



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.

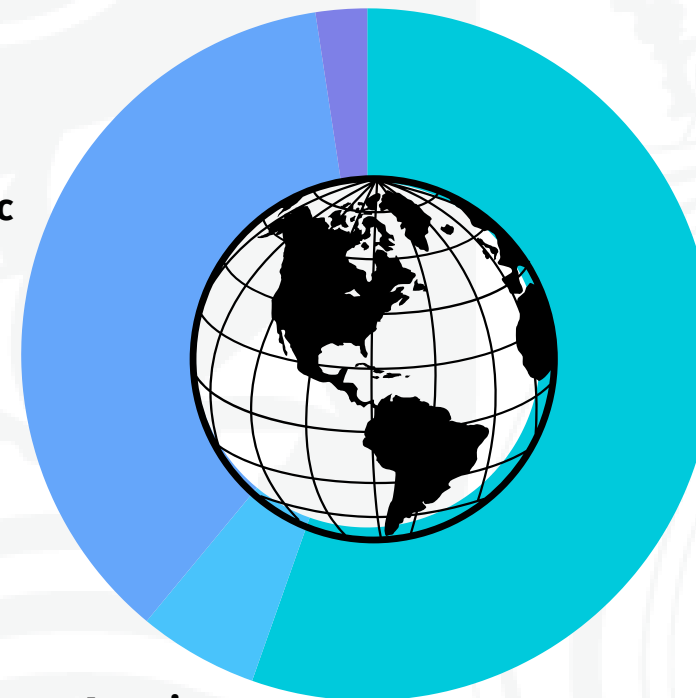
8.5k+

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%

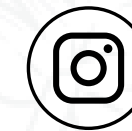
Geographical Distribution



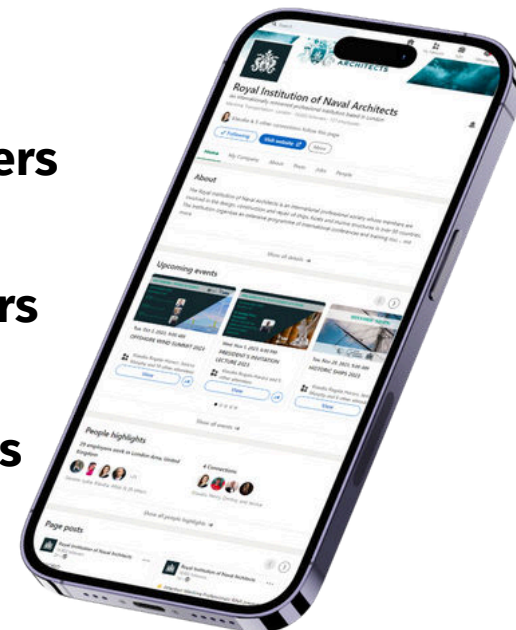
19.3k followers



9.2k followers



1.3k followers



advertising@rina.org.uk

ADVERTISING OPPORTUNITIES

PRINT

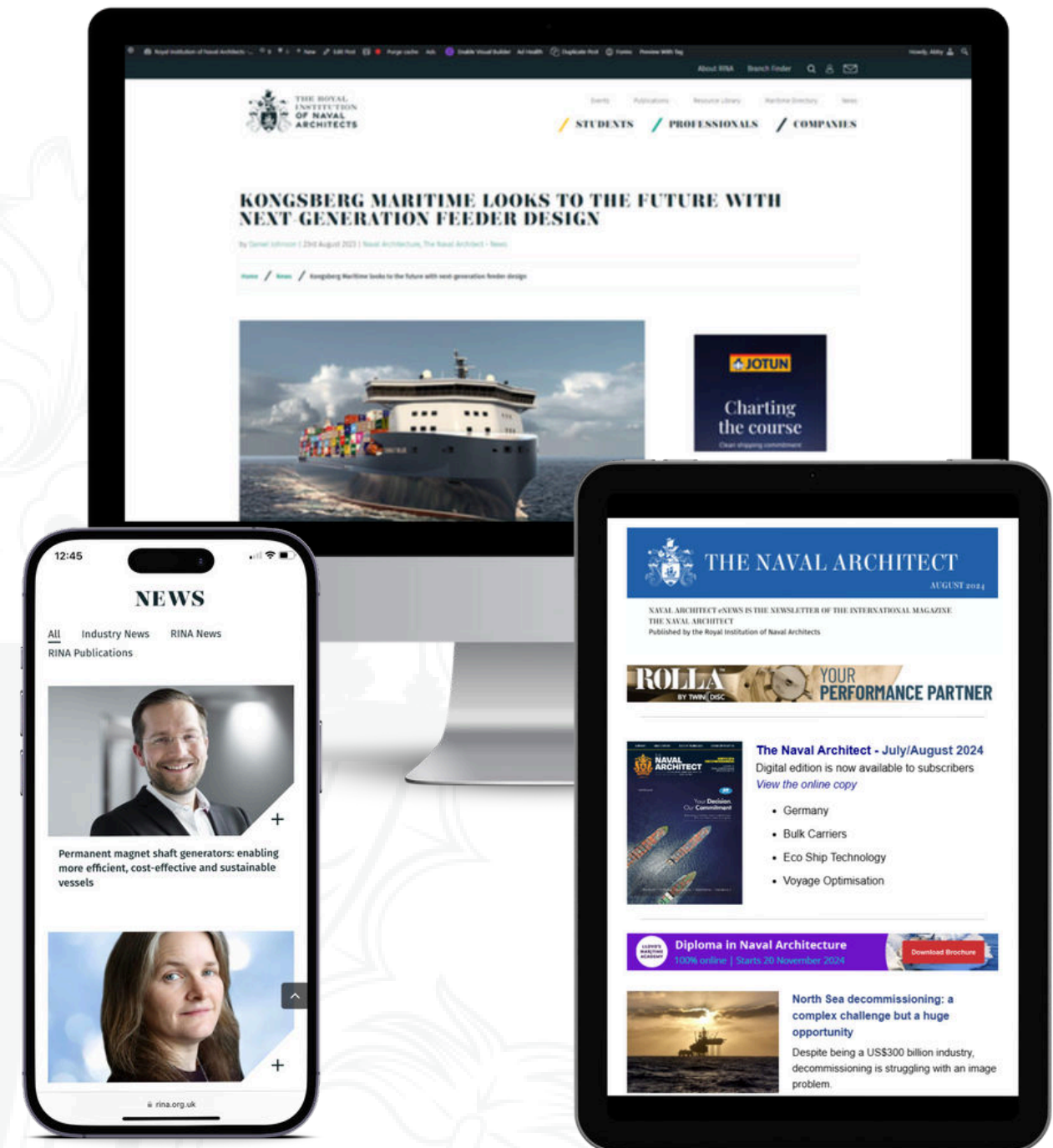
Our publications explore every facet of ship design, construction, maintenance and conversion and have done for over half a century. From cutting edge research into CFD and autonomous vessels, to features and exploration of the latest regulatory developments, our publications offer unparalleled technical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

