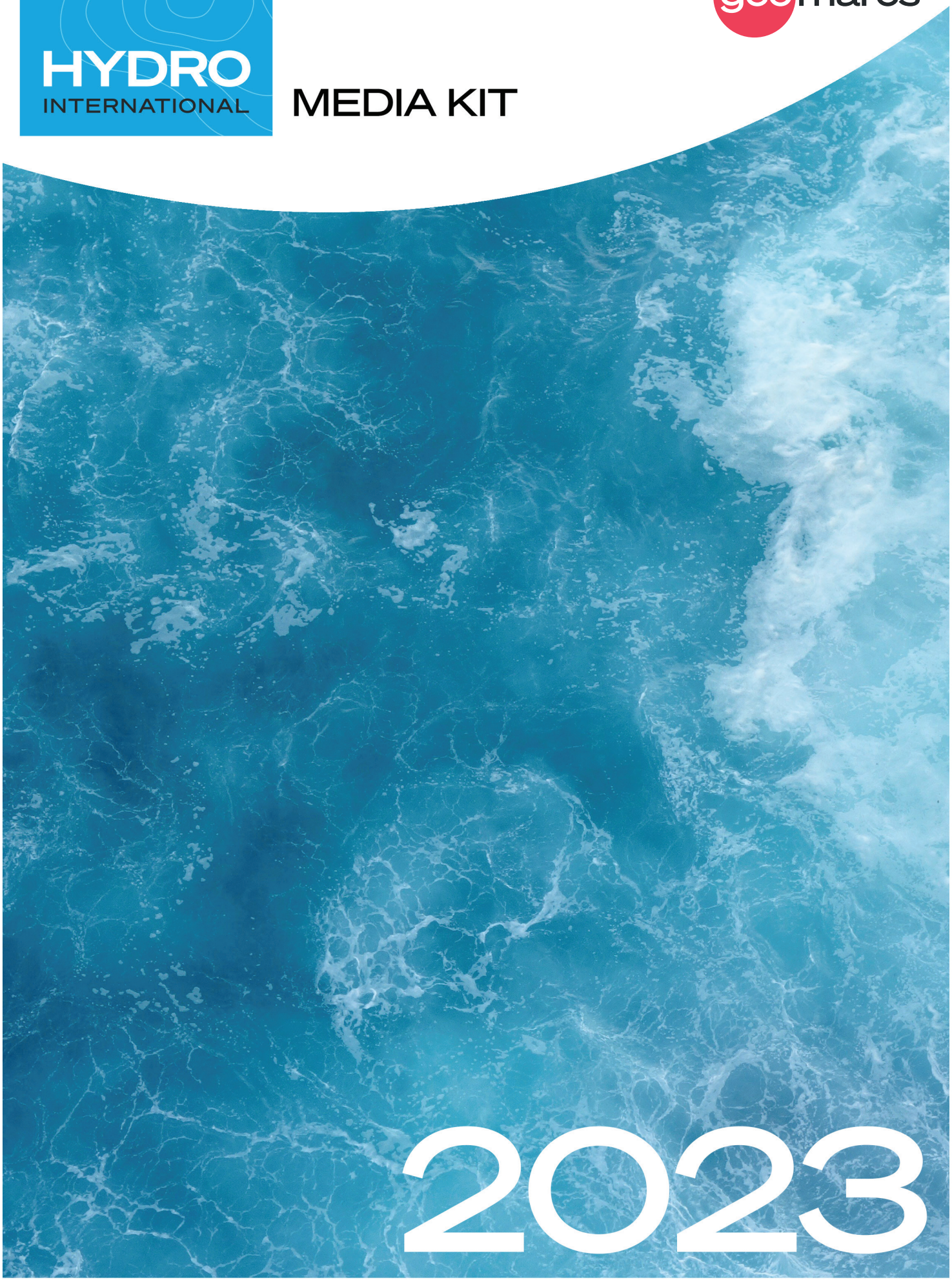
HYDRO INTERNATIONAL

Empowering the subsea survey industry
www.hydro-international.com

powered by geomares

MEDIA KIT



2023

Hydrographic trade magazine

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.

