BRANDING / THOUGHT LEADERSHIP / LEAD GENERATION

MARINE PROFESSIONAL

MAGAZINE, DIGITAL, THIRD PARTY EMAIL, BESPOKE EVENTS – TAILORED SOLUTIONS WITH THE IMarEST FOR ALL MARKETING NEEDS

ENGAGE 22,000 MARINE PROFESSIONALS
Reach an international audience of marine professionals

The *Marine Professional* and the IMarEST media portfolio give you the chance to share your message with a global network of marine professionals cutting across a wide range of industry verticals, including merchant shipping, the oil and gas business and the burgeoning offshore renewables sector. Marine scientists, environmental specialists and other academic researchers are also well represented.

Our omnichannel approach – targeting an engaged audience from multiple sectors – will ensure your campaign meets core objectives and delivers genuine ROI.

**AUDIENCE PROFILE**

- **Location**
  - Europe: 65%
  - Americas: 25%
  - Asia Pacific: 10%
  - Middle East & Africa: 5%

- **Job function**
  - Senior/army forces: 5%
  - Senior engineers: 12%
  - Engineers: 15%
  - Director/C-suite: 11%
  - Senior/management: 10%
  - Project management/consultant: 4%
  - Other: 43%

**TYPICAL JOB TITLES**

- Fleet Manager
- Chief Engineer
- Managing Director
- Marine Engineer
- Technical Director
- Senior Oceanoographer
- Ship Manager
- Director
- Technical Superintendent
- Cadet
- CEO
- Surveyor
- Project Manager
- Head of Maritime

**TO DISCUSS HOW OUR CHANNELS CAN BEST HELP YOU MEET YOUR OBJECTIVES, CONTACT THINK:**

Michael Coulsey – 020 3771 7232 – michael.coulsey@thinkpublishing.co.uk

Albert Hunt – 020 3771 7199 – albert.hunt@thinkpublishing.co.uk
Spheres of influence

IMarEST members are some of the leading figures in the industry and are at the forefront of the business decisions being made. The below percentages reflect the proportion of members who have influence on an area of spend, or are the final decision-maker:

**MEMBER SPEND PROFILE**

[Bar chart showing member spend profile across various sectors]

Percentages taken from working members who completed the IMarEST’s industry survey, March 2019

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The IMarEST/Marine Professional portfolio – how you can advertise your brand

We deliver bespoke omnichannel campaigns to match your objectives.
Why advertise in print?

MARINE PROFESSIONAL

PRINT STILL WORKS
Published six times a year and with a circulation of 22,500 IMarEST members and subscribers with each edition, the new-look title – relaunched in 2019 – is regularly cited as a key member benefit. So much so that a recent survey showed the readership to exceed 59,000 each issue!

WHY ADVERTISE IN PRINT?
● 39% of readers spend over an hour reading Marine Professional.
● 30% discussed products and services advertised in the magazine with colleagues.
● 39% have visited an advertiser website after seeing an advert within Marine Professional.
● Only 18% of the audience have taken no action at all after seeing an advert.

BENEFITS
● Align your brand with a globally respected membership organisation.
● Reader engagement – print commands attention that digital cannot.
● Credibility – benefit from the inferred trust that print provides.
● Visual appeal – print still provides an opportunity for eye-catching advertisements.

DISPLAY RATES:
● Double-page spread: £7,905
● Full page: £4,365
● Half page: £2,520
● Quarter page: £1,400

Advertorials are available at a 20% increase on the rates shown

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Become an industry thought leader: content opportunities

Our expert audience looks to Marine Professional and the IMarEST for industry intelligence and the latest thinking. By backing big themes and campaign partnerships, you can position your brand as a real thought leader. Content partnerships can include a mix of branding, editorial commentary, display advertising and data capture.

**UPCOMING FEATURES AVAILABLE FOR SPONSORSHIP INCLUDE:**

- Fuel/emission reduction/fuel gas supply systems
- Scrubbers
- Sensors/navigation
- The blue economy
- Climate change
- Offshore/renewables
- Ballast water management
- Hazardous environment tech
- Surface preparations/coatings
- Women in marine
- Plastics
- Training
- Ocean governance
- Propulsion

**BENEFITS**

- Seamless integration with Institute content.
- Create authentic engagement with the audience.
- Establish your brand as a thought leader in the sector.
- Cross-platform amplification.
- Be seen to support key initiatives within the marine sector.

**RATE:**

- POA

**All content can be amplified across IMarEST channels to ensure your campaign is both visible and shareable.**

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Stand out online: digital opportunities

Strengthen your brand positioning with display advertising and content opportunities across Marine Professional web pages.

**RATES:**

1. Leaderboard: £2,500
2. MPU: £2,000
3. Content-led opportunities: £2,750

**BENEFITS:**

- Opportunity for either brand exposure or messaging targeted to a specific sector.
- Content-led opportunities allowing seamless integration with the Institute’s content and positioning you as a thought leader.
- Drive traffic directly to your website.
- Fully transparent reporting.

