



THE ROYAL INSTITUTION OF NAVAL ARCHITECTS

2025 MEDIA KIT

RINA.ORG.UK

ABOUT THE INSTITUTION



The Royal Institution of Naval Architects since 1860 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.

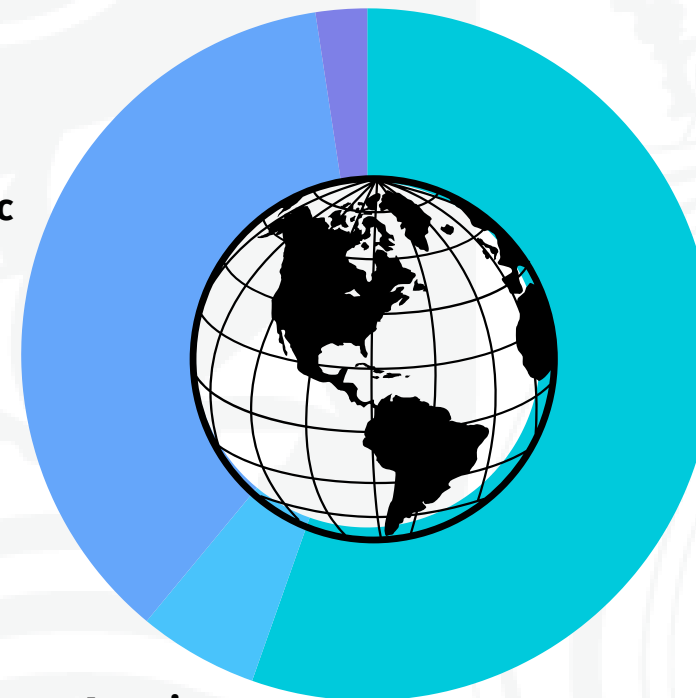
8.5k+

Global members

THE ROYAL
INSTITUTION
OF NAVAL
ARCHITECTS

Middle East, Africa & Arab States
2.4%

Asia- Pacific
36.6%



Europe
55.4%

Americas
5.6%

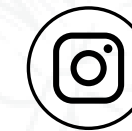
Geographical Distribution



18.8k followers



9.2k followers



1.2k followers



advertising@rina.org.uk

ADVERTISING OPPORTUNITIES

PRINT

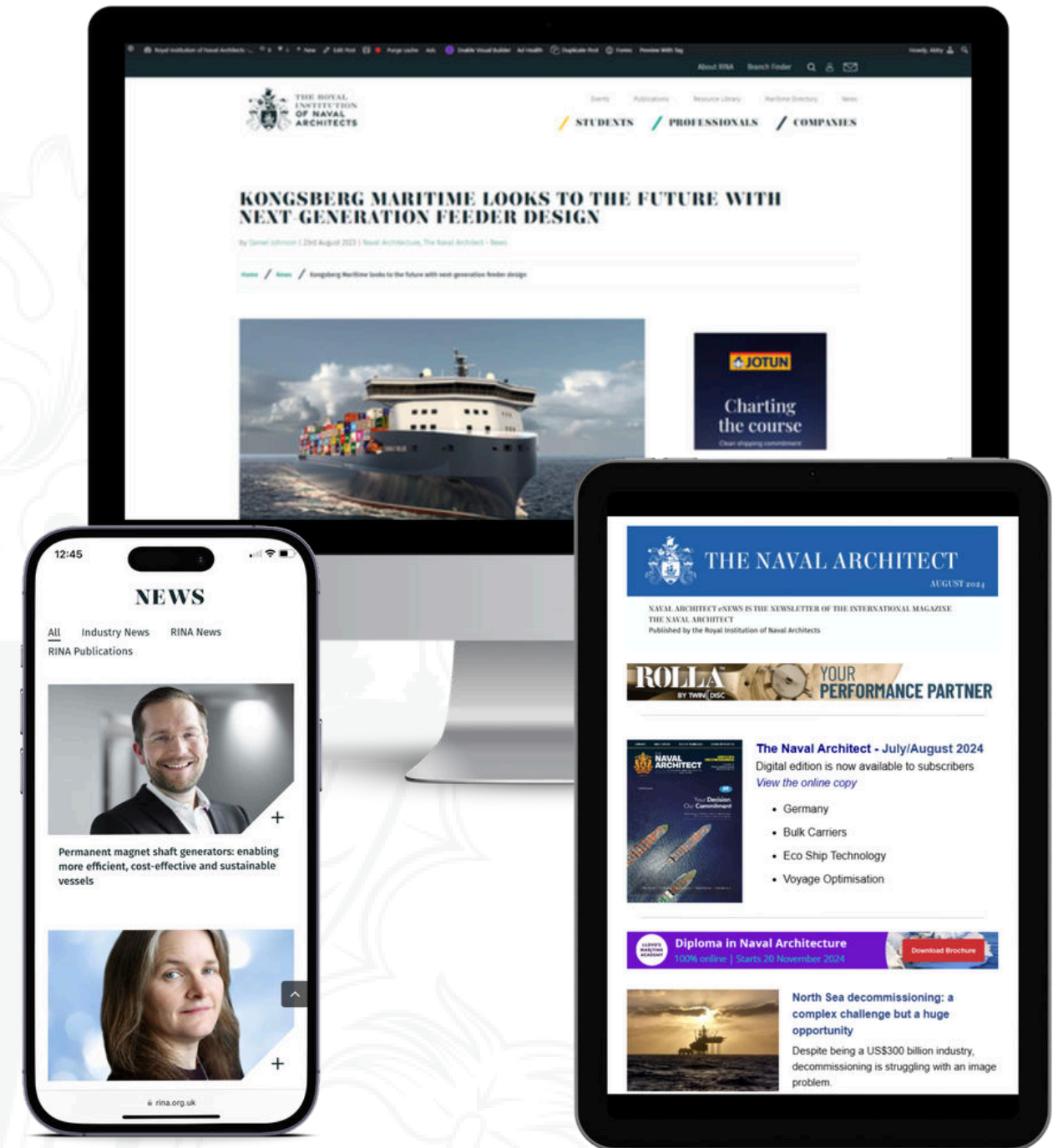
Our publications explore every facet of ship design, construction, maintenance and conversion and have done for over half a century. From cutting edge research into CFD and autonomous vessels, to features and insight on the latest regulatory developments, our publications offer unparalleled technical 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