Industry survey 2023

Comments from our readers

We are pleased to say that our publication has received overwhelmingly positive feedback from our readers. Our articles are regarded as informative, insightful and of a high standard, providing a rich source of useful information for hydrographic surveyors. Our readers value our publication as a starting point for further research and recommend it as the best information source in the hydrographic industry. We are committed to continuously generating new content that highlights the latest methods and technologies in all fields of hydrography, making our publication an excellent platform for advertisers to showcase their products and services to a highly engaged and receptive audience.

> Keep the good articles coming

> Good work by all standards, keep it up

> A high-standard journal with rich and useful information

> Highly appreciated your commendable work, keep it up

> Keep up the good articles on new methods and technologies

> Highly recommended for hydrographic surveyors

> Thank you for your continuous effort to write the technology pieces

> Keep generating new content across all fields of hydrography

> I enjoy the articles and use them as a starting point for further research

> Great job you do guys! I'm very grateful to you

> The best information source of the hydrographic industry

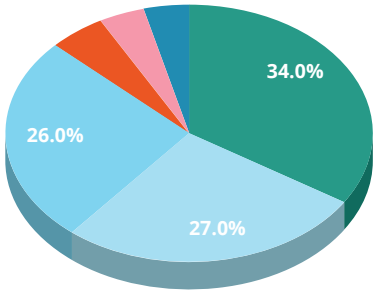
> You have a very informative publication

Readership profile

Your audience

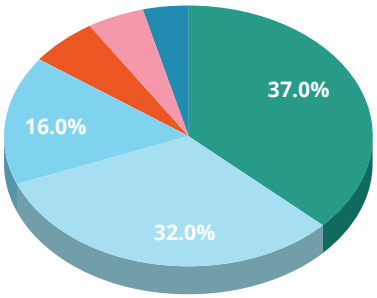
Gain valuable insights into the professional backgrounds and locations of hydrographic professionals with our readership profile. Tailor your marketing strategies and connect with potential customers for your specialized technology, software and data services. Our profile is based on our annual industry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

Readers by continent



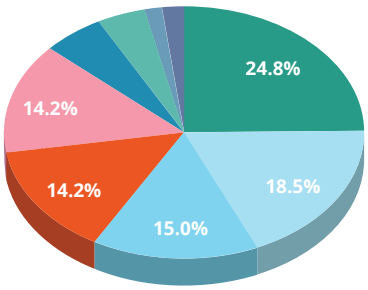
- Europe
- North America
- Asia
- Africa
- South America
- Oceania

Newsletter readers



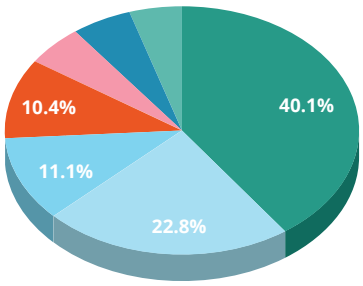
- Europe
- North America
- Asia
- South America
- Oceania
- Africa

Biggest challenges in survey projects



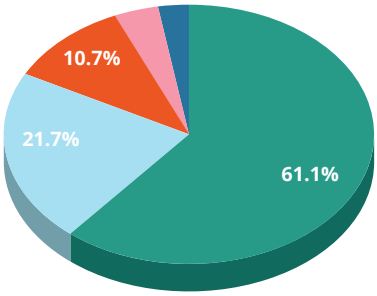
- Specification & Tendering
- Sourcing & Procurement
- Data processing & Analysis
- Data acquisition
- Not applicable
- Calibration & Mobilization
- Survey design
- Charting & Reporting
- Other

Most important source of information



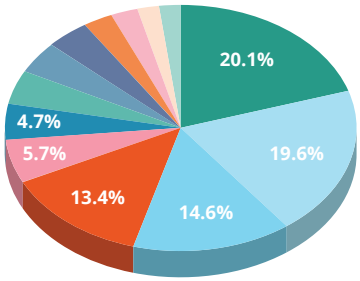
- Trade Journals (like *Hydro International)*
- Academic & Scholarly Journals
- Conferences
- Colleagues & Peers
- Trade Fairs & Exhibitions
- Manufacturers & Dealers
- Social Media

