



# **MORE** reach, **MORE** exposure, **MORE** leads!

## **Capitalise on our extensive digital reach to boost your brand year-round!**

As a data-rich, digitally-driven company, Easyfairs, the organisers of AntwerpXL are uniquely placed to provide you access to a vast community of senior breakbulk, heavy-lift, ro-ro and project cargo professionals. Take your digital advertising capabilities to new heights to reach a highly targeted, relevant, specific and engaged audience throughout the year via AntwerpXL's powerful network!



**WEBSITE ADVERTISING**



**NEWSLETTER ADVERTISING  
& EMAIL CAMPAIGNS**



**SOCIAL MEDIA CAMPAIGNS**



**PAID ADVERTISING  
CAMPAIGNS**

antwerpxl.com

by EASYFAIRS

# WHY ANTWERPXL?

## AUDIENCE PROFILE & STATISTICS

### Data-rich, digitally-driven... and we're opening up doors for you!

#### Target an extensive database of relevant industry professionals

AntwerpXL provides a platform for the breakbulk, roro, heavy lift and project cargo industry that delivers valuable connections and unforgettable experiences for visitors and exhibitors alike, but maybe you're not aware that our community goes far beyond the three-day event!

Since the event's launch, we have built up an impressive database of relevant contacts that we invest a lot in cleaning, enriching and building each year for our own marketing campaigns; and we are able to give you access to this in powerful ways!

With dedicated news pages, monthly newsletters, promotional email campaigns, hosted webinars, and paid advertising through audience extension campaigns, our digital advertising opportunities give you the chance to target a relevant, engaged audience of industry professionals all year round.

Our far-reaching community spans: cargo owners, EPCs, freight forwarders, ports and more.

Therefore, your business has the opportunity to take advantage of a year-round platform to advertise to a high-caliber audience looking to source your solutions. You'll find all digital advertising options listed in this guide. Our team is happy to help if you have any questions about these commercial opportunities or targeting options.

#### Our community



**168,000+**

Unique users per year



**306,000+**

Unique page views per year



**40,000+**

Newsletter database



**5,500+**

Social followers



**21.7%**

Click through rate



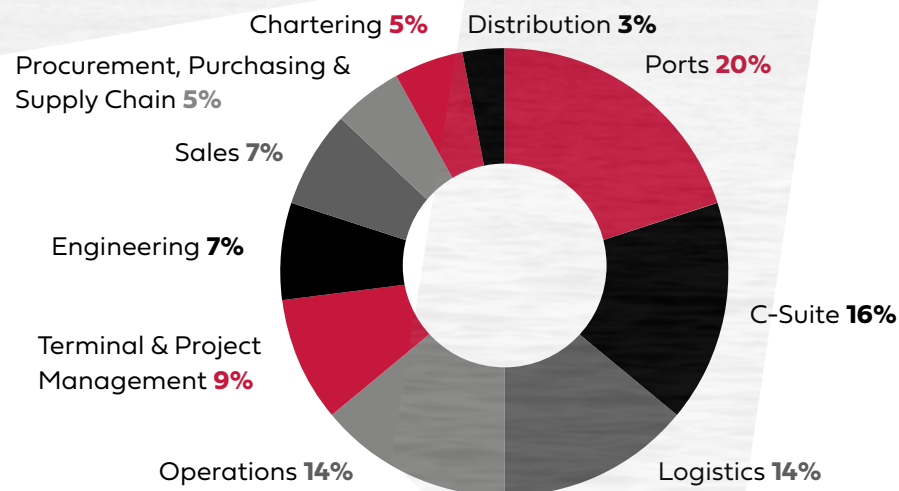
**18%**

Open rate

#### GET INVOLVED

[antwerpXL.com/digital-opportunities](https://antwerpXL.com/digital-opportunities)

#### Visitor breakdown by industry



# YOUR GATEWAY TO INDUSTRY PROFESSIONALS 365 DAYS A YEAR

With over 14,000 website users per month and over 25,500 pages views per year antwerpXL.com offers unrivalled coverage of the latest news, industry developments and product innovations, bringing the industry together in one accessible online hub. Promote your business with a website advertising campaign by publishing your adverts to our community.

