

**HYDRO**  
INTERNATIONAL

# MEDIA KIT

Empowering the subsea survey industry  
[www.hydro-international.com](http://www.hydro-international.com)



# What is Hydro International

Hydro International provides a prime opportunity for manufacturers, developers and suppliers of specialized technology, software and data services to effectively reach their target customers. With a targeted readership of professionals in the hydrography and marine geomatics sectors, Hydro International is the ideal platform to help you connect with your desired audience and achieve your communication, marketing and sales goals.

## Where do our readers work?

Our readers work for a diverse range of organizations, such as surveying firms, research or educational institutes, hydrographic offices, dredging or construction companies, port or harbour authorities and government authorities. This variety ensures that advertisers can connect with professionals across the industry spectrum.

## What do our readers do?

They hold influential positions in surveying operations, project management and general management, where they directly impact purchasing decisions. Hydro International readers are involved in various projects, the top five being:

- Ports, harbours, and inland waterways surveying
- Topographic surveying
- Offshore route and site surveying
- Coastal and inland engineering works and dredging
- Environmental assessment and monitoring

Additionally, they engage in numerous other project types, such as nautical charting surveying, deep sea surveying, geotechnical surveying, subsea inspections, oceanographic research, boundary delineation and offshore structure installation, showcasing their diverse expertise and the wide scope of hydrography and marine geomatics sectors.

## Challenges

The main challenges and priorities faced by our readers include workforce training, staff retention, and technology integration. They are actively seeking solutions to enhance their capabilities, increase efficiency and stay competitive.

Our media kit showcases the multitude of ways in which we can help support your communication, marketing and sales goals. As the leading platform in hydrography and marine geomatics, we offer unparalleled opportunities to connect with our influential and targeted readership. Dive into our media kit to discover how we can help you unlock your full potential!

By advertising with Hydro International, you can effectively reach a decision-making audience eager to invest in innovative solutions, tools and technologies for their organizations' continued success in the hydrography and marine geomatics sectors.

*Cover image courtesy: EOMAP*





# Editorial overview

**Issue 01**  Digital & Print  Extra show distribution: Oceanology International

## Hydrographic Survey Data - Multibeam Echosounding

In a roundup of the hydrographic industry's latest developments in multibeam echosounding technology, this issue dives into the depths of hydrographic survey data, uncovering advanced techniques and tools that are reshaping underwater mapping for mapping and land surveying professionals.

- 18-01-24 Article Deadline
- 01-02-24 Orders Before
- 08-02-24 Artwork Deadline
- 22-02-24 Publishing Date

**Issue 02**  Digital

## Platforms - Shipwreck Surveying

In view of the proliferation of platforms and their abbreviations in recent decades, how is the landscape of vehicles, surveying tools and sensor options evolving? This issue zooms in on shipwreck surveying as a way of preserving oceanic history through innovative platforms and methodologies.

- 18-04-24 Article Deadline
- 02-05-24 Orders Before
- 09-05-24 Artwork Deadline
- 23-05-24 Publishing Date

**Issue 03**  Digital

## Robotics & Autonomous Systems - AI

From ROVs and AUVs to advanced SUVs, robotics & autonomous systems offer innovative approaches that are reshaping the industry, especially in terms of seabed-surveying and ocean-monitoring platforms. This edition also explores the role and expectations of AI in today's hydrographic profession.

- 29-08-24 Article Deadline
- 12-09-24 Orders Before
- 19-09-24 Artwork Deadline
- 03-10-24 Publishing Date

**Issue 04**  Digital & Print  Extra show distribution

## Business Guide - Seabed surveying

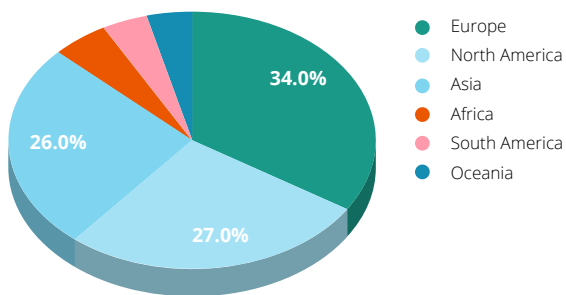
The annual Business Guide is a comprehensive exploration of seabed surveying, presenting invaluable insights into the latest hydrospatial mapping trends from – and for – the global hydrographic community. This issue also provides an update on the progress of innovative methods and technologies for more effective seafloor mapping.

