

## FEATURES LIST

### January/February 2010

**Super Sizing:** planning and designing marinas for large yachts; management of superyacht marinas; special equipment; new facilities

Publication: 8 January 2010

Editorial deadline: 26 November 2009

Advertising deadline: 8 December 2009

### March/April 2010

**Mooring Up:** pontoons and breakwaters; modular pontoons (plastic); pontoon decking

Publication: 5 March

Editorial deadline: 4 February

Advertising deadline: 16 February

### May/June 2010

**Eye on Design:** designing new marinas; refurbishment; landscaping; shoreside and floating buildings; planning and budgeting

Publication: 7 May

Editorial deadline: 1 April

Advertising deadline: 20 April

### July/August 2010

**Stacking Up:** drystack systems – planning and design; drystack management; economics

Publication: 2 July

Editorial deadline: 27 May

Advertising deadline: 15 June

### September/October 2010

**On the Dockside:** utility pedestals; pump-out systems; lighting; fuel systems; safety and fire-fighting equipment

Publication: 3 September

Editorial deadline: 29 July

Advertising deadline: 17 August

### November/December 2010

**In the Yard:** boat moving equipment; boatyard management; yard equipment

Publication: 29 October

Editorial deadline: 23 September

Advertising deadline: 12 October

All issues of *Marina World* also include up-to-the-minute news, new product reviews, and news-led feature articles. Interviews with marina owners and operators, market studies of specific geographical regions and regular waterfront development updates are also featured.

# Marina

World [www.marinaworld.com](http://www.marinaworld.com)

## Media Rates and Data

Marina di Varazze near Genoa, Italy has achieved iconic status as an award winning statement of marina style.

**ADVERTISING RATES AND DATA**

Size	1 insertion	3 insertions	6 insertions	Height	Width
Double page spread (sizes for non-bleed)	£3,580 \$7,160	£3,335 \$6,670	£3,085 \$6,170	268mm × 10.51in ×	392mm 15.4in
Whole page (sizes for non-bleed)	£1,840 \$3,680	£1,700 \$3,400	£1,575 \$3,150	268mm × 10.5in ×	182mm 7.1in
Half page horizontal	£1,105 \$2,210	£1,020 \$2,040	£935 \$1,870	132mm × 5.15in ×	182mm 7.1in
Half page vertical	£1,105 \$2,210	£1,020 \$2,040	£935 \$1,870	268mm × 10.5in ×	89mm 3.5in
Quarter page horizontal	£655 \$1,310	£610 \$1,220	£565 \$1,130	65mm × 2.5in ×	182mm 7.1in
Quarter page vertical	£655 \$1,310	£610 \$1,220	£565 \$1,130	132mm × 5.15in ×	89mm 3.5in
<b>Special positions</b>					
Back cover (sizes for non-bleed)	£2,515 \$5,030	£2,255 \$4,510	£2,000 \$4,000	268mm × 10.5in ×	182mm 7.1in
Inside front cover (sizes for non-bleed)	£2,515 \$5,030	£2,255 \$4,510	£2,000 \$4,000	268mm × 10.5in ×	182mm 7.1in
Inside back cover (sizes for non-bleed)	£2,150 \$4,300	£1,940 \$3,880	£1,800 \$3,600	268mm × 10.5in ×	182mm 7.1in
<b>Bleed sizes</b>		<b>Trim (finished) size</b>		<b>Bleed size</b>	
Double page spread (centre overlap bleed of 6mm, 0.25in)		297mm × 420mm 11.7in × 16.5in		303mm × 426mm 11.9in × 17in	
Whole page		297mm × 210mm 11.7in × 8.26in		303mm × 216mm 11.9in × 8.5in	

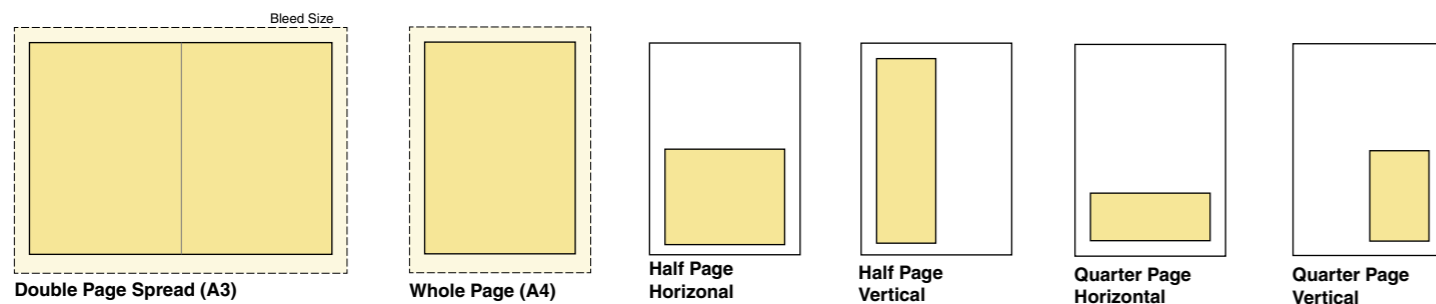
We accept payment in Euros at the exchange rate on date of invoice. All rates valid to 1<sup>st</sup> November 2010.