[Preview our website advertisement options](#)

Take advantage of one of our great value packages below.

AD OPTIONS	COST
Full width	€2,640
MPU	€660
Medium Pop-up	€990

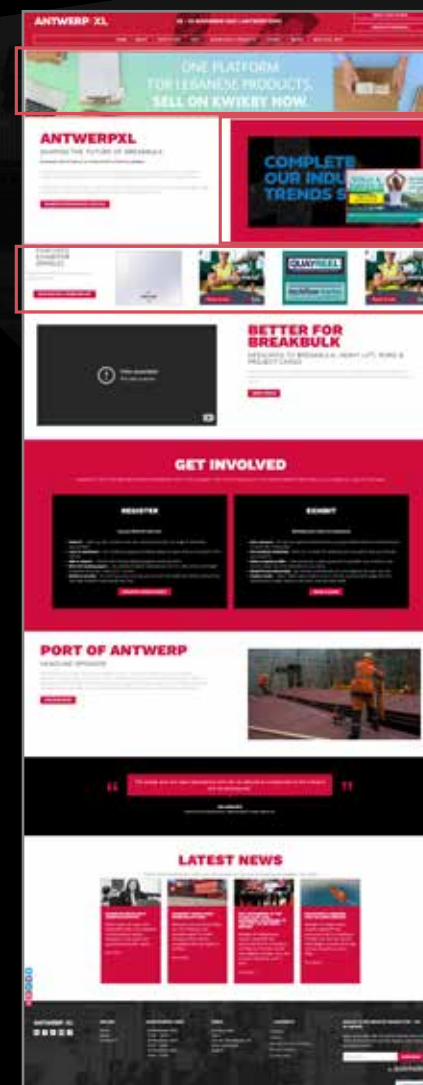
**Timeframe** - All placement options are based on a 3-month duration, appearing on website homepage.

**Delivery** - Banners are part of a rotating carousel.

## GET INVOLVED

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## WEBSITE ADVERTISING



> Full width

> Medium  
Pop-up

> MPU

# THE PERFECT WAY TO GET YOUR BRAND DIRECTLY IN PROSPECT INBOXES!

## Newsletter advertising

Our fortnightly newsletter presents an ideal opportunity to advertise your business alongside a roundup of the latest news and thought-provoking content. The mobile-friendly newsletters are received by over 40,000 relevant industry professionals and provide an excellent opportunity to place your brand forefront of mind.

AD OPTIONS	PRICE PER SEND
Top banner	€858
Lower banner	€528
Sponsored content block + text	€660
MPU	€660
Newsletter takeover (exclusive rights to advertising)	€1,650

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## NEWSLETTER ADVERTISING



➤ Top banner

➤ Sponsored content block

➤ MPU

➤ Lower banner



# BESPOKE ADVERTISING

## SOLUS CAMPAIGNS

Looking to send your branded email to a specifically relevant segment of the community? Our third party opt-in database of more than 3,000 subscribers provides an efficient way to expand your prospect universe.



## GET INVOLVED

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## BESPOKE ADVERTISING

## WEBINARS

Host a webinar with AntwerpXL and reach a larger audience, boost brand awareness, and generate leads. Maximise our engaged audience of decision makers by pitching your services in a virtual format.

### Full webinar package includes:

- 1x 1 hour long webinar including Q&A
- Opted in data will be shared
- 2x Dedicated webinar invite emails
- Artwork creation for social posts
- Full content details of opted in data – Full Name, Job Title, Company, Email, Telephone number
- 6 social media posts in total
- Post webinar email to all attendees and absentees with your contact details
- Recording of the webinar will be promoted post show on the website and social media
- Opportunity to run polls during the webinar
- Opportunity to share the slides as handouts



AD OPTIONS	PRICE PER CAMPAIGN
Solus campaign	€2,500
Webinar	€2,950

# GET BROADER REACH FOR YOUR BRAND TO THE COMMUNITY RIGHT ACROSS THE WEB

## AUDIENCE EXTENSION

Paid advertising through search networks and social channels is a booming business! But to really capitalise on the power of this opportunity, you need to have the basis of an extensive database!

