



**ROYAL INSTITUTION OF NAVAL ARCHITECTS**

**2025 MEDIA KIT**

[RINA.ORG.UK](http://RINA.ORG.UK)



# ABOUT THE INSTITUTION

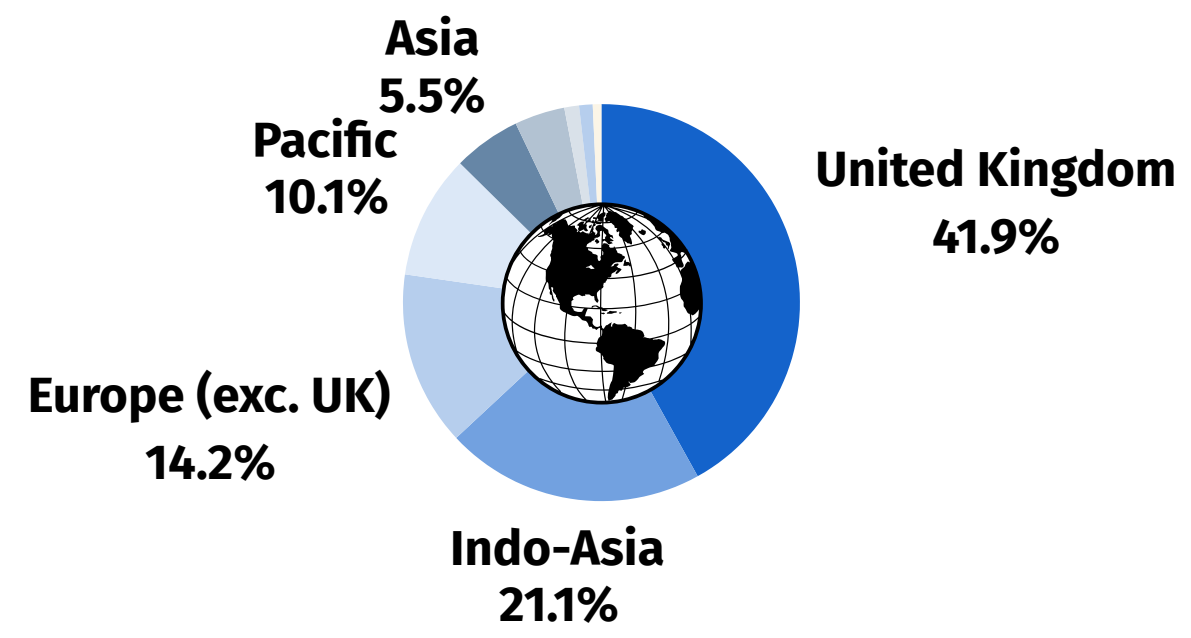


The Royal Institution of Naval Architects since 1860 is an internationally renowned professional institution and global governing body for naval architecture and maritime engineering.

Members of the Institution are at the forefront of industry, academic, and maritime organisations worldwide and are involved at all levels in the design, construction, repair and operation of ships, boats, and marine structures in over 90 countries.

**7K+**

Global members



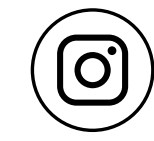
Geographical Distribution



**19.3k followers**



**9.2k followers**



**1.3k followers**



# TESTIMONIALS



"Working with RINA on our print and advertising initiatives has been a seamless and rewarding experience. One of our recent e-newsletters with TNA performed so well that we had to adjust our campaign to keep up with the response—it's a great problem to have! Their reach and expertise have helped us connect with the right audience and amplify our message more effectively than ever."



"We've been working with The Naval Architect and its predecessors for many years, and it's been a consistently positive experience. The team is professional, knowledgeable, and always supportive in helping us showcase our vessels and campaigns to the right audience. Their understanding of the maritime industry and commitment to quality content make them a trusted partner in our promotional efforts. We truly value our collaboration and look forward to continuing it in the years ahead."



"As a shipyard with over 50 years of experience in a competitive industry, it was vital for us to work with a platform that truly understands the maritime sector and reaches the right audience with professionalism and credibility. The Naval Architect offered exactly that, along with flexible advertising options tailored to industry needs. Partnering with this respected publication enhanced our campaign's visibility and credibility. We view this long-term partnership as a valuable investment that has strengthened our brand and industry presence. We highly recommend their services to maritime businesses seeking targeted exposure and qualified leads"



"We have conducted several media campaigns with RINA, always achieving great success. Through sponsored activities, we have been able to reach a highly qualified audience that engages with our content. This has allowed us to increase awareness of our solutions."