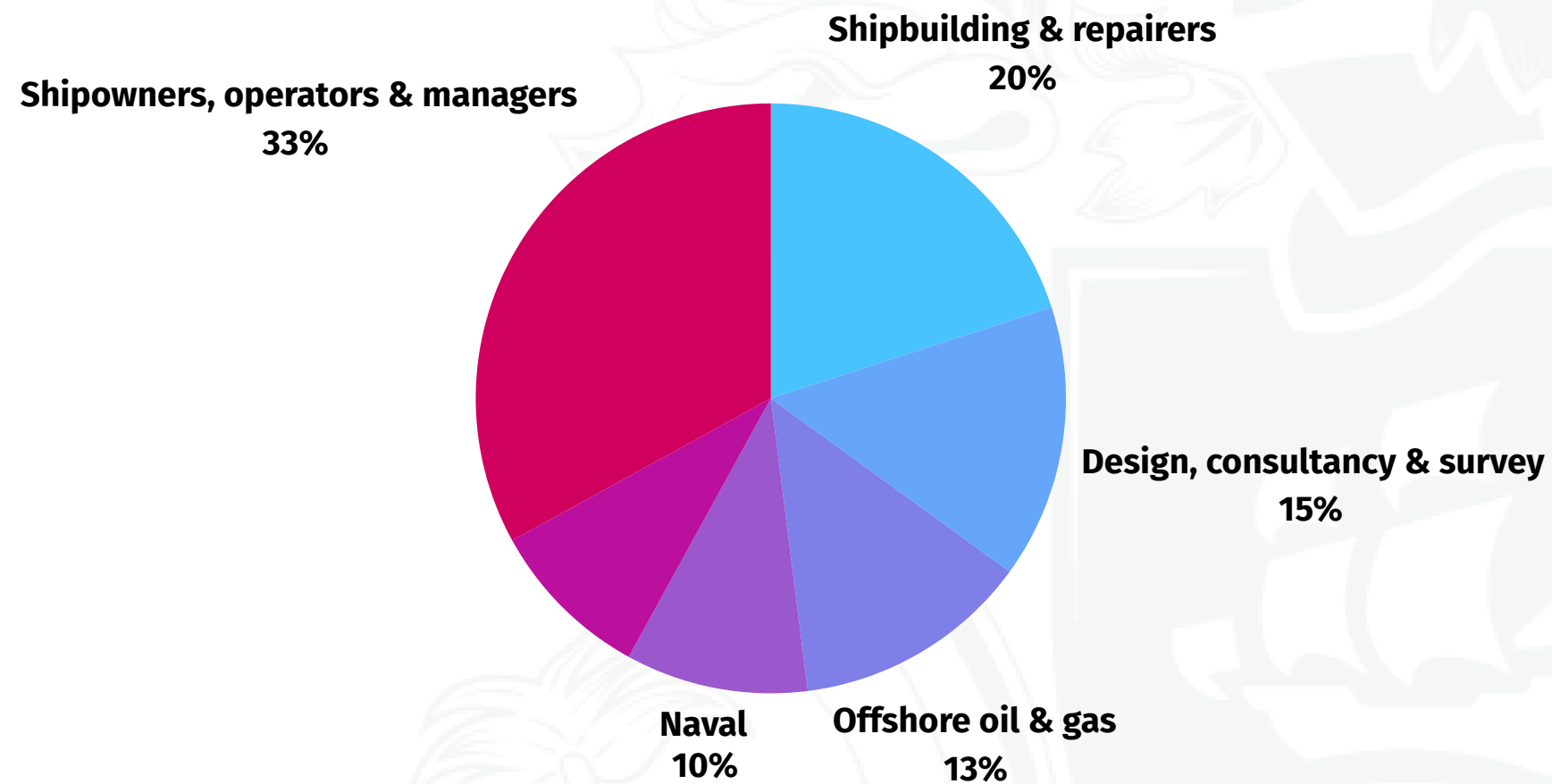
The Institution organises a programme of conferences and events throughout the year to inspire, network and learn with our global marine community. We offer various opportunities for activating your brand as an official sponsor.



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.

Establish trust and authority as a thought leader, amplify your content to maximise marketing impact, and reach a targeted, engaged audience of global professionals in naval architecture, marine engineering, and offshore industries.



14,999

Total Publication Distribution

*Data in the chart is from the RINA membership database



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.

The audited average net circulation per issue is calculated from January to December 2023.



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.

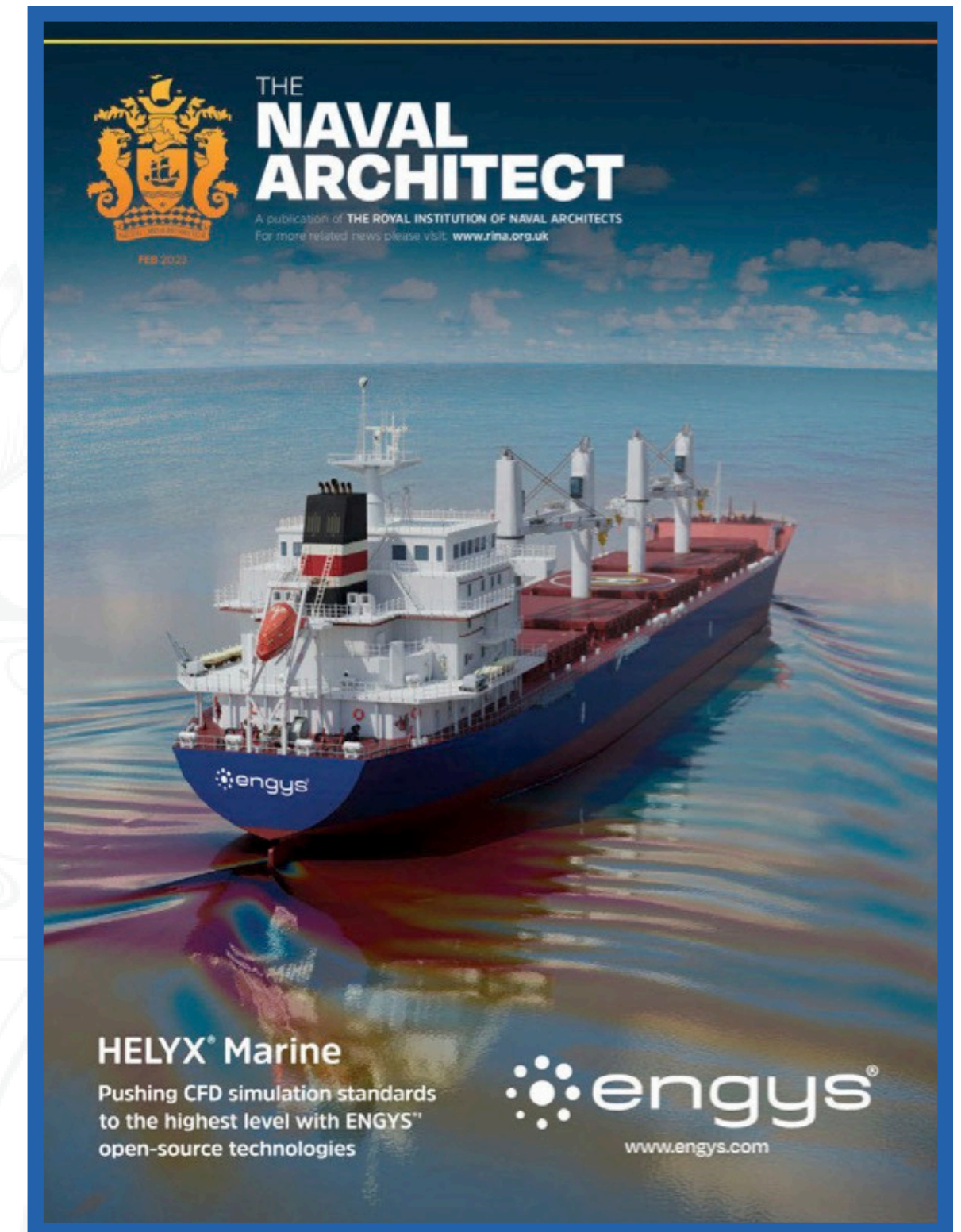
“Whether it's high-profile interviews, in-depth technical features, or the latest industry news, *TNA's* mission is to provide readers with the inside track on innovations that are likely to shape the shipping world for decades to come.”

