



THE ROYAL INSTITUTION OF NAVAL ARCHITECTS

2024 MEDIA KIT

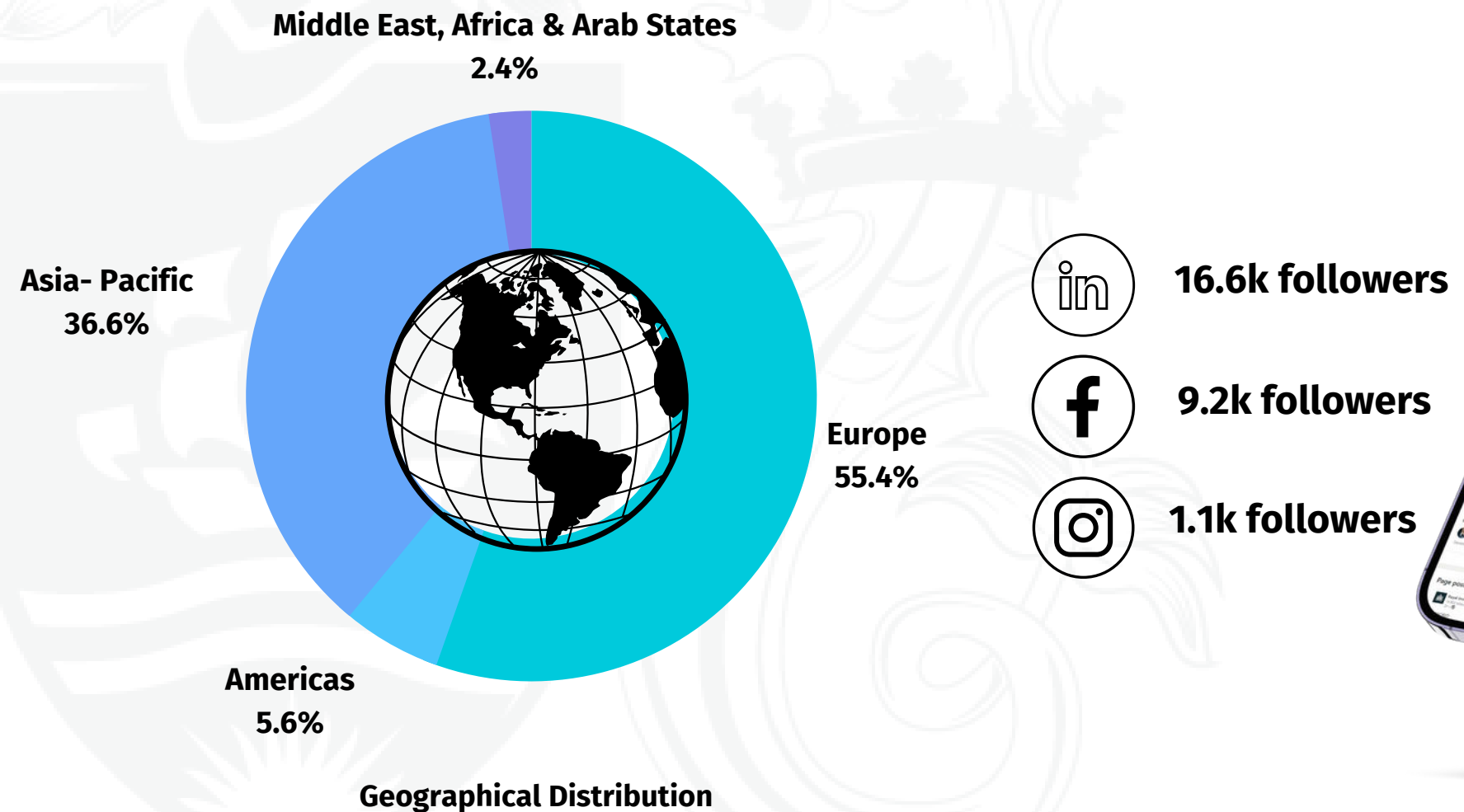
RINA.ORG.UK

ABOUT THE INSTITUTION



The Royal Institution of Naval Architects is an internationally renowned professional institution and global governing body for naval architecture and maritime engineering.

Members of the Institution are at the forefront of industry, academic, and maritime organisations worldwide and are involved at all levels in the design, construction, repair and operation of ships, boats, and marine structures in over 90 countries.



WHY ADVERTISE WITH US?

Advertising with the Royal Institution of Naval Architects offers a unique opportunity to connect with a highly specialised and influential audience in the maritime and naval architecture industries. With a history spanning over a century, we are a trusted source of knowledge and expertise, attracting professionals, researchers, and decision-makers from around the world.



Access a Targeted Audience

Reach global professionals who are actively engaged in naval architecture, marine engineering, and offshore industries, ensuring your message resonates with a relevant and receptive audience



Expand Your Network

Connect with key stakeholders, decision-makers, and potential partners who can drive your business forward



Support Industry Advancement

Your advertising investment contributes to the advancement of maritime technology and the promotion of best practices within the industry



Establish Credibility

Align your brand with the Institution's esteemed reputation, showcasing your commitment to quality and innovation within the maritime sector



Stay Informed

Keep up to date with the latest industry trends, developments, and opportunities through our publications, events, and communications



Expert Team

Access to a team of experts within the maritime, advertising and marketing industries to help maximise the success of your campaigns

8.5k+

Global members

90+

Countries represented

163+

Years of expertise

ADVERTISING OPPORTUNITIES

PRINT

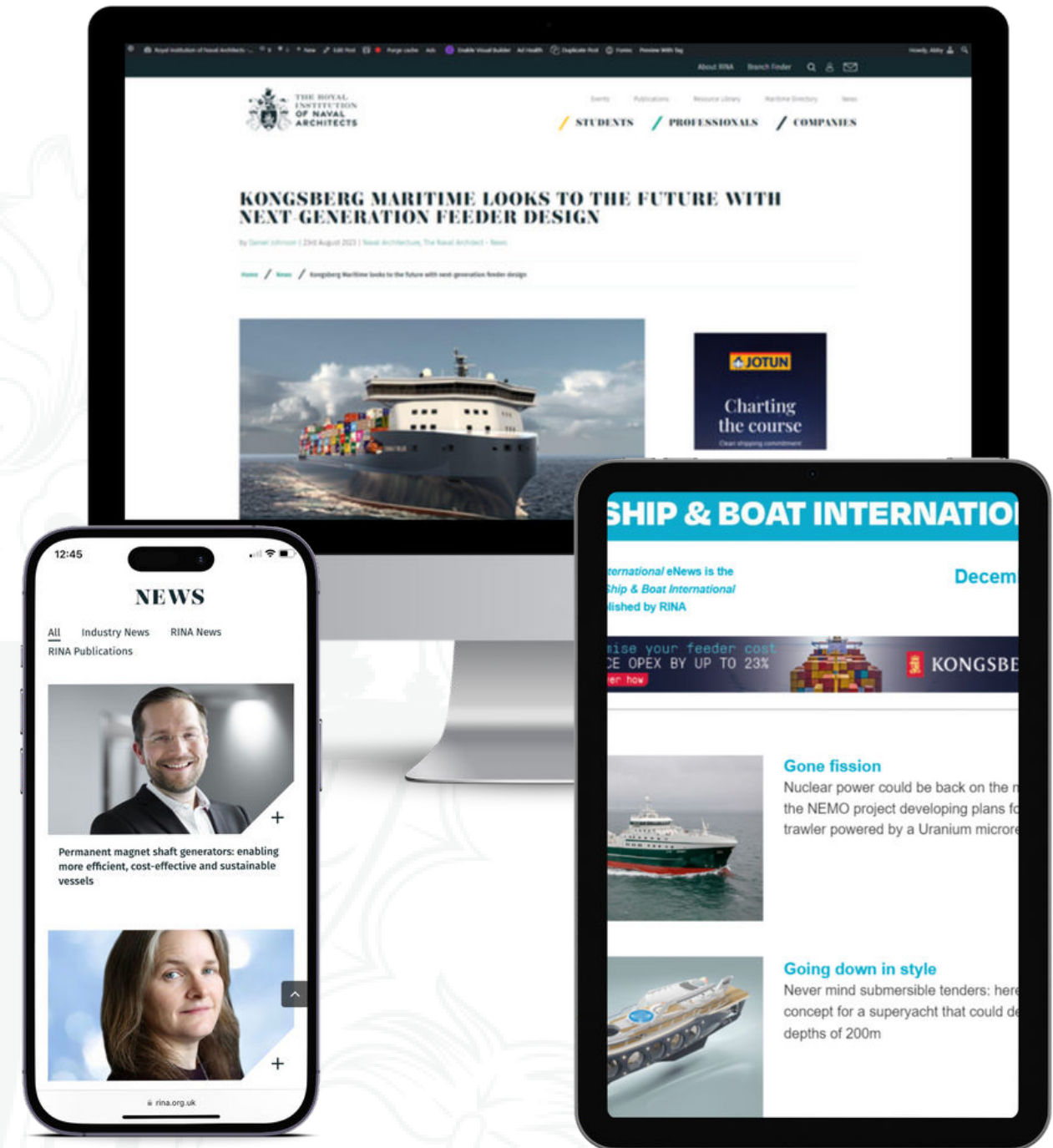
Our publications explore every facet of ship design, construction, maintenance and conversion and have done for over half a century. From cutting edge research into CFD and autonomous vessels, to features and insight on the latest regulatory developments, our publications offer unparalleled technical insight. Whether it's warships, workboats or wind propulsion, our coverage is renowned across the maritime industry.