# ADVERTISING OPPORTUNITIES

## PRINT

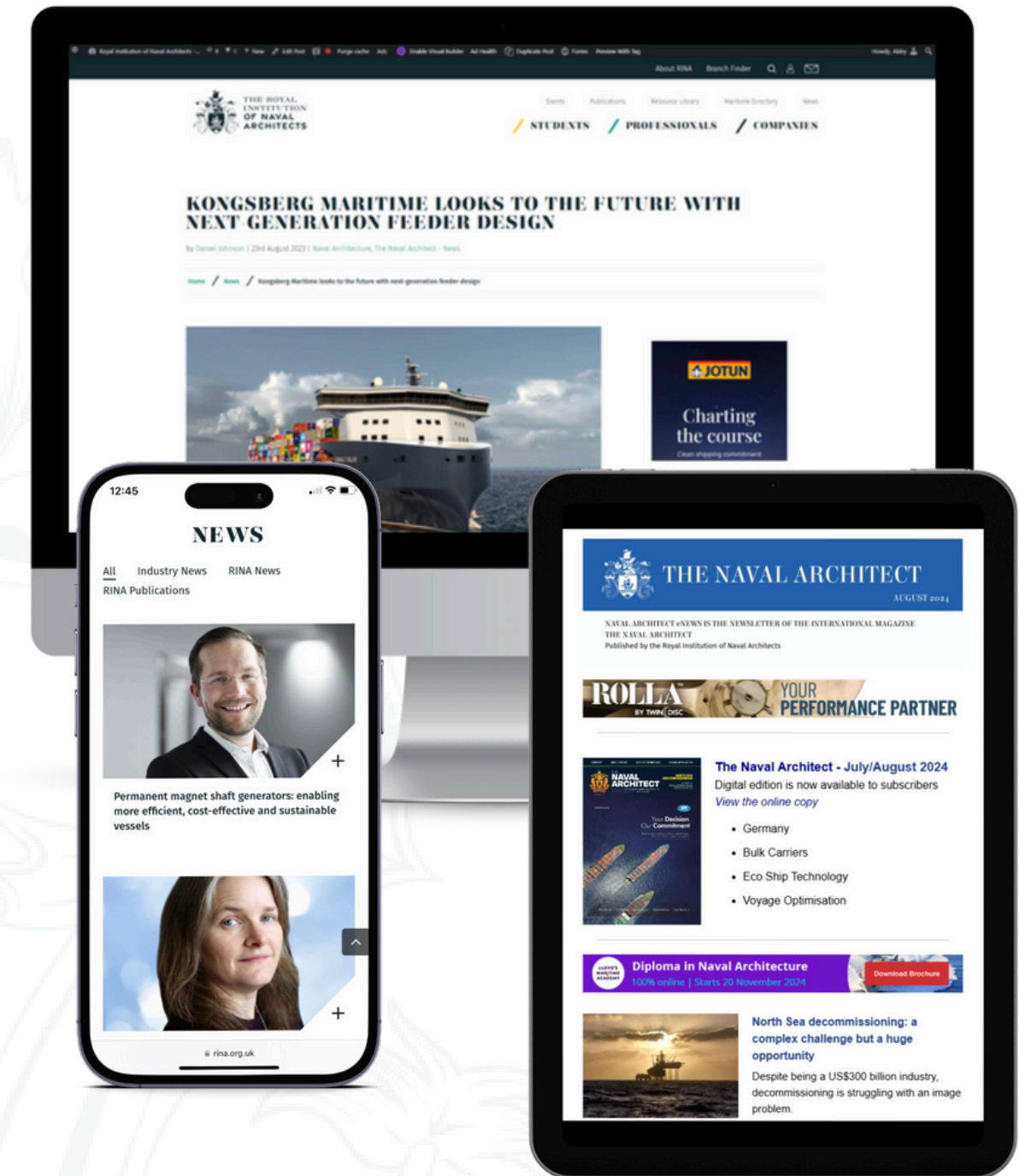
Our publications explore every facet of ship design, construction, maintenance and conversion and have done for over half a century. From cutting edge research into CFD and autonomous vessels, to features and exploration of the latest regulatory developments, our publications offer unparalleled technical insight. Whether it's warships, workboats or wind propulsion, our coverage is renowned across the maritime industry.

## DIGITAL

Expand and strengthen your brand positioning with our digital options to offer mobile-first, convenient and accessible content that enables you to raise your company's profile, generate enquiries and drive valuable traffic to your website. We have multiple products that span across our website, email and sponsored editorial content.

## EVENTS

The Institution organises a programme of conferences and events throughout the year to inspire, network and learn with our global marine community. We offer various opportunities for activating your brand as an official sponsor.

