch



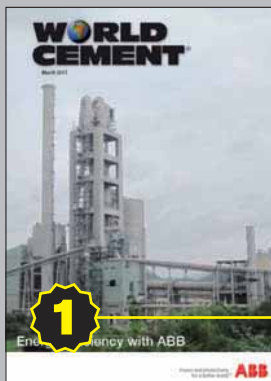
In-depth regional analysis by key players in the industry



Topical reports

## UNIQUE ADVERTISING OPPORTUNITY

### OUTSIDE FRONT COVER PACKAGE:



+



+



### MAKE AN IMPACT



1. Cover picture and logo
2. Front cover description on contents page
3. Inside front cover and page one spread
4. Cover story / technical article

€13 650 US\$16 490



## TOTAL WORLDWIDE READERSHIP:

# 23 052

THE NUMBER OF KEY GLOBAL DECISION MAKERS  
READING EACH ISSUE OF WORLD CEMENT

(BASED ON A MODEST PASS ON RATE OF FOUR PER ISSUE)

## TOTAL NET CIRCULATION:

# 5887\*

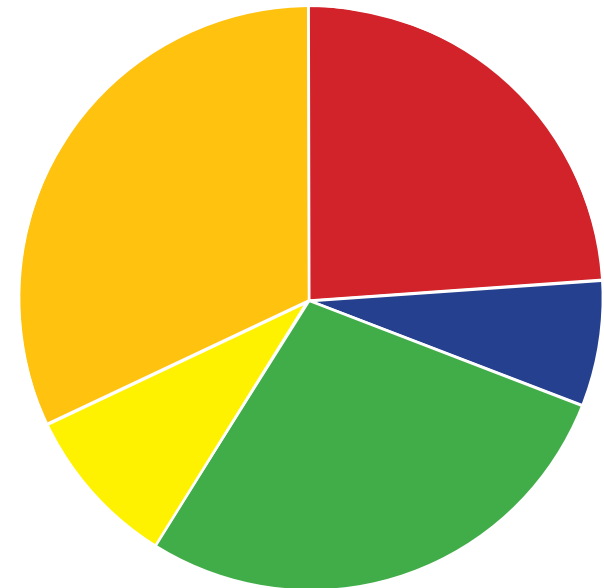
\*MAY 2011 ISSUE. SOURCE = ABC CERTIFICATE FOR THE PERIOD  
JULY 2010 - JUNE 2011. AVERAGE NET CIRCULATION = 5763.

- |                        |                         |                      |
|------------------------|-------------------------|----------------------|
| → Plant Managers       | → Process Engineers     | → HSE Managers       |
| → Production Managers  | → Quality Managers      | → Equipment Managers |
| → Procurement Managers | → Technical Managers    | → CEOs               |
| → Engineering Managers | → Quarry Managers       | → Research Analysts  |
| → Reliability Managers | → Optimisation Managers | → Plant Chemists     |

Member of ABC Audit Bureau of Circulations. A copy of our full audit certificate is available on request.



## GEOGRAPHICAL READERSHIP INFORMATION



- NORTH AMERICA 24%
- CENTRAL & SOUTH AMERICA 7%
- EUROPE 32%
- AFRICA & MIDDLE EAST 9%
- ASIA & AUSTRALASIA 28%

FOR MORE INFORMATION ON ADVERTISING OPPORTUNITIES IN WORLD CEMENT PLEASE CONTACT THE SALES DEPARTMENT:

T: +44 (0)1252 718999 E: [ian.lewis@worldcement.com](mailto:ian.lewis@worldcement.com) E: [ryan.freeman@worldcement.com](mailto:ryan.freeman@worldcement.com)

## JANUARY

Publication date: 5<sup>th</sup> January  
Ad material deadline: 6<sup>th</sup> December

### Special environmental issue - Part 1

- Filters, baghouses & dedusting
- Gas analysis/conditioning
- Emissions monitoring
- Alternative raw materials
- Alternative fuels
- Regulations, targets & trends
- Burners & refractory materials
- Blended cements