DANIEL JOHNSON, EDITOR

[DJOHNSON@RINA.ORG.UK](mailto:djohnson@rina.org.uk)

advertising@rina.org.uk

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AVERAGE CIRCULATION:

8,183



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

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AVERAGE CIRCULATION:

8,183

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

THE ROYAL
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OF NAVAL
ARCHITECTS

“ 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



AVERAGE CIRCULATION:

3,445



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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ARCHITECTS

SHIPREPAIR & MAINTENANCE
A publication of THE ROYAL INSTITUTION OF NAVAL ARCHITECTS
For more related news please visit: www.rina.org.uk
2ND QUARTER 2023

REMOTE SURVEYING
HERE TO STAY
NEW IACS RULES
PROVIDE SOUND
BASIS FOR THE
FUTURE

Service for peace of mind

MAN PrimeServ

Our service supports you

We have checked the operation behaviour, scheduled maintenance and installed updates. As your service partners, we keep your business running smoothly, securing availability and efficiency 24/7, around the world, on-site and digital. We're there - so you can be away from time to time.
Get support at www.man-es.com/primerserv

AVERAGE CIRCULATION:

3,371

PUBLICATION EVENT DISTRIBUTION



**SEA
ASIA**

**8TH - 10TH
APRIL**

**Singapore,
Asia**



**OCEAN
BUSINESS**

**8TH - 10TH
APRIL**

**Southampton
UK**



NOR SHIPPING

**2ND - 6TH
JUNE**

**Oslo,
Norway**



SEAWORK

**10TH - 12TH
JUNE**

**Southampton,
UK**



**ELECTRIC &
HYBRID EXPO**

**24TH - 26TH
JUNE**

**Amsterdam,
Netherlands**



DSEI

**9TH - 12TH
SEPTEMBER**

**London,
UK**



IMPA

**9TH - 10TH
SEPTEMBER**

**London,
UK**



**LONDON
SHIPPING WEEK**

**15TH-19TH
SEPTEMBER**

**London,
UK**



**METS
(METSTRADE)**

NOVEMBER

**Amsterdam,
Netherlands**



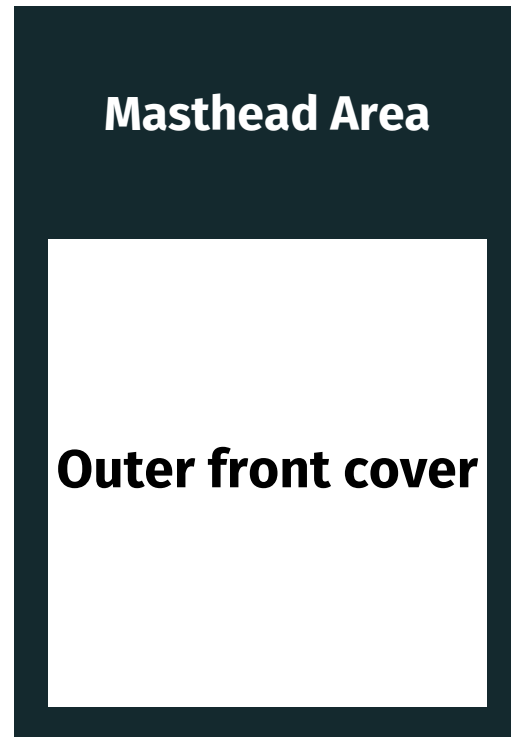
EUROPORT

**4TH - 7TH
NOVEMBER**

**Rotterdam,
Netherlands**

PRINT SPECIFICATIONS

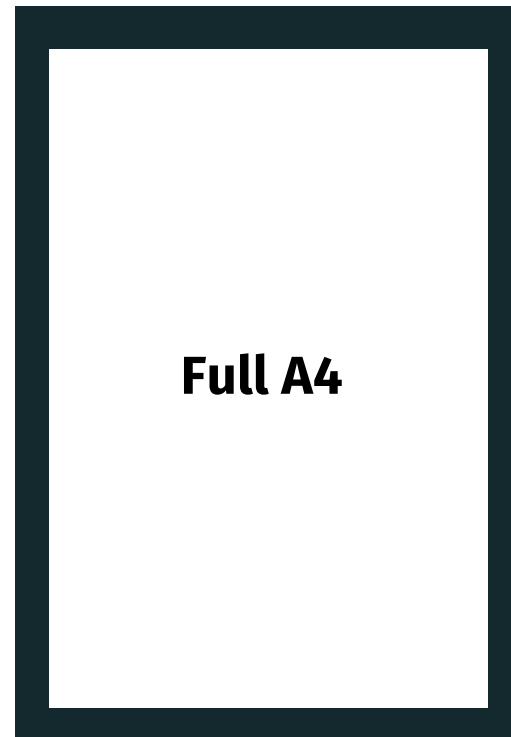
All print advertising sizes are given in millimetres



