

What IMO News is about

IMO News, the official magazine of the International Maritime Organization (IMO), keeps readers informed about the activities of the Organization, including international conferences, technical committees, and important measures discussed or adopted.

In short, the magazine gives full coverage of an organization which, from a technical point of view, makes a greater impact upon shipping, shipbuilding, marine equipment and other aspects of the industry than any other body. No other publication deals with these subjects in such depth – which is why the circulation of *IMO News* has risen so greatly since it first appeared in 1977.

Today, about **12,500** copies of *IMO News* are printed quarterly. Nearly **11,300** of these are sent directly to addresses in more than 200 different countries. Although it is distributed free of charge, it goes only to readers with an interest in maritime activities and the work of IMO. About **700** copies are distributed to delegates attending IMO meetings and conferences or given out by IMO technical experts and officials on missions around the world. A further **500** are distributed from IMO's stand at marine exhibitions such as SMM, Norshipping, Posidonia, Asia Pacific Maritime, Marintec China, INMEX, NEVA, Spillcon and many others. The magazine is also published on the IMO website, greatly increasing its readership.

Readership by region*

Europe: 4,200 (45%)*

Of these, 800 are in the United Kingdom; there are 400 in Greece, 300 in Spain and the Netherlands and 250 each in France and Germany.

Asia/Pacific: 1,900 (20%)

Of these, 700 are in the Indian subcontinent, 380 in China and 170 in Japan.

USA/Canada: 300 (2%)

Africa/Middle East: 2,400 (25%)

Latin America/Caribbean: 800 (8%)

*Figures as of December 2010 of addressees (rounded).

IMO News on the internet

The IMO website, www.imo.org, is probably the world's most comprehensive source of information about maritime safety and security, pollution prevention and safe operation of ships. A digital edition of *IMO News* was launched on the IMO website in early 2009. Since then, electronic versions of all issues of *IMO News* have been published in addition to the paper copy. This interactive edition includes hyperlinks to websites, IMO documents and other useful information referred to in *IMO News*.

In March 2011, the distribution list of the digital *IMO News* covered 7,400 subscribers from all over the world and various sectors of the maritime industry.

Europe: 2,780 (38%) **Asia/Pacific:** 2,430 (33%) **USA/Canada:** 462 (7%)

Africa/Middle East: 883 (12%) **Latin America/Caribbean:** 744 (10%)



By advertising in IMO News, you will ensure that your message reaches the widest possible audience: by including a link to your website and/or e-mail address, your next contact or business opportunity is only a click away.

Advertisement rates

All prices are per insertion and in pounds sterling

	No. of insertions	Full page (£)	Half page (£)	Quarter page (£)
Four-colour process	One	2,550	1,490	900
	Two or more	2,040	1,190	720

Loose inserts	One insert	Two or more inserts
under 20 g	1,870	1,240
20-30 g	2,090	1,360
Larger/Heavier	Please contact us for a quotation	

Mechanical data

IMO News is published in standard A4 format (297 mm × 210 mm). It is printed in the United Kingdom using vegetable-based inks and with FSC (Forest Stewardship Council) accreditation.

Advertisement dimensions	Type area (height × width)	Bleed size (height × width)
Full page	297 mm × 210 mm	303 mm × 216 mm
Half page	132 mm × 184 mm	
Quarter page	132 mm × 88 mm	
Inserts	Maximum size: single A4 sheet less 5 mm all round (i.e., 287 mm × 205 mm), to be supplied in finished form. Contact the Advertising Department for deadlines, quantities and shipping address.	

Formats

High-resolution (300 dpi) .PDF, .PS, .EPS, .TIFF, .JPG.

Files of reasonable size (up to 5 MB) may be sent by e-mail (contact the Advertising Department for the address); otherwise, they may be supplied on CD-ROM, with colour proofs, or downloaded from your FTP site (please e-mail us with the contact information). Please note that all disks and files must be readable by a PC. For further information, please contact us.

NOTE: IMO cannot accept responsibility for accurate reproduction unless a final-quality proof is supplied.

Publication and closing dates

IMO News is normally published in April, July, September and December each year. Advertisements and requests for inserts must be received by the following dates: not later than 18 February for the April issue; 6 May for the July issue; 25 July for the September issue; and 7 October for the December issue. The issue(s) for which the advertisement is intended must be clearly indicated.

Terms & Payment

Advertisements will be invoiced upon publication. Invoices are payable within 30 days of the invoice date. All advertisers will receive one voucher copy of IMO News for each advertisement published. Advertisements may be cancelled until 28 days prior to the first day of the month of publication, after which the full fee will be payable. Payment may be made by major debit or credit cards (AMEX, VISA, MasterCard), cheque (US dollars or pounds sterling) or bank transfer.

Advertising policies

IMO reserves the right to reject any advertisement which is considered unacceptable for any reason.

In particular, advertisements must comply with the following requirements:

- They must not be politically or ideologically controversial.
- They must not conflict with stated recommendations or decisions of IMO.
- They must not claim or imply that a product or company has in any way been endorsed, tested or approved by IMO; nor that the Organization has given any indication or made any statement to the effect that a product or company has met IMO requirements.
- No advertising will be accepted which tends to caricature or demean any race, language, religious group, political view or symbol thereof.

Special positions

Although *IMO News* will make every effort to comply with advertisers' preferences as regards page and position, this cannot be guaranteed and the final decision will be made by the editor of *IMO News*.

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