- 24-10-24 Article Deadline
- 07-11-24 Orders Before
- 14-11-24 Artwork Deadline
- 28-11-24 Publishing Date

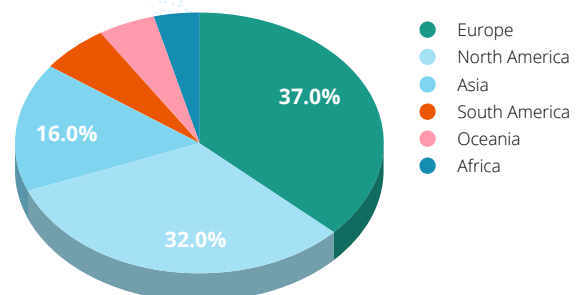
# Who reads *Hydro International*?

Gain valuable insights into the professional backgrounds and locations of hydrographic professionals with our readership profile. Tailor your marketing strategies and connect with potential customers for your specialized technology, software and data services. Our profile is based on our annual industry survey, providing up-to-date and accurate information to guide your advertising decisions.

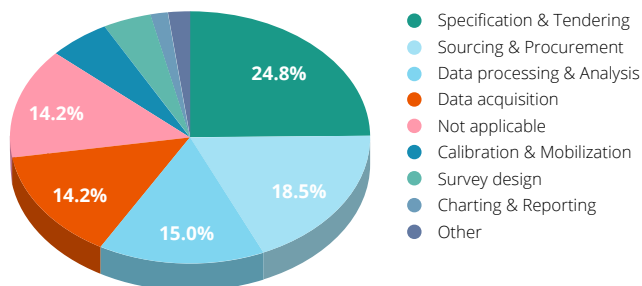
## Readers by continent



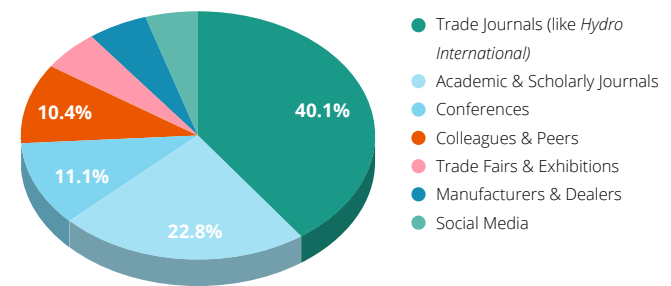
## Newsletter readers



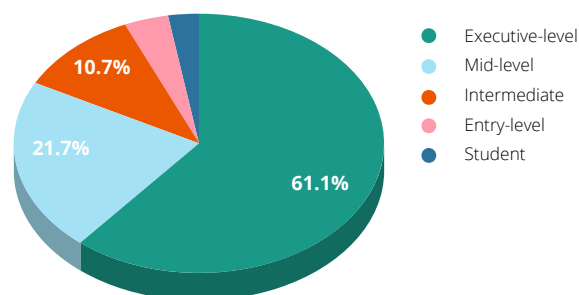
## Biggest challenges in survey projects