Print area: 215 x 210

Working area: 200 x 180

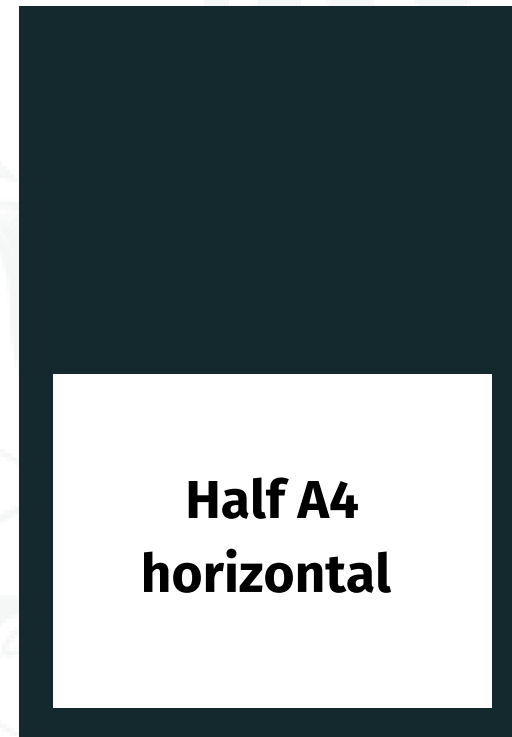
Bleed: 3mm on each side



Print area: 269 x 175

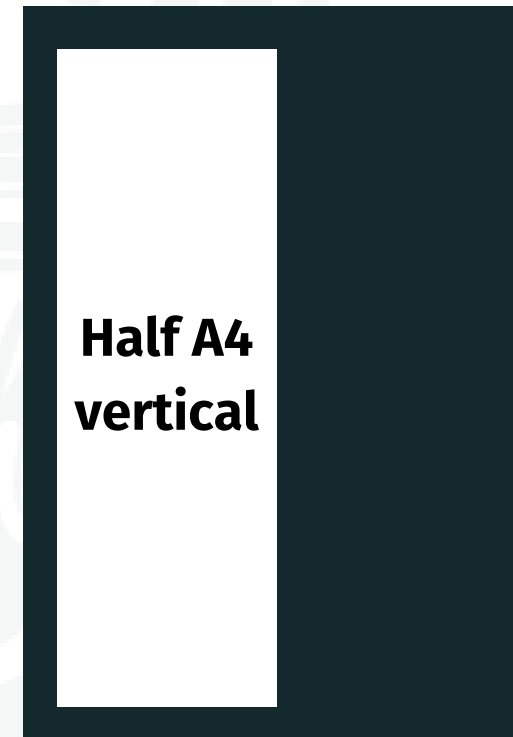
Trim: 297 x 210

Bleed: 303 x 216



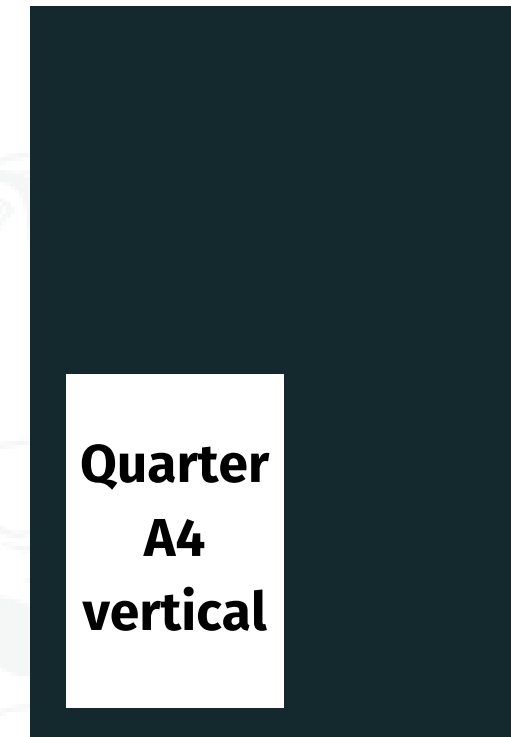
Print area: 132 x 175

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

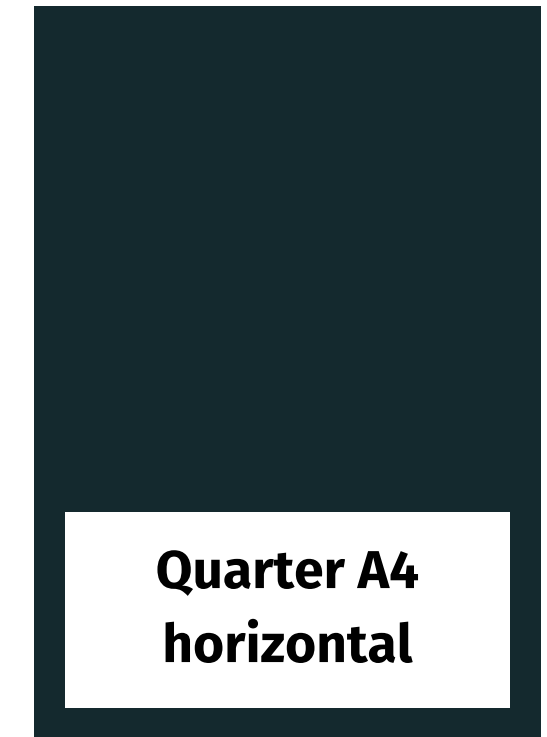


Print area: 269 x 85

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:

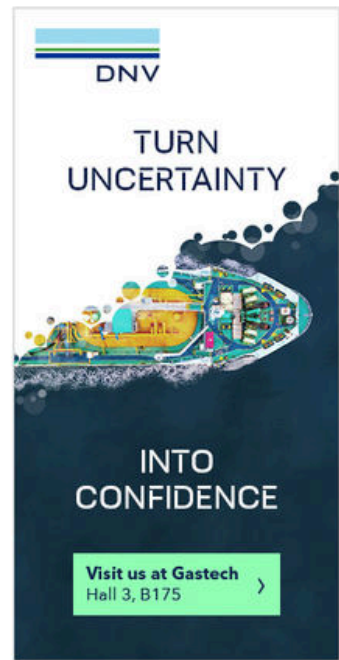
CYMK
Avoid using spot colours

Delivery:

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

DIGITAL

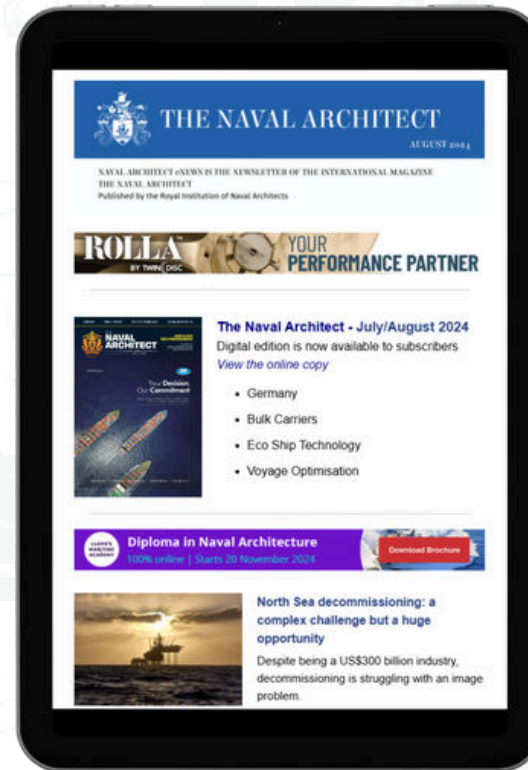
Expand and strengthen your brand positioning with our digital options to offer mobile-first, convenient and accessible content that enables you to raise your company's profile, generate enquiries and drive valuable traffic to your website.