### Regional report:

Central & Eastern Europe, including Russia

## FEBRUARY

Publication date: 1<sup>st</sup> February  
Ad material deadline: 3<sup>rd</sup> January

### Lead feature: Materials handling: quarry to kiln

- Trucks & tyres
- Conveying
- Stacking/reclaiming
- Transportation
- Storage & homogenisation
- Plant maintenance
- XRF/XRD analysis
- Refractory management
- Feeding/weighing

### Regional report: GCC countries

## MARCH

Publication date: 1<sup>st</sup> March  
Ad material deadline: 1<sup>st</sup> February

### Lead feature: Comminution

- Crushing & grinding
- Improving efficiency, reducing waste
- Mill internals
- Gears, drives & lubrication
- Processing alternative fuels
- Role of consultants
- Process control & automation
- Mill monitoring

### Regional report: China & Taiwan

### Bonus distribution: Cementtech, China

## APRIL

Publication date: 2<sup>nd</sup> April  
Ad material deadline: 1<sup>st</sup> March

### Lead feature: Materials handling: kiln to gate

- Loading & unloading
- Storage systems
- Silo cleanout
- Conveying
- Bagging & packing
- Lime, gypsum & mortar
- Additives
- Fan technology
- Preview: AFCM Conference

### Regional report: South East Asia

### Bonus distribution: AFCM Conference, Kuala Lumpur

## AUGUST

Publication date: 1<sup>st</sup> August  
Ad material deadline: 2<sup>nd</sup> July

### Special pyroprocessing issue

- Cement & lime kilns
- Coolers - upgrade, maintenance & repair
- Preheater & precalciner technology
- Burners & fuels
- Refractory management
- Thermography & temperature measurement
- Protecting against wear
- Chromate reduction

### Regional report: Sub-Saharan Africa

## BMHR

Publication date: 3<sup>rd</sup> September  
Ad material deadline: 2<sup>nd</sup> July

Special supplement devoted entirely to materials handling in and around cement plants, aggregates plants, gypsum & mortar facilities, terminals & ports, including:

- Port facilities: ship loaders/unloaders
- Bulk transportation by road, rail or sea
- Conveyors, bucket elevators, pneumatic handling & chains
- Dome & silo technology
- Silo cleanout
- Bagging & packing
- Feed & weighing systems
- Crushing & grinding
- Lime, gypsum & mortar

## SEPTEMBER

Publication date: 3<sup>rd</sup> September  
Ad material deadline: 1<sup>st</sup> August

### Lead feature: Enhancing performance

- Benchmarking, auditing & training
- Extending equipment lifecycle
- Maintenance: planning & implementation
- Student outreach programmes
- Turnkey projects
- Improving fan efficiency
- Gears, drives & lubrication
- Process control & automation
- XRF/XRD analysis
- German equipment suppliers

### Regional report: Central & Latin America

### Bonus distribution:

FICEM-APCAC Technical Congress

World Cement provides the most information about the global cement market, delivered every month to my desk. There is no need to waste valuable time researching any other sources. Always concise, direct and correct!

Thomas C. Turano, General  
Manager, Bedeschi America, Inc.

FOR MORE INFORMATION ON EDITORIAL OPPORTUNITIES IN WORLD CEMENT PLEASE CONTACT THE EDITOR:



**MAY**

Publication date: 2<sup>nd</sup> May  
Ad material deadline: 2<sup>nd</sup> April

**Lead feature:** Key trends in USA

- North American project updates
- North American technical expertise
- Environmental upgrades
- Preview of IEEE-IAS/PCA plant tours
- Forecast from industry expert

**Regional report:** North America

**Bonus distribution:**  
IEEE-IAS/PCA Conference, San Antonio, TX

**IEEE SUPPLEMENT**

Publication date: 2<sup>nd</sup> May  
Ad material deadline: 2<sup>nd</sup> April

**Exclusive conference supplement**

- Chairman's comment
- Conference & tutorials preview
- Preparing for NESHAP
- Plant tour: Cemex Balcones plant
- Plant tour: TXI Hunter plant

