

FEATURES LIST

January/February 2012

BONUS DISTRIBUTION: IMBC

Global Review 2011

Superyacht Facilities

Publication: 13 January

Editorial deadline: 24 November 2011

Advertising deadline: 6 December 2011

March/April 2012

Waterfront Developments

Pontoon Decking

Publication: 2 March

Editorial deadline: 2 February

Advertising deadline: 14 February

May/June 2012

Marina Planning & Design

Fuel Systems & Supplies

Publication: 4 May

Editorial deadline: 29 March

Advertising deadline: 17 April

July/August 2012

Drystack Storage

Environmental Management &

Pump-out

Training & Education

Publication: 29 June

Editorial deadline: 24 May

Advertising deadline: 12 June

September/October 2012

A-Z Guide to Pontoons &

Breakwater Manufacturers

Dockside Power & Lighting

Publication: 31 August

Editorial deadline: 26 July

Advertising deadline: 14 August

November/December 2012

BONUS DISTRIBUTION: METS

Boat Handling

Floating Structures

Publication: 26 October

Editorial deadline: 20 September

Advertising deadline: 9 October

January/February 2013

BONUS DISTRIBUTION: IMBC

Global Review 2012

Drystack Storage

Publication: 11 January

Editorial deadline: 22 November 2012

Advertising deadline: 4 December 2012

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 marina and waterfront development updates are also featured.



ADVERTISING RATES AND DATA

Size	1 insertion	3 insertions	7 insertions	Height	Width
Whole page (sizes for non-bleed)	£2,020 \$3,835	£1,870 \$3,550	£1,730 \$3,285	268mm × 182mm 10.5in × 7.1in	
Half page horizontal	£1,215 \$2,305	£1,120 \$2,125	£1,025 \$1,945	132mm × 182mm 5.15in × 7.1in	
Half page vertical	£1,215 \$2,305	£1,120 \$2,125	£1,025 \$1,945	268mm × 89mm 10.5in × 3.5in	
Quarter page horizontal	£680 \$1,310	£640 \$1,220	£590 \$1,130	65mm × 182mm 2.5in × 7.1in	
Quarter page vertical	£680 \$1,310	£640 \$1,220	£590 \$1,130	132mm × 89mm 5.15in × 3.5in	
Special positions					
Double page spread (sizes for non-bleed)	£3,935 \$7,476	£3,665 \$6,960	£3,390 \$6,440	268mm × 392mm 10.51in × 15.4in	
Back cover (sizes for non-bleed)	£2,765 \$5,250	£2,480 \$4,710	£2,200 \$4,180	268mm × 182mm 10.5in × 7.1in	
Inside front cover (sizes for non-bleed)	£2,765 \$5,250	£2,480 \$4,710	£2,200 \$4,180	268mm × 182mm 10.5in × 7.1in	
Inside back cover (sizes for non-bleed)	£2,365 \$4,495	£2,130 \$4,045	£1,980 \$3,760	268mm × 182mm 10.5in × 7.1in	
Bleed sizes		Trim (finished) size		Bleed size	
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 November 2012.

Artwork requirements

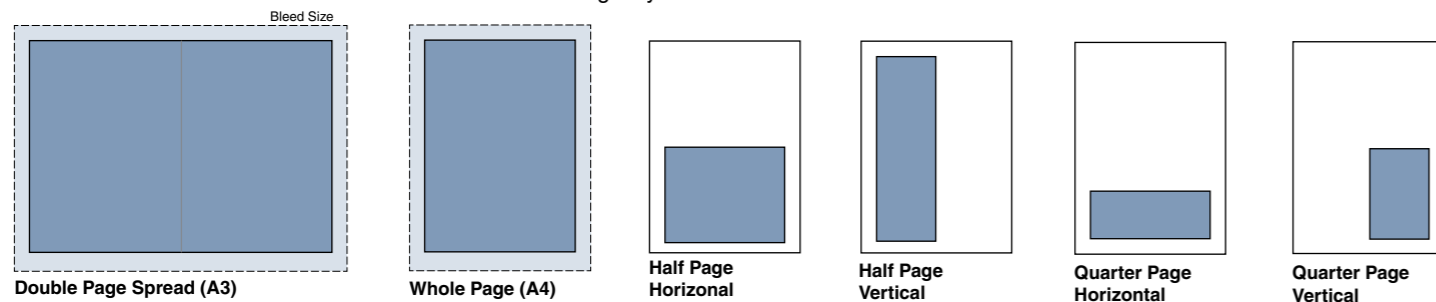
- Full colour complete digital artwork in CMYK high resolution PDF, EPS, TIF or JPG file formats only. All files must be at 300dpi resolution only. No film or bromides. PDF files ONLY for electronic advertising links (see below).
- CMYK artwork only. No other colourspace, no specials/spot colours or 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.co.uk
- By FTP: large files can be delivered to our FTP site <ftp://marinaworld.dyndns.org> with the username 'marinaworld' and password 'marinaworld'.

Electronic advertising link

Each issue of *Marina World* is published on marinaworld.com using page turning software. Readers can click on any email and website addresses on your advertisement to link direct to you. To ensure this works correctly, you must supply your artwork in PDF file format ONLY with embedded links. Please check the links before sending us your advertisement.



World News, World Readership, World Leader Marina World...in print and online

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.



Each issue of *Marina World* is also available to view on marinaworld.com by means of up-to-the-minute page turning software that also redirects the reader to each advertiser's website at the click of a mouse button. This important extra feature further boosts the global impact of your marketing strategy.

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Spotlight on readership

Published six times a year – January, March, May, July, September and November – *Marina World* 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 (1 July 2010 – 30 June 2011) was 6,784 and the audit issue (May/June 2011), 6,810. Circulation is updated in-house on a weekly basis.

Around the globe (as per audit issue)

North America	2,996
Central & South America	254
Europe, Middle East & Africa	2,816
Asia Pacific	744
Total	6,810

The total worldwide net circulation of *Marina World* is 6,784, as certified by ABC.



Marina World Suppliers & Services 2012

Editorial deadline: 1 November 2011

Advertising deadline: 20 December 2011

Marina World Suppliers & Services, now an annual publication, is the essential stand-alone international guide to marina equipment manufacturers and service providers. Published online in January 2012 and distributed to our entire global readership with the March/April 2012 issue of *Marina World*, *MWS&S* also receives bonus distribution at conferences, seminars and exhibitions throughout the year. It is also available to view and download on marinaworld.com

MWS&S features up to 40 specialist product and service categories and gives contact details for all companies and their international agents, dealers and distributors. It also gives brief descriptions of each product and service on offer.

Take a look at online editions to see how this publication could boost your marketing efforts.

To book space, call Julia Hallam on:

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