DIGITAL

Expand and strengthen your brand positioning with our digital options to offer mobile-first, convenient and accessible content that enables you to raise your company's profile, generate enquiries and drive valuable traffic to your website. We have multiple products that span across our website, email and sponsored editorial content.

EVENTS

The Institution organises a programme of conferences and events throughout the year to inspire, network and learn with our global marine community. We offer various opportunities for activating your brand as an official sponsor.



PRINT

Published frequently throughout the year across our three main publications our magazines offer an excellent opportunity to position yourself shoulder-to-shoulder with industry leaders and maximise your impact and reach with your content.



Targeted Audience

Reach global professionals who are actively engaged in naval architecture, marine engineering, and offshore industries, ensuring your message resonates with a relevant and receptive audience



Thought Leadership

Position you as a thought leader or expert in your field, further establishing trust and authority among your audience



Content Amplification

Share your content with a wider audience and maximise the impact of your marketing

Shipowners, operators & managers
33%

Shipbuilding & repairers
20%

Design, consultancy & survey
15%

Offshore oil & gas
13%

Naval
10%

Governments & port authorities
9%

15,758

Total Publication Distribution

advertising@rina.org.uk



We've invested in having our figures independently audited to ABC industry-agreed standards. Ensuring you can trust that our circulation figures are accurate, impartial and trusted.

Audited average net circulation per issue is calculated for the period from 1 January 2022 to 31 December 2022.



THE NAVAL ARCHITECT

The Naval Architect is RINA's flagship magazine, focusing on large commercial vessels (100m and over). Originally conceived as a platform for Institution members to keep abreast of maritime developments outside of the purview of the technical papers, it has long held a position as a trusted source of news and insight. Each issue explores a range of subjects covering different ship types, propulsion solutions and related equipment and machinery. Our features also encompass various facets of ship design and engineering, including CAD/CAM, computational fluid dynamics, shipbuilding technologies and classification.

The maritime industry is currently undergoing enormous changes driven by the mandate to reduce emissions and achieve decarbonisation of the sector by 2050. In parallel, digitalisation, AI and autonomous technologies are beginning to radically reshape ship design and operations.

Like the Institution itself, *TNA* remains agnostic towards the various emerging solutions but rather aims to reflect the ongoing evolution in maritime solutions and regulations, reflecting a range of differing perspectives.

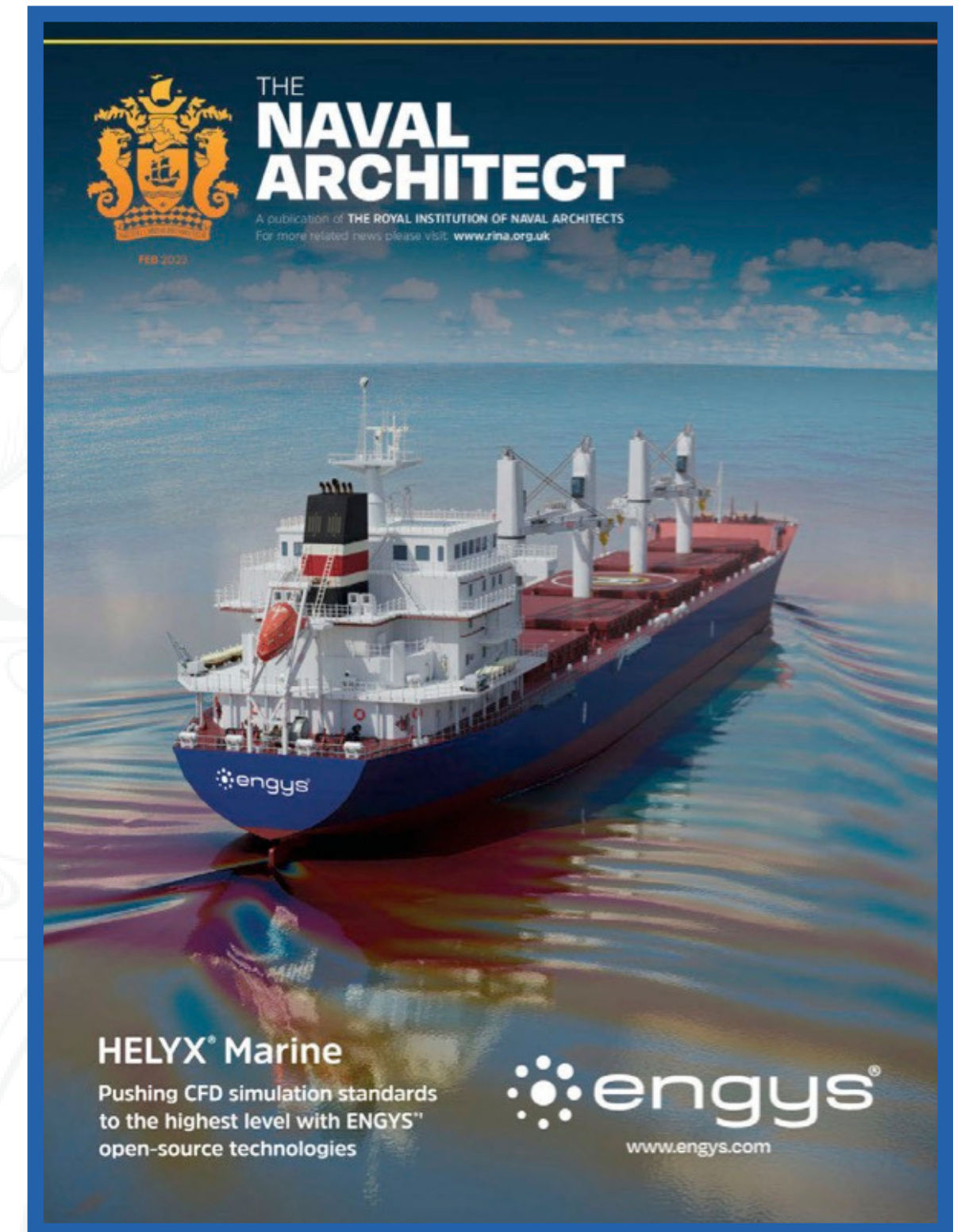
Warship Technology, published five times a year, is a supplement of *TNA* dedicated to naval ship design and associated technologies.

“Whether it's high-profile interviews, in-depth technical features, or the latest industry news, *TNA's* mission is to provide readers with the inside track on innovations that are likely to shape the shipping world for decades to come.”

DANIEL JOHNSON, EDITOR
DJOHNSON@RINA.ORG.UK

advertising@rina.org.uk

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TOTAL CIRCULATION:

8,195

DIGITAL:

4,107



WARSHIP TECHNOLOGY

After a period of relative stability, when global spending on defence was restricted, demand for warships and para-military vessels is rising steeply again, in response to China’s rapid naval expansion, the war against Ukraine and the need to address issues such as migration and energy security. In this fast-moving environment, *Warship Technology’s* role is to reflect how vessel design and technology is evolving, adopting a technical approach to naval defence, with in-depth coverage of the design, construction and outfitting of naval vessels worldwide.

Editorial in *Warship Technology* covers areas such as the design and construction of surface warships, submarines, aircraft carriers, amphibious ships, patrol vessels and other naval craft; and their hullforms, propulsion, propulsors, electrical and other systems.

Warship Technology also increasingly reflects the development of above-water and underwater autonomous craft; new types of naval vessels intended for the protection of energy infrastructure; and those capable of multiple roles in support of military and other activities, such as disaster relief and search and rescue. It also regularly addresses navies’ need to decarbonise, and the publication regularly reflects on the potential of alternative fuels and the growing role of classification societies across the industry.

