

MEDIA KIT & RATE CARD **2023**



**SOUTHAMPTON
INTERNATIONAL
BOAT SHOW**
15-24 SEPTEMBER 2023

Why advertise with British Marine?

British Marine is the trade association for the UK leisure, superyacht and small commercial marine industry. Advertising with British Marine gives your products and services a promotional boost and increases your brand awareness with key decision makers in the industry.



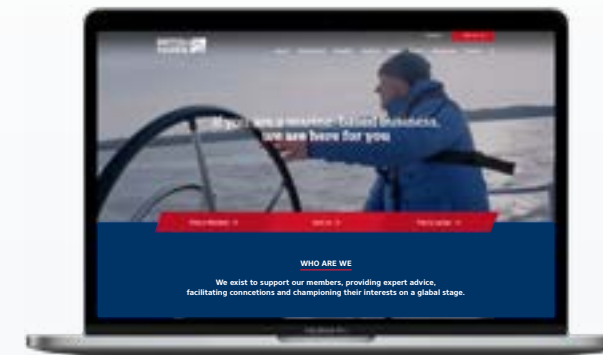
Audience & Reach

With British Marine, your B2B product and brand messages reach every corner of the marine industry – from boatbuilders to business support services to distributors and retailers. Our audience are key decision makers within their business.

Our members include:



→ Find out more about the sectors we cater to



70,000

average website
page views



36,000

followers across our
social media platforms



1,250

Magazine print circulation per
quarter & available digitally



6,000

contacts receive our
newsletter bi-weekly

Advertising Options

The British Marine Magazine

Landing on the desks of the industry’s key decision makers once every quarter, the British Marine Magazine promotes your business to over 1,250+ readers across the UK. You have the unique opportunity to advertise your products and services to an audience that leads the industry with their skills, knowledge and experience. The magazine delivers industry news, analysis and expertise that is targeted to your customer’s and client’s needs.

Circulation

- > x4 per year (*February, May, August, October and November*), print and digital issues available
- > Additional circulation at international trade shows: Boot Dusseldorf (*January*), The Southampton International Boat Show (*September*), the Monaco Yacht Show (*September*) and METSTRADE (*November*)

We have developed an offer for every budget.

➔ See advert specifications further on in this document.

CIRCULATION (PER QUARTER)

1,250

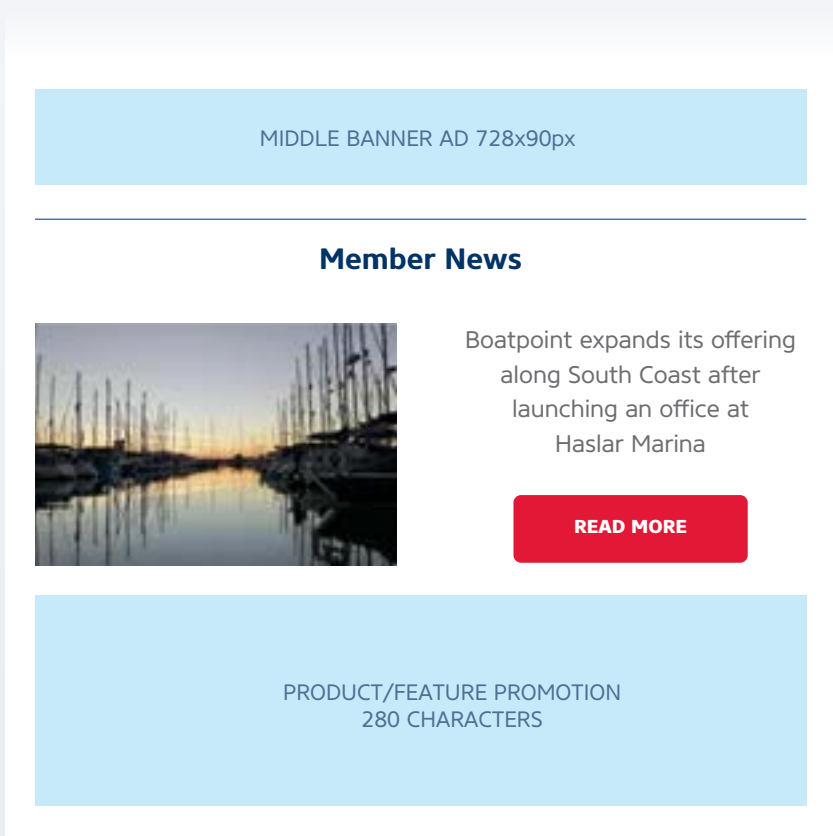
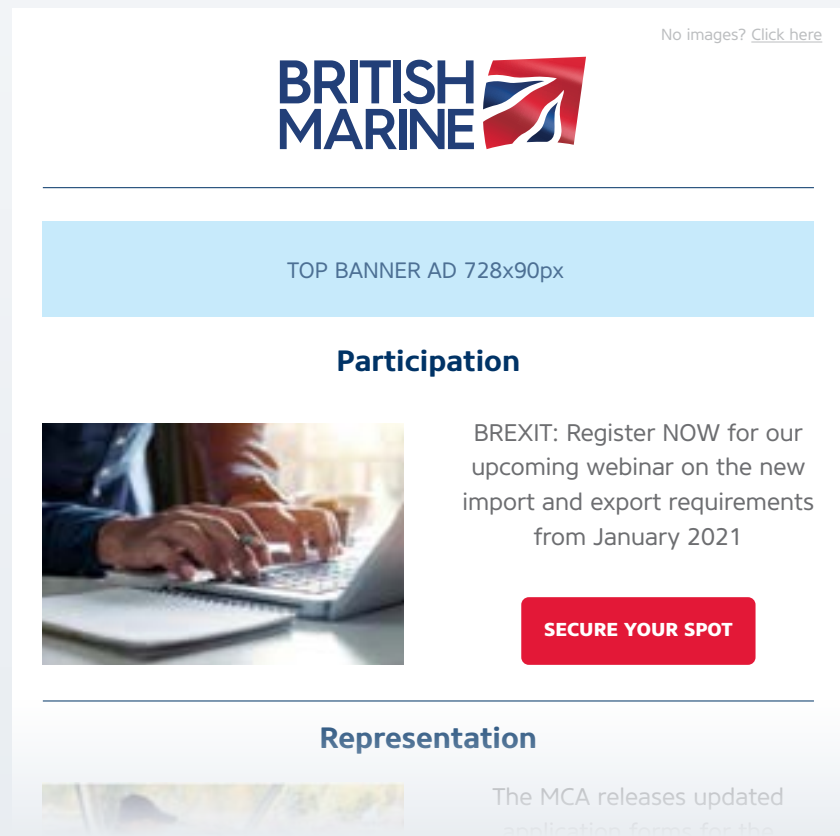


