

seafarer

The Marine Society & Sea Cadets



Advertising ratecard | The official magazine from The Marine Society & Sea Cadets

About The Marine Society & Sea Cadets

The Marine Society & Sea Cadets, a charity formed in 2004 from a merger of The Marine Society and The Sea Cadet Association, exists to offer seafarers and prospective seafarers a range of services to enhance their well-being and lifestyle.

The work of MSSC in support of professional seafarers has evolved over 250 years, reflecting the experiences of the UK's maritime fortunes. The Marine Society has provided guidance, life-long learning opportunities and support for professional seafarers from all the sea services since before the time of Nelson.

The Sea Cadets is the nation's most enduring maritime youth charity, with 400 units throughout the UK and 14,000 young people engaged in learning nautical and life skills. The combination of these two powerful brands makes a potent force in the promotion of maritime careers.

Audience

Seafarer talks to those involved with the precious maritime industry, from people considering a career at sea to individuals and organisations working in all areas of the sector.

Seafarer readers are:-

- Marine Society members & Sea Cadet units
- Leaders within the maritime Industry
- Members of parliaments and House of Lords
- Royal Navy
- Royal Fleet Auxiliary
- Royal Naval Reserve
- Shipping Insurance brokers
- Maritime careers advisors

Publication

Seafarer was launched in 1933 by The Marine Society and has been going from strength to strength ever since.

It carries a cover price of £3 with an annual subscription rate of £8 for two issues.

Each issue of Seafarer is packed with a compelling mix of news, views and features focusing on the hugely important UK maritime sector.

Regular features include:

- News from The Marine Society & Sea Cadets
- Latest shipping technology
- Profiles of influential maritime professionals
- International seafaring with links to the UK
- Environmental shipping
- Educations at sea
- Maritime careers

Key facts

- Circulation of 7,000 per issue
- Twice a year (May/June and October/September)
- The UK maritime sector employs a quarter of a million individuals and generates a turnover of £7 billion.
- Mailed directly by request and subscription.
- The Marine Society & Sea Cadets is the UK's largest national maritime charity working to support professional seafarers and provide young people with activities and adventure.



Media information





Distribution

Published two times a year – **May/June & September/October**

Circulation – **7,000** printed copies per issue. Mailed directly by request and subscription.

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Rates

	Size	(w) x (h)	Rates
	DPS – bleed	430 x 295mm	
	DPS – trim	420 x 275mm	£3,750
	Full page – bleed	230 x 295mm	
	Full page – trim	210 x 275mm	£1,975
	Half page – (h)	190 x 125mm	
	Half page – (v)	92.5 x 255mm	£985
	Quarter page	92.5 x 125mm	£485

Premiums:

Outside back cover	£2,437
Inside front cover	£2,250
Inside back cover	£2,060

Loose inserts inserts up to £65 per 1000.

Rates and specifications available upon request.

Cancellations Sixty days prior to publication date.

Agency discount 10% off all prices plus VAT.

Rates shown are per issue, include colour, and are exclusive of VAT.



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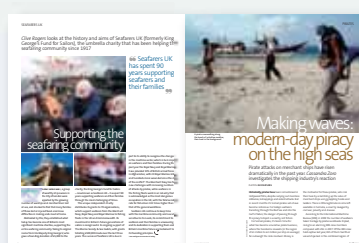
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