

MER

MARINE ENGINEERS REVIEW

MEDIA INFORMATION 2004

*Published by the largest maritime
professional body in the world
The Institute of Marine Engineering, Science and Technology*

The largest circulation technical marine publication worldwide

IMAR^{EST}
publications

Dear Advertiser,

Deciding which B2B publication fully understands and reaches your particular market is often difficult; it is even harder to monitor whether your adverts are working effectively.

But if you want your advertisement to reach the marine professionals with real purchasing power and influence, while benefiting from an unparalleled reader reply service, then look no further than MER.

MER can offer you the largest circulation of any professional international maritime journal and with its unrivalled readership, conservatively estimated at four times its circulation, reaches more than 55 000 potential customers.

Published ten times a year by Learned Professional body The Institute of Marine Engineering, Science and Technology (IMarEST), MER is renowned internationally for the high quality of its editorial articles. Its professional global readership demands articles of credibility and integrity, covering all aspects of marine technology, naval architecture, ship management, ship operation, safety and the marine environment.

With competitive advertisement rates (lowest cost per thousand readers), and excellent market penetration, an advertisement in MER (13 035 ABC) will ensure that you see a swift return on your investment.

SUBSCRIBER ANALYSIS



Geographical Distribution

IMarEST, Publishers and distributors of MER, currently has 47 branches located worldwide, these are then split into five divisions, European, Australasian, East Asia, Americas and the Middle East. MER is read in over 100 countries.

Our overseas circulation is broken down as follows (%)

Europe	27%	Africa	3%
Americas	14%	Mid East & N Africa	5%
Australasia & Pacific	23%	Other	1%
Asia & SE Asia	27%		

Market Sector

MER has the largest circulation of all major technical marine publications with highly effective penetration of the most significant market sectors.

Port Management	5%	Shipowner/Manager	32%
Marine Equip/Engine Manufacturer	7%	Consultant/Classification/Salvage/Insurance	16%
Navy/Defence	11%	Ship Building/Repair	16%
		Education/Research	13%



Job Function

MER has a highly professional readership, the majority of which are qualified to degree level, of high standing and holding senior positions in the marine industry throughout the world.

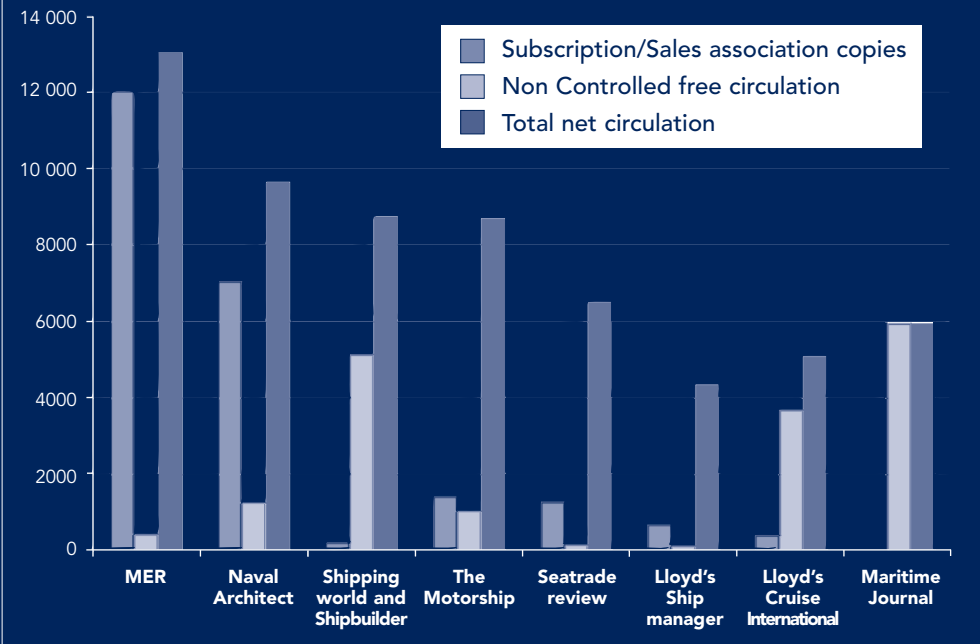
Research/Education	5%	Company/Director	16%
Operations	7%	Consultant/Surveyor	20%
Design/Production	12%	Superintendent/Technical Director	40%



COMPARATIVE DATA

Publication	Subscription/Sales association copies	Non Controlled free circulation	Total net circulation
Marine Engineers Review	12 027	449	13 035
The Naval Architect	7049	1246	9657
Shipping World & Shipbuilder	231	5148	8738
The Motor Ship	1423	1031	8695
Seatrade Review	1288	158	6497
Lloyd's Ship Manager	697	125	4355
Lloyd's Cruise International	414	3684	5074
Maritime Journal	—	5949	5949

Source: ABC Publisher Figures, Jan-Dec 2002



WE CAN ALSO DESIGN YOUR ADVERT

All we would need from you is the text, your logo and any images that you would like to feature on your advert. We will then design and proof the advert to you.

