

BREAKBULK

EVENTS & MEDIA

MEDIA KIT 2026 UPDATE

The only platform that offers continuous access to the global breakbulk and project cargo industry through media and in-person events.

Inside: Global & Event Products | Specialty Market Product
| Demographics | Channels | Schedules & Pricing

ALWAYS ON. ALWAYS ENGAGED.

Breakbulk Media keeps the industry connected—onsite, in print and online—across every season and region.

Advertising with Breakbulk is the most effective way to extend your event presence, building awareness before the show, generating leads onsite and sustaining visibility afterwards. Our event portfolio connects four global hubs: Breakbulk Middle East (Dubai), Breakbulk Europe (Rotterdam), Breakbulk Americas (Houston), and our newest launch, Breakbulk Asia (Singapore).

When you advertise or sponsor with Breakbulk Events & Media, you align your company with the most widely recognized and actively engaged platform in the project cargo and breakbulk industry. No other brand offers the same year-round access to decision-makers through trusted editorial, high-impact events and popular digital channels. Our sales team will help you build a media plan that supports your goals in 2026.

What's new for 2026?

- Breaking Through - Updates and insights from women moving the industry, part of our Women in Breakbulk programming.
- Breakbulk Wavemaker - Story of the Month
- Breakbulk Studios Shorts - Quick takes to inform and promote.
- Best of Breakbulk 2026 Ads - End of year digital publication, featuring the most popular stories of 2026.
- Breakbulk Soundboard - Now you can listen to Breakbulk editorial on-the-go. New audio playlists available on Spotify.



BREAKBULK365 TIMELINE






JANUARY

- **Breakbulk Magazine** Issue 1 digital: Weekend Read 
- **BreakbulkONE Newsletter** 
- **Breaking Through: Women in Breakbulk Newsletter** (Middle East) 
- **Breakbulk Soundboard** audio stories 

FEBRUARY

- **Breakbulk Middle East**, 4-5 February 2026
- **Breakbulk Magazine** print edition distributed at event 
- **BreakbulkONE Newsletter** 
- **Breakbulk Soundboard** audio stories
- Breakbulk Magazine print edition distributed at event 

MARCH

- **BreakbulkONE Newsletter** 
- **Weekend Read** Breakbulk Magazine Email 
- **Event Video Catalogue** - included in BBOne newsletter  (Breakbulk Shorts, interviews)
- **Breakbulk Soundboard** audio stories 
- **Breakbulk Wavemaker** - Story of the Month Newsletter 




APRIL

- **BreakbulkONE Newsletter** 
- **Europe Green Awards** 
- **Europe Photo & Video Contest** Launch 
- **Breakbulk Soundboard** audio stories 











MAY

- **Breakbulk Magazine** Issue 2 - digital: Weekend Read 
- **BreakbulkONE Newsletter** 
- **Breaking Through: Women in Breakbulk Newsletter** (Europe) 
- **Breakbulk Wavemaker** - Story of the Month 
- **Breakbulk Soundboard** audio stories 

JUNE






- **Breakbulk Europe**, 16-18 June 2026
- **Breakbulk Magazine** print edition distributed at event 
- **BreakbulkONE Newsletter**
- **Event Video Catalogue** - included in BBOne newsletter  (Breakbulk Shorts, interviews)
- **Breakbulk Soundboard** audio stories 

KEY




-  Breakbulk Magazine
-  BreakbulkONE Newsletter
-  Weekend Read
-  Breaking Through
-  Breakbulk Soundboard
-  Breakbulk Wavemaker
-  Event Video Catalogue
-  Best of Breakbulk 2026
-  Photo and video contest
-  Awards

BREAKBULK365 TIMELINE








JULY

- **BreakbulkONE Newsletter** 
- **Americas 30 Under 30 Awards Launch** 
- **Americas Photo & Video Contest Launch** 
- **Event Video Catalogue** (Breakbulk Shorts, Interviews) 
- **Breakbulk Soundboard** audio stories 
- **Breakbulk Wavemaker** – Story of the Month Newsletter 