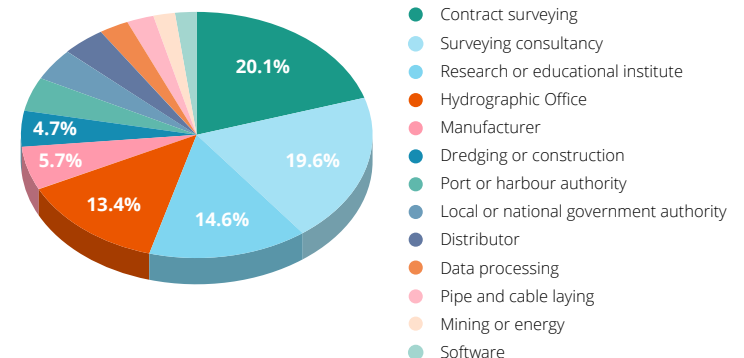
## Most important source of information



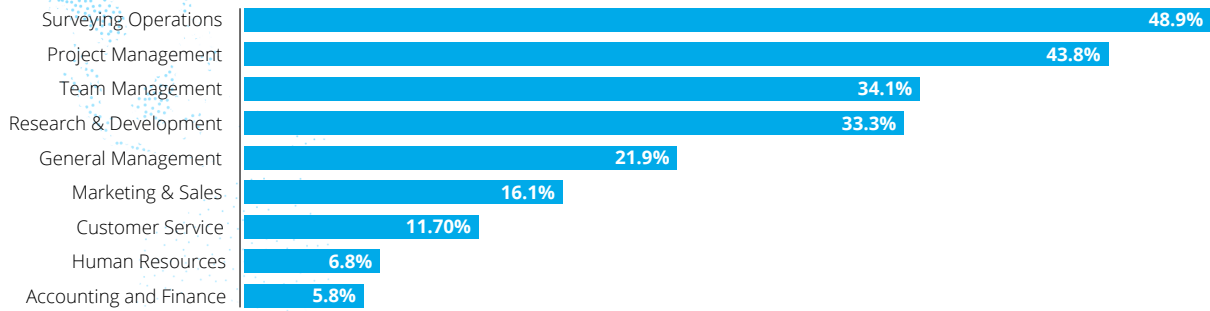
## Experience level



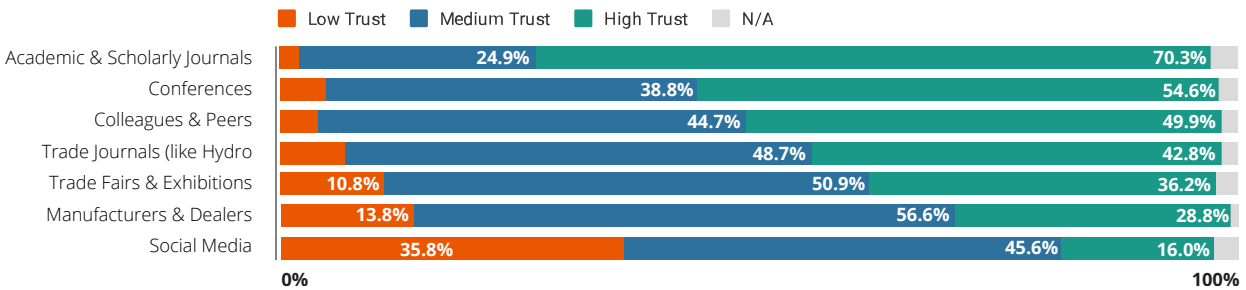
## Readers by organization type



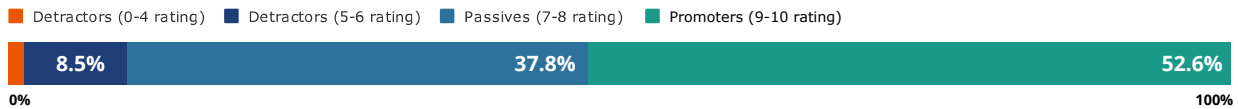
## Business roles



## Trustworthiness by information source



## Net Promoter Score (NPS): 43%



Our Net Promoter Score (NPS) of 43% indicates that *Hydro International* is a reliable, respected and authoritative source in the industry. This makes our platform an effective choice for companies looking to increase brand awareness among professionals in the field.