This is where AntwerpXL comes in! We are able to offer you a far wider reach across the internet by using our database, our website traffic, our social channels and the power of our vast network to advertise your products and services when they browse sites across the web.

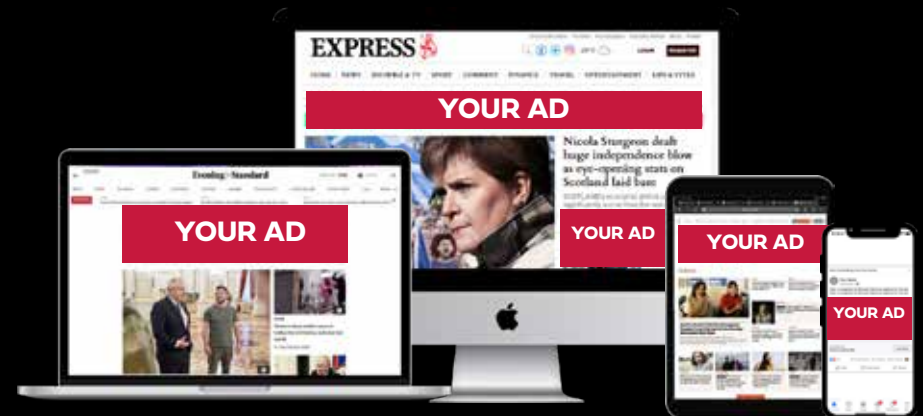
Using tracking technology we showcase your brand by retargeting our community of industry professionals on search and social networks they visit. Target professionals in the key sectors logistics, operations, project management, chartering, ports, terminal management, government, engineering, distribution who visit the AntwerpXL website.

IMPRESSIONS (Views)		
IMPRESSIONS (Views)	CPM (cost per thousand)	COST
250,000	€33	€8,250
500,000	€33	€16,500
750,000	€33	€24,750
1,000,000	€28	€27,500

**Timeframe** - Audience extension campaigns are sold on an impression/view basis.

**Volume** - Minimum volume that can be purchased is 250,000 impressions.

**Duration** - Campaign length is dependent on the number of impressions purchased.



**Ask the team** for case studies on audience extension so you can see how these campaigns can contribute to the promotion of your business!

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# LEVERAGE THE POWER OF SOCIAL NETWORKS

The AntwerpXL content team is highly active on social channels, attracting a highly engaged and fully interested audience of industry professionals.

As such, our posts are seen by thousands of followers every day, providing you the opportunity to promote your products and services to a targeted audience of professionals as they engage with their social feeds. Select a format and frequency below to target our social community with your own advertising via posts and stories.