MAGAZINE	BRITISH MARINE FULL PRICE	BRITISH MARINE MEMBER PRICE	BRITISH MARINE MEMBER PACKAGE DEAL x2 issues. Price per Advert	AVAILABILITY
DPS + front cover mention	£2500	£2200	£2000	2 issues
Full page	£1300	£1000	£800	2 issues
Full page advertorial (max 500 words per page)	£1300	£1000	£800	2 issues
Outside back cover	£1600	£1300	£1100	2 issues
Inside front cover	£1500	£1200	£1000	2 issues
Inside back cover	£1400	£1100	£900	2 issues
Half page	£700	£650	N/A	2 issues
Quarter page	£400	£350	N/A	2 issues
Eighth page	£300	£250	N/A	2 issues
Loose inserts (A5 DS)	£2500	£2200	£2000	2 inserts per issue
		UP TO £300 SAVING	UP TO £500 SAVING	

Advertising Options

Email Newsletter

Our E-Newsletter, Marine Talk reaches 6,000 inboxes bi-weekly. Senior leaders, Managing Directors and Chief Operations Officers across the industry rely on British Marine Marine Talk to deliver crucial sector information, member updates, industry best practices and details on events and training courses.



DATABASE
6,000



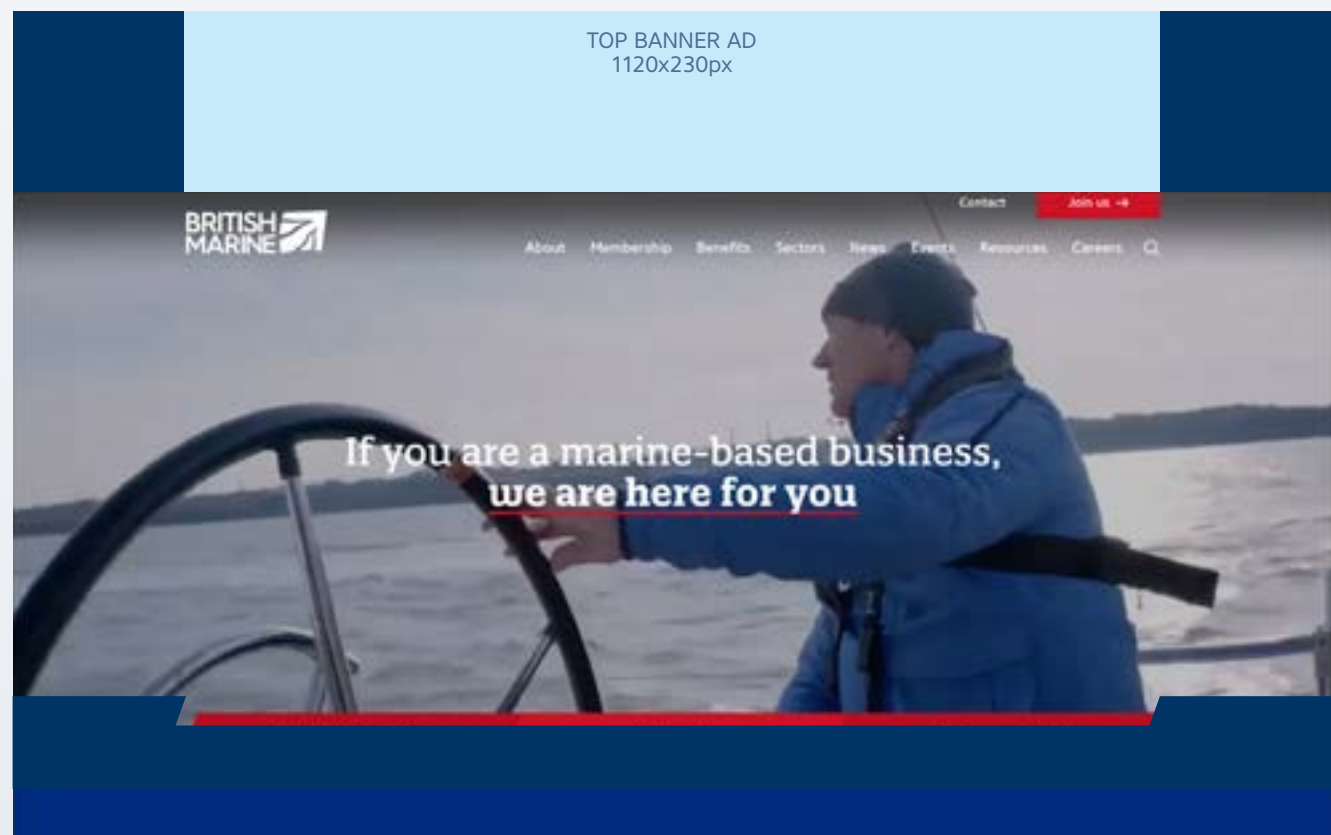
EMAIL	BRITISH MARINE FULL PRICE	BRITISH MARINE MEMBER PRICE	BRITISH MARINE MEMBER PACKAGE DEAL x4 inclusions. Price per Advert	AVAILABILITY
Banner at top of email	£400	£300	£250	1 per email
Banner in the middle of email	£400	£300	£250	1 per email
Product and/or feature promotion (280 characters)	£500	£400	£350	1 per email
		£100 SAVING	£150 SAVING	