Experience level



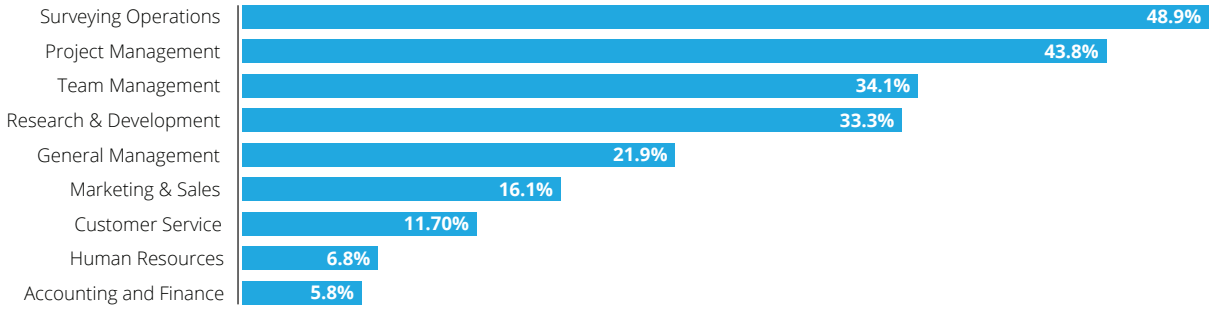
- Executive-level
- Mid-level
- Intermediate
- Entry-level
- Student

Readers by organization type

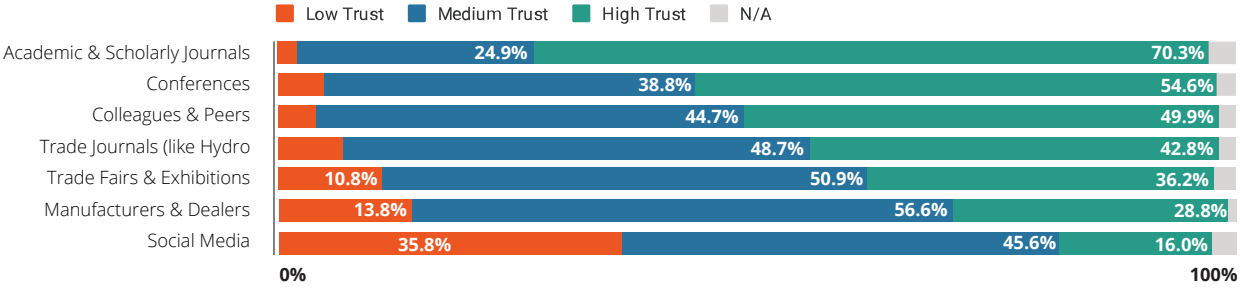


- Contract surveying
- Surveying consultancy
- Research or educational institute
- Hydrographic Office
- Manufacturer
- Dredging or construction
- Port or harbour authority
- Local or national government authority
- Distributor
- Data processing
- Pipe and cable laying
- Mining or energy
- Software

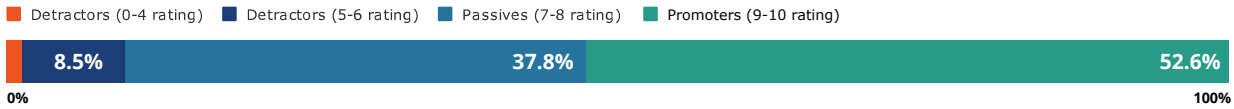
Business roles



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 delimination
- 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

Magazine

Editorial Overview for 2023

Edition
Issue 01

Publication date
16 February

Articles before: 19 January
Order before: 26 January
Artwork before: 2 February

Seafloor mapping

Surprisingly little is known about the underwater surface of our planet. In fact, with the Seabed 2030 project so far not even at 25%, the surfaces of Mars and Venus are better mapped than the Earth's seafloor. Moreover, the maps of the seafloor that do exist are often low-resolution ones, mostly derived from satellites, and only provide a general indication of water depth. This edition explores the various initiatives aimed at changing this by charting what lies beneath the depths of our oceans.