**Distribution to all delegates**



**2012**  
IEEE-IAS/PCA CEMENT CONFERENCE  
San Antonio TX • May 14-17  
Sustainable Strength through Innovation

**JUNE**

Publication date: 1<sup>st</sup> June  
Ad material deadline: 2<sup>nd</sup> May

**Special environmental issue - Part 2**

- Reducing energy consumption
- Innovations in sustainable development
- Tackling airborne pollutants
- Combating corrosion
- Dedusting, filters & baghouses
- Quarry rehabilitation
- Engaging customers and the community in sustainable action
- Improving milling efficiency
- Hillhead preview: quarry equipment

**Regional report:** Turkey & MENA

**Bonus distribution:** Hillhead, UK; ACHEMA, Düsseldorf

**JULY**

Publication date: 2<sup>nd</sup> July  
Ad material deadline: 1<sup>st</sup> June

**World Review 2012**

- Plant-by-plant, country-by-country reports
- Turnkey projects
- Upgrades
- General industry overview
- Shipping & trade - logistics & trends
- XRF/XRD analysis
- Industrial networks
- Expanding control systems

World Cement has always been a strong proponent for the industry's premiere event: the annual cement industry technical conference. The magazine is a wealth of information that balances solid technical information with penetrating insights into the industry news and market issues that really matter.

Richard Bohan, Director,  
Manufacturing Technology,  
Portland Cement Association

**OCTOBER**

Publication date: 3<sup>rd</sup> October  
Ad material deadline: 3<sup>rd</sup> September

**Special environmental issue - Part 3**

- Emissions monitoring
- Traditional, alternative & captive power
- Waste heat recovery
- Dust suppression
- Health & safety
- Monitoring systems across the plant
- Filters, dedusting & baghouses
- Energy efficiency
- Gas analysis

**Regional report:** India & Pakistan

**NOVEMBER**

Publication date: 1<sup>st</sup> November  
Ad material deadline: 3<sup>rd</sup> October

**Lead feature:** Burners: case studies & technical innovations

- White cement production
- Advanced cement mixes
- Working in challenging environments
- Stacking/reclaiming
- Weighing & dosing
- Storage
- Bagging & packing
- Preview: AUCBM Conference

**Regional report:**  
Middle East & North Africa

**Bonus distribution:** AUCBM Conference

**DECEMBER**

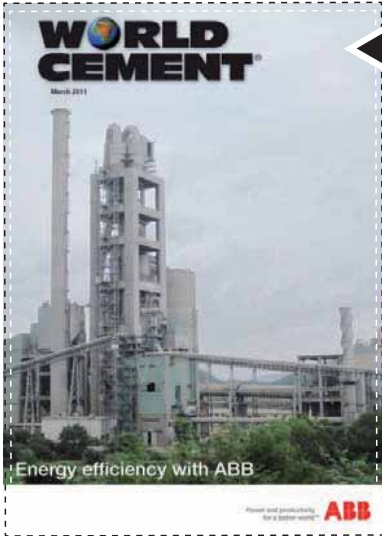
Publication date: 3<sup>rd</sup> December  
Ad material deadline: 1<sup>st</sup> November

**Special comminution issue**

- Turnkey projects
- Raw material crushing
- Cement grinding
- Roller presses & VRMs
- Maintenance & repair
- Mill components & spare parts
- Wear resistance
- Grinding aids & additives
- Motors, gears & drives

**Regional report:** Emerging markets

FRONT COVER DIMENSIONS:  
216mm x 303mm



ALLOW 50mm FROM TOP OF MAGAZINE FOR OUR LOGO

# UNIQUE OUTSIDE FRONT COVER PACKAGE:

**€7800 US\$10 200**

COVER PICTURE AND LOGO  
FRONT COVER DESCRIPTION ON CONTENTS PAGE  
FULL PAGE ADVERTISEMENT WITHIN ISSUE  
COVER STORY / TECHNICAL ARTICLE