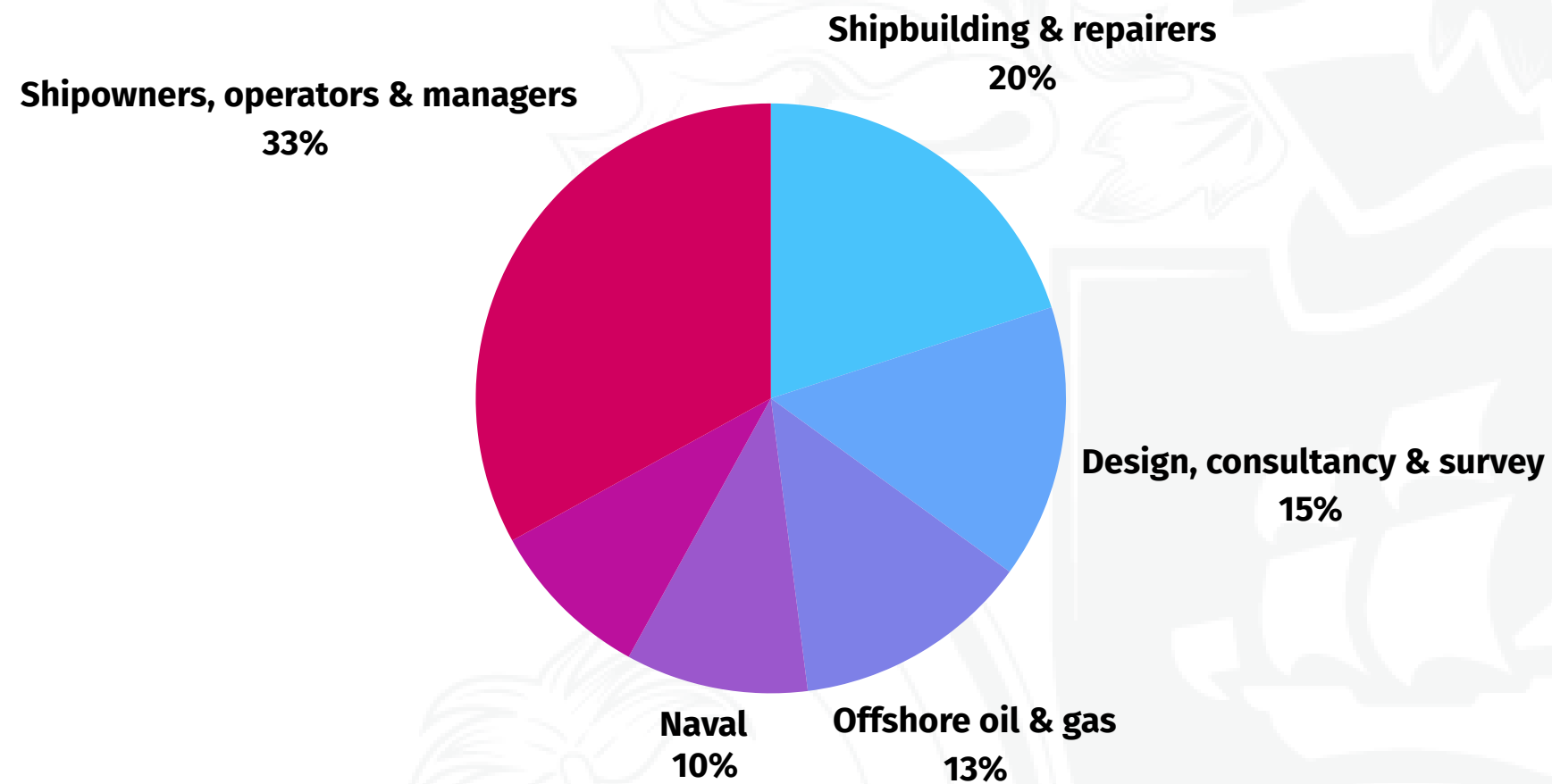
The Institution organises a programme of conferences and events throughout the year to inspire, network and learn with our global marine community. We offer various opportunities for activating your brand as an official sponsor.



PRINT

Published frequently throughout the year RINA's flagship magazine *The Naval Architect* offers 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.



*Data in the chart is from the RINA membership database

8,150

TNA Average circulation



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



For more than 50 years, *The Naval Architect* has provided RINA members with accurate, in-depth information on all aspects of vessel design, construction and engineering.

From 2025, the publication will incorporate RINA's previous range of esteemed titles, including *Ship & Boat International*, *Warship Technology* and *Shiprepair & Maintenance*, combining these magazines' strengths and editorial expertise to create a fresh, supercharged publication, providing a comprehensive overview of developments in naval architecture. This move will enable *The Naval Architect* to cover everything from superyachts and short-hop ferries to tankers and heavy-lift vessels; battery pack installations and sail-assisted solutions to LNG tank retrofits; and offshore safety to warship resilience.

Combining editors with more than 25 years of experience in maritime publishing, and support and input from RINA's technical committees, *The Naval Architect* goes beyond the press release to bring its readers high-quality features, news updates and opinions on design innovation and the forces shaping naval architecture today – including environmental requirements, cost considerations and the drive for enhanced safety, security and autonomy. The magazine also features regular updates from RINA's various international branches and members (from fellows to students), as well as comment from respected industry professionals, white papers (many exclusively written for the magazine), conference presentations and informative case studies.

CONTACT EDITORIAL TEAM!

Martin Conway,
Managing Editor

editorial@rina.org.uk

THE ROYAL
INSTITUTION
OF NAVAL
ARCHITECTS

advertising@rina.org.uk



AVERAGE CIRCULATION:

8,150

EDITORIAL CALENDAR - THE NAVAL ARCHITECT

ISSUE DATE	THEME	EXHIBITIONS DISTRIBUTION	ARTWORK DEADLINE
MAR	PATROL AND RESCUE BOATS UNCREWED VESSELS CRUISE SHIPS GREEN PROPULSION	Singapore Maritime Week (SMW)	26/02/25
APR	SUPERYACHTS AND MEGAYACHTS TUGS AND TOWBOATS AMPHIBIOUS VESSELS PAINT AND COATINGS		25/03/25
MAY	OFFSHORE SUPPORT VESSELS RO-RO HULL MAINTENANCE & CLEANING ALT-FUELS	Nor-Shipping, Seawork	24/04/25
JUN	CREW TRANSFER VESSELS ROVS AND AUVS SAFETY CFD & HYDRODYNAMICS	Electric & Hybrid EXPO	23/05/25
JUL	FUTURE SUBMARINES UNCREWED VESSELS FISHING VESSELS INTERIORS AND ACCOMMODATION		23/06/25
AUG	FERRIES CORVETTES, FRIGATES, DESTROYERS CAD/CAM ENVIRONMENTAL RETROFITS	DSEI, London Shipping Week	24/07/25
SEP	CONTAINER SHIPS PATROL & RESCUE BOATS WIND-ASSISTED PROPULSION BULK CARRIERS UNDERWATER REPAIRS	KORMARINE	26/08/25
OCT	GLOBAL NAVAL PROGRAMMES FAST FERRIES TANKERS SECURITY AND CYBERSECURITY	Metstrade, Europort Rotterdam	24/09/25
NOV/DEC	OFFSHORE SUPPORT VESSELS FLOATING WIND TURBINES FERRIES SURFACE SHIP PROPULSION ENGINES, GEARS AND PROPELLERS	Marintec	31/10/25