Edition
Issue 02

Publication date
30 March

Articles before: 2 March
Order before: 9 March
Artwork before: 16 March

Hydrographic survey data

Which methods are being used to collect bathymetric data? How is that data converted into accurate bathymetric maps? And what else can it be used for? This issue zooms in on the latest developments in terms of both the hardware for capturing and generating accurate hydrographic data, and the software for processing it. This edition also takes a closer look at the wide variety of uses for hydrospatial data, including sometimes less-obvious applications.

Edition
Issue 03

Publication date
18 May

Articles before: 19 April
Order before: 26 April
Artwork before: 4 May

Renewables (special edition)

This special edition of *Hydro International* will provide first-hand insights into what is involved when hydrography meets offshore renewables. What goes into a comprehensive marine geophysical survey for installing wind farms, commissioning and decommissioning platforms and laying pipelines and cables, for example? This type of work regularly entails the use of underwater acoustic positioning, ROVs and AUVs, and requires the early detection (and removal) of UXO.

Edition	Publication date	Articles before:	Order before:	Artwork before:
Issue 04	**17 August**	20 July	27 July	3 August

Prestigious projects

Rather than being daunting, challenging projects present an exciting opportunity for hydrographic surveyors to demonstrate their skills. This special edition of *Hydro International* is our annual showcase for impressive hydrographic survey projects across the globe – whether because of the innovative technical methods used to overcome obstacles, or because of the impact of the tough environmental conditions on the surveyor's work.

Edition	Publication date	Articles before:	Order before:	Artwork before:
Issue 05	**12 October**	14 September	21 September	28 September

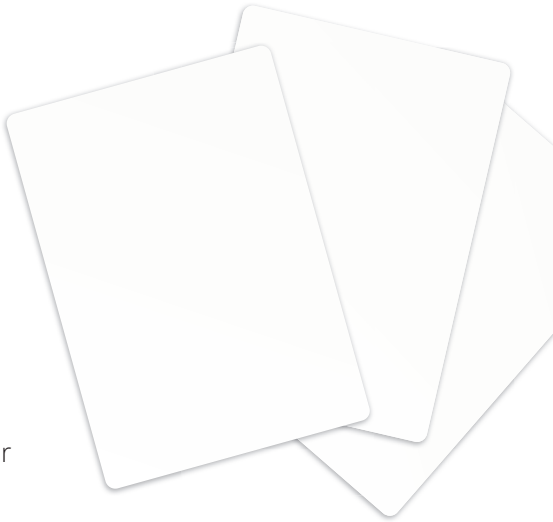
Robotics and autonomous systems

The hydrographic profession is witnessing an increasing shift towards robotic, uncrewed and autonomous vehicles to conduct systematic seafloor surveys. Some vehicles are remotely piloted, others have some degree of autopilot capability and some are even able to react to the local environment. This issue dives deeper into current and future developments related to autonomous collaborative subsea robotics used for hydrographic survey purposes.

Edition	Publication date	Articles before:	Order before:	Artwork before:
Issue 06	**21 December**	23 November	30 November	7 December

Business Guide 2024

This year's edition of the *Hydro International* Business Guide will contain a series of articles that focus on various hydrographic survey and mapping methods and technologies. The Business Guide also summarizes the key findings from our annual industry survey: where do the members of the international hydrographic community themselves see their profession heading? As a whole, this publication serves as a major update on where the hydrographic industry currently stands, and which developments readers should keep an eye on.



Magazine

Print advertising

Advertising in *Hydro International*'s printed magazine offers several benefits for hydrographic industry companies:

High-quality readership: With 20,000 readers, 61.2% of whom are senior or executive-level professionals, ads can reach a targeted and influential audience.

Credibility and authority: Advertising in a reputable source like *Hydro International* can enhance a company's own credibility and authority by association.

Longevity: Printed ads can have a longer shelf life than online ads, reaching potential customers long after initial publication.