→ See online specifications further on in this document.

Advertising Options

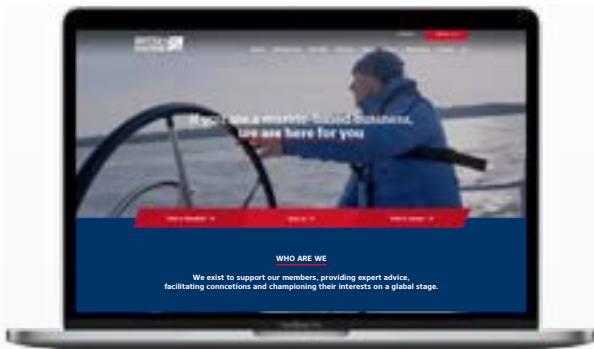
Website - homepage

The British Marine website is an information resource for both members and the industry alike. We provide industry best practice guidance and support, the industry’s jobs board and the latest industry news, attracting **70,000** average monthly page views.



AVERAGE MONTHLY PAGE VIEWS

70,000



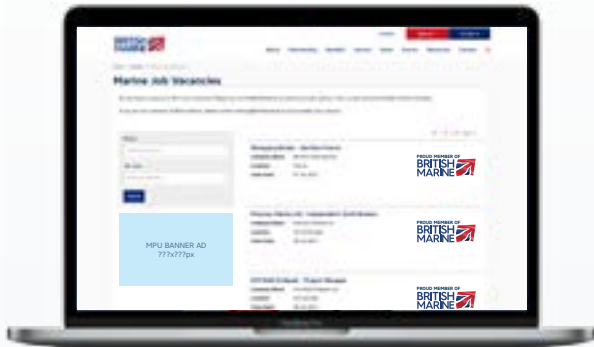
WEBSITE	BRITISH MARINE FULL PRICE	BRITISH MARINE MEMBER PRICE	BRITISH MARINE MEMBER PACKAGE DEAL x2 months. Price per Advert	AVAILABILITY
Top banner	£3000	£2900 £100 SAVING	£2850 £150 SAVING	2 months

You would prefer your advert on a specific page?
Talk to us about alternative placements across the British Marine website, contact advertising@britishmarine.co.uk.

