

# Subsea UK News

Celebrating 15 Years of Subsea News

## Media Pack and Editorial Calendar for 2020



Reach 50,000+ subscribers and feature your brand in the industry's most recognisable industry magazine

Maximise your advertising potential at a number of major global events

Ensure your voice is heard across the sector

Bringing subsea news to the shore



# Who reads Subsea UK News?

Our subsea-focused mailing list goes to:

27%

CEOs & MDs  
Senior Executives

30%

BD Managers  
Project Managers  
Engineers

43%

Sales  
Marketing  
Media  
Communications

## Magazine Reach



Email subscribers

26,000+

LinkedIn

18,000+

Twitter

11,000+

facebook

8,000+

Mail\*

2,000+

\*Delivered direct to 300+ subsea companies, major subsea events worldwide, company reception areas, universities, libraries, politicians and hotels.

# Special offers and rates

## Advertising opportunities

In circulation for over 15 years, Subsea UK News is an established and highly regarded industry magazine and an effective medium for communicating your news, announcements, products and services to readers. The magazine enjoys a strong, subsea-focused mailing list, timely distribution at key subsea events around the world, as well as a substantial online presence through its electronic distribution list, social media channels and online archive of back-issues.

## Rates

All rates are exclusive of VAT.

<b>Half Page</b>	<b>£740</b>	<b>Inside Front Cover</b>	<b>£1,350</b>
<b>Full Page</b>	<b>£1,050</b>	<b>Outside Back Cover</b>	<b>£1,750</b>
<b>Double Page Spread</b>	<b>£2,360</b>		

Advertorial space is also available for booking at an additional 25% of the listed costs above.

## Contact us

If you'd like to book advertising space or discuss advertising opportunities, please email [magazine@subseauk.com](mailto:magazine@subseauk.com) or call us on 0845 505 3535.

## Special offers



### New members: 50% off

If you became a Subsea UK member in the last 12 months and it is your first time placing an advert in the magazine, you'll receive 50% off your first advert booking (includes advertorials).

### 15% off multiple booking

Discounts are applied when booking adverts across multiple issues of the Subsea UK News magazine. 2x issues, 10% off. 3x issues, 15% off.

Email [magazine@subseauk.com](mailto:magazine@subseauk.com) or call us on 0845 505 3535.



# Specifications

<b>Full Page</b> Type: 184mm x 271mm Trim: 210mm x 297mm Bleed: 216mm x 303mm	<b>Half Page Horizontal</b> 184mm x 126mm	<b>Half Page Horizontal with bleed</b> Type: 184mm x 128mm Trim: 210mm x 148mm Bleed: 216mm x 154mm	<b>Half Page Vertical</b> Type: 83mm x 271mm Trim: 103mm x 297mm Bleed: 109mm x 303mm	<b>Half Page Vertical with bleed</b> 90mm x 261mm
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<b>Double Page Spread with bleed</b> Type: 384mm x 271mm Trim: 420mm x 297mm Bleed: 426mm x 303mm
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All RGB and spot colours should be converted to CMYK.

PDF, EPS, TIF and JPG files are all accepted.

All artwork must be supplied at 300dpi or above at full size in CMYK will all fonts and images embedded.

## Editorial Calendar (2020)

Subsea UK members are invited to submit subsea news on any subject; the suggestions below are based on upcoming events & themes for the issue. Email news to [magazine@subseauk.com](mailto:magazine@subseauk.com)

### January

**Deadline:** 10 December 2019

**Editorial invited:**

New perspectives, energy transition, climate change, robotics, defence

*This issue coincides with Subsea Expo, AOG 2020, Subsea Tie Back*

### June

**Deadline:** 5 May 2020

**Editorial invited:**

Global success stories and opportunities (particularly Middle East)

*This issue coincides with Global Offshore Wind, ONS, Oceanology Middle East*

### September

**Deadline:** 5 August 2020

**Editorial invited:**

Underwater autonomy, sensors, data, artificial intelligence, offshore wind

*This issue coincides with OTC Brazil, Naval Engineering Conference, Wind Energy Hamburg, Underwater Robotics Conference*

## Online Archive (Back Issues)

If you'd like to view our online archive of previous issues of the Subsea UK News magazine, please visit our website at: [www.subseauk.com/1405/magazines](http://www.subseauk.com/1405/magazines)

## Contact the Editor

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