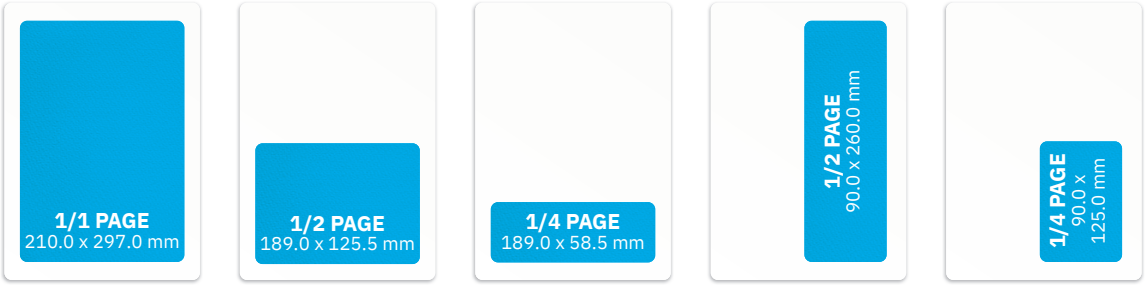
Tangibility: The tactile experience of printed ads creates a stronger emotional connection with readers, making them more memorable and impactful.

Overall, advertising in *Hydro International*'s printed magazine can help companies reach a targeted audience, enhance their credibility and create a lasting impression on potential customers.

Magazine readers
32,000

Net promoter score
+42

Published
6x/yr



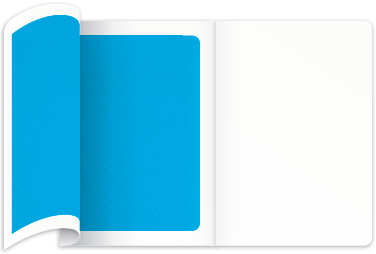
Type	EUR rate	2x	3x
1/1 Full-page print ad	3,900	3,600	3,200
1/2 Half-page print ad	2,600	2,200	2,000
1/4 Quarter-page print ad	1,600	1,400	1,300
Optional: **Print ad creation** Benefit from our experience in making visually appealing advertising for the geospatial industry.	350		

Print

Special advertising options

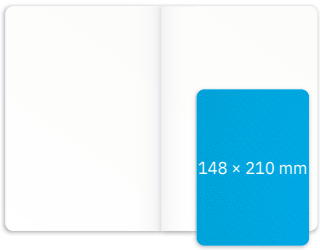
Hydro International's print magazine offers a range of advertising possibilities to suit various budgets and marketing goals. Advertisers can choose from full-page, half-page or quarter-page ads, as well as more unique options such as wrappers, gatefold ads or inserts.

Advertising layouts



Gatefold / fold-out cover

The benefits of a three-page gatefold ad include eye-catching design, more space for content, increased engagement and a sense of prestige that can help a company stand out in our publication.



A5 leaflet insert

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

Paper wrapper

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

Type	EUR rate
Three-page gatefold / fold-out cover	7,500
A5 leaflet insert	4,000
Paper wrapper	5,000

Expand your reach

Newsletters

Like most forms of digital content, newsletters exist to inform, educate and entertain. But, unlike over-saturated advertising channels such as Facebook Ads, Google Ads, LinkedIn and others, newsletter audiences are hyper-engaged.

Other forms of online advertising have to grapple with disappearing cookies, privacy issues, fake accounts, bad algorithms and ad blindness. Newsletter advertising completely circumvents those challenges.

Readers of our newsletters take the time to enter their email address and confirm their interest. The signal of interest from a newsletter subscription is much more powerful than behaviour-based signals from liking a LinkedIn page or following a hashtag.