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Reach the right inbox: e-newsletters

Align your messaging next to IMarEST content via e-newsletters sent directly to your target audience, driving engagement with your products and services.

**WEEKLY E-NEWSLETTER**

Sent to 22,000 recipients each Friday, Marine Professional’s weekly newsletter is the go-to email for industry news, brought to you by Marine Professional.

**E-NEWSLETTER RATES:**
- Exclusive branding (x2 MPU and leaderboard): £4,950
- Leaderboard: £3,500
- Share of voice (one banner): £2,500

**eMARINE BIMONTHLY E-NEWSLETTER**

Sent to 22,000 recipients every other month, eMarine is the go-to email for IMarEST-generated content.

**BENEFITS**
- Highly targeted.
- Branding through display advertising.
- See your message alongside trusted IMarEST editorial.
- Analytics to measure performance.
- Drive traffic directly to your website.

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Target your key audiences: solus eDM

Ideal for product launches, brand awareness or pushing your company’s thought leadership messaging, you can now send a bespoke, dedicated email directly to 22,000 marine professionals.

**TYPICAL RESPONSE RATES**:  
- Open rate: 21%  
- Click-through rate: 5.5%

*Publisher’s statement, August 2019

**BENEFITS**  
- No share of voice.  
- No wastage.  
- Analytics to measure performance.  
- Limited to one per week, ensuring no over-saturation.

**RATE:**  
- Single solus email campaign: £3,450

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Showcase exclusive content to generate relevant and qualified leads

Promote a white paper on a topic of your choice to IMarEST members, not only to be seen as an industry expert on a particular area, but also to collect leads from an audience of qualified and relevant IMarEST members.

RATE:

● £14,950

● White paper housed on Marine Professional web pages for six months behind data-capture page.
● Data capture opt-in form to include key fields such as name, job title and email address.
● Leads from white paper to be shared on a monthly basis.
● White paper promoted through IMarEST member channels, including:
  – One solus email campaign sent to all IMarEST members.
  – White paper teaser content in Marine Professional e-newsletter.
  – Social media promotion through Marine Professional channels.
● Full-page advertorial-style/content feature in relevant issue of Marine Professional directing readers to the white paper.

BENEFITS

● Lead generation.
● Positioning as an expert within your sector.
● Create authentic engagement with the audience.

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Share your latest thinking: webinars

The IMarEST’s webinar series is your chance to inform the conversation around the biggest issues in the marine sector.

BENEFITS

- Alignment with the IMarEST via co-branding of the webinar.
- Positioning as a thought leader within your sector.
- Option to survey the audience during the webinar.
- Far-reaching, relevant branding through webinar marketing.
- Direct leads from those who opt in to receive further information from the webinar sponsor.

RATE:

- POA

Get the market insight you need: surveys

Partner with the IMarEST to secure invaluable market insight from a forward-thinking audience of industry professionals, while developing direct leads for your sales teams. Bespoke research allows you to receive unbiased opinions to help shape your marketing strategy and generate statistics for further content.

BENEFITS

- Work alongside an IMarEST Senior Technical Advisor and a member of the Technical Leadership Board (if appropriate) to develop the objectives and scope the survey.
- Co-branded online survey.
- Analytics to measure performance.
- PDF report repurposed for email distribution and hosted online for data capture.
- Authoritative reporting leading to extensive media coverage.

RATE:

- £12,000

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Join the debate: roundtables

IMarEST/Marine Professional roundtables are your opportunity to hear and learn from prospective clients about the challenges and ideas that will shape your future marketing programmes and products, and promote your agenda. Roundtable events can be developed on the back of a co-branded survey or run independently on a pre-agreed topic.

BENEFITS

- Business development event providing measurable ROI.
- Opportunity to invite current and prospective clients to take part in a Marine Professional branded event. Partnering with the IMarEST can lend credibility to the discussion and attract participants who may be put off from attending an overtly corporate event.
- Increased awareness and opportunity to align your brand with particular topics and sectors.
- Position your organisation as a thought leader and key player in the marine sector.
- Authentic engagement.
- Authoritative reporting of the event within Marine Professional.

RATE:

- Roundtable package: £17,500

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Partner with the IMarEST to be seen as the voice of change in the marine industry

Adopting an omnichannel approach, together we will identify the key issues IMarEST members face through a survey, bring together a hand-picked group of relevant members to discuss the topic in more detail at a roundtable and use the findings to create a co-branded report with recommendations for change in this area that will be distributed to all members.

**BENEFITS**

- Be seen as a trusted advisor and instigator of change on key issues facing the industry.
- Target the exact decision-makers you are looking to reach.
- Additional amplification through IMarEST channels including solus emails, e-newsletters, *Marine Professional* etc.
- A multichannel campaign allowing interaction with IMarEST members at every stage, giving you the opportunity to profile your organisation to every relevant marine professional, however and whenever they engage with content.
- The IMarEST will co-create the report and promote to members and industry peers, providing maximum alignment with membership and longevity of ROI.

**RATE:**

- POA

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