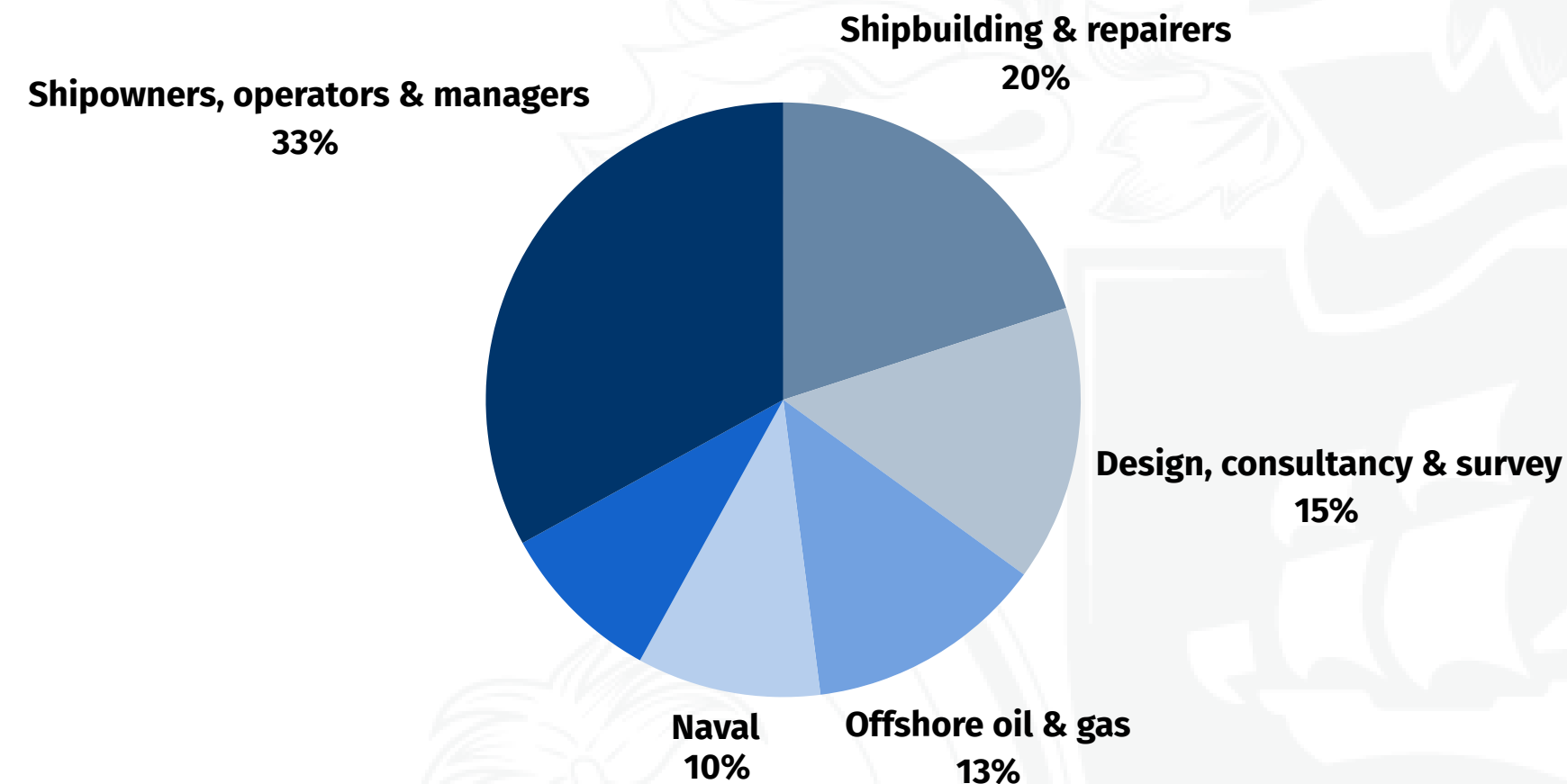




# PRINT

Published frequently throughout the year RINA's flagship magazine *The Naval Architect* offers an excellent opportunity to position yourself shoulder-to-shoulder with industry leaders and maximise your impact and reach with your content.

Establish trust and authority as a thought leader, amplify your content to maximise marketing impact, and reach a targeted, engaged audience of global professionals in naval architecture, marine engineering, and offshore industries.



# 8,150

TNA Average circulation

\*Data in the chart is from the RINA membership database



# THE NAVAL ARCHITECT

For more than 50 years, *The Naval Architect* has provided RINA members with accurate, in-depth information on all aspects of vessel design, construction and engineering.

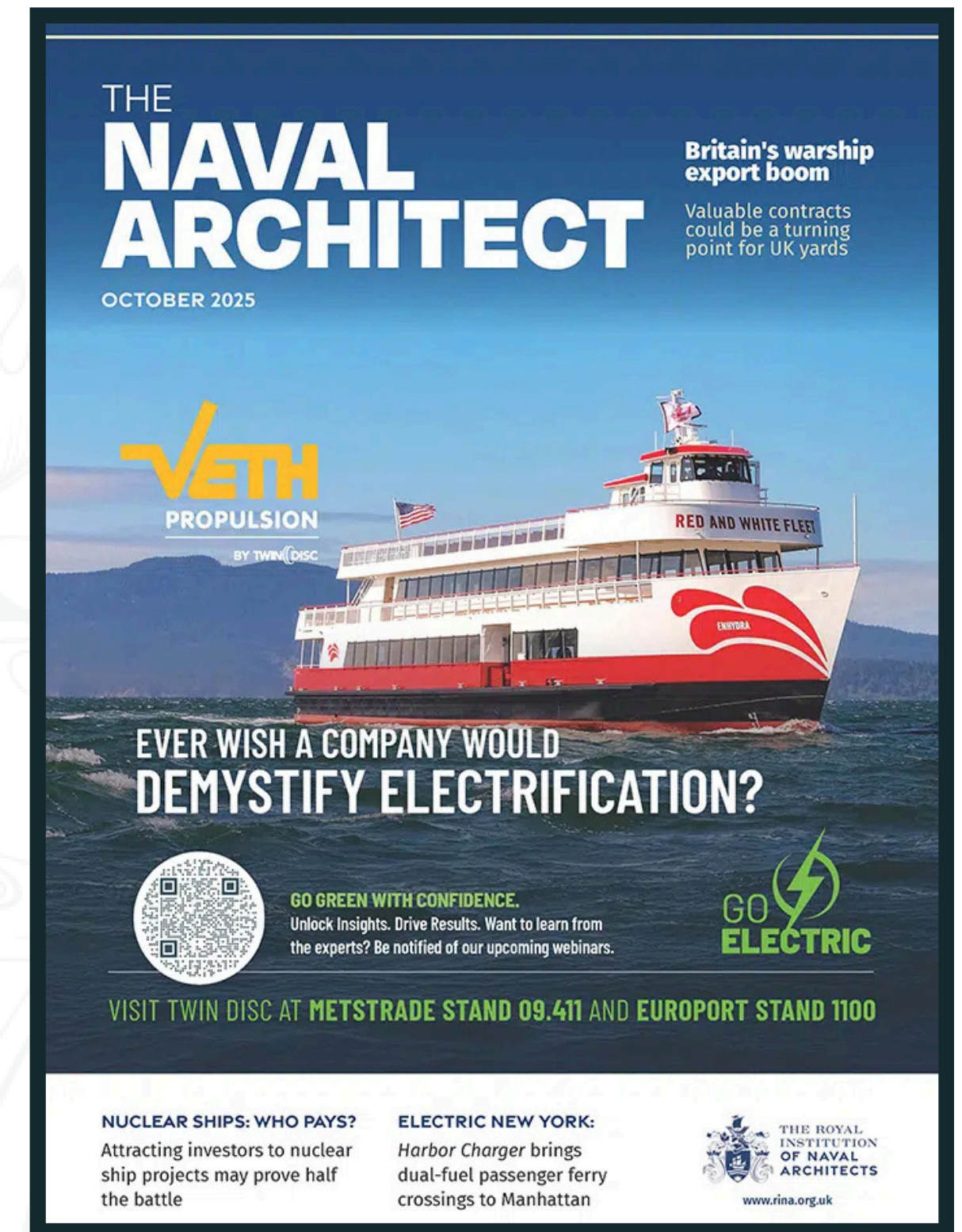
From 2025, the publication incorporated RINA's previous range of esteemed titles, including *Ship & Boat International*, *Warship Technology* and *Shiprepair & Maintenance*, combining these magazines' strengths and editorial expertise to create a fresh, supercharged publication, providing a comprehensive overview of developments in naval architecture. This move will enable *The Naval Architect* to cover everything from superyachts and short-hop ferries to tankers and heavy-lift vessels; battery pack installations and sail-assisted solutions to LNG tank retrofits; and offshore safety to warship resilience.