**Artwork requirements**

- Full colour complete digital artwork in CMYK high resolution PDF, EPS, TIF or JPG file formats only. All files must be at 300dpi resolution only. No film or bromides.
- CMYK artwork only. No other colour space, no specials/spot colours or pantones are acceptable.
- Embedded images should be at least 300dpi at 100% size.
- All fonts/typefaces must be embedded in PDFs and the text converted to outlines for EPS files.
- If images are colour critical, please supply a high quality proof such as a Chromalin to help our printer ensure accurate colour reproduction.
- Please name files clearly using no more than 32 characters including spaces. Do not use MS DOS characters such as '/' or '@' as they can truncate the filename and cause problems.
- All files and disc media must be PC compatible.
- Do not send artwork in 'native applications'. It is unlikely that we will have the same application and/or version.

**Sending artwork**

- By post: we accept PC formatted CDs or DVDs only – no floppy discs. Please supply a hard copy proof with all digital files.
- By email: send your artwork to [ads@marinaworld.com](mailto:ads@marinaworld.com)
- By FTP: large files can be delivered to our FTP site <ftp://87.194.132.66> with the username 'marinaworld' and password 'marinaworld'.



# World News, World Readership, World Leader *Marina World...now in its 10th year*

The leading international business title for marina owners, operators and developers, *Marina World* offers the most cost-effective and wide-ranging way to promote your products to a worldwide top quality readership. Ours is a proven three-way formula: strong editorial content; excellent print quality; and audited circulation.

**Our readers are interested in your products.**

*Marina World* is a highly valued and well-read information resource for your potential customers – professionals from around the world who have authority and purchasing power in the marina industry. All readership data is collected, managed and controlled by an in-house team that knows the market and the circulation is independently audited by Audit Bureau of Circulations (ABC). Our 'marina industry specific' circulation list is simply second-to-none.



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**Spotlight on readership**

Published six times a year – January, March, May, July, September and November – *Marina World* editorial focuses on geographical trends, new marina developments and a broad range of topics that are essential to designing, maintaining and managing a functional modern marina.

The magazine is mailed to marina planners, owners, managers and developers; equipment suppliers; key industry associations; municipal authorities developing waterfronts worldwide; and marina service providers.

In addition to our international circulation, *Marina World* enjoys bonus distribution at key industry events in Europe, the Middle East, North America and Asia Pacific.

The average net circulation for the last audit period (1st July 2008 – 30th June 2009) was 6,743 and the audit issue (May/June 2009), 6,712. Circulation is updated in-house on a weekly basis.

**Around the globe (as per audit issue)**

North America	2,899
Central & South America	303
Europe, Middle East & Africa	2757
Asia Pacific	753
<b>Total</b>	<b>6,712</b>

The total worldwide net circulation of *Marina World* is 6,743, as certified by ABC.



## STOP PRESS

Last chance to advertise in  
*Marina World Suppliers & Services 2010/2011*

**DEADLINE 30th NOVEMBER 2009**

The second edition of the bi-annual *Marina World Suppliers & Services* - the essential stand-alone guide to marina equipment manufacturers and service providers – will be launched in January 2010 at the International Marina & Boatyard Conference (IMBC) in Florida, USA. The publication will be distributed to our entire global readership with the March/April 2010 issue of *Marina World* and will also be distributed throughout its two-year shelf life at key marine industry events and marina conferences. It will be available to view and download throughout 2010/2011 on [www.marinaworld.com](http://www.marinaworld.com)

Advertising is charged at the 'single insertion' rate.

Take a look at the 2008/2009 edition online at [www.marinaworld.com](http://www.marinaworld.com) to see how this publication could boost your marketing efforts.

Call Julia Hallam on +44 (0) 1621 855 890 to book space