AUGUST

- **BreakbulkONE Newsletter** 
- **Breaking Through: Women in Breakbulk Newsletter** (Americas) 
- **Breakbulk Soundboard** audio stories 





SEPTEMBER

- **Breakbulk Americas**, 22-23 September 2026
- **Breakbulk Magazine** Issue 3, print edition distributed at event 
- **Weekend Read** Breakbulk Magazine Email 
- **BreakbulkONE Newsletter** digital edition 
- **Asia Photo & Video Contest** Launch 
- **Asia Project Awards** Launch 
- **Breakbulk Soundboard** audio stories 
- **Breakbulk Wavemaker** – Story of the Month Newsletter 




OCTOBER

- **BreakbulkONE Newsletter** 
- **Breaking Through: Women in Breakbulk Newsletter** (Asia) 
- **Breakbulk Soundboard** audio stories 
- **Weekend Read** Breakbulk Magazine Email 











NOVEMBER

- **Breakbulk Asia**, 18-19 November 2026
- **Breakbulk Magazine** Issue 4, print edition distributed at event 
- **BreakbulkONE Newsletter** 
- **Breakbulk Soundboard** audio stories 
- **Breakbulk Wavemaker** – Story of the Month Newsletter 

DECEMBER

- **Best of Breakbulk 2026**, mini publication 
- **Event Video Catalogue** (Breakbulk Shorts, Interviews) 
- **Breakbulk Soundboard** audio stories 

KEY

-  Breakbulk Magazine
-  BreakbulkONE Newsletter
-  Weekend Read
-  Breaking Through
-  Breakbulk Soundboard
-  Breakbulk Wavemaker
-  Event Video Catalogue
-  Best of Breakbulk 2026
-  Photo and video contest
-  Awards

BREAKBULK MAGAZINE

EDITORIAL CALENDAR

ISSUE	MONTH	EVENT	FORMAT	GEO FOCUS	SUBTHEME
Issue 1	Jan/Feb	Breakbulk Middle East, 4-5 February 2026	Print + Digital	Middle East	Infrastructure
Issue 2	May/Jun	Breakbulk Europe, 16-18 June 2026	Print + Digital	Europe	Trade
Issue 3	Sep/Oct	Breakbulk Americas, 22-23 September 2026	Print + Digital	North America	Energy
Issue 4	Nov/Dec	Breakbulk Asia, 18-19 November 2026	Print + Digital	Asia	Outlook

Issue	Issue 1	Issue 2	Issue 3	Issue 4
Copy due*	Fri, 28 Nov 2025	Fri, 17 April	Fri, 24 July	Fri, 18 Sep
Ad reservations due	Fri, 19 Dec 2025	Fri, 08 May	Fri, 07 Aug	Fri, 25 Sep
Ads due	Mon, 5 Jan	Mon, 18 May	Mon, 24 Aug	Mon, 12 Oct
Digital Sent (Weekend Read Email)	Fri, 16 Jan	Fri, 29 May	Fri, 11 Sep	Fri, 5 Nov



EDITORIAL CONTENT + INTEGRATED ADVERTISING

IN EVERY ISSUE

- **UpFront** – Section featuring short reads, infographics, Movers & Shakers, NewsBites (short news stories with photo, can be purchased and branding added), New Exhibitor Q&A, Waves of Cargo – Case study with less text, more photos.
- **Thought Leader** – 500-word (one page) opinion piece, supplied by author
- **Feature Stories** – Global, issue regional focus, plus two stories from other regions. Energy, military logistics, maritime in every issue.
- **Profiles** – Get to know industry leaders through in-depth profiles that reveal their business strategies, sector outlooks, career trajectories and a clear at what working in their sectors is like.
- **Major Case Studies** – (Two per issue, at least one in the focus region) Details the planning, challenges and practices that led to a successful execution.

To see and download recent issues, visit:

<https://breakbulk.com/page/breakbulk-magazine>

WE WANT YOU!