PUBLICATION EXHIBITIONS DISTRIBUTION - MEDIA PARTNERSHIPS



**SINGAPORE
MARITIME WEEK**

**24TH - 28TH
MARCH**

**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
(METSTRAD E)**

**18TH - 20TH
NOVEMBER**

**Amsterdam,
Netherlands**

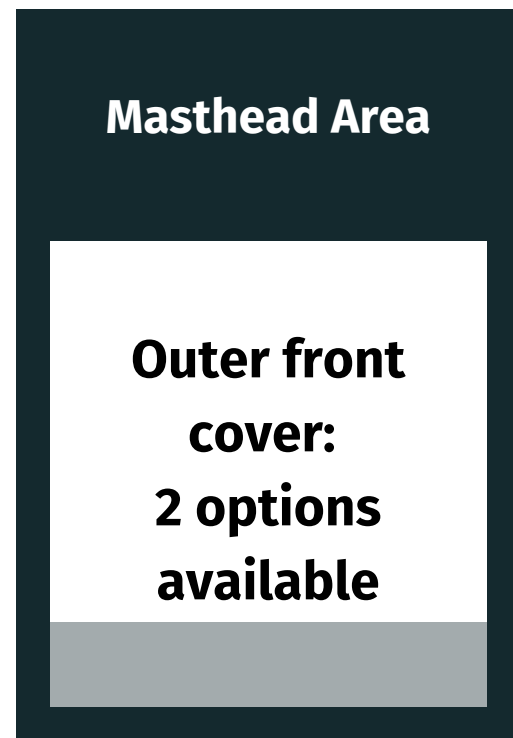


EUROPORT

**4TH - 7TH
NOVEMBER**

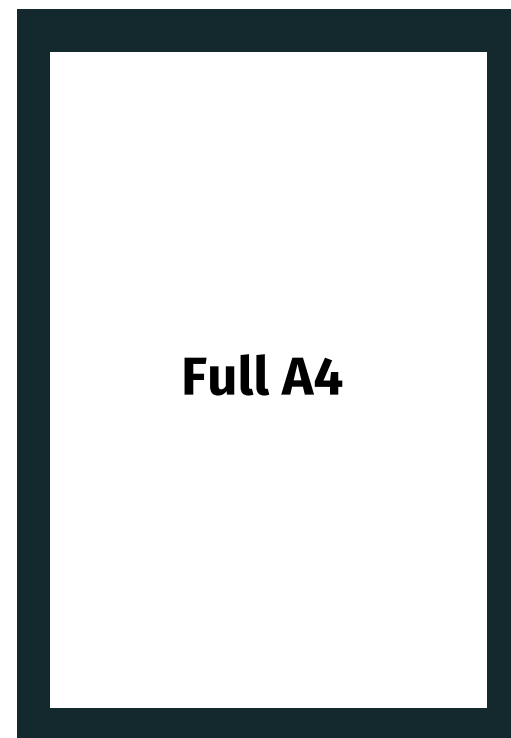
**Rotterdam,
Netherlands**

PRINT SPECIFICATIONS

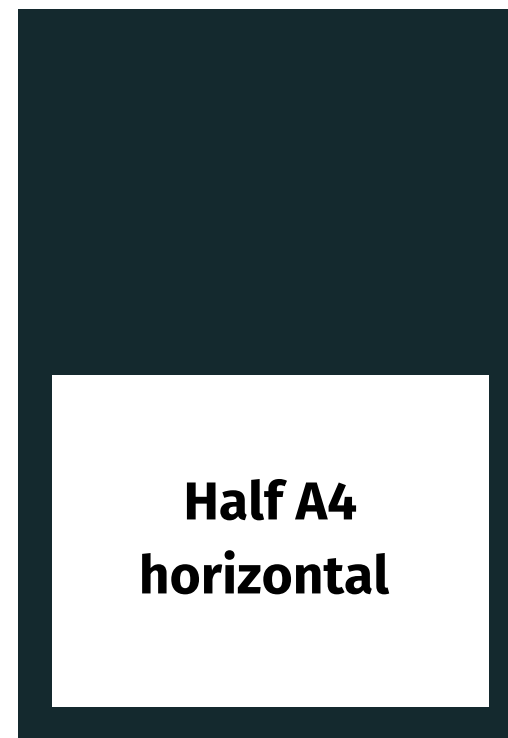


Print Area: Option 1: 216 x 303 mm /Option 2: 216 x 258 mm
Working Area: Option 1: 180 x 195 mm/Option 2: 180 x 155 mm
Margins: Option 1: 15 mm (left, right, bottom)/Option 2: 10 mm bottom
Bleed: 3 mm on all sides
Avoid text/logos in top 20 mm.

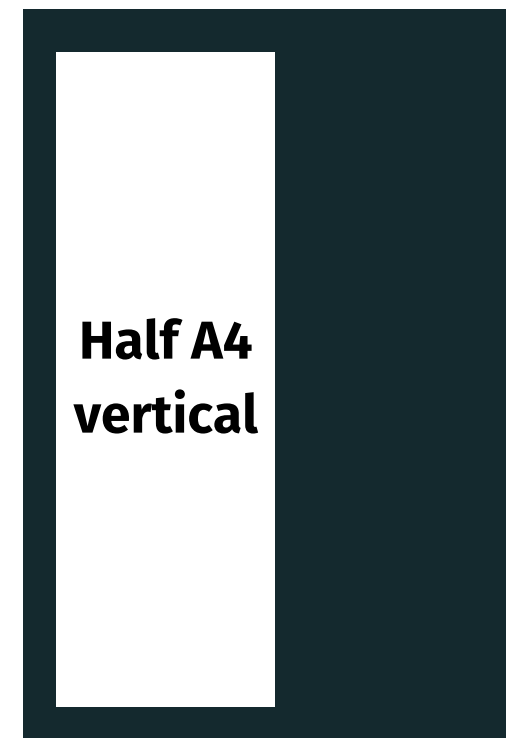
[+ Find OFC guidelines here](#)



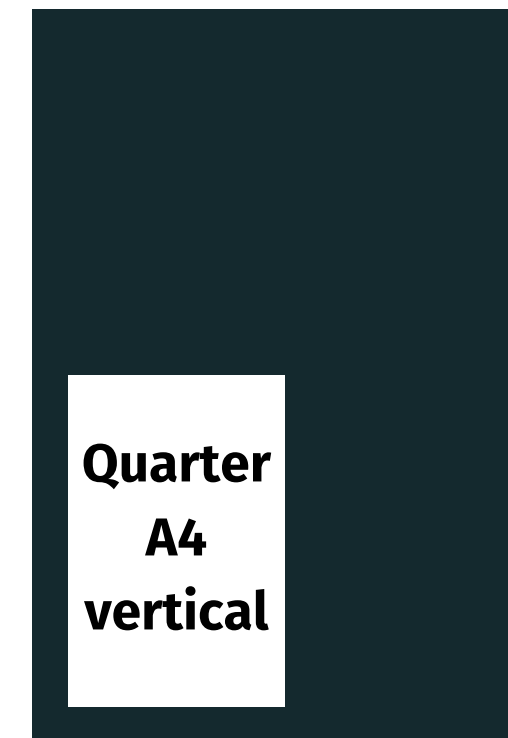
Print area: 269 x 175 mm
Trim: 297 x 210 mm
Bleed: 303 x 216 mm