“New threats are forcing navies to evolve. Technology is developing apace, naval forces are rearming and ordering new vessels, building large numbers of innovative designs. Vessels are being developed for new roles, in response to the fast-changing geopolitical situation, making it more important than ever to keep abreast of the design and technical trends featured in *Warship Technology*.”

DAVID FOXWELL , EDITOR

WARSHIPTECHNOLOGY@RINA.ORG.UK

advertising@rina.org.uk

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TOTAL CIRCULATION:

8,195

DIGITAL:

4,107

NOTE: *Warship Technology* is distributed alongside *The Naval Architect* so the circulation numbers are the same



SHIP & BOAT INTERNATIONAL

The 2020s may have begun under turbulent circumstances, but the small-to-medium-sized boat sector – ranging from tugs, crew boats and rescue craft to OSVs, fast ferries and high-end superyachts – continues to surmount all obstacles and set new bars for innovative design and operational efficiency.

We're currently witnessing an upsurge in vessel electrification and alt-fuel adoption, proceeding at a rate unthinkable even 10 years ago, as the maritime sector proactively pursues its net-zero goals. Naturally, with so many alternatives to diesel now on the market, naval architects and boatbuilders face a bewildering array of alt-fuel options and vessel design considerations – and *Ship & Boat International* is on hand to bring you the most up-to-date professional opinions and analysis from the experts, researchers and players in these fields.

This is also shaping up to be a boom period for vessel automation, with sub-100m vessels leading the way when it comes to crew-free, real-time demos and trials. We're keeping an eye on developments here too, and particularly on those projects using AI to reduce overheads, extend operational hours, gather critical data and shield human personnel from harm.

“ For me, *Ship & Boat International* is always a source of trusted information, as it gives an overview of vessels and some insights in the many markets Damen operates in. It's one of the magazines I always pick up and take some time to read. ”

DAMEN

HENK GRUNSTRA, DAMEN
SHIPYARDS GROUP

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“ Combined with ever-relevant topics such as vibrations reduction, hullform optimisation, propulsive efficiency and onboard safety, *Ship & Boat International* is your first stop when it comes to informed content on the 5-100m vessel segment. ”

MARTIN CONWAY, EDITOR
MCONWAY@RINA.ORG.UK

advertising@rina.org.uk



TOTAL CIRCULATION:
3,800

DIGITAL:
1,445



SHIPREPAIR & MAINTENANCE

Shiprepair and Maintenance magazine provides in-depth analysis of all aspects of the ship repair and conversion sector, covering a wide range of vessel types, including tankers, bulk carriers, containerships, offshore support vessels, cruise ships and ferries.

In addition, the publication provides extensive information about the retrofit and conversion process, with a strong emphasis on environmental upgrades, as well as the maintenance of maritime assets both in dock and afloat.

Shiprepair yards and technology suppliers have a crucial role to play in enabling shipowners to achieve ambitious net-zero targets, while the nature of the business is being transformed as a result of digitalisation.

Each issue includes two regional reports, providing an update on shiprepair yards and support services in key regions of the world, along with specific features on the technology, processes and services that are essential to the ship repair sector, highlighting recent developments and future plans.

The magazine also carries an extensive news update section, providing readers with the latest information about developments in this sector of the industry, as well as informative and topical editorial comment.

“Editing this magazine is a hugely stimulating task as there’s always so much going on in the repair and maintenance sector. This makes SR&M a highly relevant, and informative, read for executives in all parts of the industry.”

CLIVE WOODBRIDGE, EDITOR

SHIPREPAIR@RINA.ORG.UK

advertising@rina.org.uk

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TOTAL CIRCULATION:

3,763

DIGITAL:

1,465

EDITORIAL CALENDAR- THE NAVAL ARCHITECT

ISSUE DATE	THEME	TECHNOLOGY FEATURE 1	TECHNOLOGY FEATURE 2	AD DEADLINE	PUBLICATION DATE
JAN	DECARBONISATION LNG & LPG CARRIERS UNITED KINGDOM	Propellers & Thrusters	Water treatment	11/12/23	15/01/24
FEB	AUTONOMOUS SHIPS CRUISE SHIPS CHINA JETRO SUPPLEMENT	Shipbuilding technology	Air lubrication systems	26/01/24	14/02/24
MAR	SAFETY CHEMICAL & PRODUCT TANKERS FINLAND	Engines	CFD & Hydrodynamics	20/02/24	07/03/24
APR	CAREERS & EDUCATION OFFSHORE/HEAVY LIFT DENMARK	CAD / CAM / CAE	Noise & Vibration	18/03/24	03/04/24
MAY	ALTERNATIVE FUELS RO-RO/VEHICLE CARRIERS JAPAN	Salvage	Paints & Coatings	19/04/24	08/05/24
JUN	OFFSHORE & SUBSEA INLAND & COSTAL VESSELS NORWAY	Retrofits	Accommodation & interiors	24/05/24	13/06/24
JUL/AUG	REGULATION & CLASSIFICATION BULK CARRIERS NETHERLANDS	Carbon capture & storage	Voyage optimisation	08/07/24	22/07/24
SEP	DIGITALISATION CONTAINER SHIPS GERMANY	CFD & Hydrodynamics	Engines	21/08/24	09/09/24
OCT	WIND PROPULSION MULTIPURPOSE VESSELS SOUTH KOREA	CAD / CAM / CAE	Deck & cargo equipment	03/09/24	07/10/24
NOV/DEC	SHIP RECYCLING FERRIES SINGAPORE	Alternative fuels	Communication systems	30/09/24	11/11/24

EDITORIAL CALENDAR- WARSHIP TECHNOLOGY

ISSUE DATE	THEME	AD DEADLINE	PUBLICATION DATE
JAN	AIRCRAFT CARRIERS FUTURE SUBMARINES ENERGY GENERATION & STORAGE NAVAL CLASSIFICATION SCANDINAVIAN/NORDIC NAVIES AUXILIARY VESSELS	11/12/23	15/01/24
MAR	SUBMARINE SAFETY SURFACE SHIP PROPULSION UNMANNED/ REMOTE CONTROL CRAFT US NAVAL PROGRAMMES ASIA PACIFIC NAVAL PROGRAMS NEW TECHNOLOGIES	20/02/24	07/03/24
MAY	CORVETTES, FRIGATES, DESTROYERS WEAPON HANDLING, LAUNCH & RECOVERY MINE COUNTERMEASURES AUSTRALIAN NAVAL PROGRAMMES WARSHIP AUTOMATION/REDUCED MANNING DECARBONISATION	19/04/24	08/05/24
JUL/AUG	SEALIFT/LOGISTIC SUPPORT AMPHIBIOUS VESSELS COAST GUARD & PATROL CRAFT NAVAL REPAIR, UPGRADE & MAINTENANCE UK NAVAL PROGRAMMES SAFE DESIGN, EQUIPMENT AND SYSTEMS	08/07/24	22/07/24
OCT	PROPULSORS FAST NAVAL CRAFT SMALL NAVAL CRAFT& PARAMILITARY CRAFT ADVANCED HULLFORMS ENERGY SECURITY AND SURVEILLANCE VESSELS EUROPEAN NAVAL PROGRAMMES	03/09/24	07/10/24







EDITORIAL CALENDAR- SHIP & BOAT INTERNATIONAL

ISSUE DATE	THEME	AD DEADLINE	PUBLICATION DATE
JAN/FEB	PATROL & RESCUE BOATS OFFSHORE SUPPORT FERRIES COMPOSITES	07/12/23	12/01/23
MAR/APR	URBAN CRAFT TUGS FISHING VESSELS ALT-FUELS	04/03/24	21/03/24
MAY/JUN	UNCREWED VESSELS PATROL & RESCUE BOATS YACHTS ELECTRIC PROPULSION	19/04/24	10/05/24
JUL/AUG	FERRIES OFFSHORE SUPPORT ROVS & AUVS SAFETY	03/07/24	19/07/24
SEP/OCT	YACHTS RIBS UNCREWED VESSELS ALT-FUELS	27/08/24	16/09/24
NOV/DEC	TUGS PATROL & RESCUE BOATS OFFSHORE SUPPORT ELECTRIC PROPULSION	29/10/24	18/11/24