We are looking for experts across all sectors of the project cargo and breakbulk supply chain. Whether you are an experienced voice or emerging talent, we want to hear from you. You do not need to pitch a full article. Just tell us your area of expertise and the types of content you'd like to be considered for in future issues.

Fill out the form and we'll be in touch!

<https://forms.gle/bdbVioP9UF9XiTor6>



Waves of Cargo

COMARK STEERS SUCCESS WITH HEAVY CARGO DELIVERY ALONG THE DANUBE

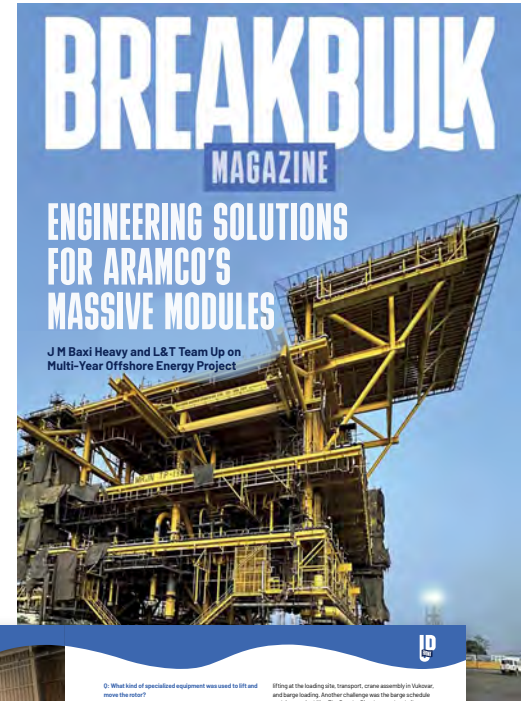
Comark has showcased its expertise in heavy cargo logistics by successfully delivering a 200-ton rotor for Slovenia from Slovenia to Germany, following a complex transport route via Croatia's Port of Vukovar and along the Danube River. We caught up with Khoren Butala, project manager at Comark, to find out more about this impressive cross-Europe project.

Q: Can you break down the exact route taken from Slovenia to Germany?

KB: The rotor's journey began in Slovenia, where it was loaded onto a 20-axis modular truck trailer. From there, it traveled by road through Slovenia and Croatia, reaching the Port of Vukovar. At Vukovar, the rotor was transferred onto a barge vessel, which navigated the Danube River toward Germany. The final unloading point was located along a canal in Hildheim am der Ruhr, Germany, where the cargo was offloaded at the client's facility.

Q: What factors influenced the decision to route the shipment through the Port of Vukovar in Croatia?

KB: The transport of a 200-ton rotor is restricted by some road infrastructure limitations in Slovenia, Austria and Germany. The total weight of the cargo and transport composition exceeded the permissible road transport conditions in these countries, making a full road solution impractical and uneconomical. Such a route would have resulted in excessive transport costs, permit fees, escort requirements, and necessary infrastructure reinforcements. Given these constraints, the only viable alternative was to move the cargo via a multimodal approach combining river and road transport. The Port of Vukovar was chosen because it provided a direct link to the Danube River, allowing for efficient waterway transport directly to Germany, where the final unloading site was situated along the river. Additionally, by offloading a major portion of the transport to waterways, Comark was able to bypass numerous road transport restrictions and significantly optimize costs and logistics.



Q: What kind of specialized equipment was used to lift and move the rotor?

KB: The handling of the 200-ton rotor required highly specialized equipment, including a gantry crane used at the original lift point and jacking the rotor onto the truck, a 20-axis modular truck trailer designed to distribute weight evenly and ensure safe road transport, and a barge vessel, selected to handle extreme loads for river transport. Since Vukovar did not have cranes with sufficient lifting capacity, Comark engaged lifting equipment at the port specifically for this operation, including a 400-ton heavy-duty mobile crane. This additional set-up ensured a safe and efficient cargo transfer from truck onto the barge.

Q: Were any roadblocks made to ensuring infrastructure specific needs or bridges to accommodate the transport?