Website advertising

23k

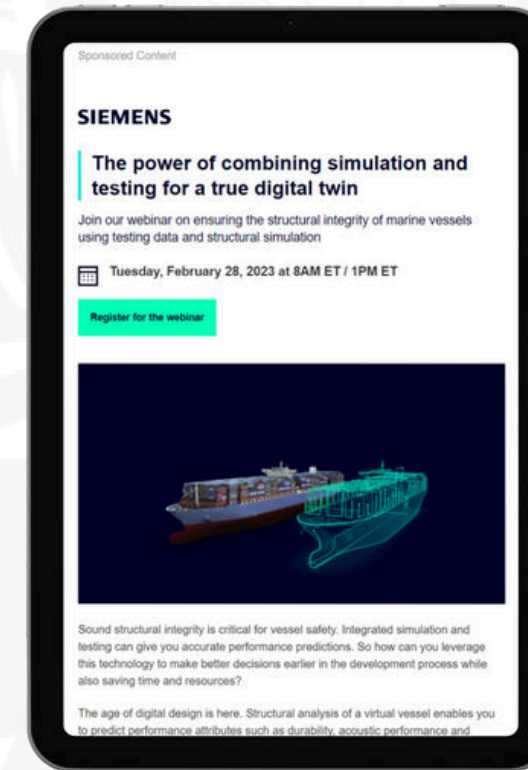
New Users



E-Newsletter banners

31.4k

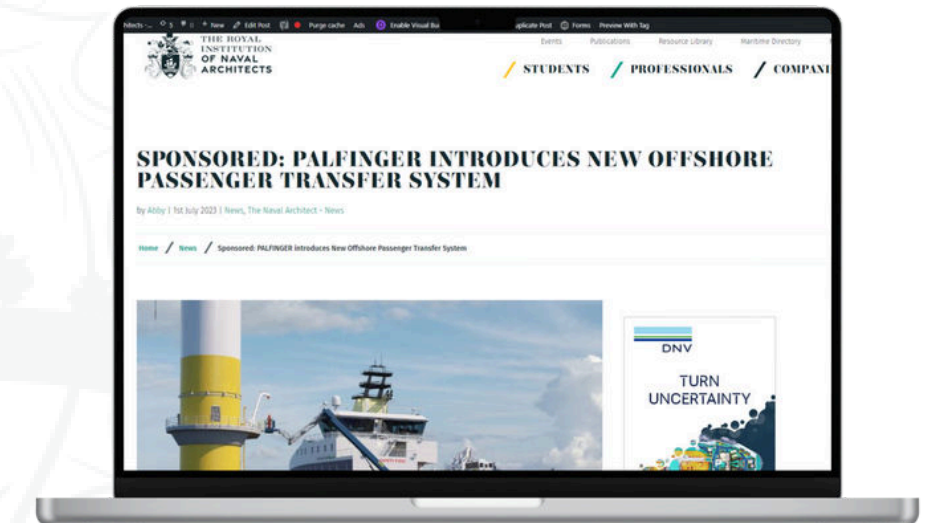
Avg Active Subscribers



Custom e-Blast

31%

Avg Open Rate



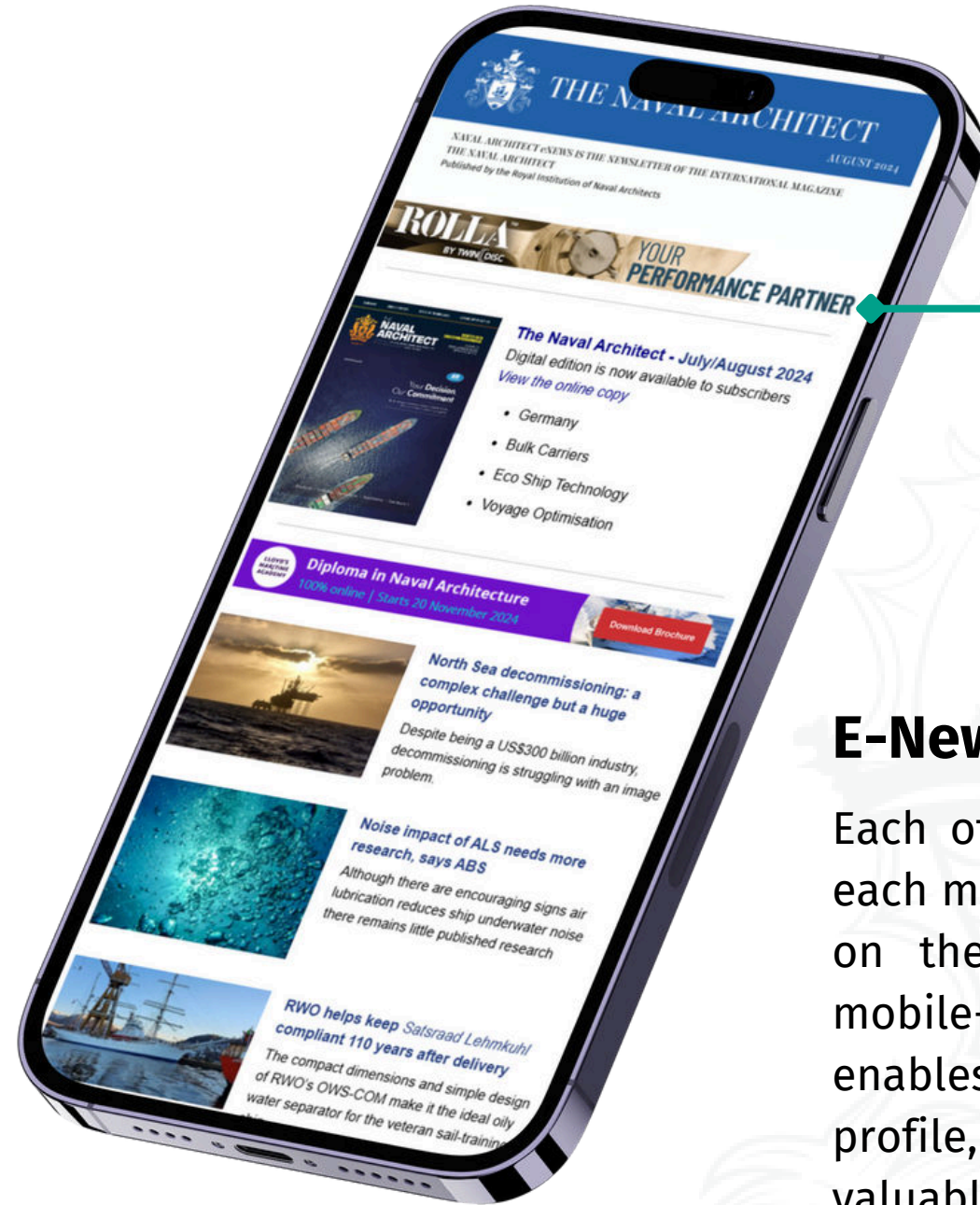
Sponsored content

26.9k+

Total Social Reach

Statistics were calculated in August and September 2023

EMAIL MARKETING



Standard banner

E-Newsletter banners

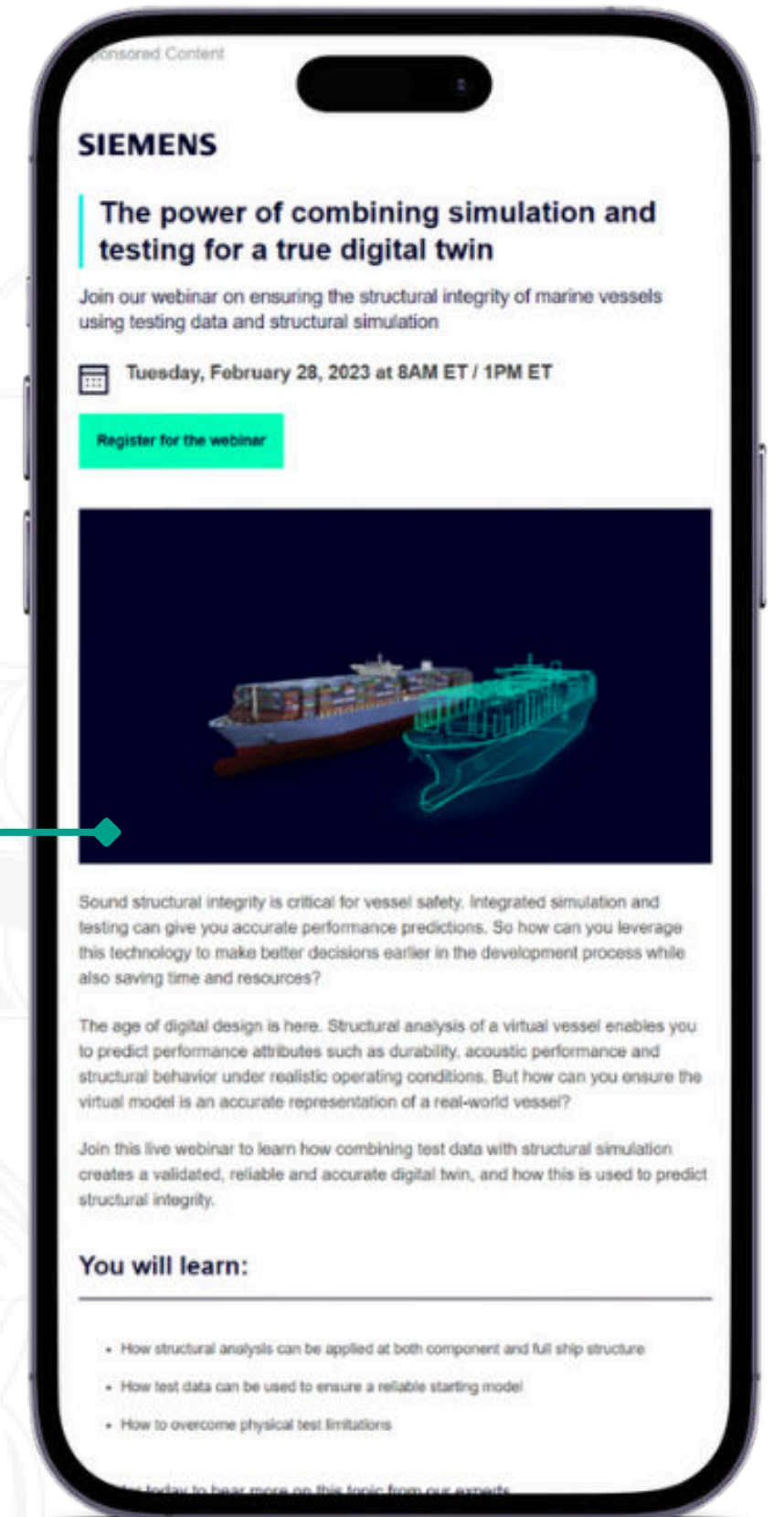
Each of our eNewsletters complements each magazine by offering a timely focus on the latest news stories. Using a mobile-responsive design our newsletter enables you to raise your company's profile, generates enquiries and drives valuable traffic to your website through branded banners.