AD OPTIONS	PRICE PER CAMPAIGN
1 post on all 4 channels	€1,320



**AntwerpXL**  
3,527+  
followers



**AntwerpXL**  
698+  
followers



**@Antwerp\_XL**  
960+  
followers

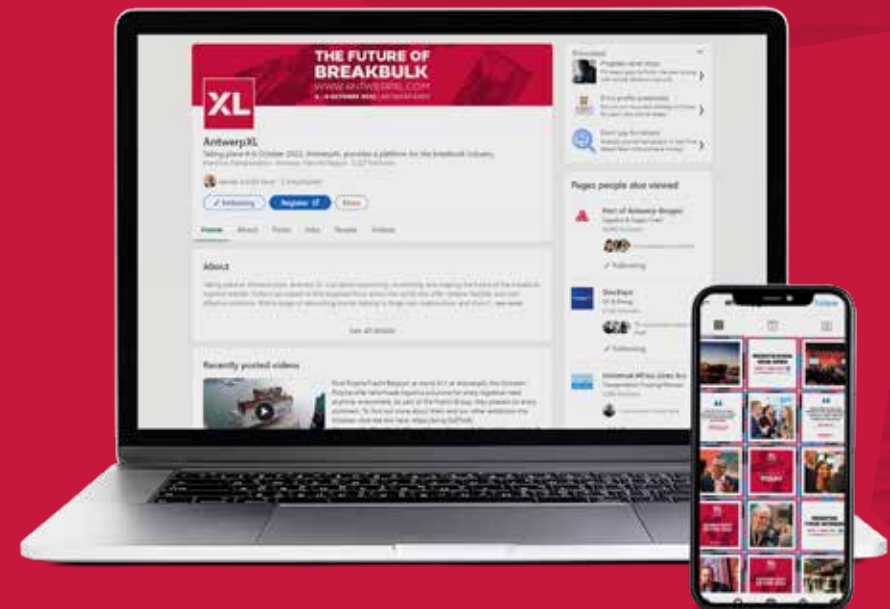


**@AntwerpXL**  
2,140+  
followers

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## SOCIAL ADVERTISING



# MAKE SURE YOU MAKE AN IMPACT WITH A MULTI-CHANNEL PACKAGE

## MULTI-CHANNEL PACKAGES

As a marketing professional, you know that impact is only made by multiple touchpoints and reinforcing your message and brand. Therefore, taking advantage of our packages across all channels will ensure your brand has lasting and meaningful visibility, leaving an impression and gaining you leads for the long term!

	Essentials	RECOMMENDED Boost	Plus	Community
				
Website:	MPU	Full width banner	Full width banner	Full width banner & MPU
Social:	1 post 4 channels	1 post 4 channels	1 post 4 channels	1 post 4 channels
Email:	MPU	Top banner	Top banner & MPU	Top banner & MPU
Solus email	✗	✗	✓	✓
Audience extension:	N/A	N/A	N/A	250,000 impressions
Multi channel packages	✓	✓	✓	✓
Price	€2,112 (Normal price €2,640)	€3,855 (Normal price €4,818)	€5,585 (Normal price €7,978)	€10,977 (Normal price €16,888)
Discount	20% OFF	20% OFF	30% OFF	35% OFF

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# SPECIFICATIONS FOR ARTWORK

## ESSENTIAL INFO

WEBSITE	
TYPE	DIMENSIONS PX
Full width	2000x320
MPU	300x250
Medium pop-up	476x249

EMAIL	
TYPE	DIMENSIONS PX
Top banner	600x100
Lower banner	600x100
Sponsored content block	300x250
MPUs	300x250
Newsletter takeover (exclusive rights to advertising)	600x100, 300x250

SOCIAL	
TYPE	DIMENSIONS PX
Facebook post	1200x628
Facebook story	1080x1920
Instagram post	1080x1080
Instagram story	1080x1920
Linkedin post	744x400
Linkedin story	1080x1920
Twitter image	800x418

AUDIENCE EXTENSION	
LEADERBOARD	
TYPE	DIMENSIONS PX
banner	468x60
leaderboard	728x90
top banner	930x180
large leaderboard	970x90
billboard 970x250	744x400
SKYSCRAPER	
skyscraper	120x600
wide skyscraper	160x600
half-page	300x600
portrait	300x1050

SQUARE AND RECTANGLE	
small square	200x200
vertical rectangle	240x400
square	250x250
triple widescreen	250x360
online rectangle	300x250
large rectangle	336x280
netboard	580x400
MOBILE	
mobile banner	300x50
mobile banner	300x50
large mobile banner	300x100

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# READY TO MAKE YOUR BRAND FLY?

## CONTACT INFO

**Whether you know what package you want to book or want to find out a little more, our team is here to help you. Please get in touch today!**

### FAQs

#### 1. Do you provide reporting? How can I check the success of my campaign?

We advise partners to include UTM links on all advertising directing to your websites – this means you can track website traffic and leads in your Google Analytics in real time over any date range. We provide reporting for (a) solus email campaigns – these will be distributed post campaign.

(b) audience extension campaigns – you will be given an automated reporting link for audience extension campaigns to monitor impressions and clicks throughout. Outside of this reporting will rely on the UTM tracking links you provide.

#### 2. How can I book a campaign?

We can't wait to get your campaign live! Give our team a call and book in the campaign or package you are looking to advertise with. We will let you know when the next available launch date is and inform you of the timeline and process of getting your adverts live.

Looking forward to hearing from you,  
The AntwerpXL team!

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## GET INVOLVED

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