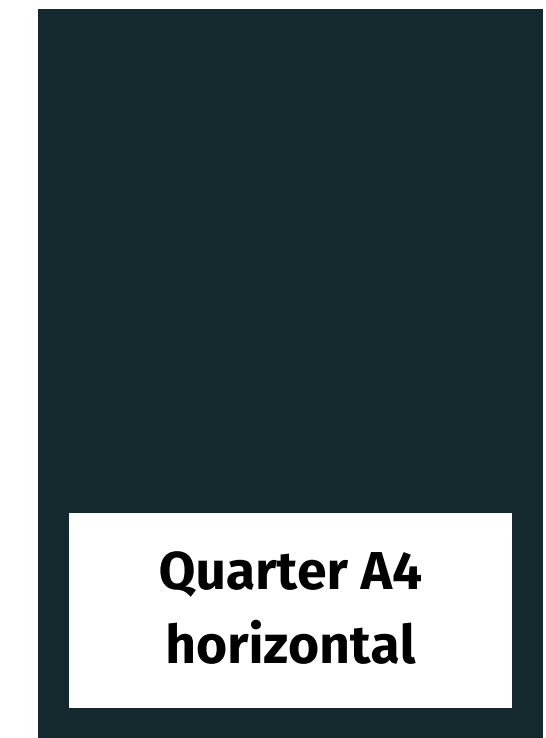
Print area: 132 x 175 mm
Bleed: 148 x 210 mm (plus 3mm on right, left and bottom)



Print area: 269 x 85 mm
Bleed: 297 x 95 mm (plus 3mm on right, top and bottom)



Print area: 132 x 85 mm



Print area: 65 x 175 mm

General Guidelines

File format:

Press-optimised PDF with crop marks applied

Resolution:

300dpi

Colour mode:

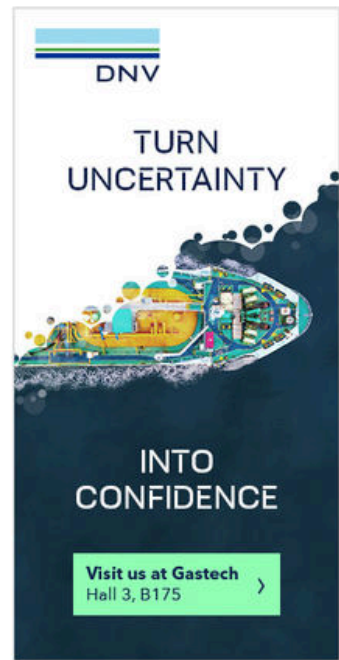
CYMK
Avoid using spot colours

Delivery:

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

DIGITAL

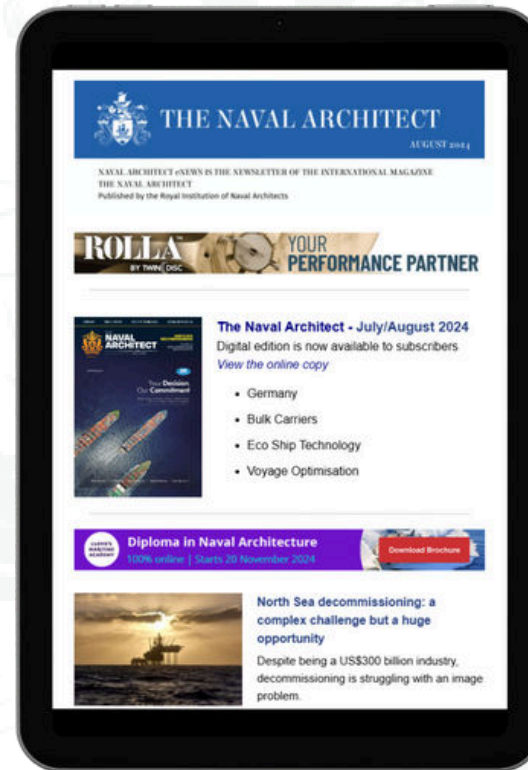
Expand and strengthen your brand positioning with our digital options to offer mobile-first, convenient and accessible content that enables you to raise your company's profile, generate enquiries and drive valuable traffic to your website.