EDITORIAL CALENDAR- SHIPREPAIR & MAINTENANCE

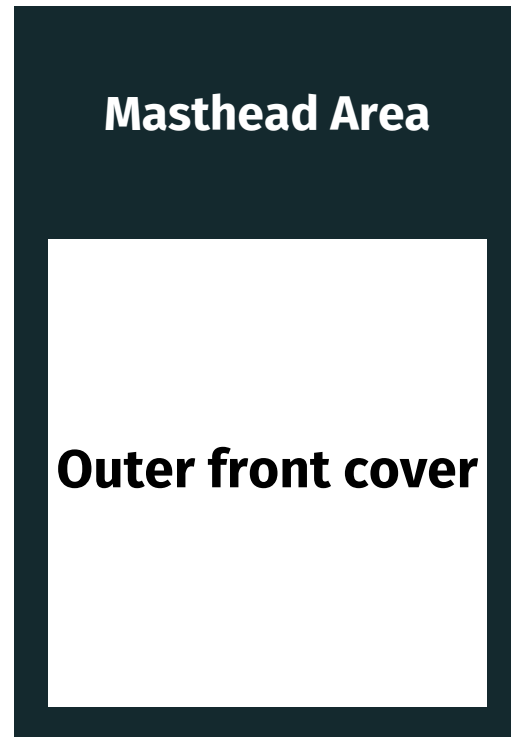
ISSUE DATE	THEME	AD DEADLINE	PUBLICATION DATE
Q1	<ul style="list-style-type: none"> • North America & Caribbean • Scandinavia & the Baltic • Dual & alternative fuel conversions • Bulker repairs & conversions • Offshore vessel & FPSO conversion • Shipboard maintenance & riding squads 	31/01/24	16/02/24
Q2	<ul style="list-style-type: none"> • Mediterranean & Black Sea • Southern Africa • Turbocharger repair & maintenance • Ferries and ro-ro ship repairs & refits • Underwater repairs & maintenance • Remote inspection & survey technology 	25/04/24	14/05/24
Q3	<ul style="list-style-type: none"> • Middle East & Indian Subcontinent • Northern Europe/UK • Cruise ship repairs & upgrades • Paints & coatings • Propeller system repairs & refits • Hull cleaning & maintenance technology 	01/08/24	16/08/24
Q4	<ul style="list-style-type: none"> • Singapore & South East Asia • Spain & Portugal • Diesel engine repairs & maintenance • Superyacht refits & repairs • Classification societies • Environmental retrofits 	14/10/24	29/10/24

PUBLICATION EVENT DISTRIBUTION

DATE	EVENT DISTRIBUTION
7TH NOV 2023	
16TH -17TH JAN 2024	TECHNICAL CONFERENCE: MANAGING CII AND ASSOCIATED CHALLENGES
3RD JUN 2024	
11TH JUN 2024	
18TH-19TH JUN 2024	WARSHIP 2024: FUTURE SURFACE COMBATANTS
18TH JUN 2024	
3RD SEP 2024	
10TH-12TH SEP 2024	ICCAS 2024
NOV 2024	

PRINT SPECIFICATIONS

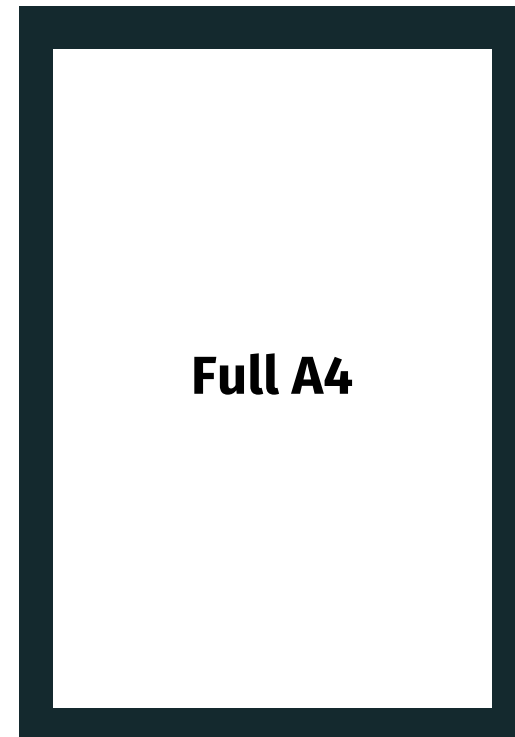
All print advertising sizes are given in millimetres



Print area: 215 x 210

Working area: 200 x 180

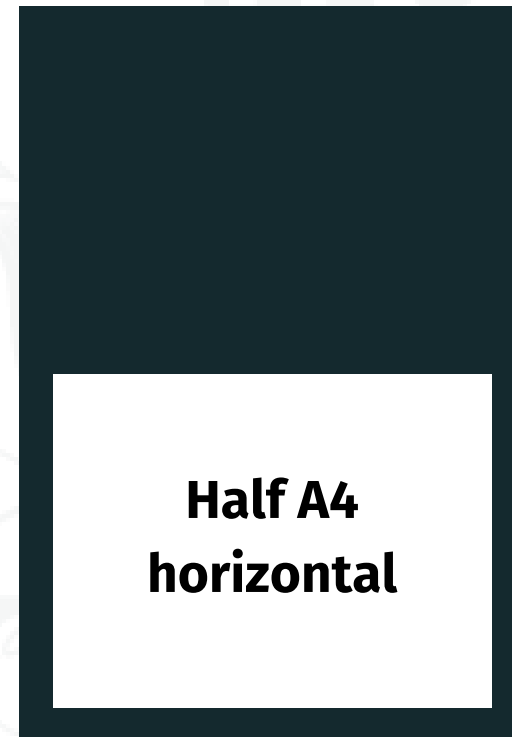
Bleed: 3mm on each side



Print area: 269 x 175

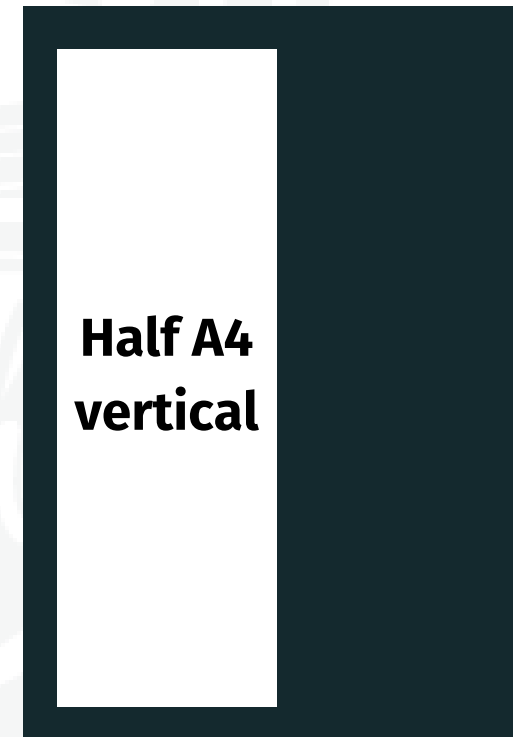
Trim: 297 x 210

Bleed: 303 x 216



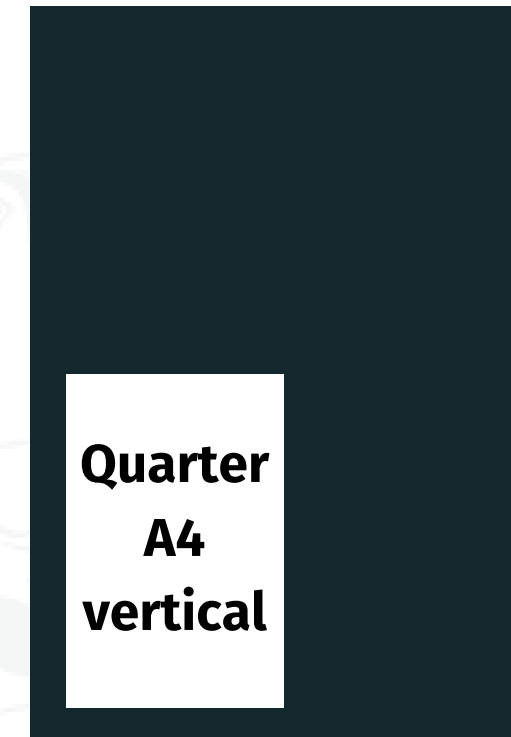
Print area: 132 x 175

Bleed: 148 x 210 (plus 3mm on right, left and bottom)