KB: Yes, some temporary changes were made along the road route to make it easier for the cargo to pass. Before starting, we did a detailed route survey and identified areas that needed adjustments. This included moving overhead cables, temporarily removing traffic lights and signs, and making changes to roundabouts and other areas for more space. Loading on bridges to bridges were needed because all the bridges on the route could handle the load.

Q: What were the biggest logistical challenges faced during this transport?

KB: One of the most complex aspects of the project was the coordination of multiple operations, which had to align precisely to avoid delays. The biggest challenges included synchronizing all logistics, as the operation required close coordination between different phases, including hydraulic

lifting at the loading site, transport, crane assembly in Vukovar, and barge loading. Another challenge was the barge schedule and river navigability. The Danube River's water levels fluctuate significantly, especially in summer months when drought conditions can impact navigability. Transport had to be carefully timed to ensure the barge could navigate the full route without delay. Finally, we had to manage multiple contractors. The project involved multiple service providers, including transport teams, crane operators, port personnel, and barge crews. Ensuring all variables aligned was critical to keeping the project on track.

Q: How long did the entire journey take, from departure to final delivery?

KB: The entire journey, from departure in Slovenia to final delivery in Hildheim am der Ruhr, Germany, took about three weeks. The transport required meticulous coordination between road and river transport, with careful planning to align with barge schedules and river navigability conditions. The duration also included necessary operations such as crane assembly at the Port of Vukovar and temporary road modifications to facilitate smooth passage.

Q: Was there a particular moment or aspect of this project that you found particularly rewarding?

KB: The most rewarding aspect of this project was seeing months of planning come together seamlessly. From initial engineering calculations to the flawless transition between transport modes, the successful execution of this transport not only showcased Comark's technical expertise but also reinforced the value of strategic planning and collaboration in the field of heavy and oversized cargo logistics.

Khoren Butala



The rotor crosses a bridge on the way from Slovenia to Germany.

SPECIAL ADVERTISING OPTIONS

ADVERTORIALS

2 pages: full page ad plus advertorial page

For advertorial page and camera-ready art for ad. Advertiser provides copy (maximum 500 words) and graphics. These two pages will face each other.

SPECIAL POSITIONS

Inside front cover, inside back cover and back cover are considered Premium: positions and are priced accordingly. Reservations accepted on a first-come, first-served basis.

UpFront: Your company's photo will be used for the UpFront cover when you reserve the ad facing it. Must meet subject material and technical specifications. Includes a 35-word caption.

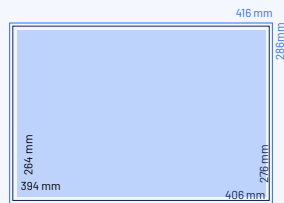
For NewsBites, you supply text of up to 75 words, a photo and the ad.

Advertisers may request right- or left-read placement and far forward. The earlier you book, the more likely we will be able fulfill your request.



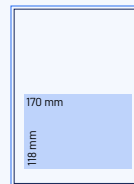
SPECIFICATIONS

TWO-PAGE SPREAD



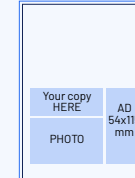
Bleed 416x286mm
Trim 406x276mm
Live area 394x264mm

HALF-PAGE HORIZONTAL



HALF-PAGE HORIZONTAL
170mm x 118mm

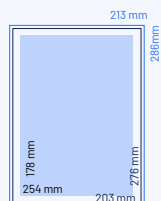
NEWS BITES



File specifications

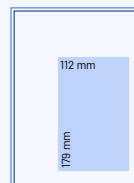
Hi-res PDF or INDD file, including all fonts and hi-res images. For print issues, must be printable at 300dpi (dots per inch), CMYK. Digital-only issues at 72 ppi (pixels per inch), RGB.