## Projects our readers work on

- Ports, harbour & inland waterways surveying
- Topographic surveying
- Offshore route & site surveying
- Coastal and inland engineering works & dredging
- Environmental assessment & monitoring
- Nautical charting surveying
- Deep sea surveying
- Geotechnical surveying
- Wreck, debris and UXO surveying
- Coastal engineering, erosion, beach nourishment & coastal interface
- Pipe & cable installation and monitoring
- Subsea inspection
- Oceanographic research
- Seismic, gravity & geomagnetic surveying
- Offshore structure installation
- Boundary delimitation
- Dimensional control & metrology
- Offshore structure decommissioning
- Military operations surveying
- Water movement and management

## Business challenges ranked by our readers

1. Training and competency development
2. Finding and retaining staff
3. Embedding new technology
4. Data management
5. Funding
6. Dealing with government policies and regulations
7. Knowledge gap with clients

## Reader involvement in project phases

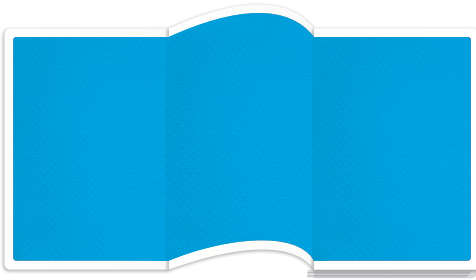
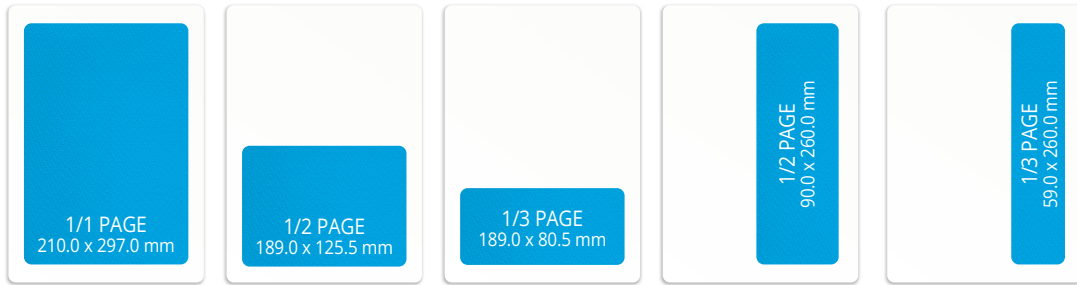
- Data processing & Analysis
- Data acquisition
- Charting & Reporting
- Survey design
- Calibration & Mobilization
- Specification & Tendering
- Sourcing & Procurement

Monthly readers  
**32,000**

Published  
**4x/yr**

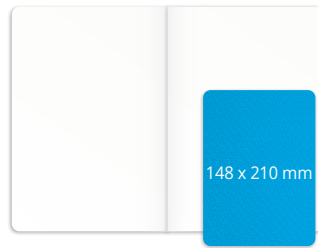
# Print advertising

High-quality readership: with 32,000 readers, 61.1% of whom are senior or executive-level professionals, *Hydro International* enables advertisers to reach a targeted and influential audience. Credibility and authority: Advertising in a reputable source like *Hydro International* can also enhance a company's own credibility and authority by association



## Fold-out cover

The benefits of a three-page gatefold ad include eye-catching design, more space for content and increased engagement.



## A5 leaflet insert

Leaflet inserts are tangible, allowing potential customers to physically interact with the ad and retain it for future reference.



## Belly band

An effective way to create a highly visible ad. Linking the wrapper message to a trade event can be a highly effective way to drive traffic to your company's booth.

Print options (EUR)	1x	2x	3x
1/1-page	3,900	3,600	3,200
1/2-page	2,600	2,200	2,000
1/3-page	2,200	2,000	1,800
Fold-out cover	7,500		
A5 leaflet insert	4,000		
Belly band	5,000		
<b>Optional: Ad creation</b> Benefit from our experience in making visually appealing advertising for the hydrographic industry.	350		

# Product showcase

A new hassle-free opportunity to showcase your new product, service or success story in *Hydro International*. Simply provide us with your text, image(s) and logo, and we'll handle everything else!