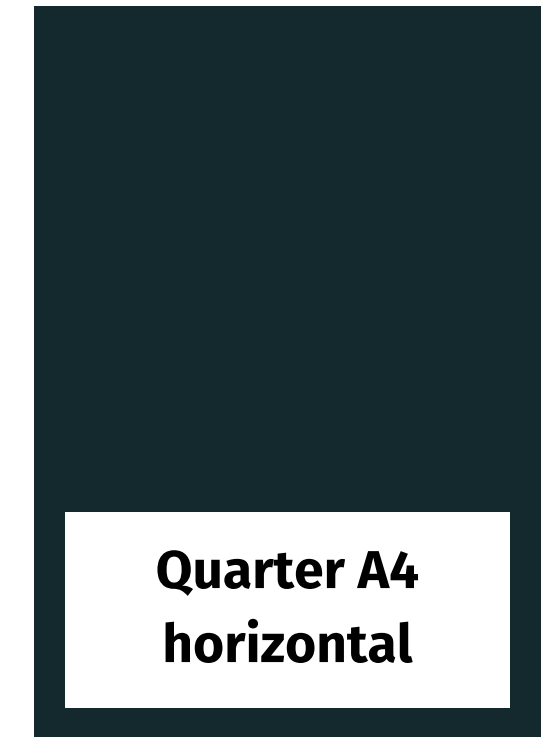


Print area: 269 x 85

Bleed: 297 x 95 (plus 3mm on right, top and bottom)



Print area: 132 x 85



Print area: 65 x 175

General Guidelines

File format:

Press-optimised PDF with crop marks applied

Resolution:

300dpi

Colour mode:

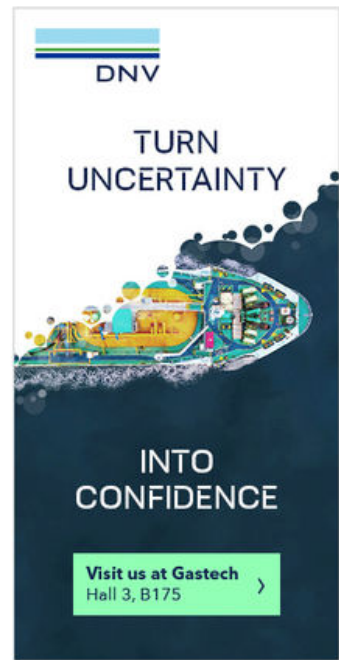
CYMK
Avoid using spot colours

Delivery:

Email your finished artwork to marketing@rina.org.uk

DIGITAL

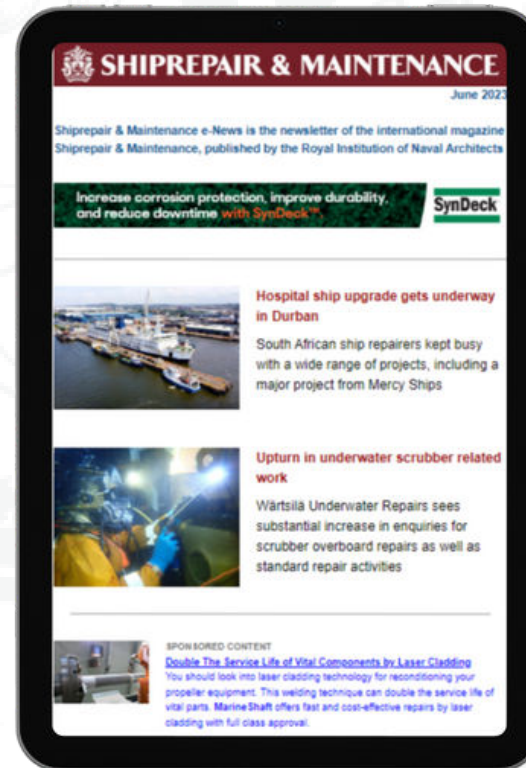
Expand and strengthen your brand positioning with our digital options to offer mobile-first, convenient and accessible content that enables you to raise your company's profile, generate enquiries and drive valuable traffic to your website.