[VIEW EXAMPLE CAMPAIGN](#)

Custom e-Blast

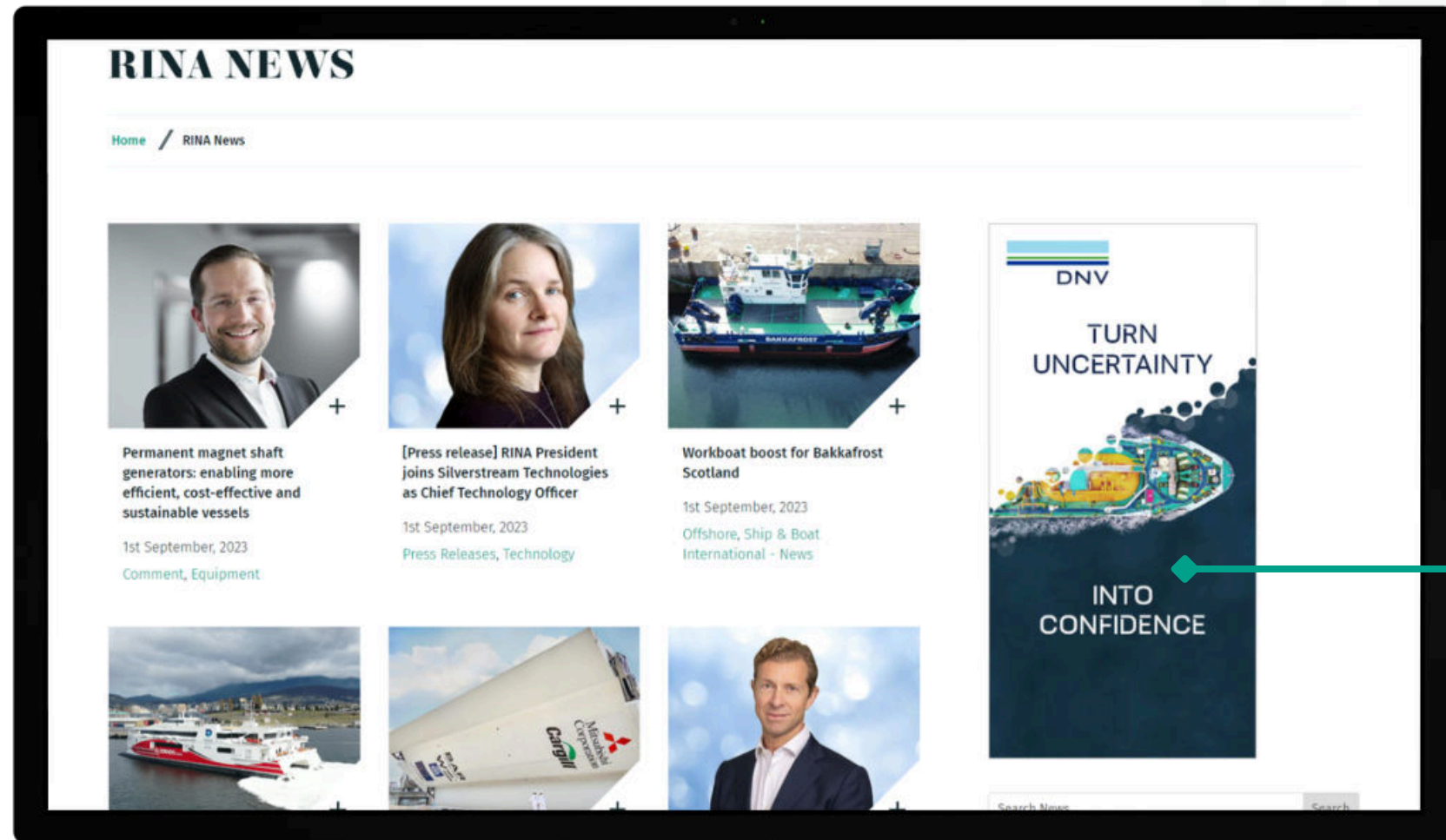
Fully customise and brand a dedicated solo email entirely of your content sent to our database of over 22k active subscribers.

Solo brand feature



[VIEW EXAMPLE CAMPAIGN](#)

WEBSITE ADVERTISING

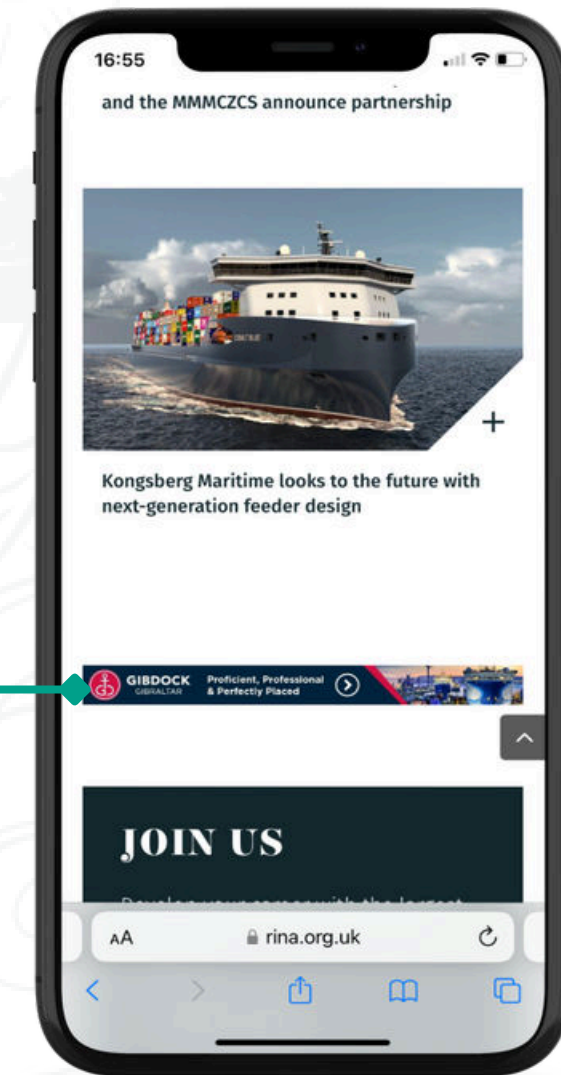


Expand your online reach through our global audience attracting a wider audience and potential customers. Through strategic placement and targeting, it can drive highly relevant traffic, increasing conversion rates and brand awareness.