\* All prices are in euro's

## Full page print

- Published in the print and online magazine
- Title and text of max. 300 words
- 1 or 3 images
- Logo and URL

**2,500**

## Half page print

- Published in the print and online magazine
- Title and text of max. 100 words
- 1 image
- Logo and URL

**1,500**

## Online

- Advertorial in newsletter with >25,000 subscribers
- Published on our social media channels
- One month Retargeting Campaign: >500 clicks
- No extra artwork needed!

**1,500**

## Submit your content

### 1 Choose your ad size

You can choose between a half page or a full page.

### 2 Prepare your material

Write the text for your showcase and arrange visuals.

### 3 Submit your content

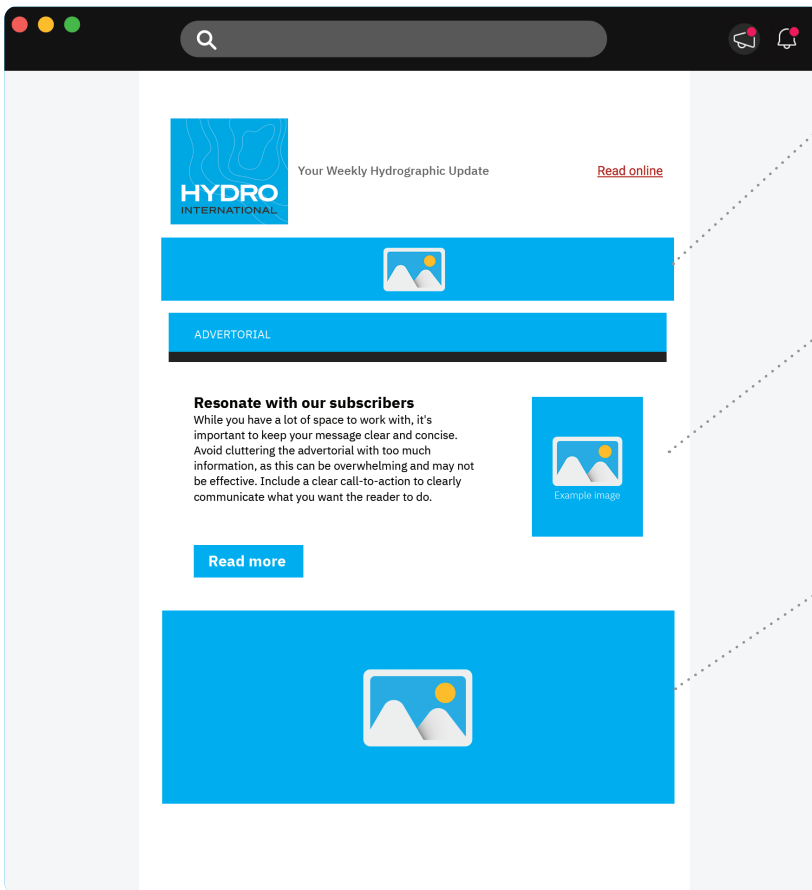
Send text, images, logo, and your brand color.

### 4 Review and publish

We will share a preview for your approval. Once approved, we'll publish it in the next issue!

# Newsletter advertising

Explore our advertising options in the weekly editorial *Hydro International* newsletter. Engage with our **25,000** industry professionals worldwide to boost your brand awareness, promote products or spotlight events. Make the most of our newsletter to connect with the global hydrographic community and amplify your reach.



○ **Full banner**

468 x 60 px  
Banner ads can be placed within the body of the newsletter.

○ **Advertorial**

- Title
- Body text
- Image
- Button.

○ **Block banner**

550 x 150 px  
Banner ads can be placed within the body of the newsletter.

Advertising options in newsletter (EUR)		1x
Full banner		750
Advertorial		950
Block banner		1,100
<b>Optional: Banner Creation</b>		250
Benefit from our experience in making visually appealing advertising for the hydrographic industry.		



# Dedicated newsletter

## What is a dedicated newsletter?

A dedicated newsletter, also called an e-blast or partner mailing, offers an exclusive spotlight for your brand. Unlike shared space in our regular newsletter, the dedicated newsletter is entirely about your message. It's an effective approach for product launches, event promotion and significant brand announcements.