Website advertising

23k

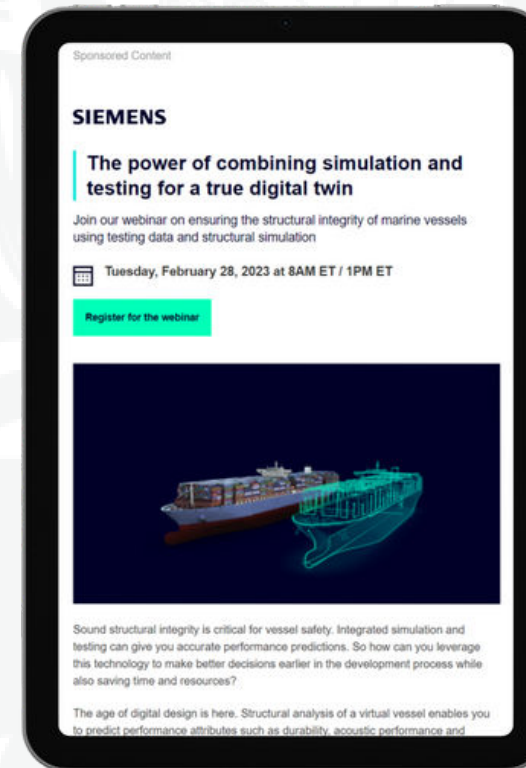
New Users



E-Newsletter banners

31.4k

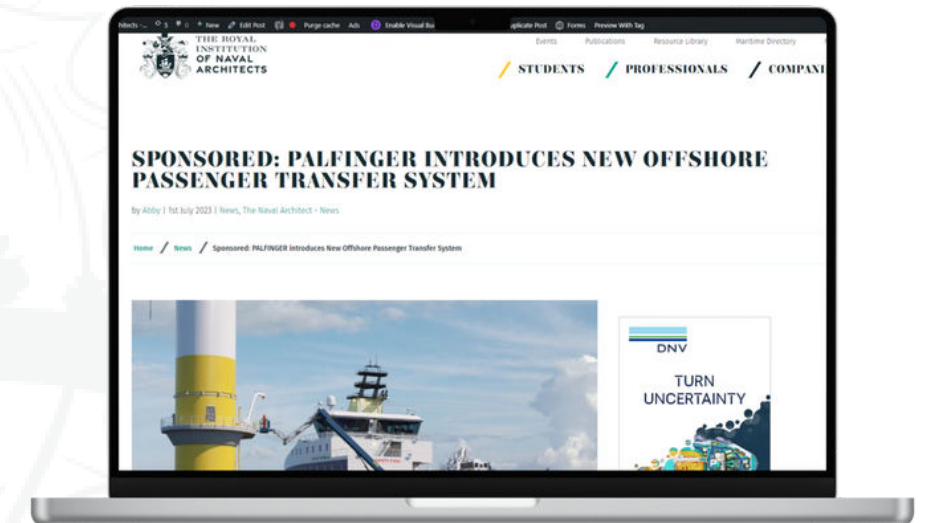
Avg Active Subscribers



Custom e-Blast

31%

Avg Open Rate

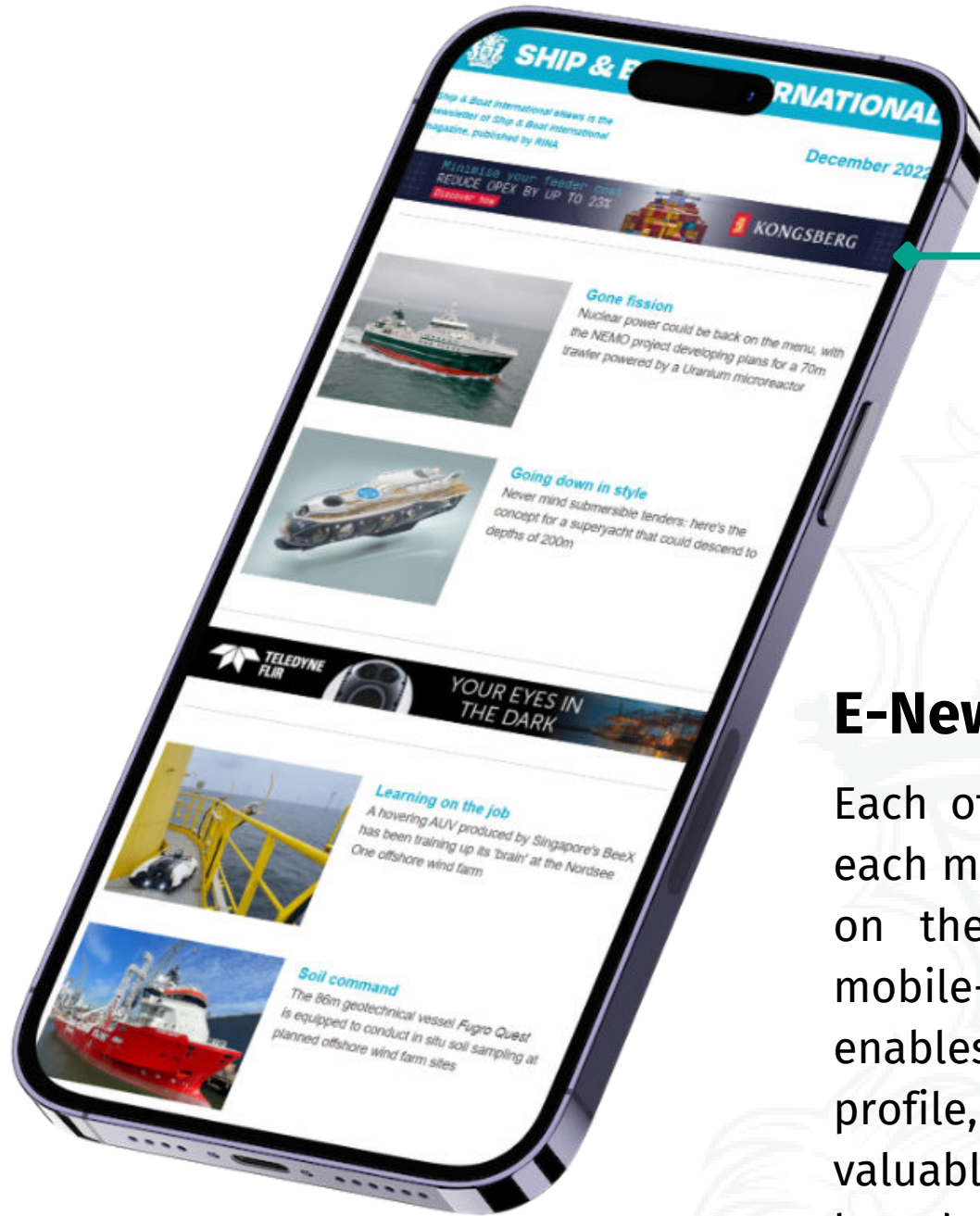


Sponsored content

26.9k+

Total Social Reach

EMAIL MARKETING



Standard banner

E-Newsletter banners

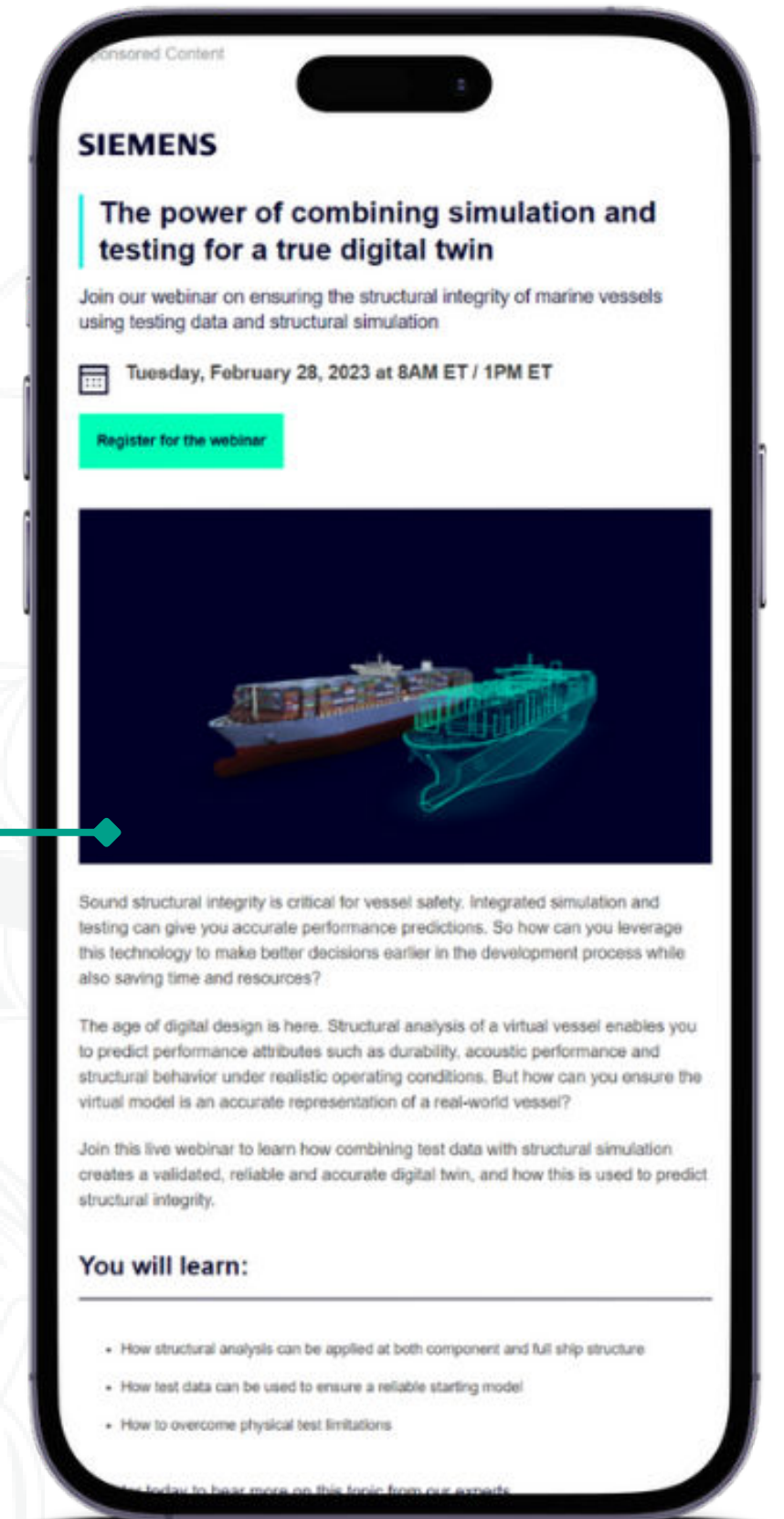
Each of our eNewsletters complements each magazine by offering a timely focus on the latest news stories. Using a mobile-responsive design our newsletter enables you to raise your company's profile, generates enquiries and drives valuable traffic to your website through branded banners.

[VIEW CAMPAIGN](#)

Custom e-Blast

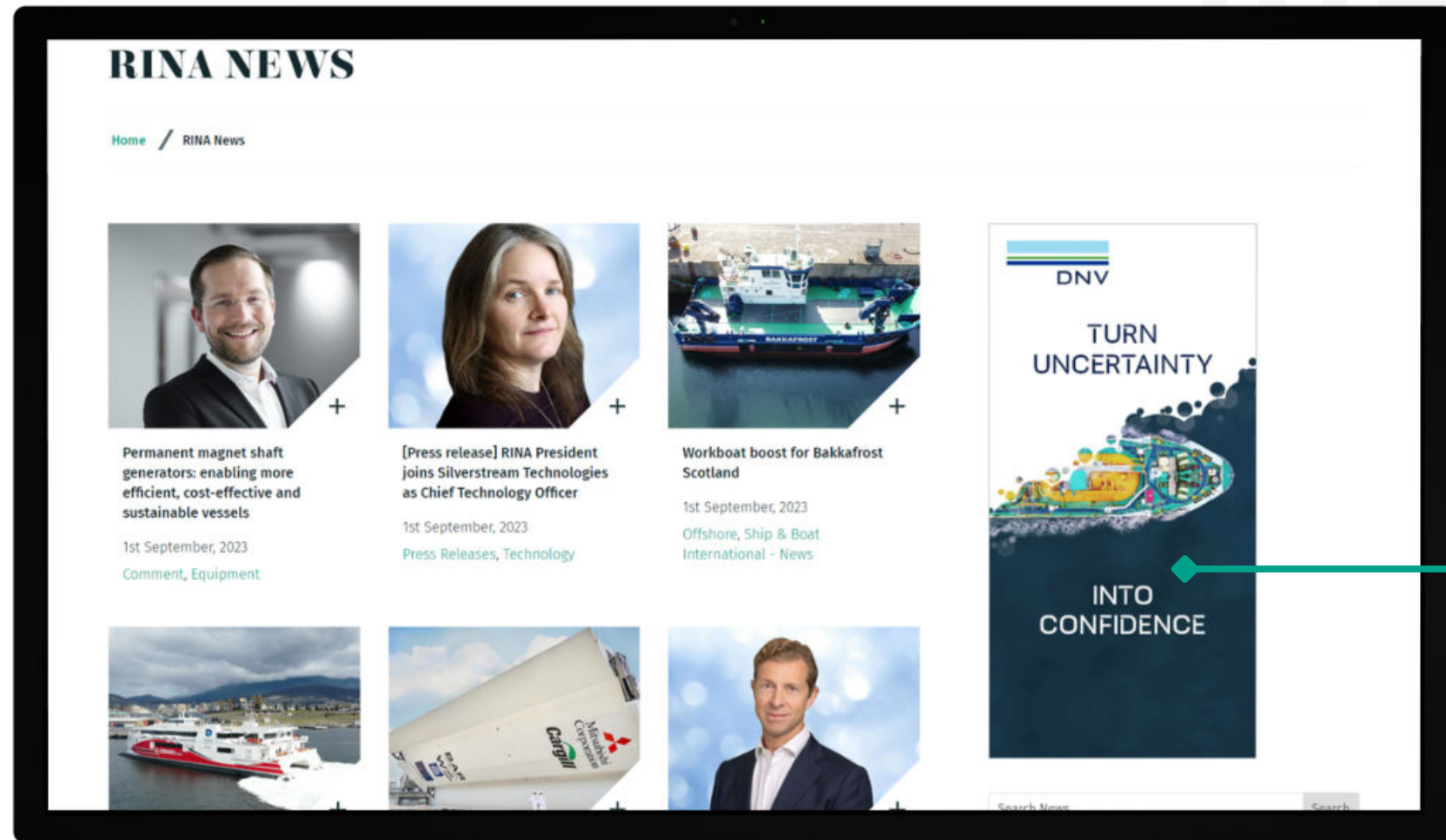
Fully customise and brand a dedicated solo email entirely of your content sent to our database of over 22k active subscribers.

