



MER

2012

MEDIA GUIDE

Published ten times a year **MER** is the journal for seagoing engineers, engineering superintendents and technical managers/directors. It covers all aspects of the design and operation of marine propulsion and auxiliary machinery across a wide range of vessel types, both commercial and naval.

MER has an ABC audited circulation (Jan – Dec 2010) of 11,323 and has a global reach across 100 countries. Its readers are marine professionals with real and significant purchasing power, reinforced by a high pass on readership and distribution at key industry events throughout the year.

Publications

IMARREST

EQUIPPED TO LEAD

PUBLICATION RATES 2012

	£	€	\$
Front Cover & Full Page	3,900	4,955	6,630
Outside Back Cover	3,640	4,625	6,190
Inside Front Cover	2,915	3,700	4,955
Inside Back Cover	2,730	3,465	4,640
Double Page Spread	5,100	6,475	8,670
Half Page DPS	3,065	3,895	5,210
Full Page	2,680	3,405	4,555
Half Page Island	2,230	2,830	3,790
Half Page	1,820	2,310	3,095
Quarter Page	1,330	1,690	2,260

ON-LINE RATES 2012

Home Page

Size	pixels	per week			per month		
		£	€	\$	£	€	\$
Button	140 x 140	250	315	425	800	1,000	1,360
Small Skyscraper	140 x 300	350	445	595	1,200	1,525	2,040
Tall Skyscraper	160 x 600	450	570	765	1,500	1,900	2,550

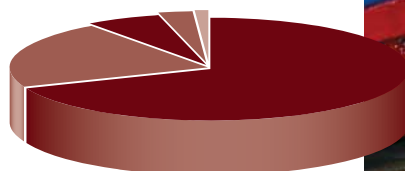
Network (does not include IMarEST Home Page)

Includes e-marine, Technical Proceedings, Membership, Knowledge and Community.

Size	pixels	per week			per month		
		£	€	\$	£	€	\$
Button	140 x 140	450	570	765	1,500	1,905	2,550
Small Skyscraper	140 x 300	550	700	935	1,800	2,285	3,060
Tall Skyscraper	160 x 600	650	825	1,100	2,200	2,795	3,740

GEOGRAPHICAL DISTRIBUTION

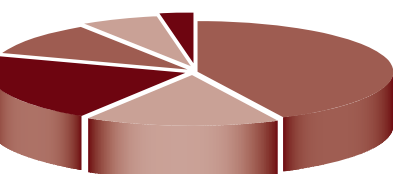
- Europe & Scandinavia 69%
- Asia 21%
- America 6%
- Middle East 3%
- Africa 1%



JOB FUNCTION

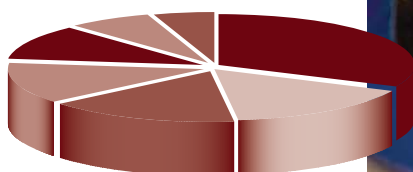
- Fleet/port operations 80%
- Company/technical director 30%
- Superintendent/chief engineer 40%
- Consultant/surveyor/ship engineer 20%
- Design/production 12%
- Research/education 5%

(figures do not add up to 100% because of overlap between job functions)



MARKET SECTOR

- Shipowner/manager 32%
- Consultant/classification society/salvage/insurance 16%
- Shipbuilding/repair 16%
- Education/research 13%
- Navy/defence 11%
- Marine equipment/engine builder 7%
- Port management 5%