MPU size



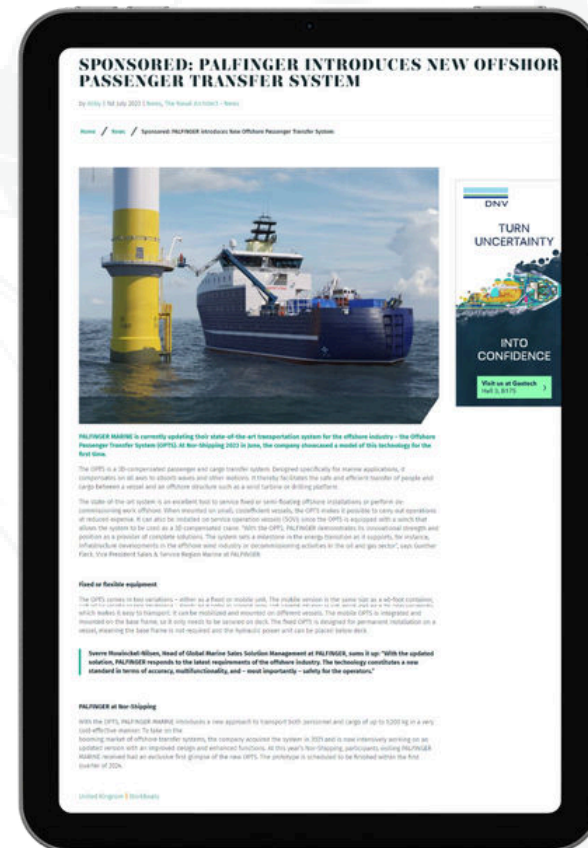
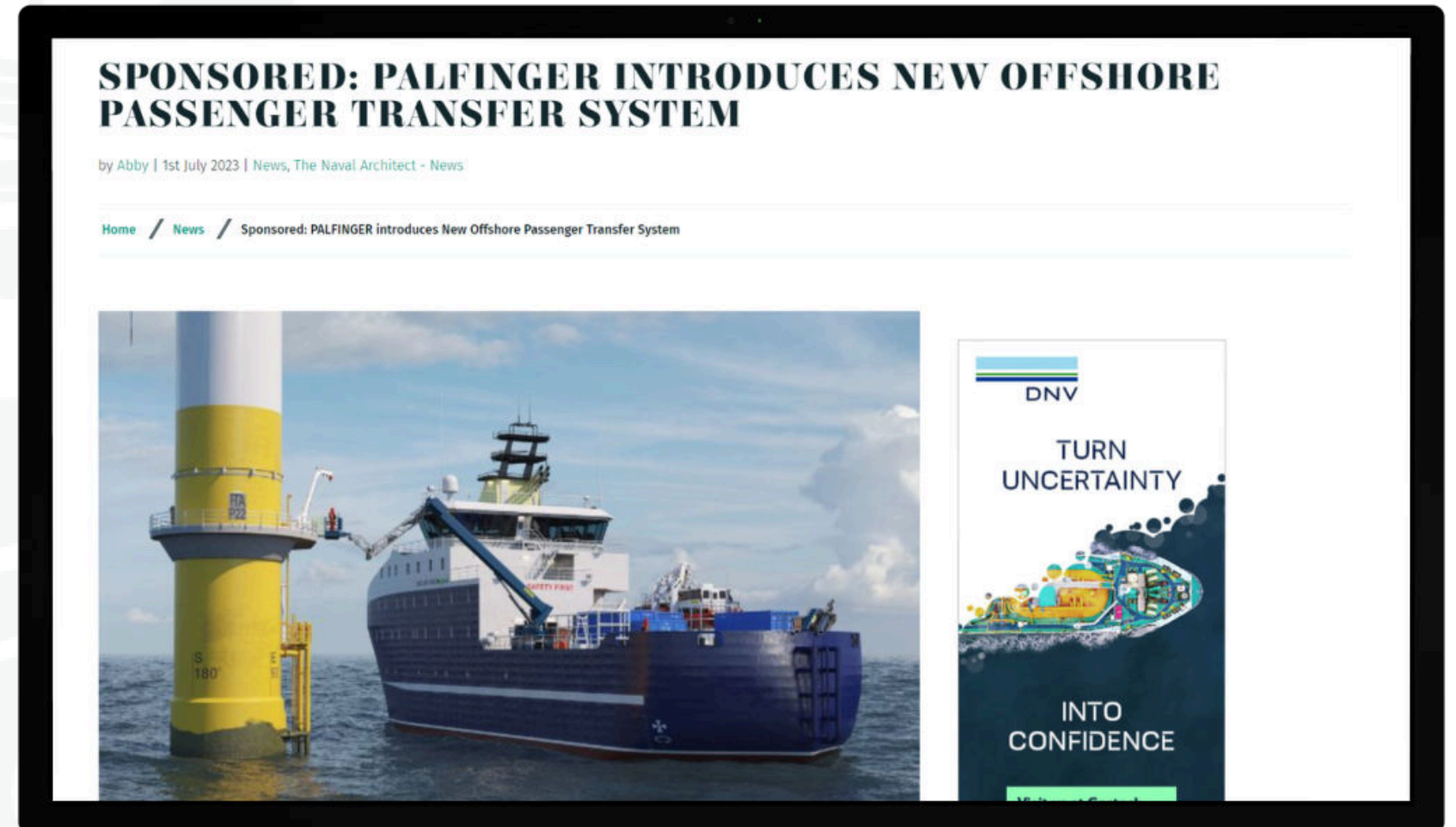
Leaderboard size



SPONSORED CONTENT

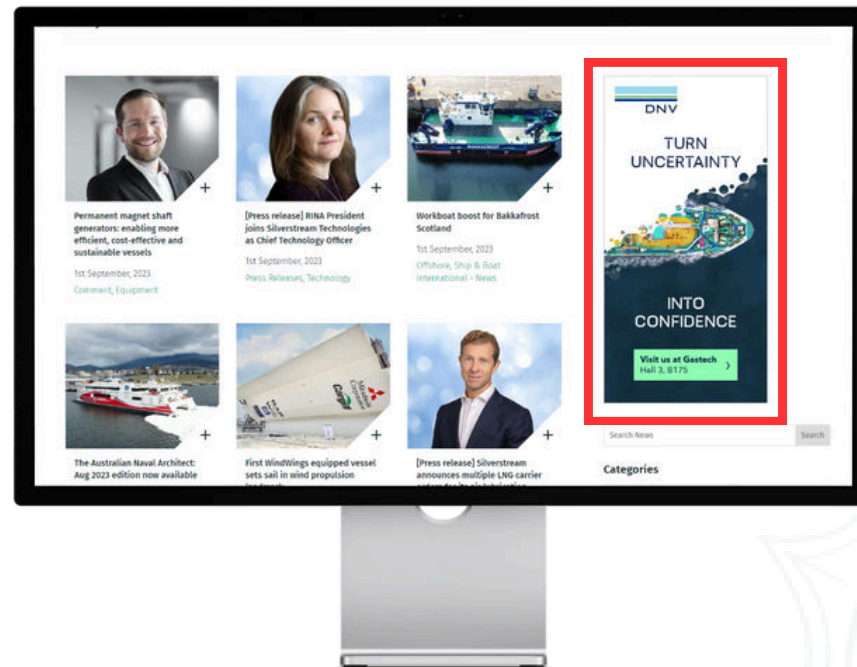
Tap into our global network and share your brand content across our email and website channels with our options for sponsored content. You can either supply your own editorial content to be shared with our audience or work in collaboration with our experts.