Combining editors with more than 25 years of experience in maritime publishing, and support and input from RINA's technical committees, *The Naval Architect* goes beyond the press release to bring its readers high-quality features, news updates and opinions on design innovation and the forces shaping naval architecture today – including environmental requirements, cost considerations and the drive for enhanced safety, security and autonomy. The magazine also features regular updates from RINA's various international branches and members (from fellows to students), as well as comment from respected industry professionals, white papers (many exclusively written for the magazine), conference presentations and informative case studies.

CONTACT THE EDITORIAL TEAM.

[editorial@rina.org.uk](mailto:editorial@rina.org.uk)

[advertising@rina.org.uk](mailto:advertising@rina.org.uk)



**THE NAVAL ARCHITECT**  
OCTOBER 2025

**Britain's warship export boom**  
Valuable contracts could be a turning point for UK yards

**VETH PROPULSION**  
BY TWIN DISC

**RED AND WHITE FLEET**

**EVER WISH A COMPANY WOULD DEMYSTIFY ELECTRIFICATION?**

**GO GREEN WITH CONFIDENCE.**  
Unlock Insights. Drive Results. Want to learn from the experts? Be notified of our upcoming webinars.

**GO ELECTRIC**

VISIT TWIN DISC AT **METSTRIDE STAND 09.411** AND **EUROPORT STAND 1100**