Website advertising

25k

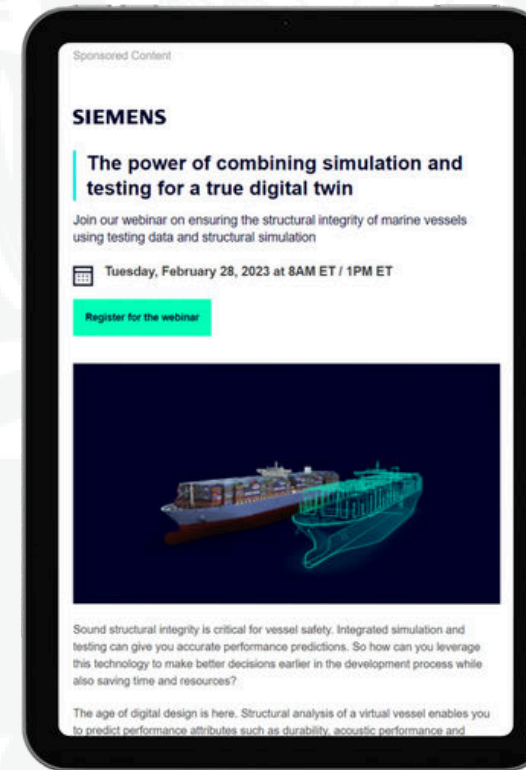
New Users Monthly



E-Newsletter banners

31.4k

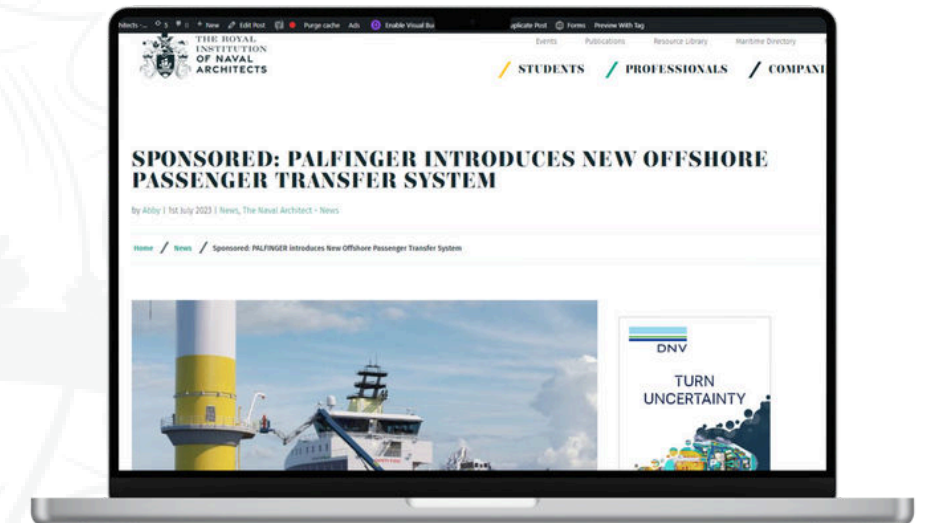
Avg Active Subscribers



Custom e-Blast

31%

Avg Open Rate



Sponsored content

29k+

Total Social Reach

EMAIL MARKETING



Standard banner

E-Newsletter banners

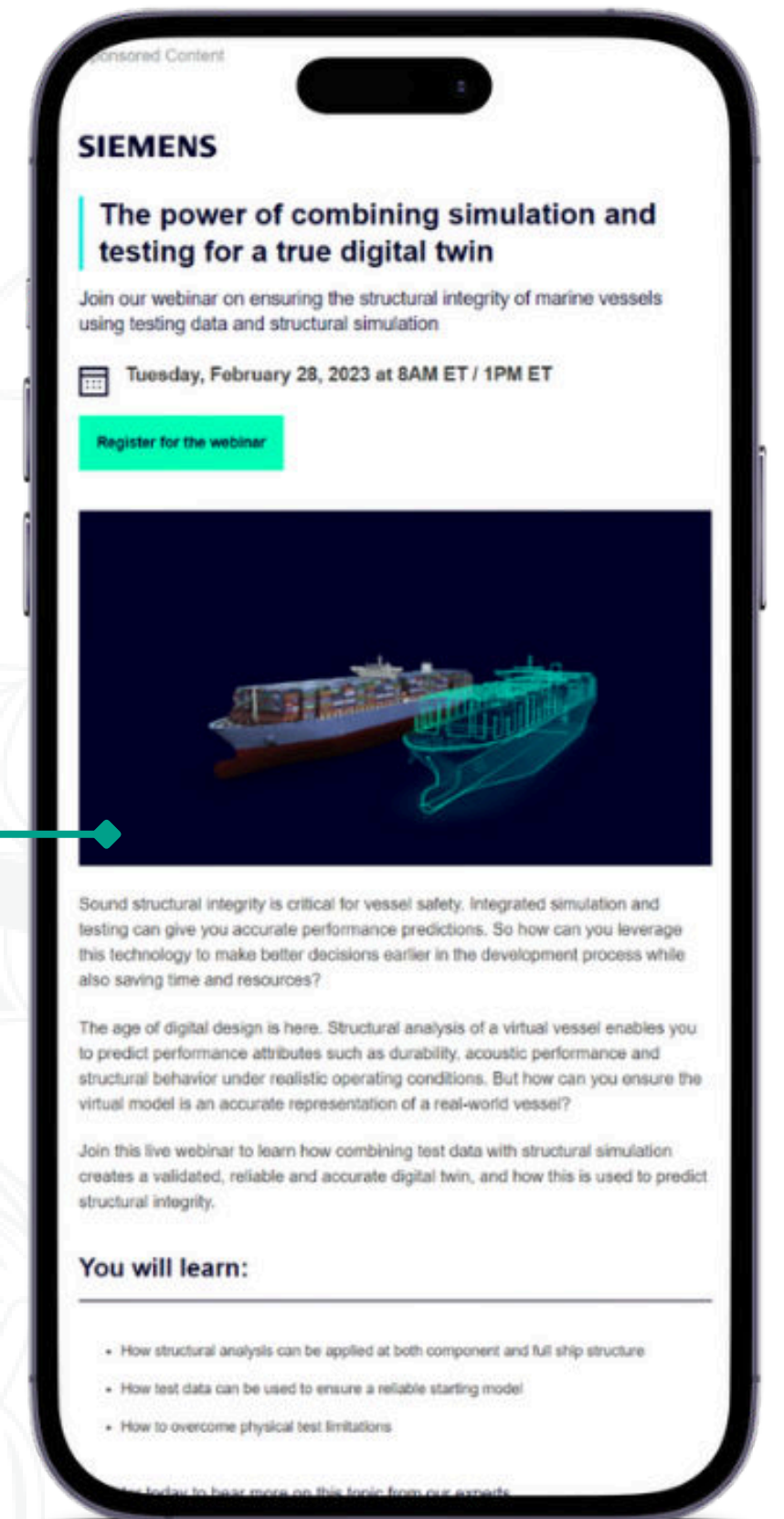
Our new monthly The Naval Architect eNewsletter complements the magazine by offering a timely focus on the latest news stories. Using a mobile-responsive design our newsletter enables you to raise your company's profile, generates enquiries and drives valuable traffic to your website through branded banners.

[VIEW EXAMPLE CAMPAIGN](#)

Custom e-Blast

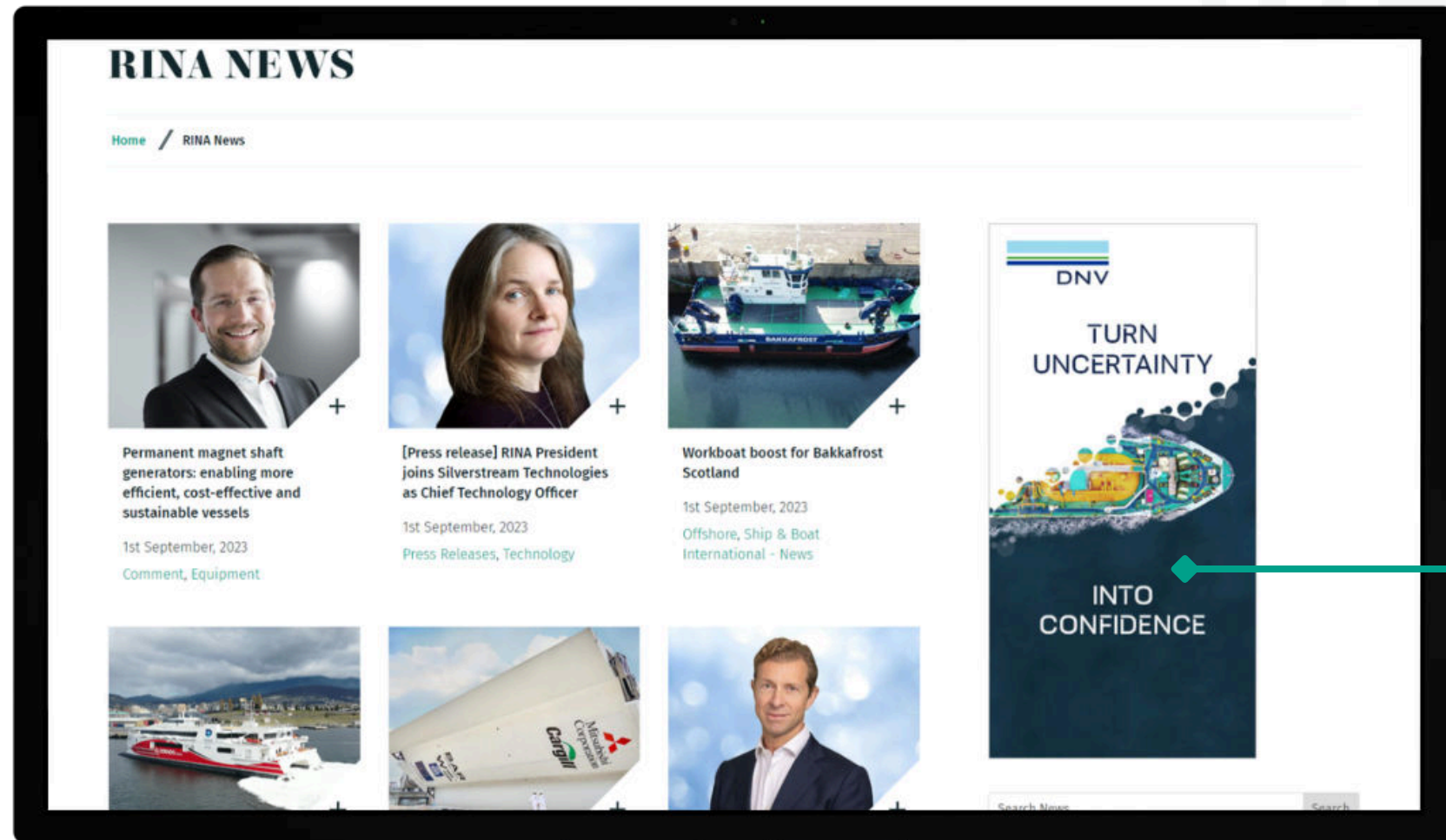
Fully customise and brand a dedicated solo email entirely of your content sent to our database of over 22k active subscribers.