## COVER POSITIONS

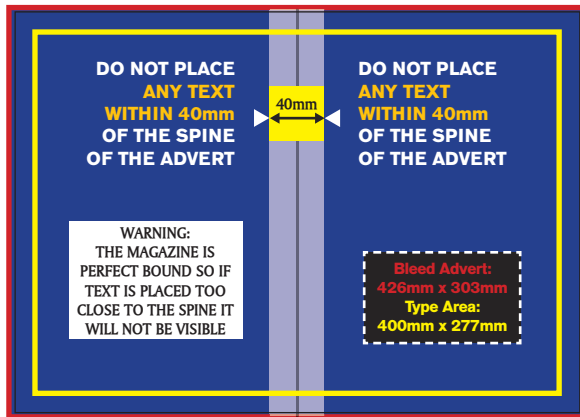
	€	US\$
INSIDE FRONT COVER:	4730	5730
INSIDE BACK COVER:	4080	4950
OUTSIDE BACK COVER:	4900	5900

## ONLINE ADVERTISING OPPORTUNITIES:

PLEASE CONTACT:  
E: [rod.hardy@palladian-publications.com](mailto:rod.hardy@palladian-publications.com)  
T: +44 (0)1252 718999

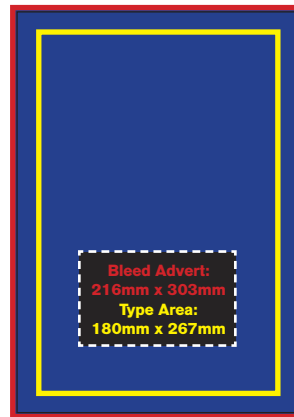


### DOUBLE PAGE SPREAD



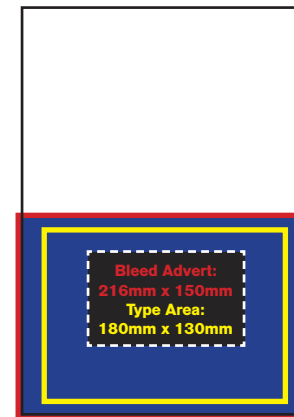
▲	€	US\$
X1:	7000	8500
X3:	6300	7650
X6:	5950	7225
X9:	5600	6800
X12:	5250	6375

### FULL PAGE (INTERNATIONAL A4)



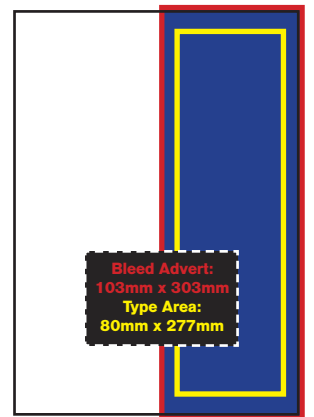
▲	€	US\$
X1:	3900	4700
X3:	3510	4230
X6:	3315	3995
X9:	3120	3760
X12:	2925	3525

### HALF PAGE (HORIZONTAL)



▲	€	US\$
X1:	2900	3500
X3:	2610	3150
X6:	2465	2975
X9:	2320	2800
X12:	2175	2625

### HALF PAGE (VERTICAL)



▲	€	US\$
X1:	2900	3500
X3:	2610	3150
X6:	2465	2975
X9:	2320	2800
X12:	2175	2625

# WORLD CEMENT : PREMIUM POSITIONS

	€	US\$
OPPOSITE EDITORIAL COMMENT:	4000	4850
FACING WORLD NEWS:	4000	4850
FIRST RIGHT HAND PAGE:	4000	4850
SECOND RIGHT HAND PAGE:	4000	4850
THIRD RIGHT HAND PAGE:	4000	4850
FOURTH RIGHT HAND PAGE:	4000	4850
FIFTH RIGHT HAND PAGE:	4000	4850