Newsletter subscribers
19,000

Open rate
24.37%

Open to click rate
15.09%

Click rate
4.06%

Benefits

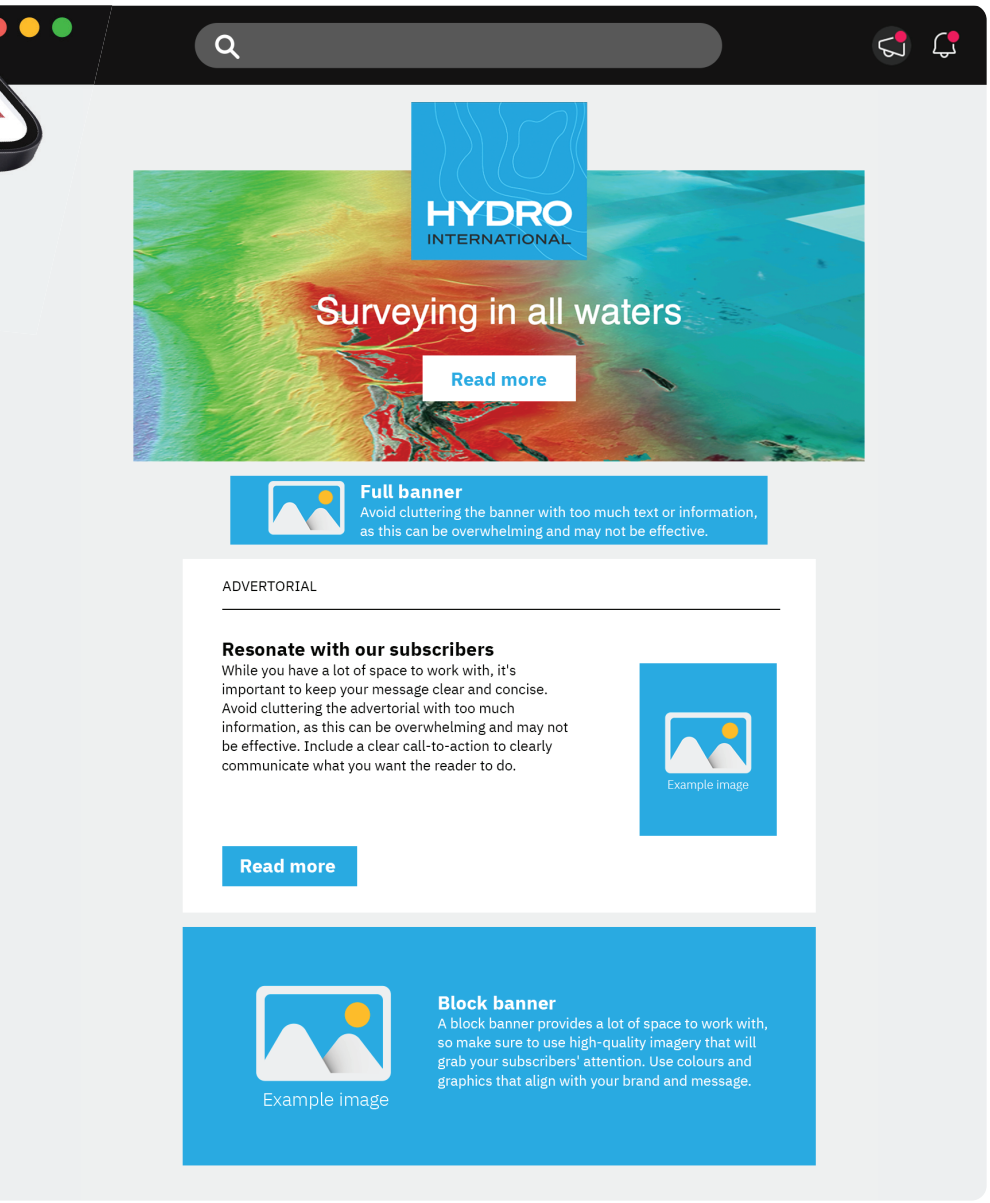
Direct reach: The newsletter is sent directly to the inbox of subscribers who have opted-in to receive it, ensuring that your message reaches a highly targeted and engaged audience.

Increased visibility: Your advertisement will be prominently featured in the newsletter, ensuring that it stands out and is noticed by readers.

Frequency: The newsletter is sent out on a regular basis, once a week, providing opportunities for repeat exposure and increased brand recognition.

Cost-effective: Advertising in the newsletter can be a cost-effective way to reach a highly targeted audience that will often have a 'fresh' audience of people you've never reached before, especially compared to other forms of advertising.

Advertising in the weekly *Hydro International* newsletter can be a valuable addition to your marketing strategy. It can provide access to a targeted audience, lend credibility to your brand and increase your company's reach.