**NUCLEAR SHIPS: WHO PAYS?**  
Attracting investors to nuclear ship projects may prove half the battle

**ELECTRIC NEW YORK:**  
Harbor Charger brings dual-fuel passenger ferry crossings to Manhattan

**THE ROYAL INSTITUTION OF NAVAL ARCHITECTS**  
[www.rina.org.uk](http://www.rina.org.uk)

**AVERAGE CIRCULATION:**

**8,150**

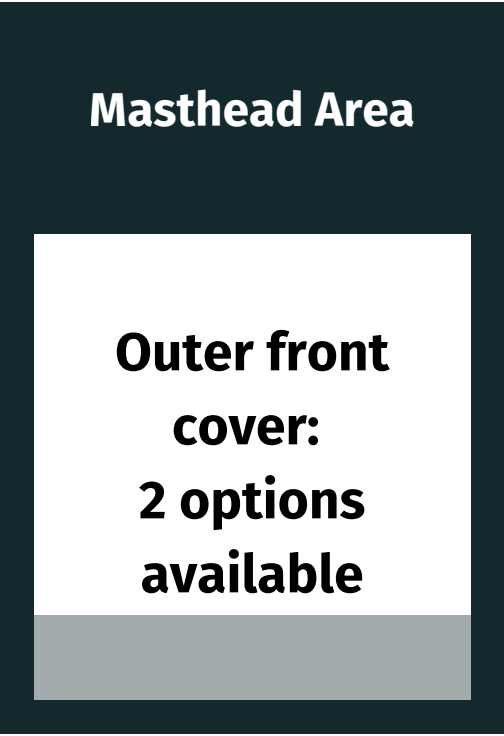

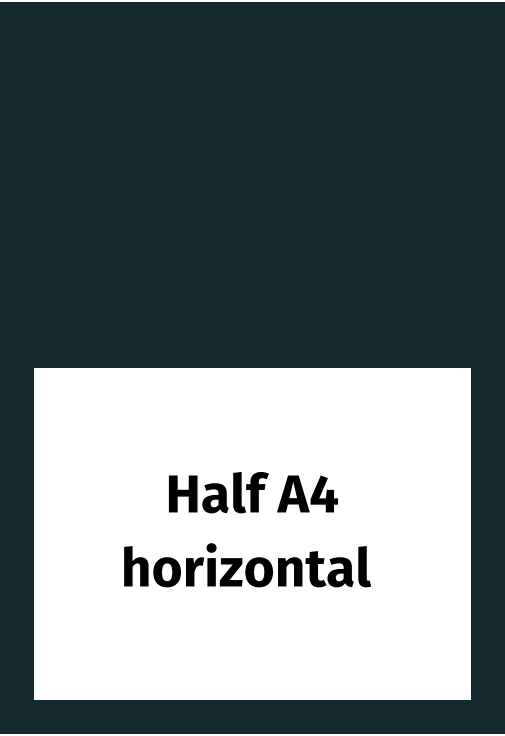
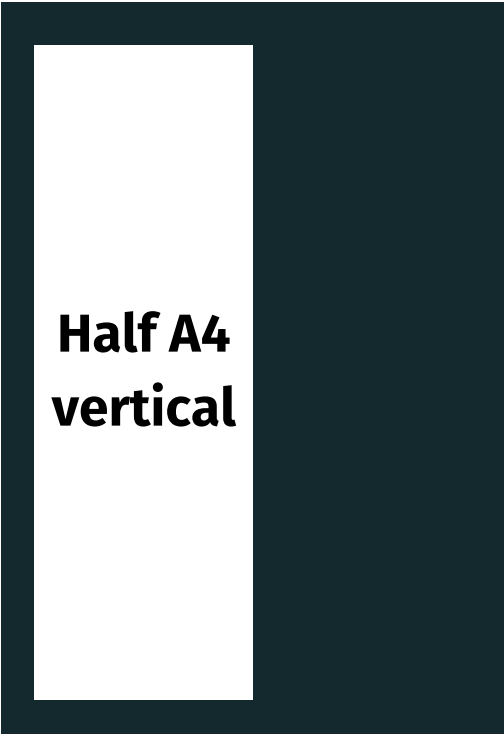
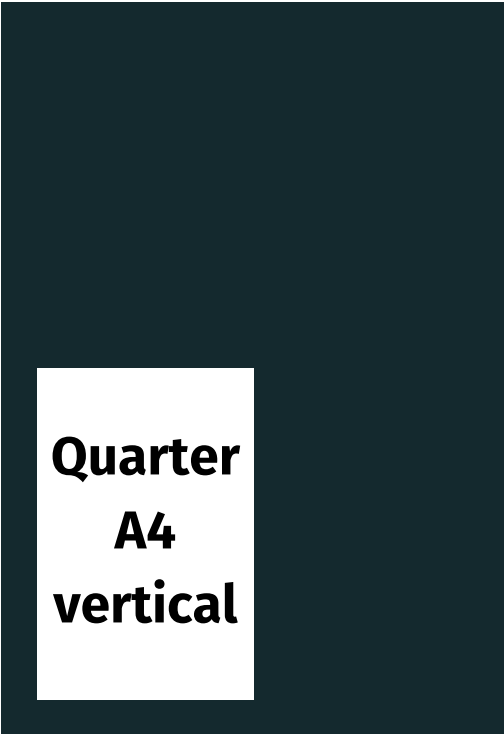
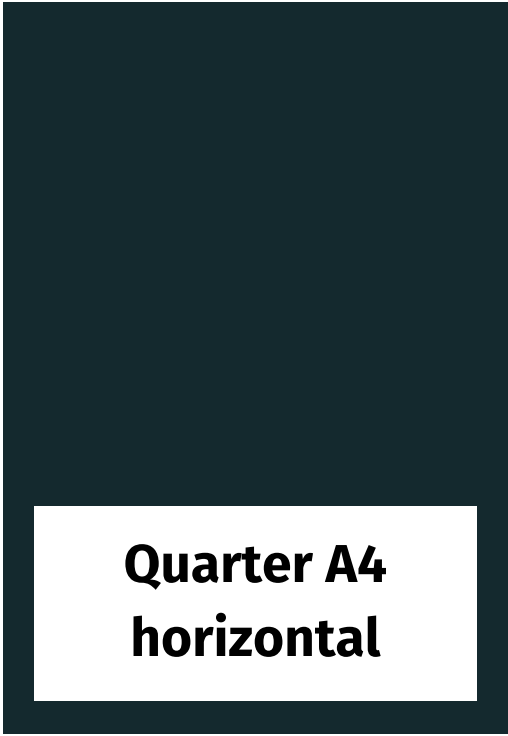


# EDITORIAL CALENDAR - THE NAVAL ARCHITECT

DATE	FEATURE TOPICS	EXHIBITIONS DISTRIBUTION	ARTWORK DEADLINE
JAN/FEB	PATROL AND RESCUE BOATS   UNCREWED VESSELS   CRUISE SHIPS   GREEN PROPULSION	Singapore Maritime Week (SMW)	26/02/26
MAR/APR	SUPERYACHTS AND MEGAYACHTS   TUGS AND TOWBOATS   AMPHIBIOUS VESSELS   PAINT AND COATINGS		25/03/25
MAY/JUNE	FERRIES   RO-RO   HULL MAINTENANCE & CLEANING   ALT-FUELS	Seawork, NOR-Shipping	24/04/25
JUL/AUG	CREW TRANSFER VESSELS   ROVS AND AUVS   SAFETY   CFD & HYDRODYNAMICS	Electric & Hybrid EXPO	23/05/25
SEP/OCT	FUTURE SUBMARINES   UNCREWED VESSELS   FISHING VESSELS   INTERIORS AND ACCOMMODATION		23/06/25
NOV/DEC	FERRIES   CORVETTES, FRIGATES, DESTROYERS   CAD/CAM   ENVIRONMENTAL RETROFITS	DSEI, London Shipping Week	24/07/25