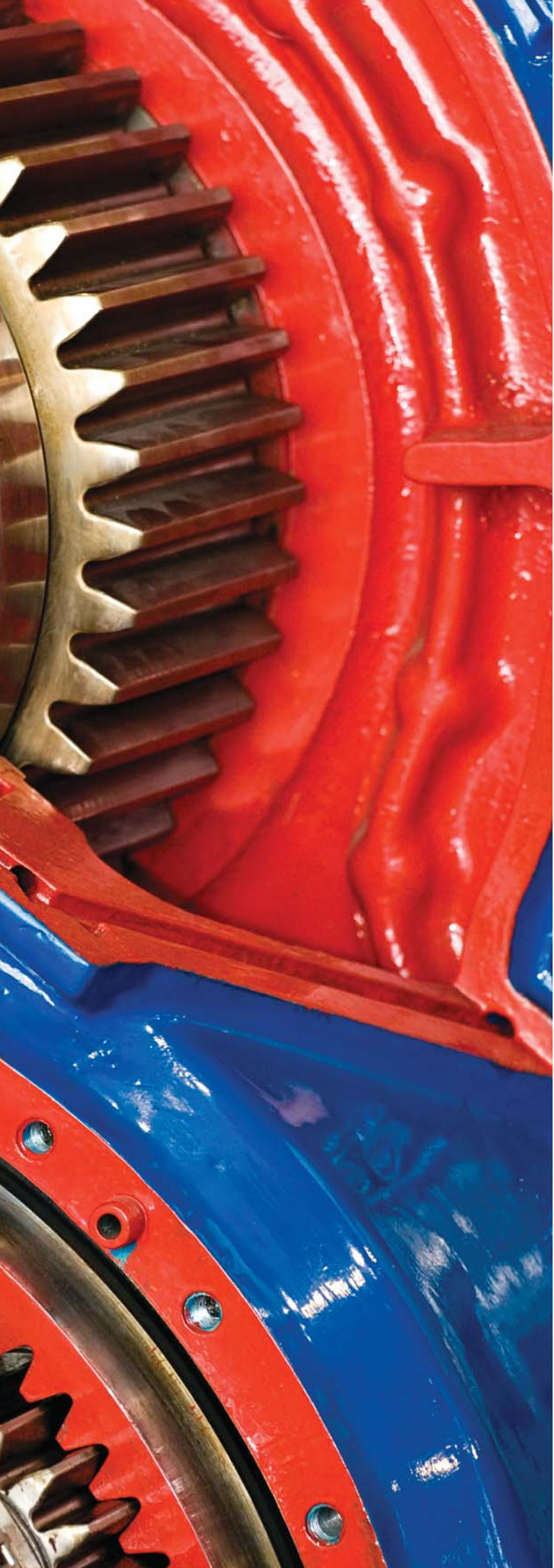
RECRUITMENT HIRE THE BEST WITH MER

MER, the leading publication for marine engineering, science and technology is read by over 11,000 marine professionals worldwide, these are both members of IMarEST a world leading maritime Institute and individual industry professionals offering a captive audience.

In addition the MER website attracts both members and non-members offering an excellent route to reach those passive jobseekers and enhances your recruitment advertisement in **MER**.

Take advantage of the flexibility of using **MER Magazine**, **MER On-Line** or both ensuring you reach the right candidates.

Size	£	€	\$
Full Page	2,680	3,405	4,555
Half Page	1,820	2,310	3,095
Quarter Page	1,330	1,690	2,260



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EDITORIAL FEATURES 2012-2013

FEBRUARY

Fuel injection
Ballast water treatment
Engine room simulators & training
Bonus circulation: Asia Pacific,

MARCH

Lubricants
Turbochargers
Condition monitoring & control
Coatings – fuel saving
Bonus circulation: CMA

APRIL

Propellers & thrusters
Stern tubes & seals
Naval engineering
Posidonia preview
Bonus circulation: INEC

MAY

Medium speed engines
Engine room safety
Low sulphur fuels
Bonus circulation: Posidonia 2012, Seawork 2012

JUNE

High speed engines
Steering & manoeuvring
Waste heat recovery

JULY/AUGUST

Heat exchangers
Noise & vibration
Naval technologies
SMM Preview

SEPTEMBER

Low speed engines
Turbochargers
Environment – oily water separators
Cruise ships – modern day engine room
Bonus Circulation: SMM

OCTOBER

Bearing technology
Gearboxes, shafting & couplings
Classification forum
Boilers & boiler repairs
Bonus Circulation: Ship Tec China

NOVEMBER

Pumps & valves
Podded propulsion & propellers
Diesel electrical propulsion
Alternative propulsion systems
Bonus circulation: Seatrade Middle East

DECEMBER/JANUARY 2013

Bulk carriers - modern day engine room
Defence engineering
Spares procurement
Waterjets

REGULARS INCLUDE:

- News
- New Products
- People on the Move
- Interviews with industry leaders

ADVERTISING SIZES

1/2 Pg Upright 90mm wide x 250mm deep	DOUBLE PG		SPREAD
	with bleed 430mm wide x 307mm deep		no bleed 390mm wide x 280mm deep
	actual trim size 420mm wide x 297mm deep		
	DOUBLE HALF		PG SPREAD
	with bleed 430mm wide x 150mm deep		no bleed 390mm wide x 140mm deep
	actual trim size 420mm wide x 145mm deep		

1/4 Pg Upright 85mm wide x 120mm deep	1/2 Pg Across 190mm wide x 120mm deep	FULL PG with bleed 220mm wide x 307mm deep no bleed 190mm wide x 280mm deep actual trim size 210mm wide x 297mm deep
1/4 Strip Across 190mm wide x 60mm deep	1/2 Pg island 120mm wide x 180mm deep	

Illustrations to denote shape only.

Acceptable software:

Quark XPress □ InDesign
(all fonts images and files in Mac
format to be included),
Photoshop □ Illustrator
Acrobat (Hi Res PDFs only – 300dpi)

*NB All production work is undertaken on
a Apple Mac platform not PC*

Acceptable formats:

TIFF □ EPS □ JPEG (Hi Res –
300dpi) PDF (Hi Res – 300dpi)
All files and fonts to be sent in
Mac format **not** PC

Compression:

We accept stuffed and zipped files

COVER:

155mm wide x 205mm deep



We can accept artwork by any of the following methods:

Via FTP: contact us for details
Via Email: jo.cooper@imarest.org
(Maximum 10MB)
CD / DVD



Circulation: 11,323
Jan – Dec 2010



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