This service is charged at £250 extra

ADVERTISEMENT RATES

B/W	x 1 £	€	x 3 £	€	x 6 £	€	x 10 £	€
DPS	2940	4695	2795	4472	2645	4235	2500	4000
1/2 DPS	1665	2665	1585	2536	1500	2400	1415	2265
Page	1510	2415	1435	2295	1360	2176	1285	2055
1/2 Page	875	1400	830	1328	790	1260	745	1195
1/4 Page	515	825	490	785	465	745	440	700
1/3 Page	695	1115	640	1025	595	950	550	880
2/3 Page	1195	1915	1060	1695	995	1590	940	1495
4 Colour	x 1 £	€	x 3 £	€	x 6 £	€	x 10 £	€
DPS	4290	6865	4075	6520	3860	6180	3645	5835
1/2 DPS	3075	4920	2920	4675	2770	4430	2615	4185
Page	2255	3605	2145	3430	2030	3250	1715	2800
1/2 Page	1530	2180	1425	2030	1285	1830	1180	1685
1/4 Page	1120	1600	1010	1440	945	1345	850	1210
1/3 Page	1365	2185	1215	1944	1175	1880	1095	1752
2/3 Page	1895	2995	1865	2985	1795	2872	1695	2710

Classified /Recruitment Rates

Full Page £2035/€3255
 Half Page £1170/€1870
 Quarter Page £665/€1064
 Per Single Column Centimetre
 (Minimum 4cms) - £27.00/€43.20
 Classified Column Widths:
 S/Col - 45mm
 D/Col - 92mm
 T/Col - 138mm

Series discounts(Classified)

5% for six insertions
 12.5% for twelve insertions

Special Positions

Front Cover +£3750/€5345	Facing Matter +£150/€240
Inside Front Cover £2600/€4030	Facing Leader +£235/€375
Back Cover £2700/€4185	Guaranteed Position +£105/€165
Inside Back Cover £2200/€3410	

2 Colour

BW rate +£305

5 Colour

4 Colour rate +£385

TYPE AREA AND SIZES

(height by width in mm)

	Page	DPS		
Full Pg no bleed	280 x 195	280 x 390	Front Page	205 x 155
Bleed	307 x 220	307 x 430	1/2 Pg Upright	250 x 90
Trim	297 x 210	297 x 420	1/2 Pg Across	120 x 190
			1/4 Pg Upright	120 x 85
			1/4 Strip Across	58 x 190
			1/3 Strip Upright	250 x 58
			2/3 Strip Upright	250 x 120

MER FEATURES 2004

DEC/JAN (*Extra Circulation – Pacific 2004*)

Special Report: Product/Chemical Tankers
2003 Review (Index)
Tank Safety/Cleaning

FEBRUARY (*Extra Circulation – Miami Cruise Convention*)

Inspection repair, and maintenance
Hull Preparation and protection
Fuel economy

MARCH (*Extra Circulation – Asia Pacific/INEC*)

Special Report: Far Eastern Maritime (China/Korea)
Wastewater treatment
Ship registration

APRIL

Engine lubrication
Noise and vibration
Engine condition monitoring

Including: **PROPULSION SUPPLEMENT**
Incorporating Diesel & Gas Turbine Directory,
Engine design and technology
Pods versus props, Turbines
Turbochargers, Transmissions

MAY (*Extra Circulation – Posidonia / CIMAC*)

Special Report: Auxiliary power (pto/pti);
waste heat recovery, power generation)
Posidonia preview
Safety, survival and security

JUNE (*Extra Circulation – Ship Port China*)

Bunkering, fuel quality and emissions
Classification and surveying
Gas tankers, including tank design and safety

JULY/AUG

Special Report: Ship recycling and scrapping
Tomorrow's maritime world
RORO ships

SEPTEMBER (*Extra Circulation – SMM*)

Cargo Handling and Access
SMM Preview
Corrosion and coatings

OCTOBER

Special report:
The Marine Engineer and the Environment
Fuel treatment
Naval engineering

NOVEMBER (*Extra Circulation – Ship Repair & Conversion*)

European shipbuilding
Repair and maintenance
Passenger ships and hotel services

DEC/JAN 04/05

Special Report: Specialist ships
Salvage & towage
2004 Review

IF IT'S NOT ON THE PLAN, IT WILL BE IN MER – MAKE SURE YOU ARE

Advertisers are reminded that in addition to its regular sections: News; Marine Propulsion and Auxiliary Systems, Interviews; Bunkering; Repair & Maintenance; and Products, MER will cover various articles and ship descriptions following subjects throughout 2004

PRODUCTION REQUIREMENTS

For Black and White and Spot Colour: camera ready artwork or litho negatives (emulsion down, right reading) 133 screen imperial, 52 screen metric.

For 4 Colour: litho colour separated positives and progressives up to 133 screen imperial, 52 screen metric.

Acceptable software:

Quark XPress (all fonts and files in mac format to be included), Photoshop, Illustrator, Pagemaker, Acrobat (Hi Res PDFs only – 300dpi)

NB All production work is undertaken on Macintosh platform not PC

Acceptable formats:

Files: TIFF, EPS and JPEG (300dpi), all files and fonts to be sent in Mac format not PC
Compression: We accept stuffed and zipped files.

We can accept artwork by any of the following methods:

Via FTP:
<http://192.0.0.6/ftpfiles/>
Username: filetrans (all lower case)
Password: mamb05 (zero/five)

Via ISDN: +44 (0) 207 588 0170

Via Email: jo.cooper@imarest.org
or luke.wijsveld@imarest.org
(Maximum 10MB)

CD Rom or Zip Disc

For further production information call:

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www.imarest.org

IMarEST Publications also publish the following journals:

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An ocean of opportunity***

The first global marine science quarterly magazine catering to the diverse range of ocean scientific disciplines, including biological, chemical, physical and geological oceanography

marine
scientist

The Journal of
**Offshore
Technology**

Exploring and exploiting offshore discoveries

An international bi-monthly journal finding an editorial niche in detailed technical articles covering offshore oil/gas discoveries, field developments, floating production systems and subsea technologies

***The motherboard
of all IT publications***

The only information technology magazine covering the global

maritime scene: ship electronics, controls, monitoring, diagnostics, CAD/CAM, software and hardware solutions, satcoms and trends

marITime
ELECTRONICS

For subscription details of any of these publications contact
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