

MEDIA PACK 2014



# THE NAVAL ARCHITECT

## The Journal

Principal journal of The Royal Institution of Naval Architects, *The Naval Architect* provides independent, high quality technical information on all aspects of the international marine industry.

## Readership

The Naval Architect has an ABC audited total average net circulation of 10,657\* copies per issue. It is read by a worldwide audience of leading professionals with responsibility for technical aspects of design, construction, maintenance and operation of marine vessels and structures. Its readers are naval architects and other technically-qualified individuals, working for owners, operators, yards, consultants, surveyors, and ship managers – the industry's key decision-makers.

## Editorial Coverage

Our readers are kept informed of the latest trends in design and technology, principally covering ships above 100m in length. *The Naval Architect* reports on the design, construction and equipping of new commercial vessels, and regular features include:

- comprehensive ship descriptions, complete with illustrations and general arrangement plans
- area and country reports
- regular ship type features, including cruise ships, ro-ro vessels, gas carriers, tankers, bulk carriers, inland passenger ships, large fast craft
- up-to-date news and views on key subjects such as ship safety, propulsion, CAD/CAM, green ship concepts, shipyard technology, and rules and regulations



## Digital Editions

*The Naval Architect* is published in print and digital editions. The current and archived digital editions (from January 2004) may be read on PC, iPad or other touchpad.

To read the digital editions, visit [www.rina.org.uk/tna](http://www.rina.org.uk/tna) or download the free RINA Publications App.

## Special Language Editions & Features

The February and September issues are additionally published in Chinese language, in association with The Shanghai Society of Naval Architects and Offshore Engineers (SSNAOE).

## Regular Supplements

*Warship Technology*: published as a bi-monthly and *Offshore Marine Technology*: published quarterly are regular supplements to *The Naval Architect*. Further details on these supplements can be found in the separate media packs available from our offices.

## Special Supplements

Each year *The Naval Architect* has published a number of additional special supplements. Past supplements have covered such topics as Marine Power & Propulsion, Ice Class ships, LNG carriers, Containerships, etc

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\*circulation figure relates to period from 1 January 2012 to 31 December 2012

## NA Editorial Schedule 2014

### January

Green ships  
Ice class technology  
South Asia  
CAD/CAM/CAE

### February (+ Chinese issue)\*

Cruise ship technology  
Accommodation & interiors  
Noise & vibration  
Finnish marine industry  
China shipbuilding

#### Extra distribution:

Vietship  
China Maritime

### March

Engine technology  
Tanker technology  
Bridge & communications systems  
Shipboard water treatment

#### Extra distribution:

Cruise Shipping Miami  
Asia Pacific  
Gastech

### April

Danish marine industry  
CAD/CAM/CAE  
Heavy-lift vessels & equipment  
Inland and coastal vessels

#### Extra distribution:

Sea Japan

### May

Green shipping  
Cruise ship update  
Eastern Europe  
Norwegian marine industry  
RO-RO

#### Extra distribution:

Europort Romania  
Navalia  
Posidonia

### June

Bulk carriers  
Regulation & Classification  
Paints & coatings  
LNG/LPG

### July/August

Korean marine industry  
Russian marine industry  
Mega yachts  
CFD & hydrodynamics  
Shipbuilding technology & equipment  
Propellers & thrusters

### September (+ Chinese issue)\*

Environmental legislation update  
Chinese maritime industry  
German maritime industry  
Cargo & deck equipmentw  
Fast ferries

#### Extra distribution:

SMM  
IMPA  
Seatrade Med

### October

LNG technology  
Containerships  
CAD/CAM/CAE  
Lifesaving & ship safety  
Dutch marine industry

#### Extra distribution:

Seatrade Middle East

**Special Supplement:** *Marine Power and Propulsion*

### November

Eco ship technology update  
Chemical & product tankers  
Mediterranean  
Japanese marine industry

#### Extra distribution:

METS  
INMEX China

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Outside these features we aim to publish regular technical articles on new commercial vessels, complete with illustrations and general arrangement plans. A selection of the most interesting and innovative vessels completed during 2013 will appear in our annual publication *Significant Ships of 2013*

\*\* These issues will be published additionally in Chinese-language, in association with Shanghai Society of Naval Architects and Ocean Engineers (SSNAOE). FREE OF CHARGE advertising in our special Chinese issues is offered to those taking space in our regular February and September editions. SSNAOE will translate your copy at no extra cost. Distribution is additionally made to members of the Shanghai Association of Shipbuilding Industries. Further information: [advertising@rina.org.uk](mailto:advertising@rina.org.uk)