Solo brand feature



[VIEW CAMPAIGN](#)

WEBSITE ADVERTISING

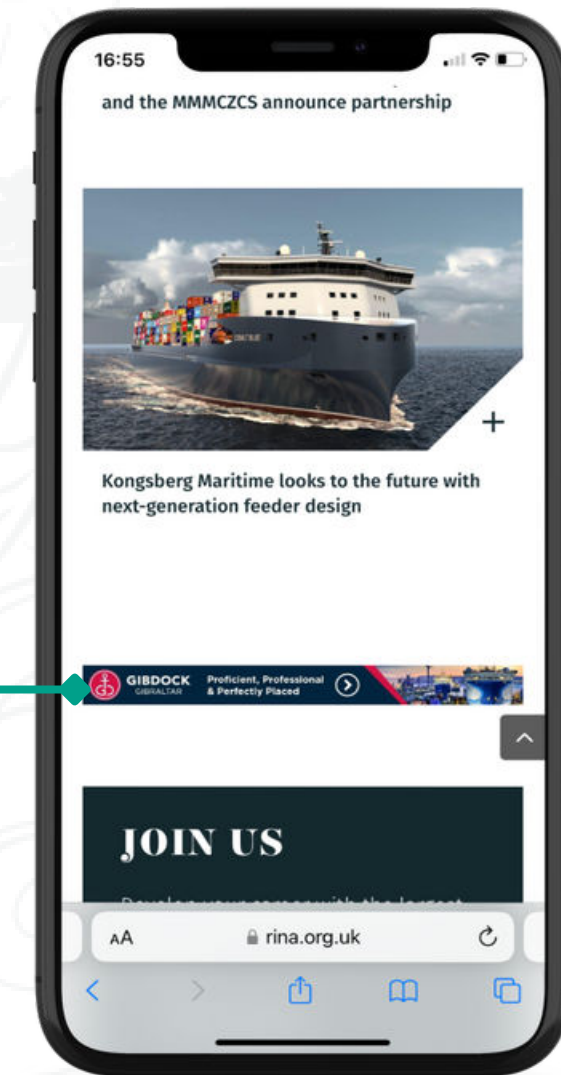


Expand your online reach through our global audience attracting a wider audience and potential customers. Through strategic placement and targeting, it can drive highly relevant traffic, increasing conversion rates and brand awareness.

MPU size



Leaderboard size



SPONSORED CONTENT

Tap into our global network and share your brand content across our email and website channels with our options for sponsored content. You can either supply your own editorial content to be shared with our audience or work in collaboration with our experts.



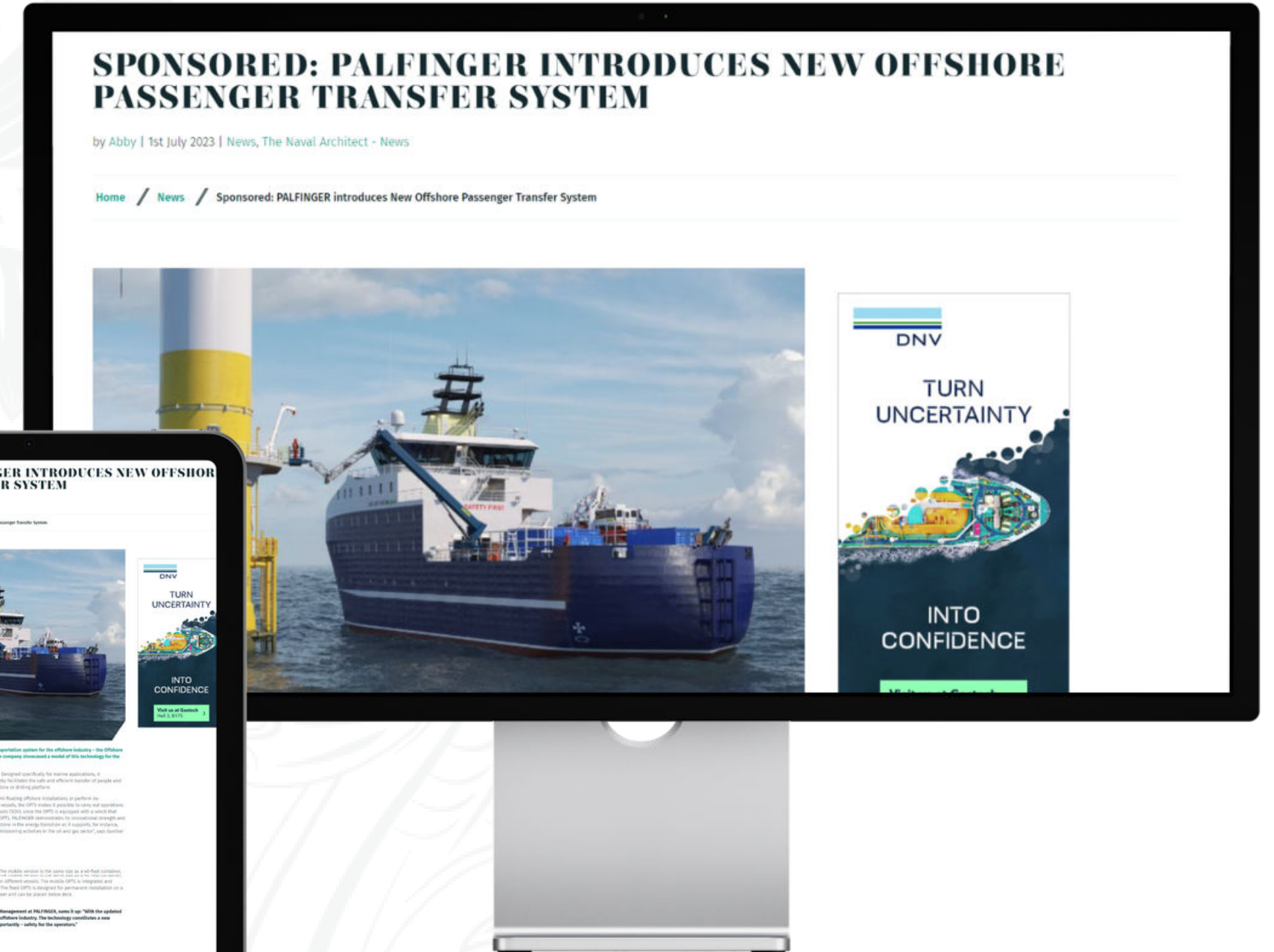
Quality Content & Credibility

Work with our team of experienced editors who will work closely with you to develop high-quality, informative, and engaging content that speaks directly to your audience's needs and interests



Multi-Channel Distribution

Your sponsored content can be strategically distributed across our channels, including our publications, website, email newsletters, and social media platforms, maximising your reach



ADVERTISING CAMPAIGN PACKAGES

Rate card and bespoke bundles available on request just get in touch with the team

OPTION 1

E-Newsletter Banner
**Quarter Page advert in
choice of publication**

OPTION 2

Sponsored Content
**Half Page advert in
choice of publication**
**Leaderboard Homepage
Ad**



