



Neil Gordon - Subsea UK Chief Executive

Introducing the **NEW** Subsea UK News

The subsea industry's platform for effective communication.

Subsea UK News is the free magazine for the subsea industry, which provides a great platform to promote your company and inform industry all about your organisation. The original Subsea UK Newsletter has grown in popularity over the years, where our members news has been communicated effectively to a wide audience. The content has been based around members editorial and covers growth, projects, people, technology, business news, training and achievements and there has always been an advertising element included in the publication.

As the design of the newsletter developed, it has re-launched in magazine format and will continue to be promoted as one of the major communication tools for members at Subsea UK events throughout the year. The frequency of publication is timed to coincide with major Subsea UK events ensuring maximum readership and distribution as well as an opportunity to include any topical issues at the time.

The publication is made available in print and online in electronic format at our website www.subseauk.com. It is easily accessible to Subsea UK members and non-members and is distributed internationally to a comprehensive list of named recipients. The printed version has a circulation of over 2,000 per issue, which includes all our member companies and electronic distribution runs well in excess of 11,000 copies globally.

"As we continue to promote the UK as a global centre of excellence for subsea, we have to ensure we effectively communicate our members news and maintain our links with industry both here in the UK and overseas. The UK subsea industry is the envy of many regions around the world and the awareness of our innovation and technology development is key to future success. The Subsea UK News publication is something we are very proud of and we want to ensure that it continues to be the showcase publication for our industry."

Neil Gordon
Chief Executive

Benefits at a glance

- Feature your branding in the most recognisable subsea industry magazine
- Circulate your company message to a targeted readership of over 15,000
- Maximise your advertising impact at a number of major global events
- Ensure your voice is heard across the sector
- Discounted advertising rates for Subsea UK members

Advertising Rates

Subsea UK News is a very effective medium for communicating with your customers, due to a wide distribution list and timely distribution at key events. Advertising fees are solely to cover the cost of the publication, as Subsea UK is a not-for-profit organisation.

Outside Back Cover

Subsea UK Members - **£2,000**

Non-members - **£2,500**

Inside Front Cover

Subsea UK Members - **£1,500**

Non-members - **£1,875**

Full Page

Subsea UK Members - **£1,000**

Non-members - **£1,250**

Half Page (Horizontal or Vertical)

Subsea UK Members - **£700**

Non-members - **£875**

Specifications

Type: 400mm x 277mm*

Trim: 420mm x 297mm

Bleed: 426mm x 303mm

* if the advert is being placed on any other spread than the centre pages, then please allow 5mm grace either side of the spine.

Advertorial space is available. Cost determined by word count / space.

Artwork / images can be sent in high resolution PDF formats or;

- Illustrator EPS, with fonts outlined, and full colour (CMYK) images embedded.
- InDesign, similar to above.
- Quark Express, collected and supplied with images and fonts.
- Photoshop, CMYK 300 dpi saved as tif or eps.

Advertisers in the magazine will receive 5 additional copies for their own use.

You can see examples of previous ads placed with Subsea UK News in our news archives at SubseaUK.com; any adverts you place will also appear here.

Circulation

Circulation of the magazine (1,500+ per issue) will go to everyone on our mailing list, which includes all our member companies and other interested parties, and will also be distributed at all subsea events we attend.

Previous Issues

If you'd like to view previous issues of Subsea UK News, please follow the link below:

<http://www.subseauk.org/item.asp?item=64>

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