# PRINT SPECIFICATIONS

 <p><b>Masthead Area</b></p> <p><b>Outer front cover: 2 options available</b></p>	 <p><b>Full A4</b></p>	 <p><b>Half A4 horizontal</b></p>	 <p><b>Half A4 vertical</b></p>	 <p><b>Quarter A4 vertical</b></p>	 <p><b>Quarter A4 horizontal</b></p>
<p><b>Print Area:</b> Option 1: 216 x 303 mm /Option 2: 216 x 258 mm <b>Working Area:</b> Option 1: 180 x 195 mm/Option 2: 180 x 155 mm <b>Margins:</b> Option 1: 15 mm (left, right, bottom)/Option 2: 10 mm bottom <b>Bleed:</b> 3 mm on all sides Avoid text/logos in top 20 mm.</p> <p><a href="#">+ Find OFC guidelines here</a></p>	<p><b>Print area:</b> 269 x 175 mm</p> <p><b>Trim:</b> 297 x 210 mm</p> <p><b>Bleed:</b> 303 x 216 mm</p>	<p><b>Print area:</b> 132 x 175 mm</p> <p><b>Bleed:</b> 148 x 210 mm (plus 3mm on right, left and bottom)</p>	<p><b>Print area:</b> 269 x 85 mm</p> <p><b>Bleed:</b> 297 x 95 mm (plus 3mm on right, top and bottom)</p>	<p><b>Print area:</b> 132 x 85 mm</p>	<p><b>Print area:</b> 65 x 175 mm</p>

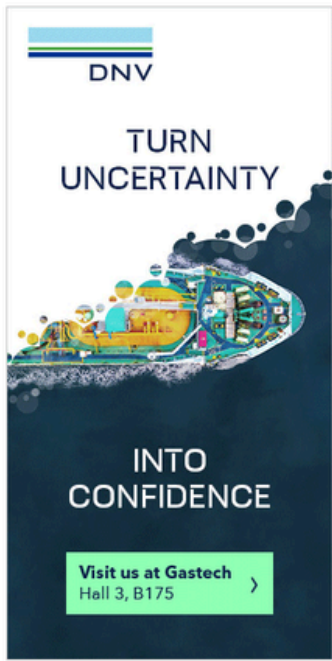
## General Guidelines

<p><b>File format:</b> Press-optimised PDF with crop marks applied</p>	<p><b>Resolution:</b> 300dpi</p>	<p><b>Colour mode:</b> CMYK Avoid using spot colours</p>	<p><b>Delivery:</b> Email your finished artwork to <a href="mailto:marketing@rina.org.uk">marketing@rina.org.uk</a></p>
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# DIGITAL

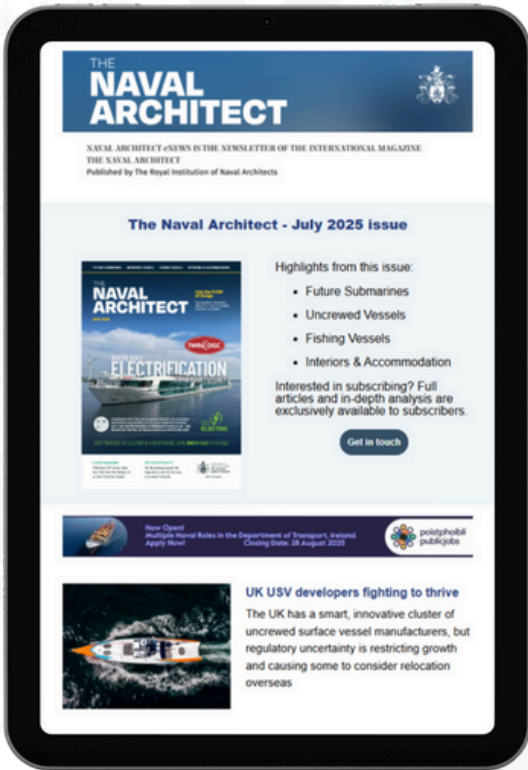
Expand and strengthen your brand positioning with our digital options to offer mobile-first, convenient and accessible content that enables you to raise your company’s profile, generate enquiries and drive valuable traffic to your website.