## Benefits of a dedicated newsletter:

- **Control your message and timing**  
Decide what information is presented, how it's designed and when it's sent out.
- **Reuse your own email marketing campaign**  
Save time and maintain message consistency by repurposing your existing email campaigns or use our easy email creation service.
- **Deliver more detailed content**  
Provide comprehensive information about your products or services - something that's not always possible with other forms of advertising.
- **Get our readership's undivided attention**  
With your dedicated newsletter, enjoy the spotlight and ensure our readers focus solely on your message.
- **Track measurable results**  
Gain insights from open rates and click-through rates to understand the effectiveness of your campaign and receive a selection of companies that have interacted with your email.

### 1 Select your campaign date

Choose the optimal date for maximum impact.

### 2 Submit your content

Provide either HTML or images and text content for the newsletter.

### 3 Review the test email

Receive and evaluate a preview of the newsletter.

### 4 Feedback and revisions

Offer your input for any final tweaks or changes.

### 5 Campaign deployment

We'll distribute the finalized newsletter to the *Hydro International* audience.

### 6 Analytics and identified clickers report

Receive a breakdown of campaign metrics and a selection of companies that have clicked.

### 7 Optional follow-up newsletter

Opt to target non-openers to extend your reach, or focus on previous openers to reinforce your message.

Dedicated newsletter options (EUR)	1x
Dedicated newsletter	2,100
Follow-up newsletter	900
<b>Optional: Building HTML for dedicated newsletter</b>	300
We can help to put your content in a well-designed newsletter that is visually appealing and easy to read. We use a clean layout, with a clear hierarchy of information and a mobile-friendly design.	

Monthly visitors  
**30,000**

Monthly page views  
**55,000**

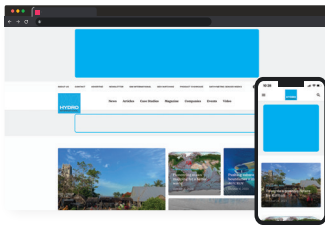
Average engagement time  
**1,05**

# Display advertising

Amplify your brand's reach and visibility through strategic display advertising on *Hydro International*. Take advantage of our reputable platform, a go-to resource for hydrographic professionals globally, to spotlight your brand and offerings. Our website is compatible with the most widespread IAB standard ad formats, ensuring a smooth and effortless integration of your campaigns. As an additional service, we can also create banners for you if you don't have any available.

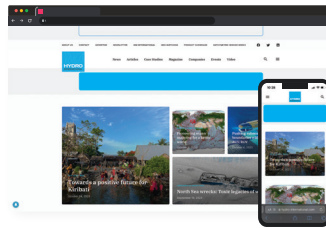
## Billboard ad

Desktop 970x250 px  
Mobile 300x250 px



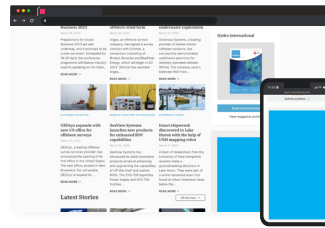
## Leaderboard ad

Desktop: 970x90 px / 728x90 px  
Mobile: 234x60 px



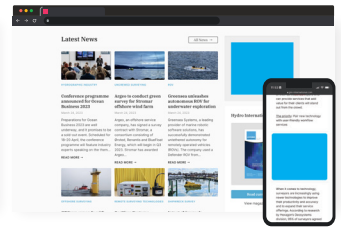
## Half-page ad

Desktop 300x600 px  
Mobile 300x600 px



## Rectangle ad

Desktop: 300x250 px  
Mobile: 300x250 px



Optional: Video inside rectangle ad

## Retargeting our website visitors

What if you could show your ads to industry professionals who have read our news and articles in the past year? With our retargeting campaigns you can do exactly that. It's great for promoting product launches, case studies, whitepapers, events and webinars, or finding new distributors, but above all, it's a powerful tool for brand awareness campaigns. You have the choice to use existing ad materials or allow our team to generate responsive ads from your supplied brand assets.