Full banner

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

Advertorial

- Title
- Body text
- Image
- Button

Avoid cluttering the banner with too much text or information, as this can be overwhelming and may not be effective.

Block banner

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

Type	EUR rate
Full banner	750
Advertorial	950
Block banner	1,100
Optional: **Banner Creation** Benefit from our experience in making visually appealing advertising for the geospatial industry.	250

Newsletter

Dedicated newsletter

A dedicated newsletter is an email newsletter that is entirely devoted to the content of a single advertiser. The newsletter is typically sent to a targeted list of subscribers and contains content that is created by the advertiser, such as articles, product information or promotional offers.

Brand exposure:

A dedicated newsletter gives you the opportunity to showcase your brand and messaging in a highly visible way. Because the newsletter is entirely focused on your content, subscribers are more likely to engage with and remember your brand.

Control over messaging:

With a dedicated newsletter, you have complete control over the content that is included, which allows you to craft a message that is tailored to your products and aligns with your overall marketing strategy.

Measurable results:

By tracking metrics such as open rates, click-through rates and conversions, you can measure the effectiveness of your dedicated newsletter campaign and make data-driven decisions to optimize your strategy.

Credibility:

Banners and sponsored content may be viewed as less credible than a dedicated newsletter, as they are not the primary content of the newsletter. A dedicated newsletter, on the other hand, can be seen as more credible as the advertiser has complete control over the content.

Type	EUR rate
Dedicated newsletter	**2,100**
Follow-up newsletter	**900**
Optional: **Building HTML for dedicated newsletter** 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.	**300**

Online

Website advertisement

Advertising on the hydro-international.com website can be an effective way for advertisers to reach potential customers for several reasons, such as:

Targeted audience: hydro-international.com caters to a specific industry, which means that the audience is highly targeted and relevant to the advertiser's products or services.

Brand exposure: Advertising on a trade media website can increase brand awareness and exposure to a relevant audience.

Lead generation: By advertising on a trade media website, an advertiser can generate leads and inquiries from potential customers who are interested in their products or services.

Thought leadership: By creating sponsored content or participating in events, an advertiser can establish themselves as a thought leader in their industry and build credibility and trust with potential customers.

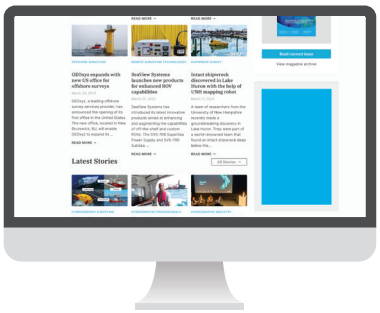
Measurable results: Trade media websites typically offer various metrics such as impressions, clicks and conversions that advertisers can use to measure the effectiveness of their campaigns and optimize their strategy.

Monthly visitors
30,000

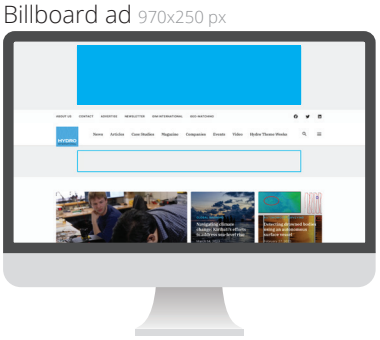
Monthly page views
55,000

Average engagement time
2m 39s

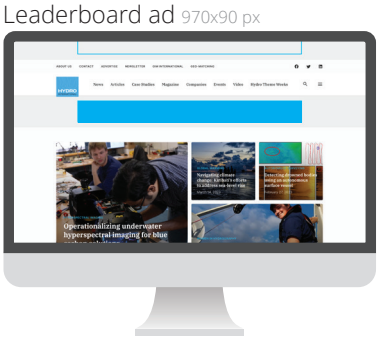
Half-page ad 300x600 px



Billboard ad 970x250 px



Leaderboard ad 970x90 px



Rectangle ad 300x250 px

Type	EUR rate	3x	6x
Billboard ad	1,800	1,600	1,400
Leaderboard ad	1,250	1,150	1,000
Rectangle ad	1,050	950	800
Half-page ad	1,600	1,400	1,250

Banner creation 250
Optional: Benefit from our experience in making visually appealing advertising for the geospatial industry.