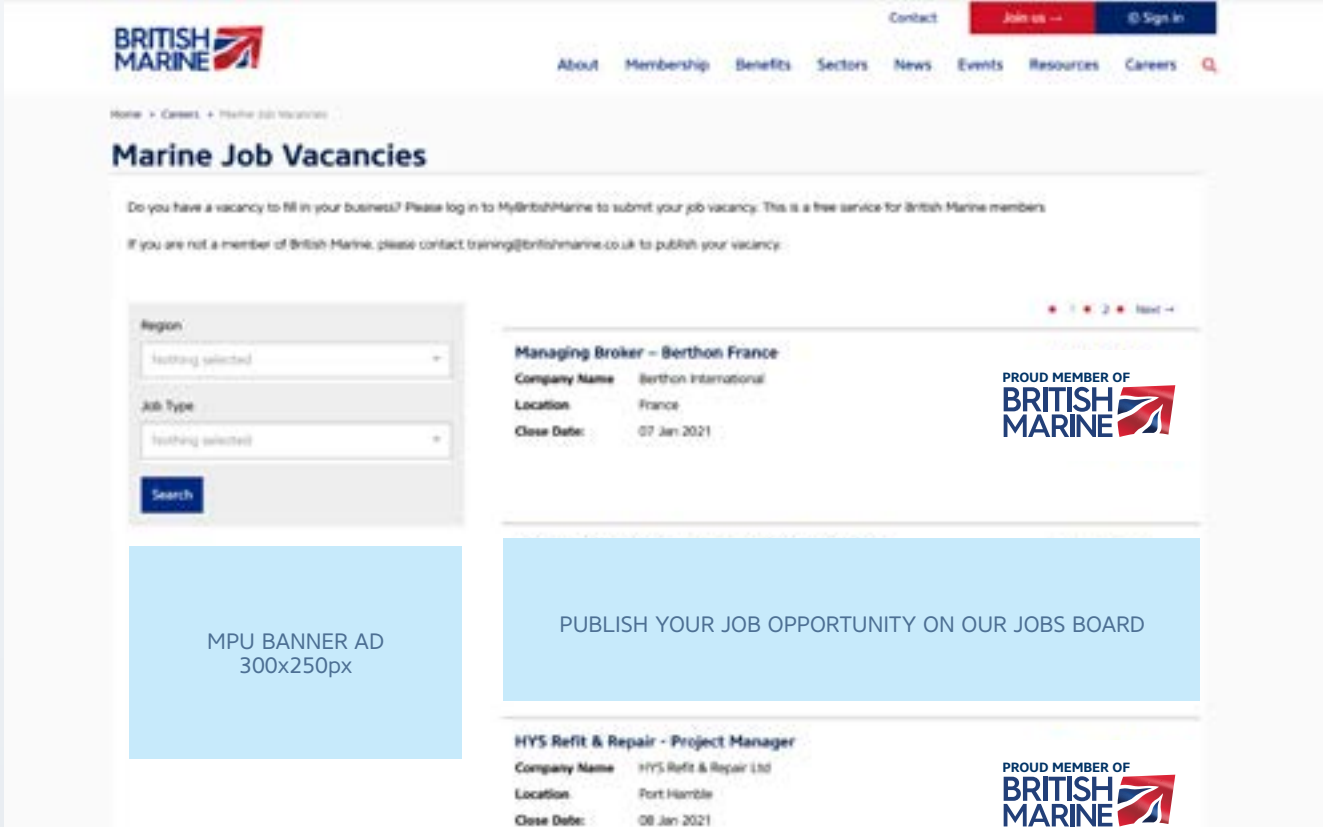
→ See online specifications further on in this document.

Advertising Options

Website - jobs board



At British Marine, we support our members with their recruitment campaigns making adverts on the jobs board completely free as a membership benefit, helping you to find the perfect candidate. Speaking directly to the leisure marine sector, we also support non-members in this niche market.



JOB BOARD	BRITISH MARINE FULL PRICE	BRITISH MARINE MEMBER PRICE	BRITISH MARINE MEMBER PACKAGE DEAL x2 per month. Price per Advert	AVAILABILITY
MPU banner	£1000	£900	£850	2 per month
Non-member job advert	£400	FREE	N/A	N/A
		£100 SAVING	£150 SAVING	

We offer competitive rates for targeted recruitment compared to wide-ranging providers such as Indeed, Total Jobs and Monster.

Members, for job posts please log into our member area on our website here, visit our jobs section and post your opportunity.

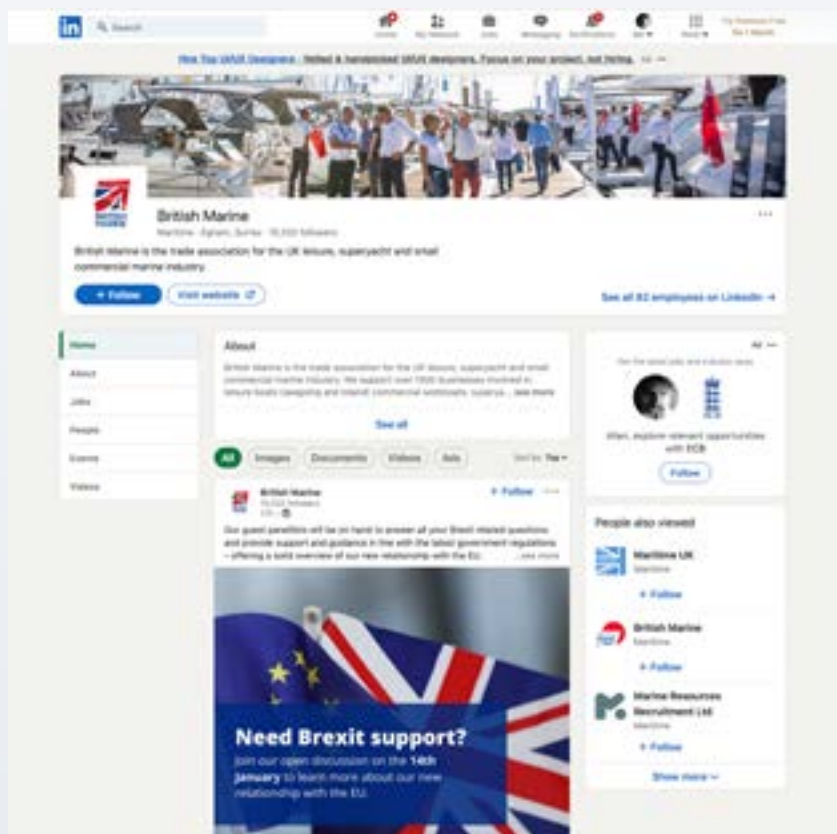
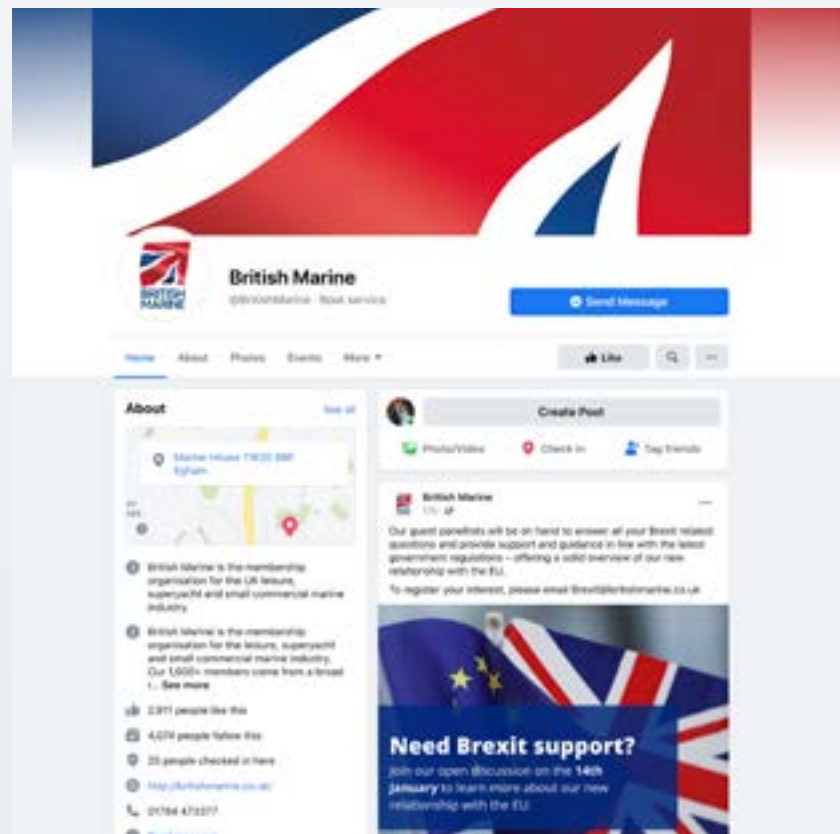
Non-members and banner enquiries, please email advertising@britishmarine.co.uk.