### ISLAND

Bleed Advert: 138mm x 213mm  
Type Area: 122mm x 197mm

▲	€	US\$
X1:	3400	4200
X3:	3060	3780
X6:	2890	3570
X9:	2720	3360
X12:	2550	3150

### THIRD PAGE

Bleed Advert: 73mm x 303mm  
Type Area: 50mm x 277mm

▲	€	US\$
X1:	2500	3000
X3:	2250	2700
X6:	2125	2550
X9:	2000	2400
X12:	1875	2250

### QUARTER PAGES

VERTICAL:  
Bleed Advert: 105mm x 150mm  
Type Area: 80mm x 120mm

HORIZONTAL:  
Bleed Advert: 216mm x 76mm  
Type Area: 195mm x 60mm

▲	€	US\$
X1:	1900	2300
X3:	1710	2070
X6:	1615	1955
X9:	1520	1840
X12:	1425	1725

# ADVERTISEMENT TERMS AND CONDITIONS

## Agency commission

UK: 10% Overseas: 15%

## Additional charges

The published rates do not include courier charges, which may need to be added later. Special colours will be charged at £750 each. If advertisement material is supplied in any formats other than those specified, an additional production charge may be applied.

## Contract/advertisement acceptance provision

Advertisers and advertising agencies assume full liability for all content of advertisements printed and assume full responsibility for any claims arising thereof from the Publisher. The Publisher reserves the right to reject any advertisement that does not conform to the publication's standards. If no acceptable new copy is supplied, the Publisher will repeat the most recent advertisement for the allocated space. The Publisher cannot be held responsible for the quality of reproduction when materials received do not comply with the specifications, or when materials are received beyond the closing date. Advertisers MUST provide a printed colour proof/chromalin otherwise the Publisher will be unable to provide an exact colour match.

## Special positions

Special positions are not guaranteed unless previously negotiated with the Publisher.

## Cancellations

Contracts, except for covers or other special positions, may be discontinued by either party only by giving written notice 30 days prior to publication date, or by the Publisher without notice for non-payment of invoices. Contracts for covers and other special positions cannot be cancelled, except for non-payment of invoices at the Publisher's discretion. Advertisers will incur fall-short rates if less space is used within one year of the first insertion, other than that specified by the rate upon which their billing is based. Advertisers will be rebated if sufficient additional space has been used within one year of the first insertion to warrant a lower rate than that at which they have been billed.

## Copy date

One month prior to publication.

## Payment

Payment must be made within 30 days of the invoice date, unless otherwise agreed with the Publisher.

If you are unsure about PDF formats, or require any help or information, please contact us directly:

T: +44 (0)1252 718999 E: [production@worldcement.com](mailto:production@worldcement.com)

## PDF file: Our preferred format

We accept the following PDF standard formats:

- PDFs generated using Press Settings.
- Pass4Press ([www.pass4press.com](http://www.pass4press.com)).
- Ghent PDF Workgroup ([www.gwg.org](http://www.gwg.org)).
- PDF-x/1a-2001/2003.

In addition, please note the following:

- PDFs should be compatible with Acrobat 4.0 or higher.
- Please ensure all fonts are embedded.
- All original graphics must be saved as CMYK at 300 dpi at the size they are to be used.
- Images should not be tagged with any ICC profiles.

## Adobe InDesign

InDesign files must be accompanied by all graphics saved in CMYK, as TIFF, EPS or JPEG at 300 dpi and at the size they are to be used. All fonts must be sent (in Macintosh format).

## JPEG file:

All files must be saved as CMYK and at a minimum of 300 dpi.

## EPS file:

All files must be saved as CMYK and at a minimum of 300 dpi.

All fonts must be embedded. Alternatively, the EPS file must be accompanied by all fonts (in Macintosh format).

## Adobe Photoshop document:

All files must be saved in CMYK at a minimum of 300 dpi as Photoshop 7.0 or lower. If you are sending a layered Photoshop (PSD) file, all fonts should also be sent (in Macintosh format).

## Adobe Illustrator document:

All files must be saved in CMYK at a minimum of 300 dpi as Illustrator 10.0 or lower. All fonts must be embedded.

Any material supplied using alternative formats will have to be reset in our own software, and therefore may entail some minor differences in layout. An additional production charge may also be applied.

We operate a preflight system prior to printing to check that all advertisement material complies with the above specifications. Any advertisement that does not comply with these specifications may need to be resupplied.



**WORLD  
CEMENT**



**worldcement.com**  
The new element in cement

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