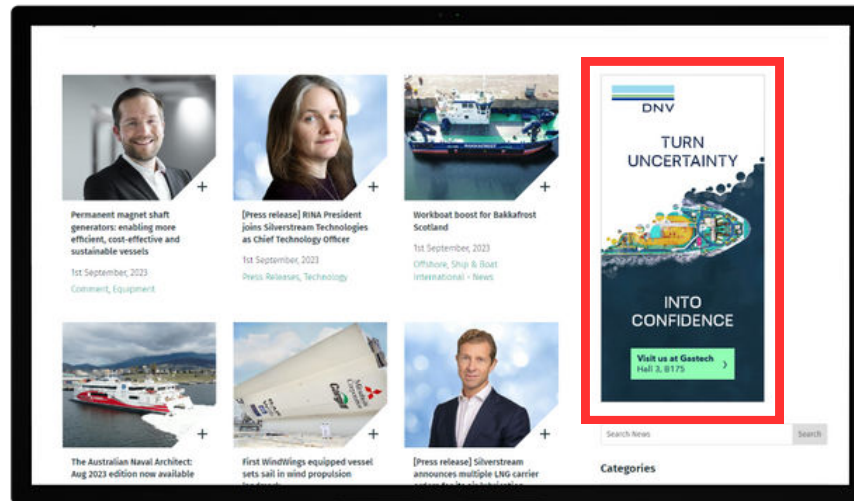
**Our recommended
package**

OPTION 3

Custom e-Blast
**Full Page advert in
choice of publication**
MPU Ad on News page

DIGITAL SPECIFICATIONS

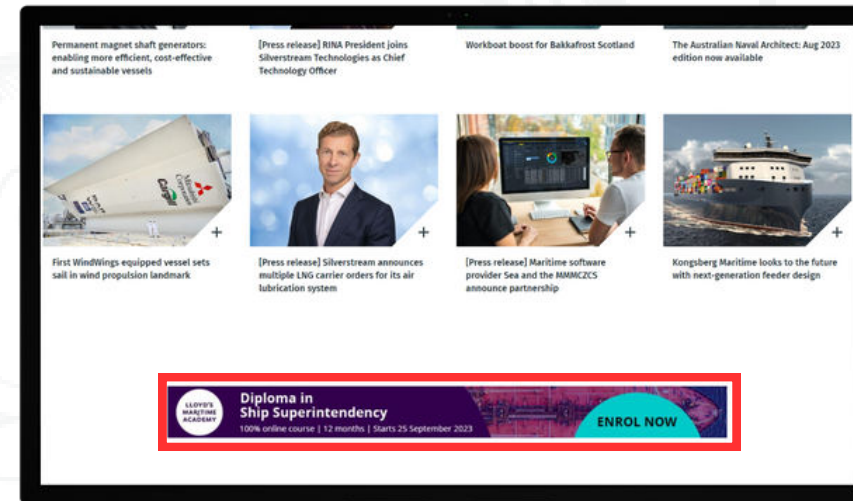
All digital advertising sizes are given in pixels



MPU ad

Size: 300 wide x 600 high

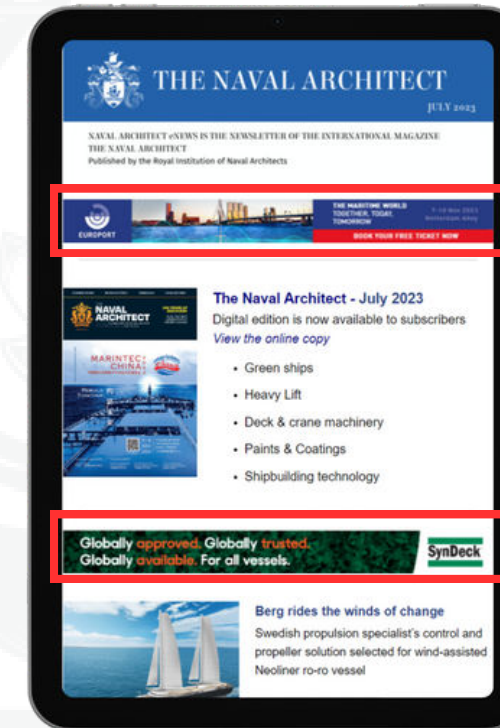
Placements: News Page



Leaderboard ad

Size: 970 wide x 90 high

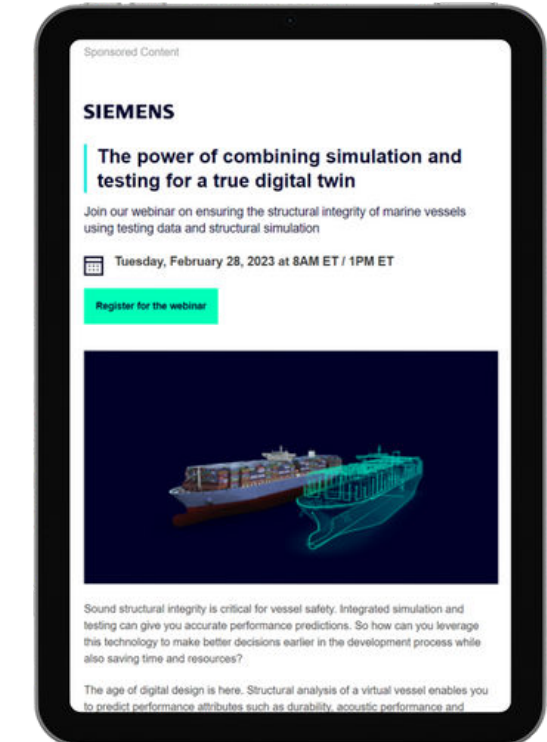
Placements: Homepage, Publications



Newsletter banner

Size: 600 wide x 60 high

Placements: Header, Footer, Standard



Custom e-Blast

Requirements: Brand images, copy (recommended around 200 words), subject and preview text, and URLs or a fully branded HTML file

General Guidelines

File format:

JPEG or GIF

Supply URL clickthrough link

Maximum file size:

150kb

Delivery:

Email your finished artwork to marketing@rina.org.uk

EVENTS & SPONSORSHIP

The Institution organises a programme of conferences and events throughout the year to inspire, network and learn with our global marine community. We offer various opportunities for activating your brand as an official sponsor. Sponsorship and exhibition opportunities exist for all of our conferences. For more information please get in touch with the team.



Networking Opportunities

Connect with key stakeholders, decision-makers, and potential partners who can drive your business forward



Customised Packages

We offer a range of sponsorship packages that can be tailored to align with your specific marketing and business goals



Brand Exposure

Enhance your brand's visibility and recognition by associating with a reputable event that attracts a diverse and influential audience



EVENTS CALENDAR 2023/2024

DATE	EVENT	LOCATION
NOV 1ST	<u>PRESIDENTS INVITATION LECTURE</u>	LONDON, UK
NOV 28TH-29TH	<u>HISTORIC SHIPS</u>	LONDON, UK
2024		
JAN 16TH-17TH	<u>MANAGING CII AND ASSOCIATED CHALLENGES</u>	LONDON, UK
MAR 5TH-6TH	<u>DRY DOCK TRAINING</u>	LONDON, UK
MAY 16TH	<u>ANNUAL DINNER</u>	LONDON, UK
JUN 18TH-19TH	<u>WARSHIP 2024: FUTURE SURFACE COMBATANTS</u>	AUSTRALIA
SEP 1ST-30TH	<u>ICCAS 2024</u>	ITALY
OCT 8TH-9TH	<u>HUMAN FACTORS 2024</u>	LONDON, UK

EVENTS & SPONSORSHIP

Why should your business prioritise our event sponsorship?

The Royal Institution of Naval Architects offers a wide range of sponsorship opportunities and provides a great way to broaden your competitive edge and enhance your company's image, prestige and name recognition. Your organisation is associated with a high-quality programme that will enable your company to be promoted at a global level.

- The events attract an international mix of experts across the marine industry, academia and government
- Network, learn, contribute, and discuss with our conferences, meetings, webinars and courses
- Benefit from a sponsor's advertising and promotional branding coverage
- Build further credibility through association with The Royal Institution of Naval Architects
- We actively work with our sponsors to identify and attract potential clients to events and help follow up with leads afterwards
- Bespoke sponsorship packages to fit your company's objectives
- Event speaking opportunities – sponsor sessions, live workshops, and discussion panels
- Create audience involvement and engagement
- Our events guarantee great food, drinks, and a relaxed, friendly networking environment for you to make valuable business

First, we need to learn a little about your business and how we can help. You can book some time to talk about it [here](#).



CONTACT

If you are interested in more bespoke options or would like to have a meeting please do reach out to the team to discuss in more detail.

THE ROYAL INSTITUTION OF NAVAL ARCHITECTS

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www.rina.org.uk