➔ See online specifications further on in this document.

Advertising Options

Social Media

With over 36,000 followers across our social media channels, we are best placed to advertise your products, services and messaging across our LinkedIn, Twitter, Facebook and Instagram. Your social media advertisement will be published across all of these platforms.

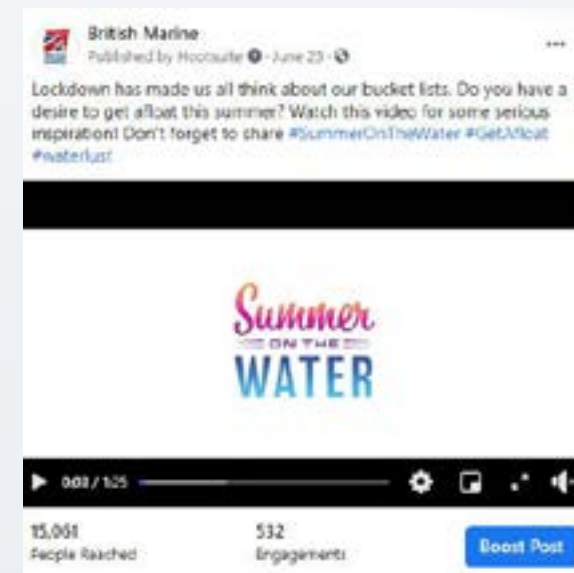


NUMBER OF FOLLOWERS

36,000



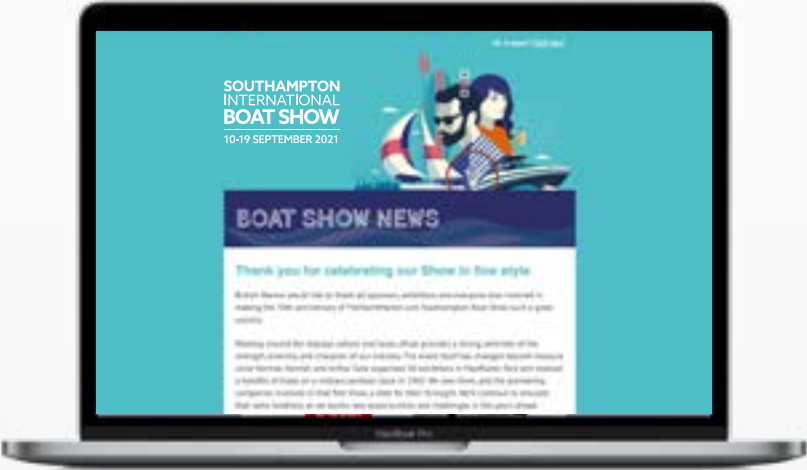
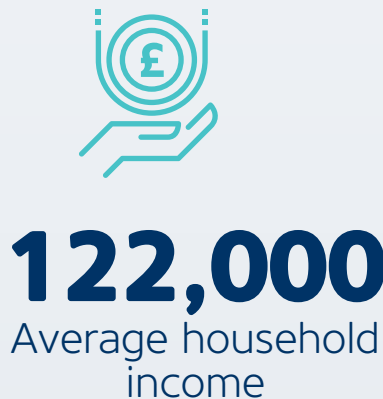
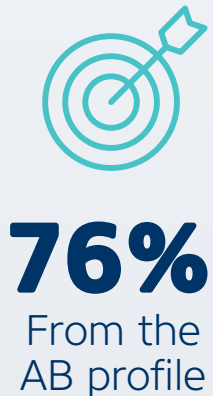
SOCIAL MEDIA	BRITISH MARINE FULL PRICE	BRITISH MARINE MEMBER PRICE	BRITISH MARINE MEMBER PACKAGE DEAL x4 posts. Price per post.	AVAILABILITY
Single post (all platforms)	£300	£250 £50 SAVING	£200 £100 SAVING	3 post per week