Solo brand feature



[VIEW EXAMPLE CAMPAIGN](#)

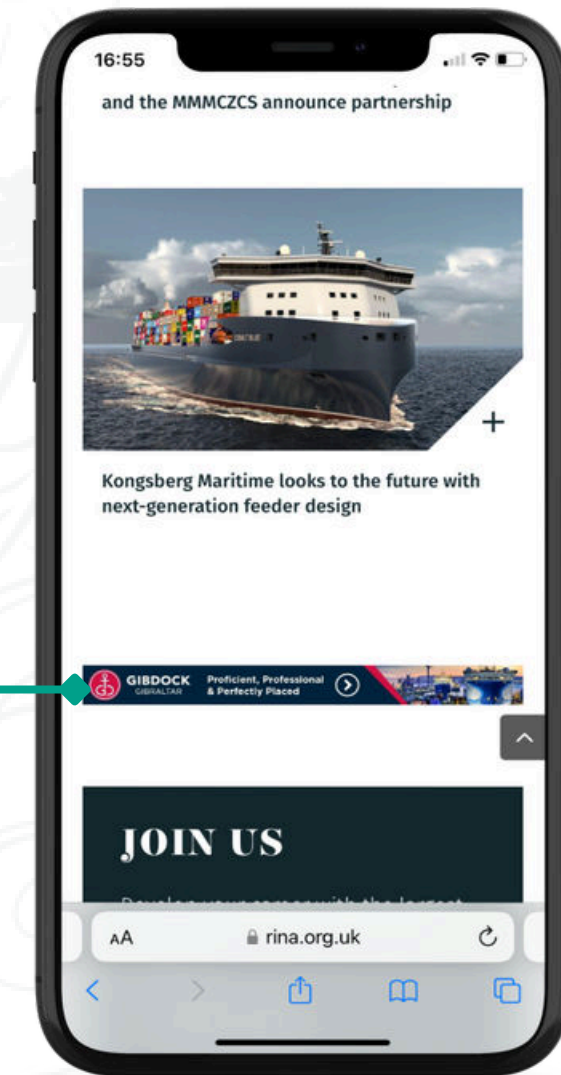
WEBSITE ADVERTISING



MPU size



Leaderboard size

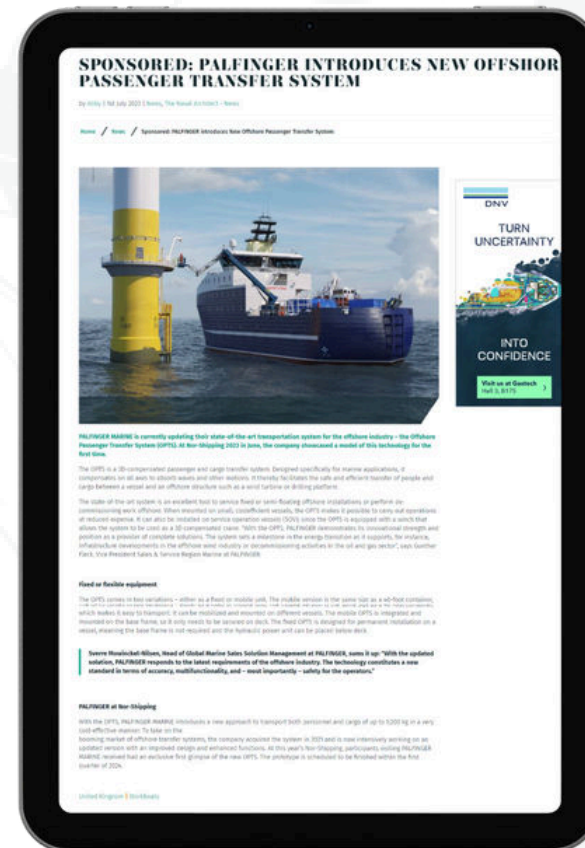
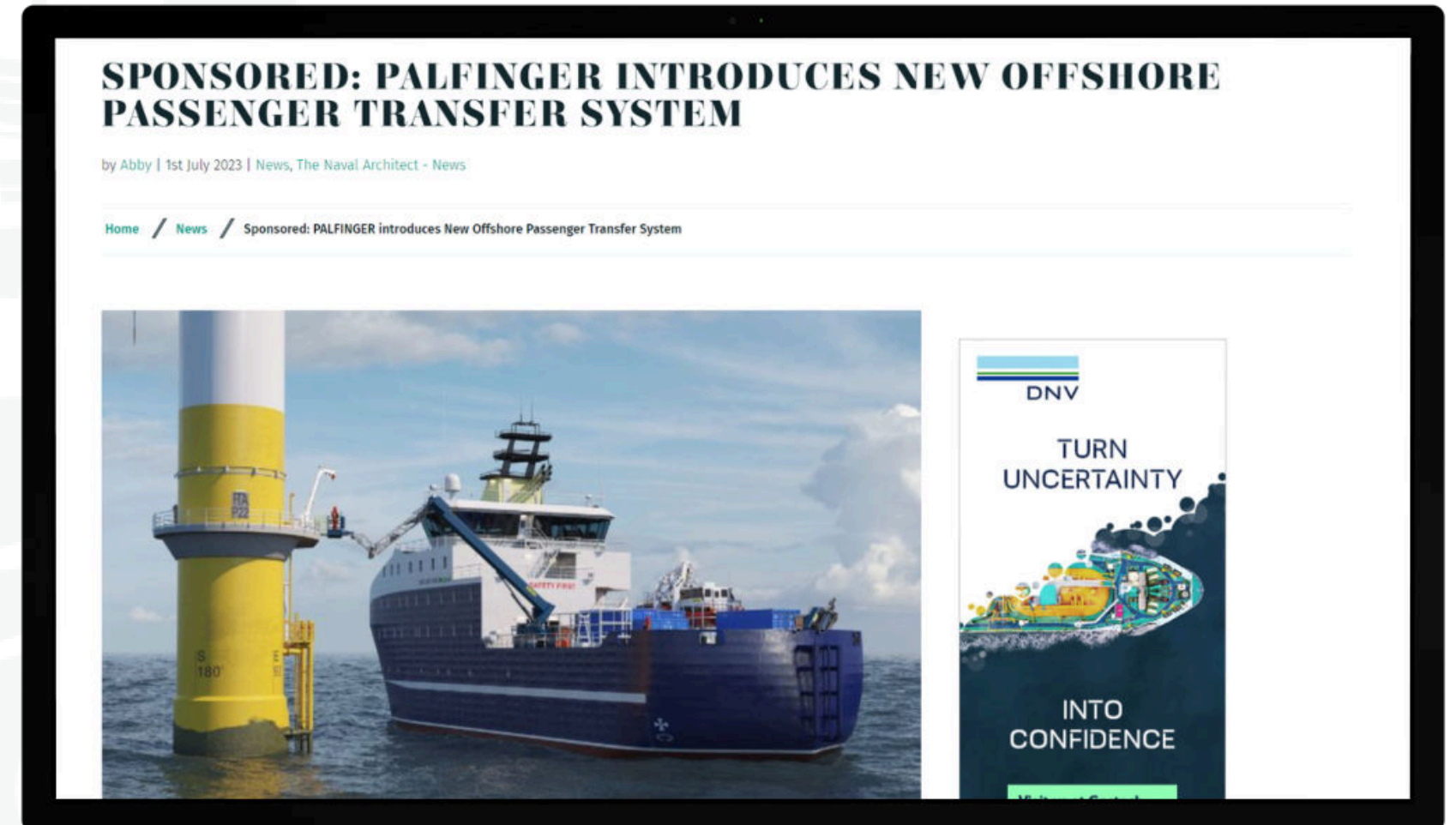