Website advertising

25K

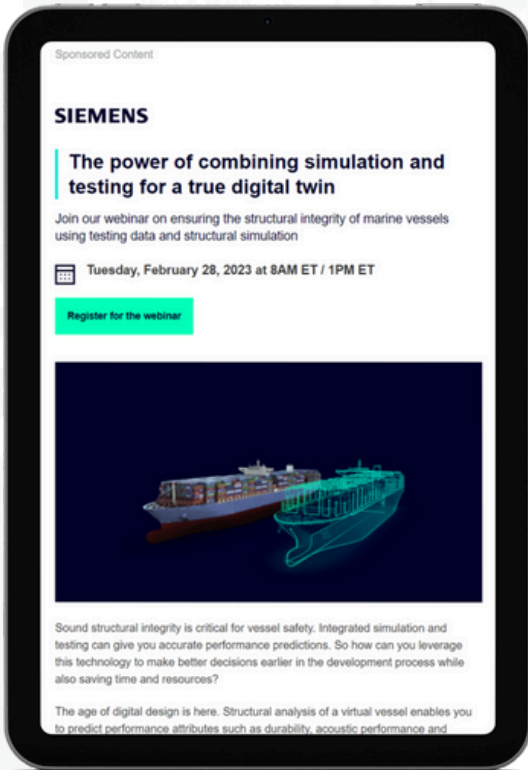
New Users Monthly



E-Newsletter banners

31.4K

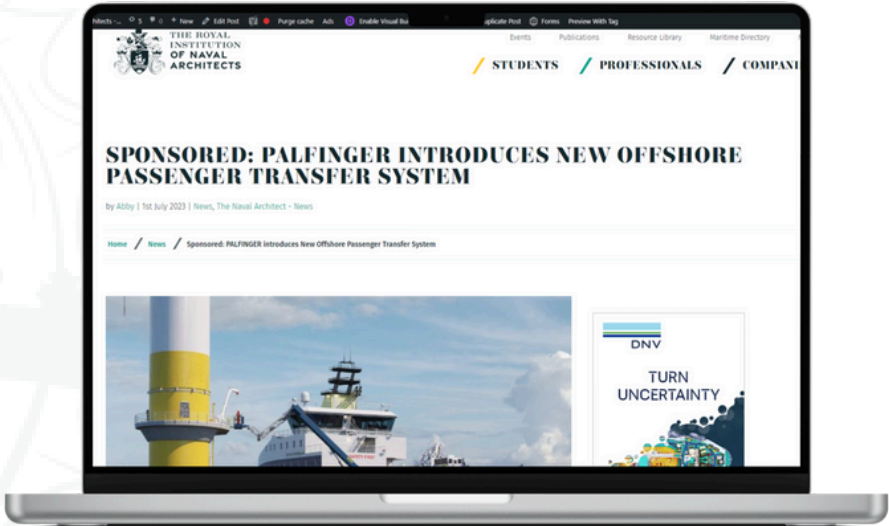
Avg Active Subscribers



Custom e-Blast

31%

Avg Open Rate



Sponsored content

29K+

Total Social Reach



# EMAIL MARKETING



Standard banner

## E-Newsletter banners

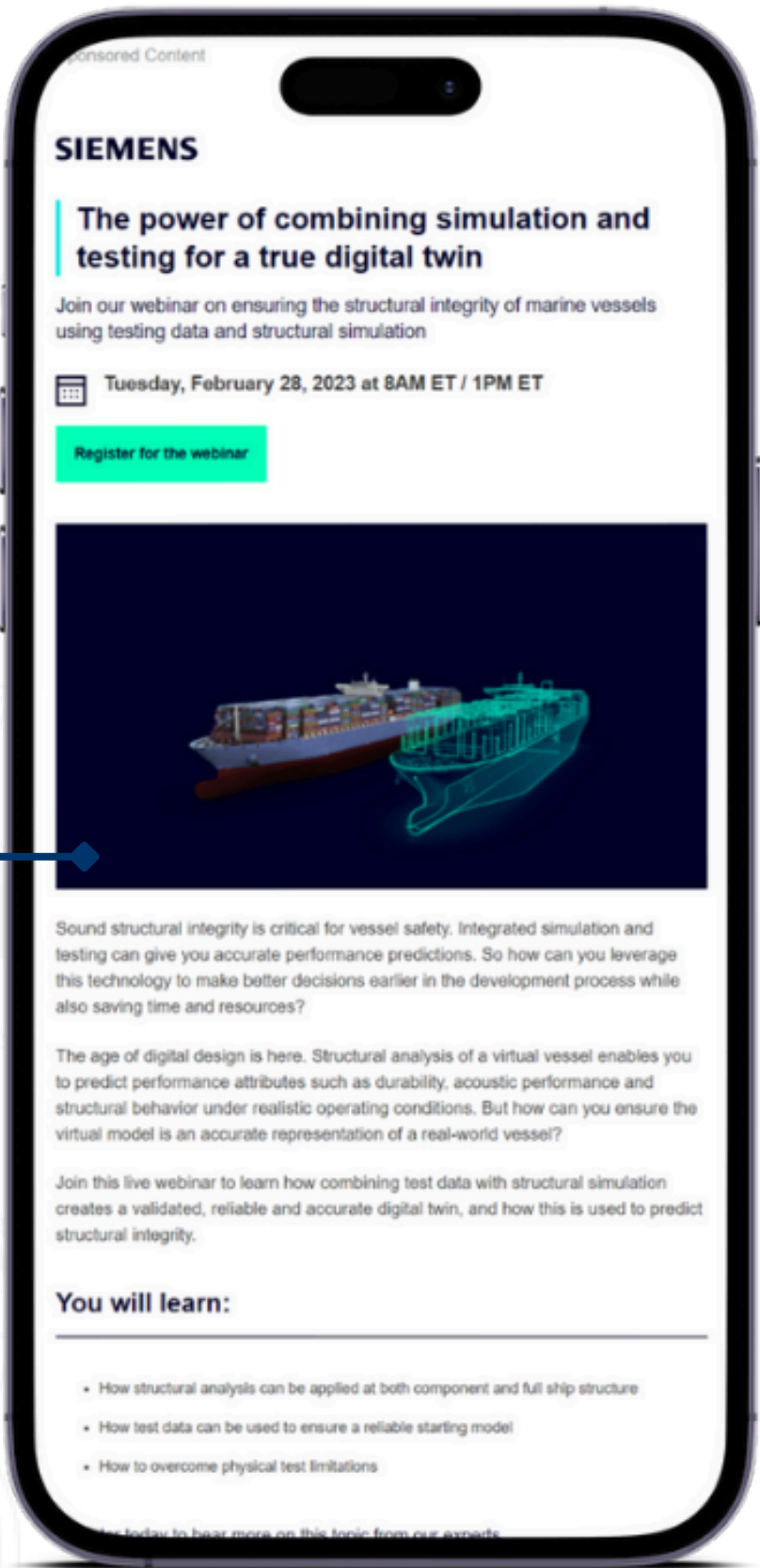
Our new monthly The Naval Architect eNewsletter complements the magazine by offering a timely focus on the latest news stories. Using a mobile-responsive design our newsletter enables you to raise your company's profile, generates enquiries and drives valuable traffic to your website through branded banners.