## Readership Analysis

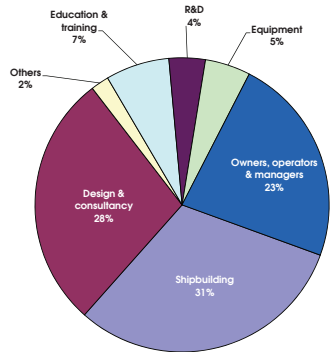


With a worldwide ABC Audited circulation of 10,657 copies per issue, *The Naval Architect's* readership extends far beyond the 9000 members of The Royal Institution of Naval Architects. Distributed in over 100 countries it reaches a discerning professional audience working in the international maritime industry. Our ABC certificate provides accurate, independently verified circulation figures, giving you confidence in your advertising investment. This quality circulation is further enhanced by additional distribution at the major maritime exhibition and The Royal Institution of Naval Architects' extensive series of international conferences and training courses.

Each issue of *The Naval Architect* is now also published in a digital edition that can be read on PC, iPad or other touchpad, further extending the readership and reach of the journal. The entire publication, including all editorials and advertisements in the printed edition, can be seen in digital format.

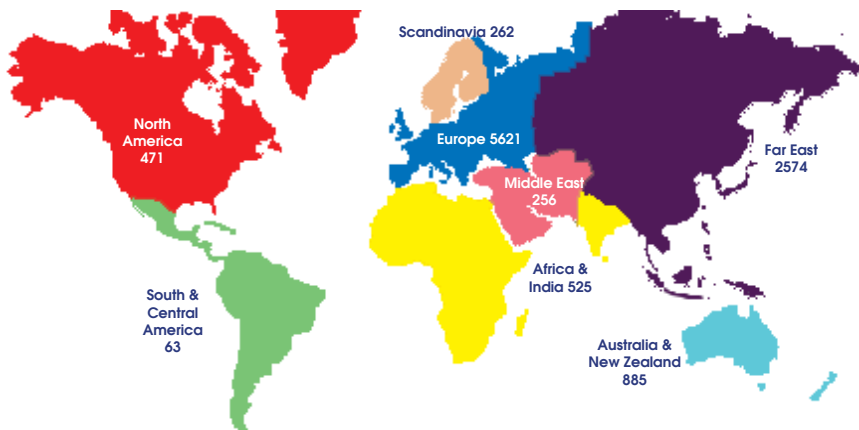
The Chinese editions are distributed to 7000 Shanghai (and other regional) Shanghai Society of Naval Architects and Ocean Engineers members, and to the Shanghai Association of Shipbuilding Industries.

*The Naval Architect* offers advertisers an exceptional opportunity to influence decision-makers in the industry who are involved in newbuilding projects from conception to completion, also design and construction technology.

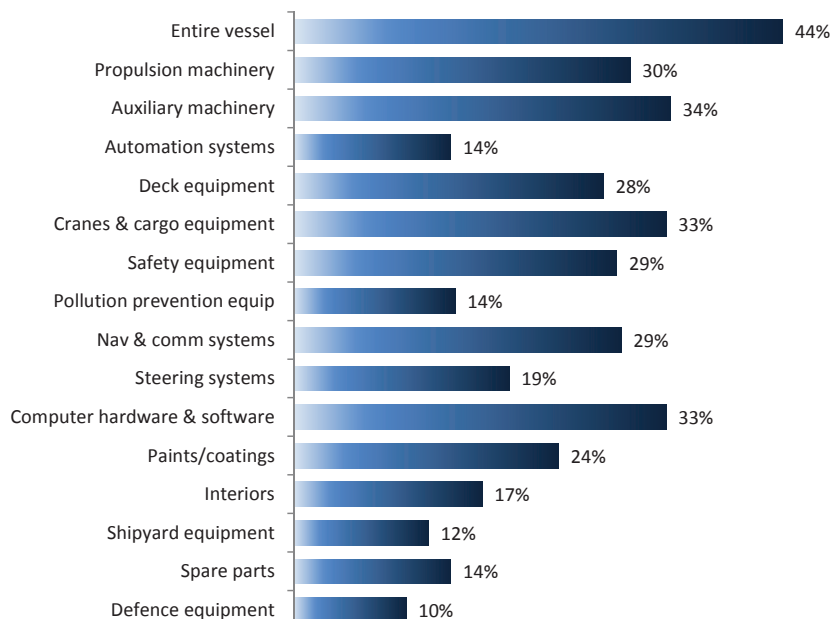


Readership by personal area of activity

## Geographical Distribution



## Purchasing Power



79% of the readership influence purchasing decisions

## Journal Comparison

There are many marine titles to choose from in the industry today. *The Naval Architect* is widely selected for its recognised, quality readership amongst professional decision-makers.