→ See online specifications further on in this document.

SIBS: Audience & Reach

Southampton International Boat Show is the Britain’s biggest festival of boating. It provides a showcase for everything the leisure marine industry has to offer to a consumer audience. It’s no surprise that this event is one of the most recognised and respected brands in the marine and exhibition industry both in the UK and internationally.



105,000+
Database



29,000
Followers

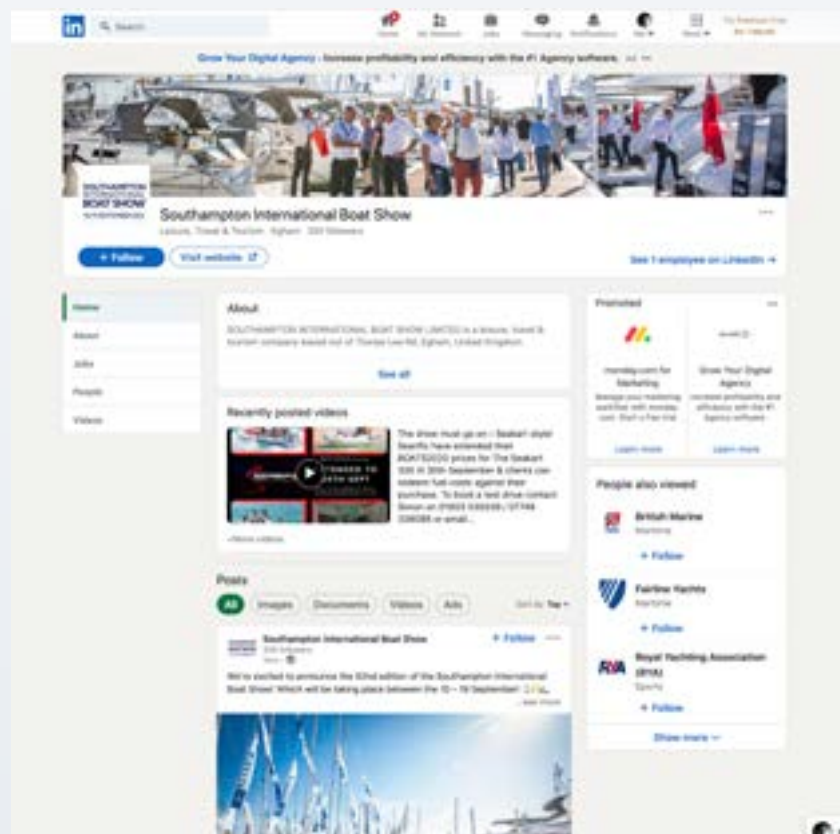
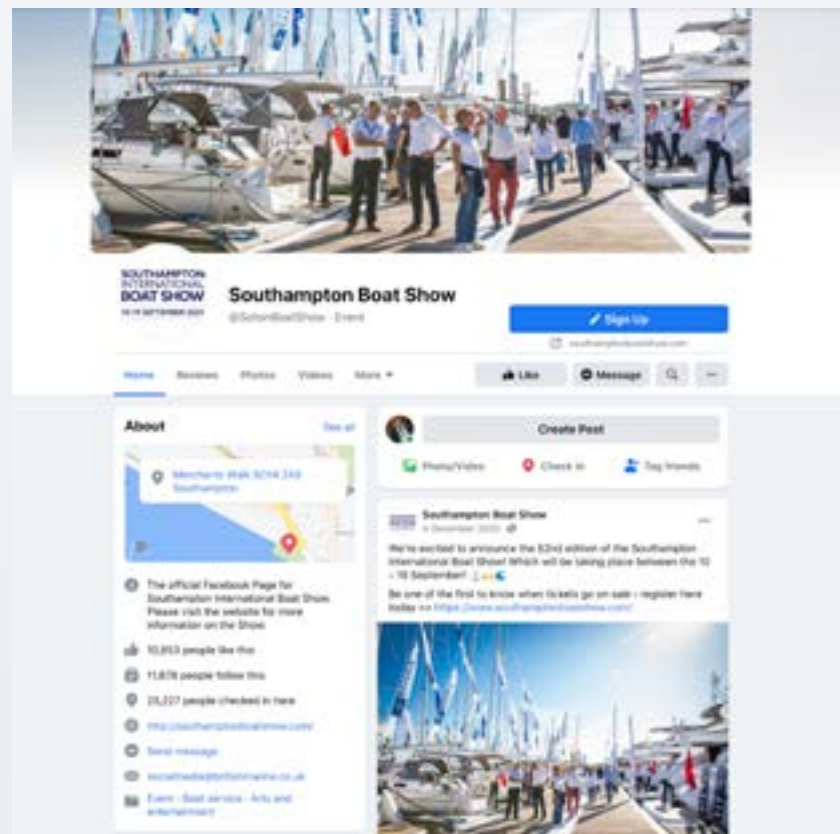
Southampton International Boat Show is the perfect opportunity for companies to maximise brand exposure through on-site sponsorship. Contact sales@britishmarine.co.uk for more information.