Sponsored content

Case studies & partner articles

Our sponsored content options offer a unique opportunity for advertisers to showcase their products and services in an in-depth and informative way. With two to three pages dedicated solely to your content, you can engage our targeted audience of hydrographic professionals with your brand's story.

To make the process even simpler, our technical writers can also assist in crafting the article, ensuring that it is both informative and engaging. This added service is available for an additional fee. The benefit is that the advertiser has access to professional writers with expertise in the field of hydrography, who can write a high-quality article that accurately reflects the advertiser's message. Additionally, the article can benefit from the writer's knowledge of the magazine's audience and the style and tone of the publication, ensuring that the article is tailored to the readership and fits seamlessly with the rest of the magazine's content.

By publishing a case study or partner article with *Hydro International*, you not only have the chance to reach a highly targeted audience but also establish your brand as a thought leader in the industry. Our team is committed to working closely with advertisers to ensure that their message is delivered effectively and efficiently to our engaged readership.

In addition to the unique opportunity to showcase your brand's story with our sponsored content options, we also provide a comprehensive report detailing the article's performance over the first two months. The report includes valuable insights such as reads, readers, average read time and a list of identified readers by company name. This allows you to measure the impact of your article and make informed decisions for future marketing strategies.

Average reads
1,859

Average readers
1,674

Average readtime
3m 23s

Average identified companies
253

Type	EUR rate
Online partner article package	**2,500**
Two-page partner article + online package	**3,500**
Three-page partner article + online package	**4,200**
Premium company membership	**1,100**
Optional: **Copywriting per article or case study**	**950**

Deep dive

Online theme weeks

The Theme Weeks provide our readers with valuable insights into current industry trends and advancements through a streamlined process of content creation and distribution, facilitated by dedicated web pages and newsletters. This enables readers to stay ahead of the curve and remain informed on the latest developments in their field of the hydrographic industry.

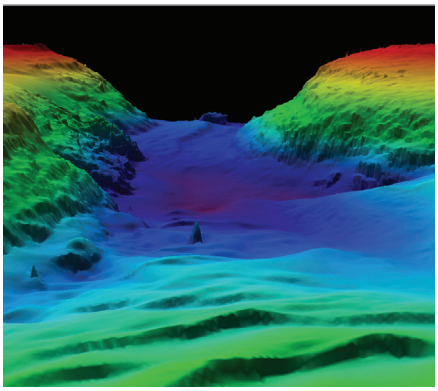
Participating as a Theme Weeks Partner offers advertisers increased visibility through a logo listing, rectangle ad in the theme newsletters and a retargeting campaign for one month. Advertisers can target a highly relevant audience of hydrography professionals and continue to engage with potential customers even after the Theme Weeks have ended.

Offshore Renewables

The Offshore Renewables Weeks take place from 1 May to 2 June and will showcase how the hydrographic sector is pushing the boundaries in support of realizing the renewable energy goals.

Artwork & Articles before

28 April



Bathymetric Sensor

The Bathymetric Sensor Weeks take place from 16 October to 27 November and focus on the latest innovations in bathymetric data collection.

Artwork & Articles before

6 October

Type	EUR rate
Theme weeks sponsorship per theme	2,200

Contact

Hydro International is the leading media platform for the hydrographic industry, providing a highly targeted audience of hydrographic professionals worldwide. Advertisers can reach their target audience directly through various channels such as the website, newsletters and social media. *Hydro International*'s sponsored content and other special features provide opportunities for advertisers to showcase their products and services and gain increased visibility among the hydrographic community.

Advertising in *Hydro International* is a cost-effective way to reach a highly targeted audience, compared to other forms of advertising.

The team at *Hydro International* is committed to providing personalized support to advertisers, ensuring that their message is delivered effectively and efficiently.

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Content manager *Hydro International*

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Linda van der Lans
Traffic manager *Hydro International*

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Jurjen Visser
Sales manager *Hydro International*

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Thank you for your interest in *Hydro International*. We look forward to hearing from you!

Guides

You can find all the information on material specifications, sizes and best practices by scanning this QR code.

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