FULL PAGE



Bleed 213x286mm
Trim 203x276mm
Live area 178x254mm
(Same for inside front, inside back and back cover)

HALF-PAGE ISLAND



HALF-PAGE ISLAND
112x119mm

Storing material

Supplied electronic files and proofs will be stored by the publisher for 13 months and then destroyed unless otherwise notified by the advertiser or agency.

BREAKBULKONE NEWSLETTER & BEST OF 2026

PRODUCTS

Delivered once a month to the database, includes news, interviews and commentary from industry leaders, exhibitor news, shipper news, event coverage, exceptional transports and more.

GUIDELINES:

File formats: GIF, JPG or PNG

Resolution: 72 dpi (dots per inch)

Color profile: RGB

If your ad has a white background, please add a 1-pixel border in another color

Animation: May loop 3x, 24 fps for a maximum of 15 seconds

BEST OF BREAKBULK 2026 ADS

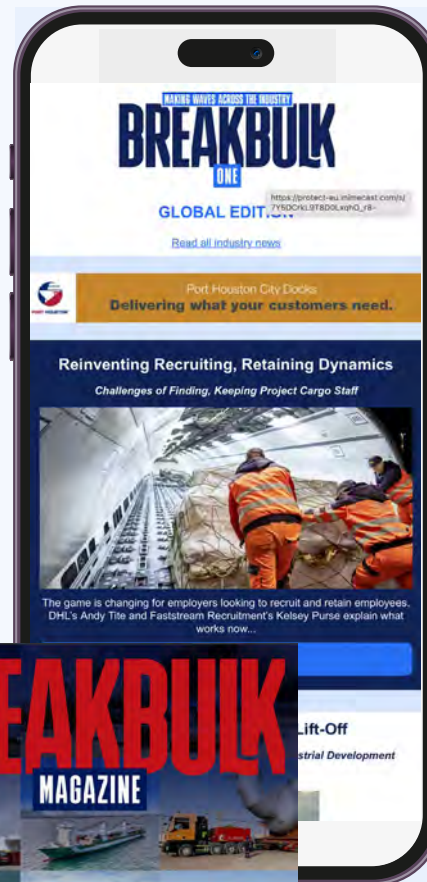
Digital publication, full page ads only, inside front cover, inside back cover available.

Distributed in December. Includes the most popular stories and videos of the year.

[IMAGE: Best of 2024 cover]

EMAIL ADS

Email ads are the same as those for BreakbulkONE. This is a special edition of the BBOne newsletter that links to the digital Best of 2026 publication. Specs for in-publication ads are the same as the full page magazine ad.



SPECIFICATIONS & DEADLINE

AVAILABLE MONTHLY

5 AD MAXIMUM PER ISSUE

Size: 600 px x 100 px

Please submit your tracking or website URL with your ad

Submission deadline:

Preceding Friday of send week

2026 SCHEDULE

20 January

10 February

10 March

14 April

12 May

23 June

21 July

11 August

29 September

13 October

24 November

15 December (Best of 2025)

NEW! SPECIAL NEWSLETTERS



Updates and Insights from Women Moving the Industry

Published four times a year to preview each Women in Breakbulk program, this newsletter delivers speaker highlights, event previews, and industry insight from women across the project cargo supply chain. Each edition is timed to generate excitement and visibility ahead of our four global events.

Schedule:

- Issue 1 (January) – Breakbulk Middle East
- Issue 2 (May) – Breakbulk Europe
- Issue 3 (August) – Breakbulk Americas
- Issue 4 (October) – Breakbulk Asia

Sponsorship and advertising:

- Sponsor + Ad: Your logo and message at the top of the newsletter with “This newsletter is sponsored by [Your Company]”
- Ad Only: Banner ad only (600x100 pixels, same specs as BreakbulkONE)

Bonus for Advertisers:

- All advertisers, including the sponsor, may submit a short news item for possible inclusion in the corresponding newsletter
- Sponsors may also provide a Thought Leader for the related issue of Breakbulk Magazine



Stamp to indicate Wavemaker status wherever article is posted (website, social media).