**SOUTHAMPTON
INTERNATIONAL
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15-24 SEPTEMBER 2023

Advertising Options

SIBS: Social Media

Across our interactive social media channels Facebook, Twitter, Instagram and Youtube, we reach over 29,000 boating and leisure marine enthusiasts. You have the opportunity to promote your products and services, your stand number at the event or simply increase your brand awareness to a targeted and relevant audience.



NUMBER OF FOLLOWERS

29,000



SOCIAL MEDIA	BRITISH MARINE FULL PRICE	BRITISH MARINE MEMBER PRICE	BRITISH MARINE MEMBER PACKAGE DEAL	AVAILABILITY
Single post (all platforms)	£500	£450	x4 posts. Price per post.	3 posts per week
		£50 SAVING	£100 SAVING	



→ See online specifications further on in this document.

SOUTHAMPTON
INTERNATIONAL
BOAT SHOW

15-24 SEPTEMBER 2023

Print specifications

Magazine adverts

- > All files should be supplied in Adobe Portable Document Format (PDF) version 1.3, preferred PDF files from QuarkXPress or InDesign using Pass4Press PDF settings
- > All transparency and layers flattened
- > Fonts should be embedded/subset and should be PostScript Type1, TrueType or OpenType
- > CMYK Colour only (No spot / Pantone colour or RGB colour)
- > Image resolution 300dpi
- > Neither custom transfer functions nor custom halftones should be used
- > Crop, bleed and trim marks must not be used, unless it is for a full-page advert or double page spread

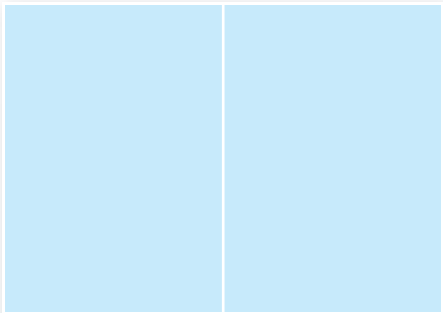
Please send all artwork to this we transfer link: <https://hollamby-partnership.wetransfer.com> and, if you have any artwork related queries please email advertising@britishmarine.co.uk or kim@hollamby.co.uk

A digital proof of the advert in situ will be provided for final sign off.

Note: If you submit an advertorial piece, it is a legal requirement to state the word 'PROMOTION' at the top of the advert.

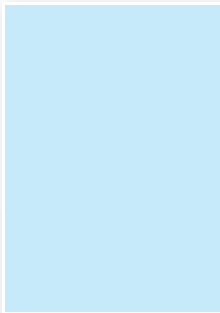
Please contact kim@hollamby.co.uk for further guidelines on advertorial pieces and/or if you wish us to create your advert or advertorial for you (additional charges will apply).

DOUBLE PAGE SPREAD



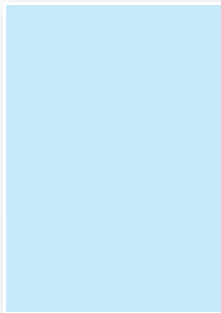
TRIM 297 x 420mm
BLEED 303 x 426mm
TYPE AREA 270 x 400mm

FRONT COVER



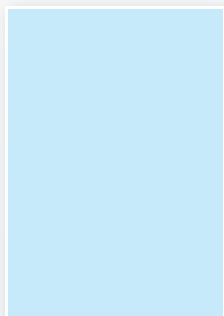
TRIM 297 x 210mm
BLEED 303 x 216mm
TYPE AREA 270 x 190mm

FULL PAGE



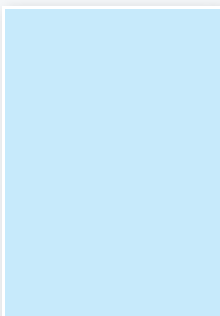
TRIM 297 x 210mm
BLEED 303 x 216mm
TYPE AREA 270 x 190mm

INSIDE COVERS



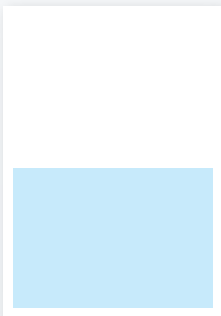
TRIM 297 x 210mm
BLEED 303 x 216mm
TYPE AREA 270 x 190mm

BACK COVER



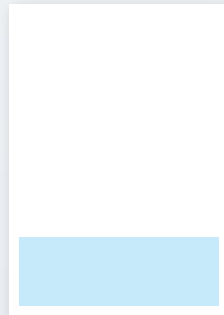
TRIM 297 x 210mm
BLEED 303 x 216mm
TYPE AREA 270 x 190mm

HALF PAGE (H)