Collaborate with our experienced editors to create high-quality, credible content tailored to your audience's needs. Distribute your sponsored content across multiple channels: publications, website, newsletters, and social media to maximise reach.



DIGITAL SPECIFICATIONS

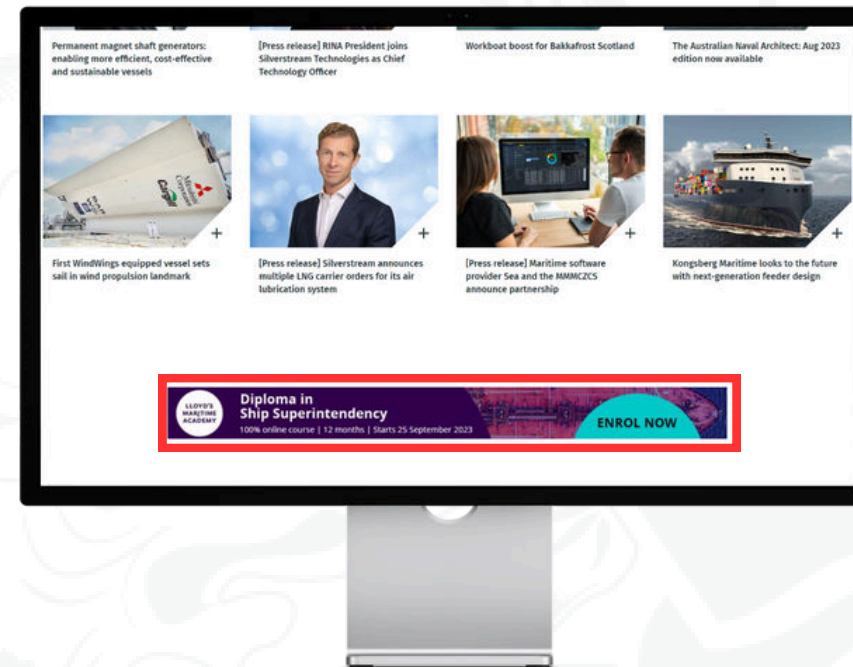
All digital advertising sizes are given in pixels



MPU ad

Size: 300 wide x 600 high

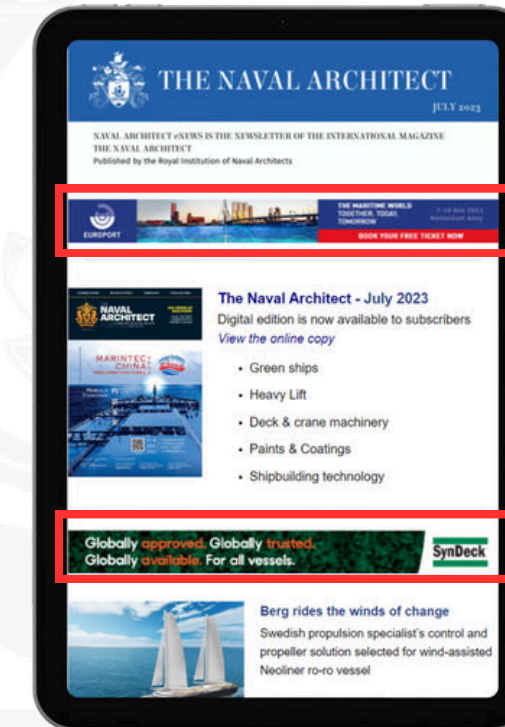
Placements: News Page



Leaderboard ad

Size: 970 wide x 90 high

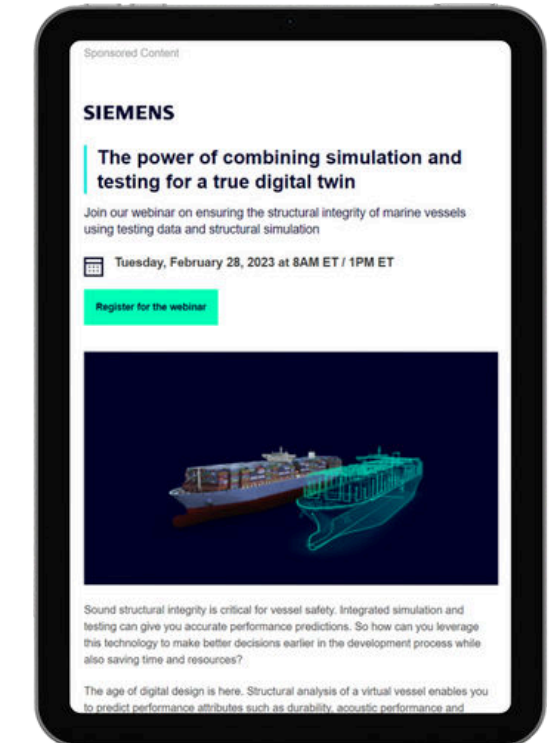
Placements: Homepage, Publications



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

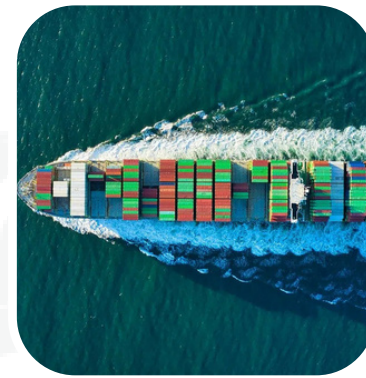
EVENTS & SPONSORSHIP

CII 2025

21st - 22nd January 2025

London, UK

Technical Conference on Managing CII and Associated Challenges



RINA ANNUAL DINNER 2025

22nd May 2025

London, UK

Prestigious Annual Networking Dinner

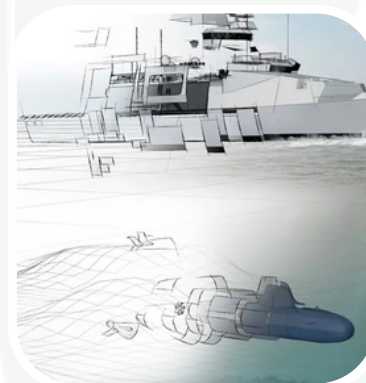


WARSHIP 2025

16th - 17th June 2025

Glasgow, UK

The Future Fleet: Smart Technology, Sustainability and Autonomy



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.

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 Aftab Perwaiz to discuss in more detail.

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