

# MEM

**MARINE ENGINEERS MESSENGER**

**MEDIA INFORMATION 2017  
ONLINE & DIGITAL**

**[WWW.SEABORNECOMMS.COM](http://WWW.SEABORNECOMMS.COM)**



# MEM

MARINE ENGINEERS MESSENGER is the global shipping industry's only fortnightly newspaper that provides up-to-date information of the below-deck systems, technologies and processes available for installation aboard the 100,000 vessels that make up the global merchant shipping fleet.

MEM provides its international readership of over 8000 industry professionals with up-to-date news on the design, operation, installation, maintenance and repair of shipboard equipment along with up dates on the regulations that impact shipboard systems and machinery.

Offering a unique blend of marine technology news, comment and journalism, MEM has a global circulation of 8536 marine industry professionals.

Each edition is published electronically every two weeks. There are no pass-on restrictions, allowing MEM to reach a potential readership of more than 15,000 purchasing influencers across the international shipping industry.



**WITHOUT THOSE THAT DESIGN AND ENGINEER SYSTEMS TO MAKE SHIPPING MORE COMMERCIALY AND ENVIRONMENTALLY EFFICIENT THERE WOULD BE NO SHIPPING**

**Circulation** 8536  
**Avg opens** 60%  
**Avg clicks** 30%

## Demographics

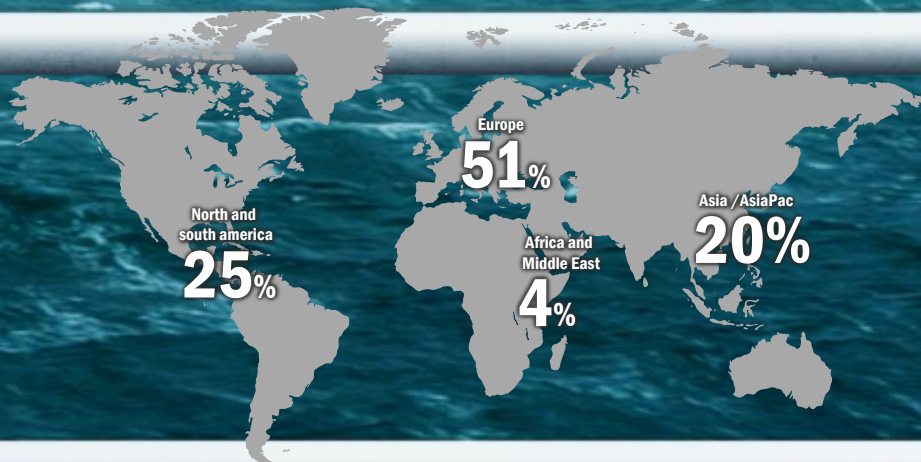
Fleet Directors, Superintendents	61%
Technical/Project Directors	21%
Shipbuilders/Repairers	10%
Maintenance and service engineers	5%
Original Equipment Manufacturers	3%



## Why MEM?

- No other media outlet focusing on regular marine engineering news
- Each edition is circulated to a global database of 8536 marine industry professionals
- All adverts are hyperlinked to your website
- Seaborne's analytics provides data on how many potential buyers have viewed and clicked on your advert
- Reduced overheads for us means reduced advertising costs for you
- Full year advertising for the cost of a typical one page print advert
- Banner advertising on the **MEM** website

## Readership



"I think "MEM" is a great & compact magazine for me, as a marine engineer. I open these magazines easily on pdfs." - Hajime Yoshida

## RATE CARD

FOR 26 EDITIONS (12 months)

Full Page	£2500
Half Page	£1250
Quarter Page	£750

FOR 13 EDITIONS (6 months)

Full Page	£1750
Half Page	£1000
Quarter Page	£500



## CONTACTS

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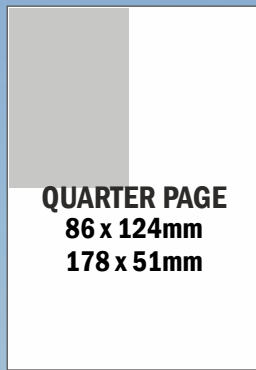
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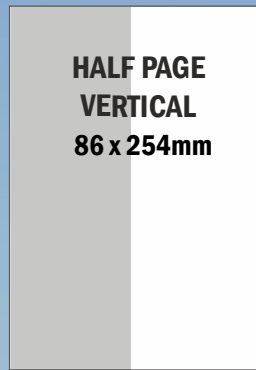


SEABORNE COMMUNICATIONS

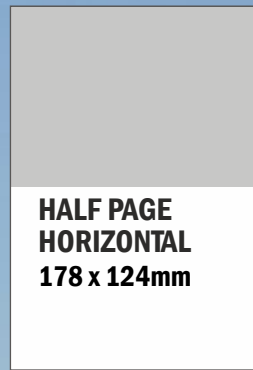
# MEM ADVERTISING



£750/£500



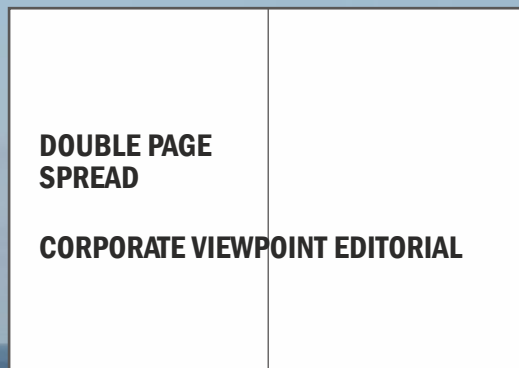
£1250/£1000



£1250/£1000



£2500/£1750



£3000/£2000

## WEBSITE ROTATORS

2 MONTHS	4 MONTHS	6 MONTHS	12MONTHS
£200	£300	£400	£600

## COPY REQUIREMENTS

Adverts as a digital files: high resolution pdf, 300dpi, CMYK, all fonts embedded. Email to [mem@seabornecomms.com](mailto:mem@seabornecomms.com)

*Copy deadline one week prior to publication.*

**ANYTHING SUPPLIED OTHER THAN THE ABOVE MAY INCUR A PRODUCTION CHARGE**

## DESIGN SERVICES

Our production department can offer you a full service in the preparation of your advertisement at very competitive price

## EDITORIAL SUBMISSIONS

Please send your news and editorial submissions for consideration to [mem@seabornecomms.com](mailto:mem@seabornecomms.com)