Expand your online reach through our global audience attracting a wider audience and potential customers. Through strategic placement and targeting, it can drive highly relevant traffic, increasing conversion rates and brand awareness.

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.

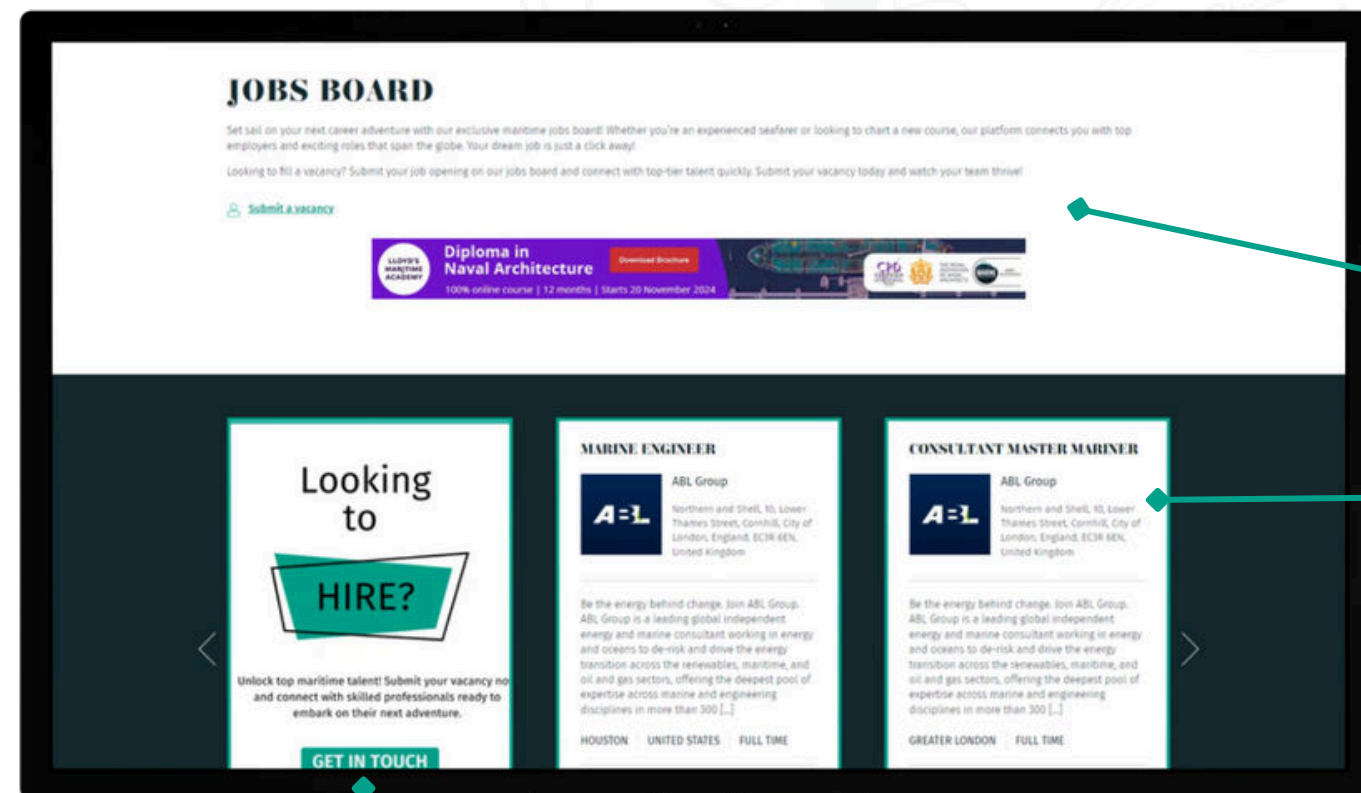
Collaborate with our experienced editors to create high-quality, credible content tailored to your audience's needs. Distribute your sponsored content across multiple channels: publications, website, newsletters, and social media to maximise reach.



JOBS BOARD & ADVERTISING

Advertise on our new jobs board and reach thousands of industry professionals around the world.

Our platform reaches a wide and diverse audience, ensuring your job postings get maximum visibility. With user-friendly features, advanced search capabilities, and featured listings, you can connect with qualified candidates quickly and efficiently. Additionally, our dedicated team is here to assist you every step of the way, creating bespoke packages and solutions for your needs. Start attracting top-tier talent today!



Leaderboard size ad

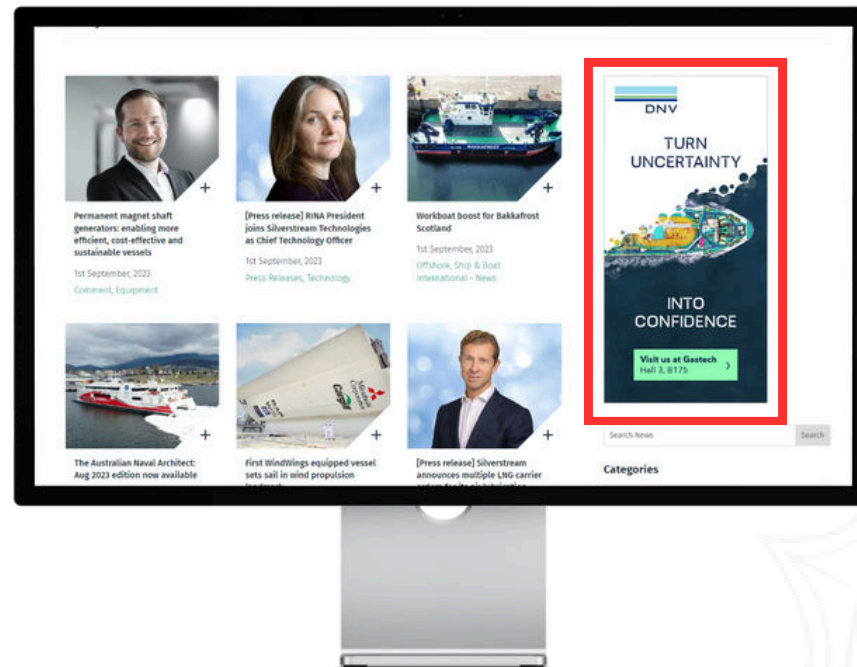
Featured job listing

MPU size ad

Did you know that RINA Corporate Partners get three free job listings each year? Get in touch with the team today to redeem or enquire about your recruitment needs.

