

# Seaways

The International Journal of The Nautical Institute



Seaways is the international monthly journal of The Nautical Institute, the world's leading professional body for maritime professionals. Its purpose is to provide the most authoritative commentary on current maritime affairs and advance high professional standards.

## Media information

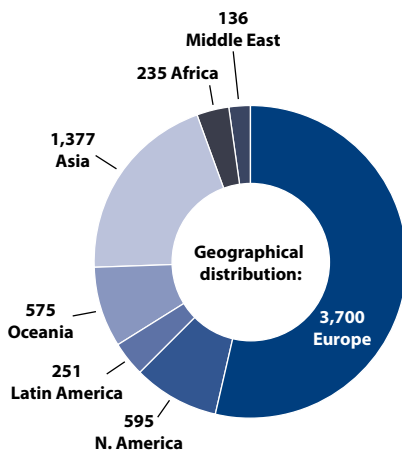
### Why advertise in Seaways?

The influential and respected *Seaways* is not just read by leaders and managers in the maritime industries worldwide – it is written by them.

Through *Seaways*, we provide a cutting-edge forum for issues of vital concern to maritime professionals and feature articles on:

- Leadership and management
- Seamanship
- Training and professional development
- Safety and the environment
- Navigation
- New technology
- The Nautical Institute's Mariners' Alerting and Reporting Scheme (MARS).

Advertising in *Seaways* will associate your company with the highest standards of good practice and service. This is a cost-effective way to advertise recruitment, education and training provision and professional services.



### Seaways readers

Our readers are maritime professionals, committed to education, training and continuous professional development. They need to:

- Stay ahead in this fast-moving sector
- Keep abreast of new product developments
- Keep vessels safe and efficient
- Meet latest requirements
- Know about new safety products and services.

**7,500**  
Total circulation per month

### The readership

*Seaways* has a worldwide distribution of 7,650. Readership is estimated to be in excess of 27,000.

55% of readers are active seafarers, mostly Masters, pilots and naval officers, who have a major influence on purchasing decisions and the setting of standards.

25% are responsible for fleet management, work in senior positions in P&I clubs, law firms, national maritime administrations and classification societies or as consultants and surveyors.

15% are marine personnel managers, trainers, lecturers and educationalists.

**55%**  
of readers are active seafarers, mostly Masters, pilots and naval officers

**44%**  
of readers are Masters and pilots

**40%**  
senior management ashore

### The Nautical Institute

The Nautical Institute is the world's leading professional body for maritime professionals. Its principal purpose is to promote high standards of knowledge, qualifications and competence both at sea and ashore.

**6,870**  
members

**55**  
branches worldwide

# Seaways Rate Card 2021

Number of adverts	1	6	12
<b>Premium positions (£)</b>			
Front cover			Not available
Back-Cover	3970	3575	3215
Inside Front-Cover	2965	2665	2400
Inside Back Cover	2800	2520	2270

<b>Four colour (£)</b>			
Double Page Spread	4950	4455	4010
Full page	2780	2500	2250
Half page	1825	1645	1480
Quarter page	1355	1220	1100

**Loose inserts are accepted subject to weight and area restrictions. Rates and conditions on application.**

## Advertisement requirements

### Format:

Adverts to be supplied in a digital format. Any pictures used to be high resolution 300 dpi and CMYK. Adverts can also be supplied in an EPS or TIF format. Studio work, origination and colour separations are charged extra.

### Copy deadline:

First of preceding month. The magazine is published 12 times a year.

Cancellations are not accepted after the scheduled closing date. Any cancellations before the closing date must be in writing and signed by both the advertiser/agency and the publisher.

The publisher reserves the right to reject any advert.

Charges for production work billed at cost plus 15% management fee.

<b>Dimensions:</b>	<b>width x depth</b>
DPS (3mm bleed all round)	426 mm x 303 mm
Full page	188 mm x 264 mm
Half page portrait	92 mm x 264 mm
Half page landscape	188 mm x 130 mm
Quarter page portrait	92 mm x 130 mm
Quarter page landscape	188 mm x 63 mm
Eighth page strip	188 mm x 30 mm
Bleed (3mm all round)	216 mm x 303 mm

## Advertising office

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