Publication	Subscriptions/sales/ Association copies	Free circulation	Total (nett) average issue circulation
<i>The Naval Architect</i>	10,106	551	10,657
<i>The Motor Ship</i>	556	6,752	7,308
<i>Shipping World and Shipbuilder</i>	694	5,114	5,808
<i>Seatrade</i>	1,135	4,994	6,129
<i>Maritime Journal</i>	559	5,636	6,195
<i>IHS Fairplay Solutions</i>	1,825	1,236	3,061
<i>International Cruise &amp; Ferry Review</i>	0	5,726	5,726
<i>Fairplay International Shipping Weekly</i>	1,825	1,252	3,077
<i>Marine Propulsion &amp; Auxiliary Machinery</i>	507	12,493	13,000
<i>Marine Engineers Review</i>	9,942	89	10,031

(Source: ABC published figures, Jan-Dec 2012)

## Advertisement rates

Insertions full colour	1		
	£	€	\$
Front cover	4590	5735	7250
Back cover	3750	4690	5925
Inside Front cover	3750	4690	5925
Inside Back cover	3460	4325	5465
Full page	3100	3875	4900
Half page	2020	2525	3190
Quarter page	1465	1830	2315

For quotes on series rates or DPS, please contact the journal Advertisement Manager.

Guaranteed positions e.g early right-hand page, facing matter – 10% extra.

Other options such as loose and bound inserts, barn door covers, belly bands, roll-fold and gatefold are available. Prices for inserts will depend upon weight and size.

## Recruitment

This includes one month entry of advertisement on the RINA website, in our careers section.

Rates are the same as for display.

## Online

Please request our online ratecard.

## Cancellation

Covers and special positions, 3 months prior.

Other positions, 1 month prior to publication deadline.



## Special Language Editions

Advertisements placed in the English language February and September issues will be translated into Chinese.

These will be included in our special language editions FREE OF CHARGE.

Further information e-mail: [advertising@rina.org.uk](mailto:advertising@rina.org.uk)

## Mechanical Data

Size (mm)	Height (mm)	Width (mm)
Front Cover	182	182 (*plus 3mm bleed on right)
DPS (bleed)	303	426
DPS (trim)	297	420
DPS Half Page (bleed)	148	426
Full page (bleed)*	303	216
Full page (trim)	297	210
Full page (print area)	269	175
Half page vertical	269	85
Half page vertical (bleed)*	297	95 (*plus 3mm bleed on right, top & bottom)
Half page horizontal	132	175
Half page horizontal (bleed)*	148	210 *(plus 3mm bleed on right, left & bottom)
Third page vertical	269	55
Third page vertical (bleed)	297	65 *(plus 3mm bleed on right, top & bottom)
Third page horizontal	85	175
Quarter page vertical	132	85
Quarter page horizontal	65	175
Island page	175	115
* text and logos on bleed advertisements should be at least 6mm from any bleed edge		

## Advertisement Requirements

Our preference is for artwork to be supplied as high-resolution press-optimised PDFs. These files should have all fonts and images embedded in the file. To assist in the correct positioning of advertisements please include **crop marks** in the PDFs. Please inform our production department of any special requirements; bleeds, edges, etc.

Resolution should be at least **300 dpi** and the colour setting **CMYK**.

We accept InDesign, Illustrator, Photoshop and QuarkXpress files. All fonts and images in PC format must be included with these files. All production work is undertaken on a PC platform.

All images files should be supplied as TIFF, EPS or JPG files (minimum resolution 300 dpi).

Files supplied as WORD, PowerPoint, Excel files or screen shots from websites are unlikely to be of sufficient quality for printing. We do not generally accept CorelDraw or Publisher files.

Advertising material (less than 15MB) can be sent via e-mail ([production@rina.org.uk](mailto:production@rina.org.uk)), via our FTP site (contact us for details) or by post to the Production Department at RINA, 8-9 Northumberland Street, London, WC2N 5DA, UK.

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