DIGITAL SPECIFICATIONS

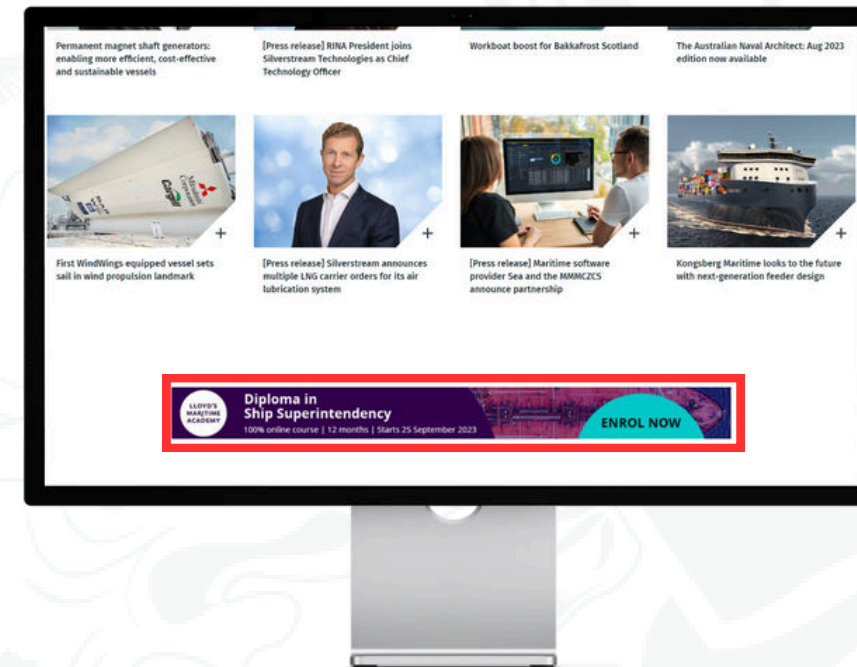
All digital advertising sizes are given in pixels



MPU ad

Size: 300 wide x 600 high

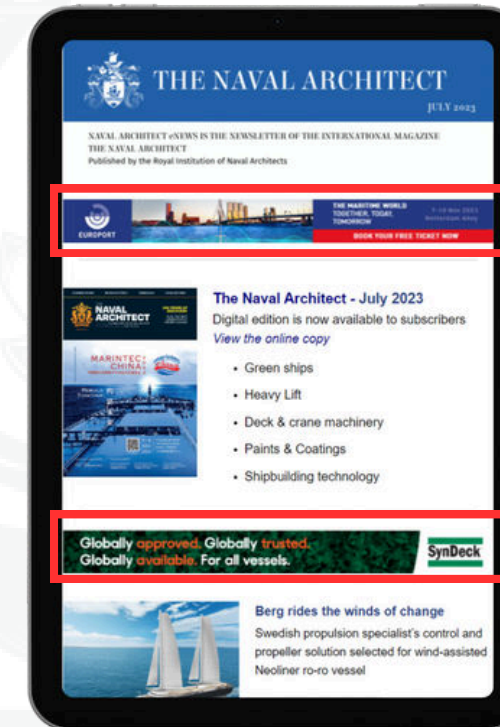
Placements: News Page



Leaderboard ad

Size: 970 wide x 90 high

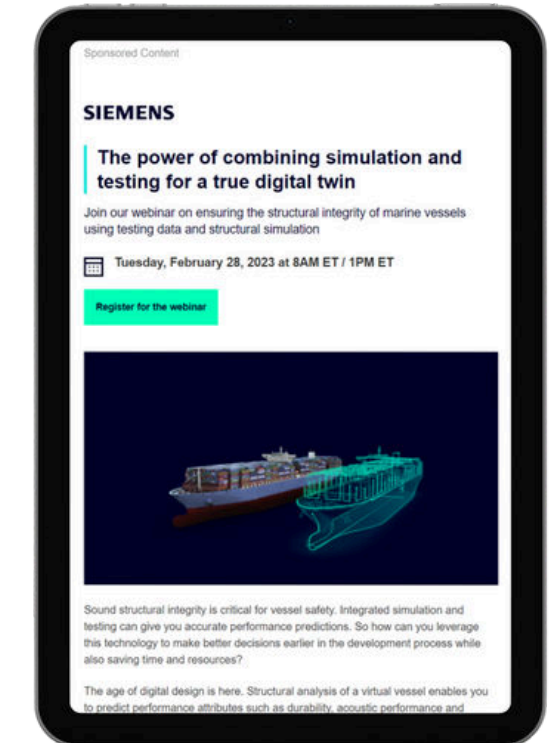
Placements: Homepage, Publications



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 Royal Institution of Naval Architects organises some of the most prestigious and impactful events in the maritime industry, offering unique opportunities for sponsors to connect with leading professionals and innovators.

ANNUAL DINNER

A highlight of the maritime industry's calendar, bringing together global professionals for an evening of networking, recognition, and celebration.



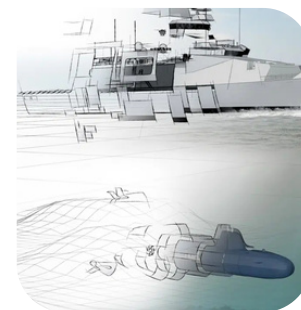
PRESIDENT'S INVITATION LECTURE

An exclusive event featuring distinguished speakers sharing insights into developments and challenges in the maritime sector.



TECHNICAL CONFERENCES

Renowned for addressing critical industry topics, these events attract thought leaders, innovators, and decision-makers worldwide.



RINA's broad range of events allows you to align sponsorship with your goals and connect with the right audience.

+ Browse current events

THE ROYAL
INSTITUTION
OF NAVAL
ARCHITECTS

events@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.

Why should your business prioritise our event sponsorship?

The Royal Institution of Naval Architects (RINA) offers exclusive sponsorship opportunities that provide unmatched visibility and credibility within the marine industry. By sponsoring our events, your business can:

- Associate your brand with RINA, a globally recognised organisation renowned for its high-quality programmes.
- Gain exposure to an international audience of marine industry experts, academics, and government representatives.
- Advertise and promote your brand through bespoke sponsorship packages tailored to your business objectives.
- Participate in sponsor-led sessions, live workshops, and discussion panels to showcase your expertise.
- Benefit from branding opportunities across conferences, meetings, webinars, and training courses.
- Build valuable connections with key industry leaders, decision-makers, and experts in a relaxed, friendly environment complemented by excellent food, drinks, and networking opportunities.
- Maximise your return on investment through our support in identifying and attracting potential clients.
- Enjoy assistance with following up on leads to convert interest into meaningful business relationships.
- Enhance your credibility by aligning with RINA's prestigious platform and fostering audience engagement.

Partner with us to showcase your brand on a global stage, connect with influential leaders, and achieve real results for your business.



CONTACT

If you're looking for tailored solutions or have any questions, our Team would love to hear from you!

Get in touch to explore advertising and sponsorship possibilities in more detail.

Aftab Perwaiz, Advertising Manager
Paige Cole, Sales Executive

THE ROYAL INSTITUTION OF NAVAL ARCHITECTS
8-9 Northumberland Street, London WC2N 5DA

Tel: +44 (0)20 7235 4622

advertising@rina.org.uk

www.rina.org.uk