1 Industry professional



2 Visits *Hydro International* website



3 Leaves our website



4 Sees your ad on other websites

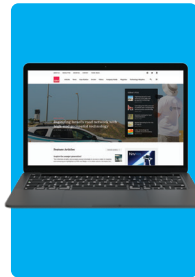
Website advertising options (EUR)	1x	3x	6x
Billboard ad	1,800	1,600	1,400
Leaderboard ad	1,250	1,150	1,000
Rectangle ad	1,050	950	800
Standard Retargeting	1,200		
Advanced Retargeting	1,500		
<b>Optional: Banner creation</b>	250		
Benefit from our experience in making visually appealing advertising for the hydrographic industry.			

# Sponsored content

In today's marketplace for hydrographic technology, the traditional display advertising options we offer still hold value. However, for products and services that require a deeper understanding, content marketing and storytelling have emerged as essential tools to articulate benefits through relatable examples and case studies. That's where our partner content options come in. With two to three pages in print and/or an online case study dedicated to your content, you can engage our targeted audience of hydrographic professionals with your brand's stories.

## Partner Article Online on *Hydro International* website

Publication of your article or case study on our website, plus one month of promotion across our digital channels. Your content gains exposure and credibility, reaching a specialized audience interested in hydrographic technology.



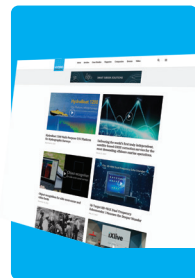
## Partner Article in *Hydro International* magazine

Your content published in a print issue of your choice and on our website. Choose between a 2 or 3-page article. One month of promotion across our digital channels. Optimal reach through both print and digital platforms, targeting professionals who value in-depth content in the hydrographic sector.



## Featured Event, Video or Webinar

Maximized visibility and engagement for your event, video or webinar, reaching a targeted audience of hydrographic professionals with a spotlight on our homepage, a dedicated event, video or webinar page, and a promoted listing in our overviews. Plus, one month of promotion across our digital channels.



## Premium company membership

An online profile for your company and two highlights in our newsletter. All your content on our site will link back to your company profile. Enhanced brand recognition and a centralized hub for all your content, making it easier for potential clients to find and engage with you.



Article / study options (EUR)	1x
2-page partner article or case study	3,500
3-page partner article or case study	4,200
Online Partner Article Package	2,500
Featured Event, Video or Webinar Package	1,600
Premium company membership	1,100
<b>Optional: Copywriting per article or case study</b>	950
Benefit from our experience in technical writing for the hydrographic industry.	

# Event participation

## Get the most out of your event participation with *Hydro International*

Are you exhibiting at **Oceanology International** from 12-14 March 2024?

We offer you special packages to generate valuable extra exposure around these events.

### Event Package

Enhance your brand image, product launches and other event-related activities with a online promotional package that includes:

- Your company promoted on our dedicated landing page
- Inclusion in dedicated show newsletter before the event
- Homepage product spotlight for 1 month
- 3 promoted social media posts: before, during and after the event
- Targeted remarketing campaign (minimum of 500 clicks)

1,950

### Hydro International Trail – Guiding you through the event essentials

*Hydro International* will publish a route for visitors to guide them through the Oceanology International exhibitions, past the must-see exhibitors. We will hand out 1,500 copies of the trail (A4 brochure) at each event, and the route will be promoted in the extra event newsletters. Claim your advertising spot now!

2-page spread

1,900

Front cover

1,100

Inside front cover

950

Back cover

950

¼-page ad

500

Exhibitor listing with logo in trail and dedicated newsletter

350

### Event Newsletter

*Hydro International* will publish extra themed newsletters focusing on Oceanology International. Sign up for an ad to announce your participation, product launch or booth number to our readers!

26 February 2024

Oceanology International newsletter

28 March 2024

Oceanology International wrap-up newsletter

(EUR)

#### Full banner

468x60px + URL

500

#### Block banner

468x60px + URL

900

#### Advertorial

(Max. 90 words, image + URL)

750

#### Exhibitor listing

See the Hydro International Trail  
Not available for wrap-up newsletter.