Editor's Pick

Every other month, we spotlight an original *Breakbulk Magazine* feature that dives into a trend, challenge or insight shaping the global project cargo industry. Whether it's a policy shift, energy project milestone or supply chain strategy, the Wavemaker story is chosen for its relevance and reach.

The feature is distributed via email and shared across Breakbulk's social media channels, where sponsor recognition is included. A distinctive “Wavemaker” stamp appears wherever the story is published, reinforcing its standout status.

Schedule:

January
March
May
July
September
November

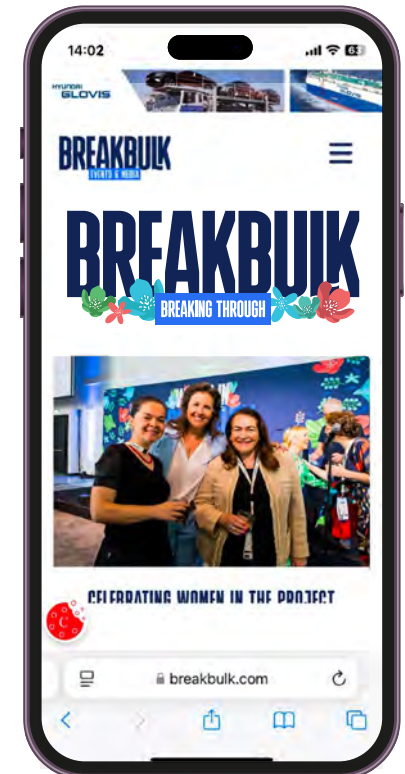
Sponsorship and advertising:

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- Ad Only: Banner ad only (600x100 pixels, same specs as BreakbulkONE)

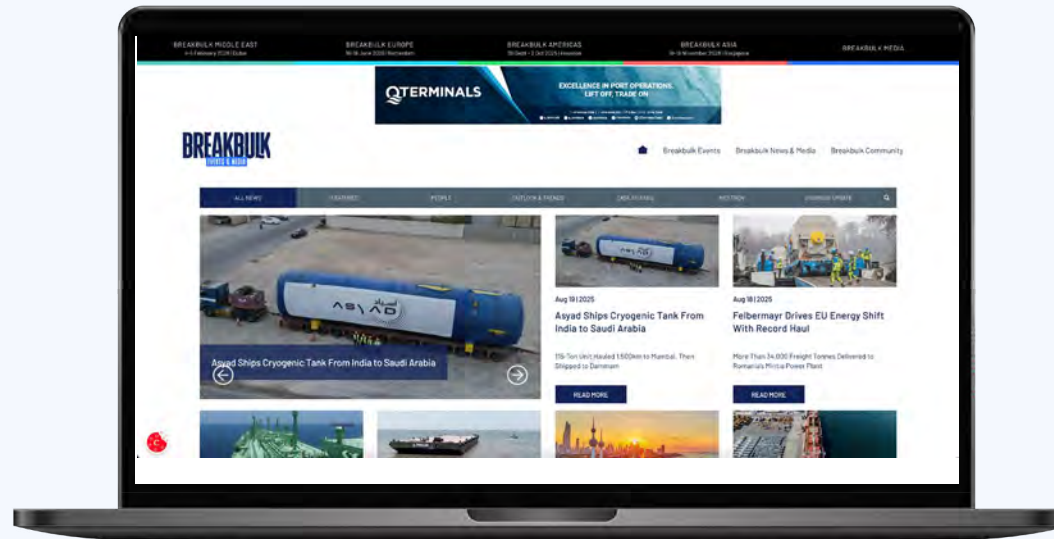
Bonus for Sponsors:

Choose between:

- A Thought Leader (500-word opinion piece) or
- A Waves of Cargo photo-focused case study or the related issue of Breakbulk Magazine



The Breakbulk websites are a vital resource for our events and a one-stop source for all of our global content including industry news updated daily, magazine content, digital session recaps and more. There are five websites: Breakbulk Global (breakbulk.com), Breakbulk Middle East, Breakbulk Europe, Breakbulk Americas and Breakbulk Asia. On breakbulk.com, ads are placed at the top of pages. On the event sites, ads are located above the footer. The interactive ads can be linked to your website. Use a UTM link to track from your Google Analytics account.