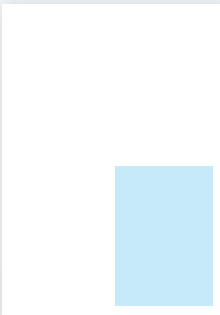
TRIM 133 x 190mm
BLEED None
TYPE AREA 133 x 190mm

QUARTER PAGE (H)



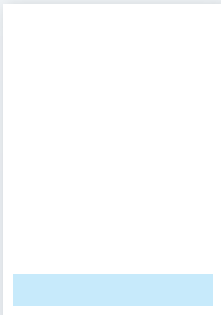
TRIM 65 x 190mm
BLEED None
TYPE AREA 65 x 190mm

QUARTER PAGE (V)



TRIM 133 x 93mm
BLEED None
TYPE AREA 133 x 93mm

EIGHTH PAGE



TRIM 30 x 190mm
BLEED None
TYPE AREA 30 x 190mm

All measures are Height x Width

Online specifications

Digital adverts

EMAIL NEWSLETTER / WEBSITE

- > All files should be supplied in the correct format specified before sending to **advertising@britishmarine.co.uk**
 - Image resolution 72dpi or higher
 - Please provide the URL linking to your preferred website landing page
 - All artwork supplied should be the final version

SOLUS EMAIL

- > Please supply your content in a HTML format, we will then share a proof for final sign off with you, before agreeing the optimum time to send it.
- > All files should be supplied in the correct format specified before sending to **advertising@britishmarine.co.uk**
- > Image resolution 72dpi or higher

- > Please provide the URL linking to your preferred website landing page
- > All artwork supplied should be the final version

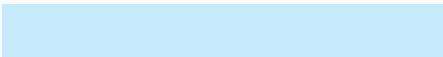
SOCIAL MEDIA

- > Please provide the single image or video and copy you require
 - You must supply your required image, gif or video in all media formats, please see specifications
 - PNG or JPEG file format
 - Please provide the URL linking to your preferred website landing page

Across all formats and channels, the British Marine Marketing Team will work with you to ensure your content is relevant to our audience.

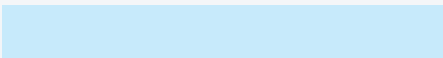
We are here to help: Please contact us if you need additional support with creating your adverts.

EMAIL NEWSLETTER TOP BANNER



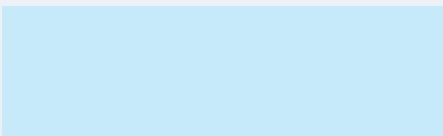
SIZE 900 x 124px
72 dpi / Jpg or png

EMAIL NEWSLETTER BOTTOM BANNER



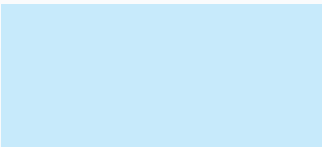
SIZE 728 x 90px
72 dpi / Jpg or png

EMAIL NEWSLETTER PRODUCT PROMOTION AND SOLUS EMAIL



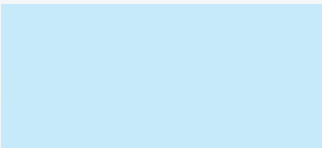
SIZES AVAILABLE
ON REQUEST

WEBSITE HOMEPAGE BANNER



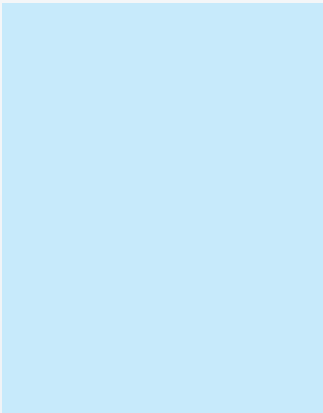
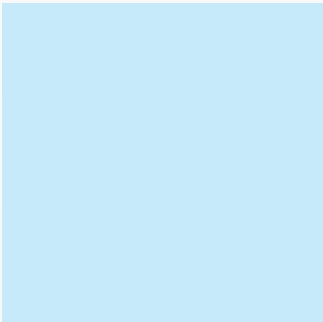
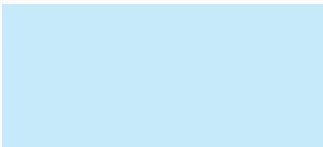
SIZE 1120 x 230px
72 dpi / Jpg or png

WEBSITE JOBS BOARD BANNER



SIZE 300 x 250px
72 dpi / Jpg or png

SOCIAL MEDIA



LINKEDIN 1200 x 1200
FACEBOOK 940 x 788
INSTAGRAM 1080 x 1080
TWITTER 1600 x 900

VIDEO SPECS

LINKEDIN MAX FILE SIZE 5GB
FACEBOOK 1280 x 720
INSTAGRAM 600 x 315
TWITTER 1200 x 1200

MOV or MP4 file format

Video files should not exceed 4GB and 1GB for Twitter.

All measures are Height x Width

Products, prices and statistics accurate as of January 2023. All prices stated in this document are excluding VAT.

For more information on how to get your brand message to a wider audience, please contact us:

Kirsten Robinson

T: +44 (0)1784 473377

E: advertising@britishmarine.co.uk

Trading Address:

British Marine

Tagus House
9 Ocean Way
Southampton
SO14 3TJ