SPECIFICATIONS & MONTHLY DEADLINE

BANNER

Size: 728 px x 90 px

Please submit your tracking or website URL with your ad

Submission deadline:

7 days prior to month's start

GUIDELINES

File formats: GIF, JPG or PNG

Resolution: 72 dpi (dots per inch)

Color profile: RGB

If your ad has a white background, please add a 1-pixel border in another color

Animation: May loop 3x, 24 fps for a maximum of 15 seconds

Event	Event Month			Annually		
	Users	Sessions	Views	Users	Sessions	Views
Breakbulk Middle East	23.8K	41.5K	113K	56.8K	112.3K	348K
Breakbulk Europe	35.8K	67.5K	164.9K	99.2K	230.2K	574.9K
Breakbulk Americas	17.2K	34.2K	87.3K	52.9K	112.5K	329.7K
Breakbulk Asia	Stats not yet available as this event will occur in November 2026.					

NEW! BREAKBULKNOW SOUNDBOARD

Voices, insight and stories from across the global project cargo supply chain

Breakbulk Soundboard is the new audio channel delivering standout content straight from the pages of Breakbulk Magazine and beyond.

Listeners will hear:

Read-aloud versions of our most popular magazine features

- The Wavemaker bi-monthly highlight
- Audio from top industry interviews
- Timely news stories
- And more from across the global supply chain

Each entry runs under 10 minutes, perfect for professionals on the move. Available on Spotify and embedded across Breakbulk digital platforms.

Sponsorship Opportunity

Breakbulk Soundboard is available for bi-monthly sponsorship, giving your brand consistent visibility across every listen during the sponsored period.

Sponsorship includes:

- A brief "Sponsored by [Your Company]" at the start of each item
- Your company included in the description of each item posted over a two-month period
- One playlist item supplied by your team (up to 5 minutes of audio): Choose a project highlight, expert commentary, or insight you'd like our audience to hear.

Your voice becomes part of the Breakbulk Soundboard playlist — connecting your brand with engaged listeners in marine transport, energy, EPCs, ports, and beyond.

Available in 2-month periods: Jan/Feb, Mar/Apr, May/Jun, Jul/Aug, Sep/Oct, Nov/Dec



NEW! BREAKBULK STUDIOS SHORTS

Quick-hit video content that gets straight to the point

Breakbulk Studios Shorts are short-form videos designed to highlight your message in a fast, engaging format. These are ideal for announcements, project highlights, expert tips or introducing your company to Breakbulk's global audience.

Like our long-form studio interviews, Shorts are filmed in the Breakbulk Studios with our professional crew during a Breakbulk event. Each video is expertly edited with graphics, music and Breakbulk branding, then shared across our digital platforms.

Includes:

- One short-form video (under two minutes)
- Filming in Breakbulk Studios at the event
- Professional editing and titling by Breakbulk Studios
- Placement in the Breakbulk Studios Shorts playlist on the event website and on our YouTube channel
- Promotion via Breakbulk's social media and digital channels

Your video will reach Breakbulk's social media following of 60,000+ industry professionals.

BREAKBULK

SHORTS



THE BREAKBULK AUDIENCE

OUR DATABASE

34,574

The database includes:

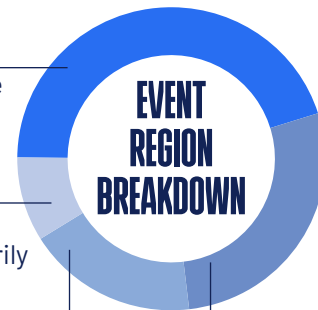
- Registrants from past shows
- Subscribers via the four Breakbulk event websites
- Event attendees who have subscribed to receive event updates, BreakbulkONE newsletter and Breakbulk magazine digital edition

COUNTRIES

177

45%
Europe

9%
Other
(primarily
Asia)



18%
Middle
East/
Africa

28%
Americas

TOP 5 COUNTRIES

 18% United States

 17% United Arab Emirates

 7% Germany

 6% Türkiye

 5% Netherlands

accounts for **53%** contacts


SECTORS

 30% Freight Forwarder

 20% Maritime Transport

 16% Shippers (Project Owners, Manufacturers and EPCs) (Project Owners, Manufacturers and EPCs)


 10% Industry-Related Service Provider

 7% Ports & Terminals


 5% Road & Rail Transport

 3% Equipment Provider

 3% IT / Technology Products & Services

 2% Air Transport

 1% Barge & Inland Waterways

 1% Trade Association/Media

 2% Other



EVENT STATS

Breakbulk Americas 2025

BREAKBULK
AMERICAS

Attendance
6,257

BGSN Attendees
(Cargo Owners)
440

Top sectors

Freight Forwarder: 23%
Maritime Transport: 12%
Ports & Terminals: 12%
Road & Rail: 12%
Shippers & Project Owners: 11%

Countries
68

Breakbulk Middle East 2025

BREAKBULK
MIDDLE EAST

Attendance
10,500

Exhibiting
Companies
193

Shippers
**366 (3.5% of total
attendance)**

Top sectors

Freight Forwarder: 35%
Maritime Transport: 18%
Ports & Terminals: 5%

Countries
125

Breakbulk Europe 2025

BREAKBULK
EUROPE

Attendance
11,425

Exhibiting
Companies
668

Shippers
**577 (5% of total
attendance)**

Top sectors

Freight Forwarder: 26%
Maritime Transport: 10%
Ports & Terminals: 7%

Countries
121



SOCIAL MEDIA

With more than **59,000 direct followers***, a number that's continually growing, we use these channels to get your message seen. All media buys include complimentary social media support. Our editorial posts average over 1000 impressions with high engagement.



31,404
followers



8,603
members



4,737
followers



7,400
followers



4,960
followers



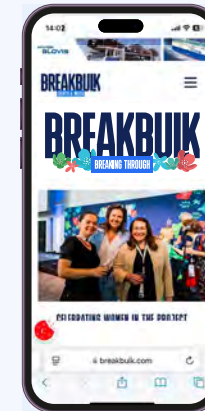
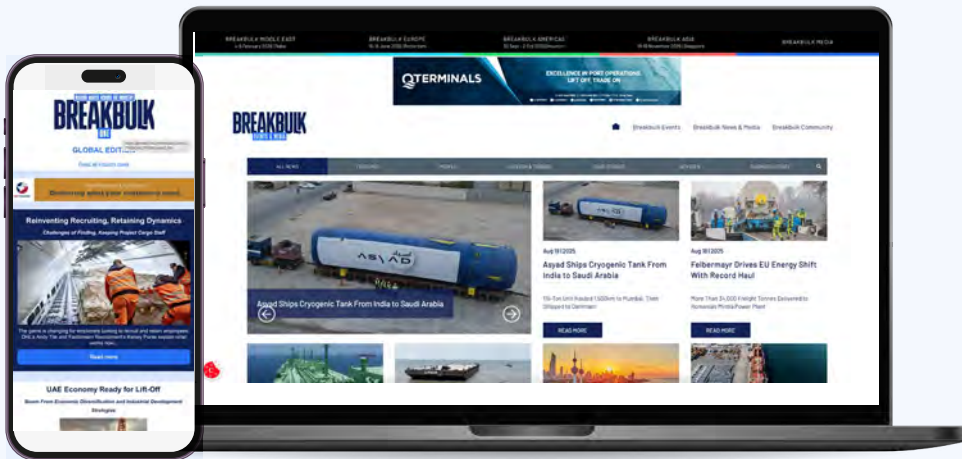
2,014
subscribers

*as of April 2026



READY TO BOOK?

Ready to book? Fill out the request form and a sales team member will be in touch with details. [<https://breakbulk.com/page/advertise>]



NEW for 2026