[VIEW EXAMPLE CAMPAIGN](#)

## Custom e-Blast

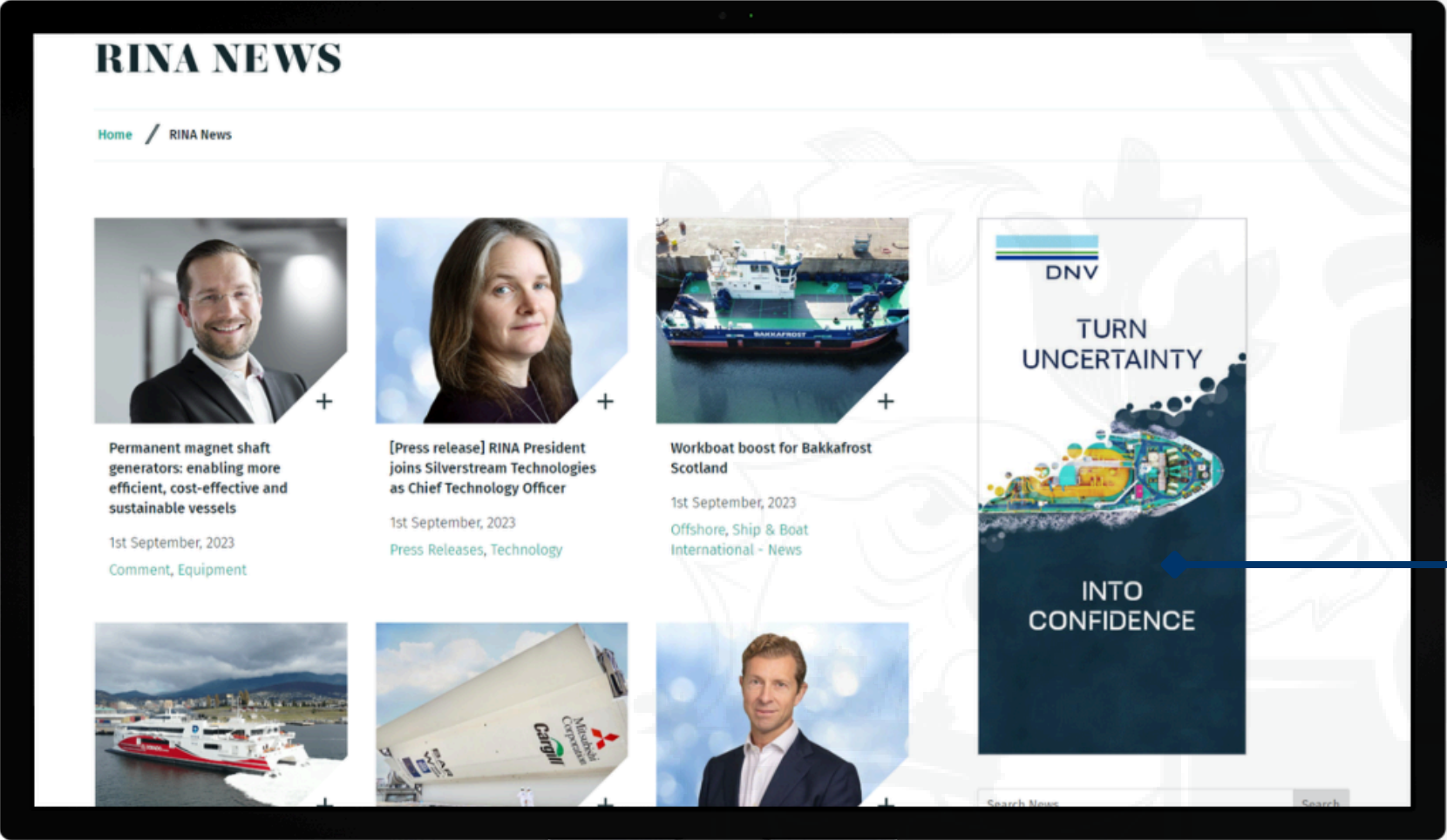
Fully customise and brand a dedicated solo email entirely of your content sent to our database of over 22k active subscribers.

## Solo brand feature



[VIEW EXAMPLE CAMPAIGN](#)

# WEBSITE ADVERTISING



MPU size



Leaderboard size



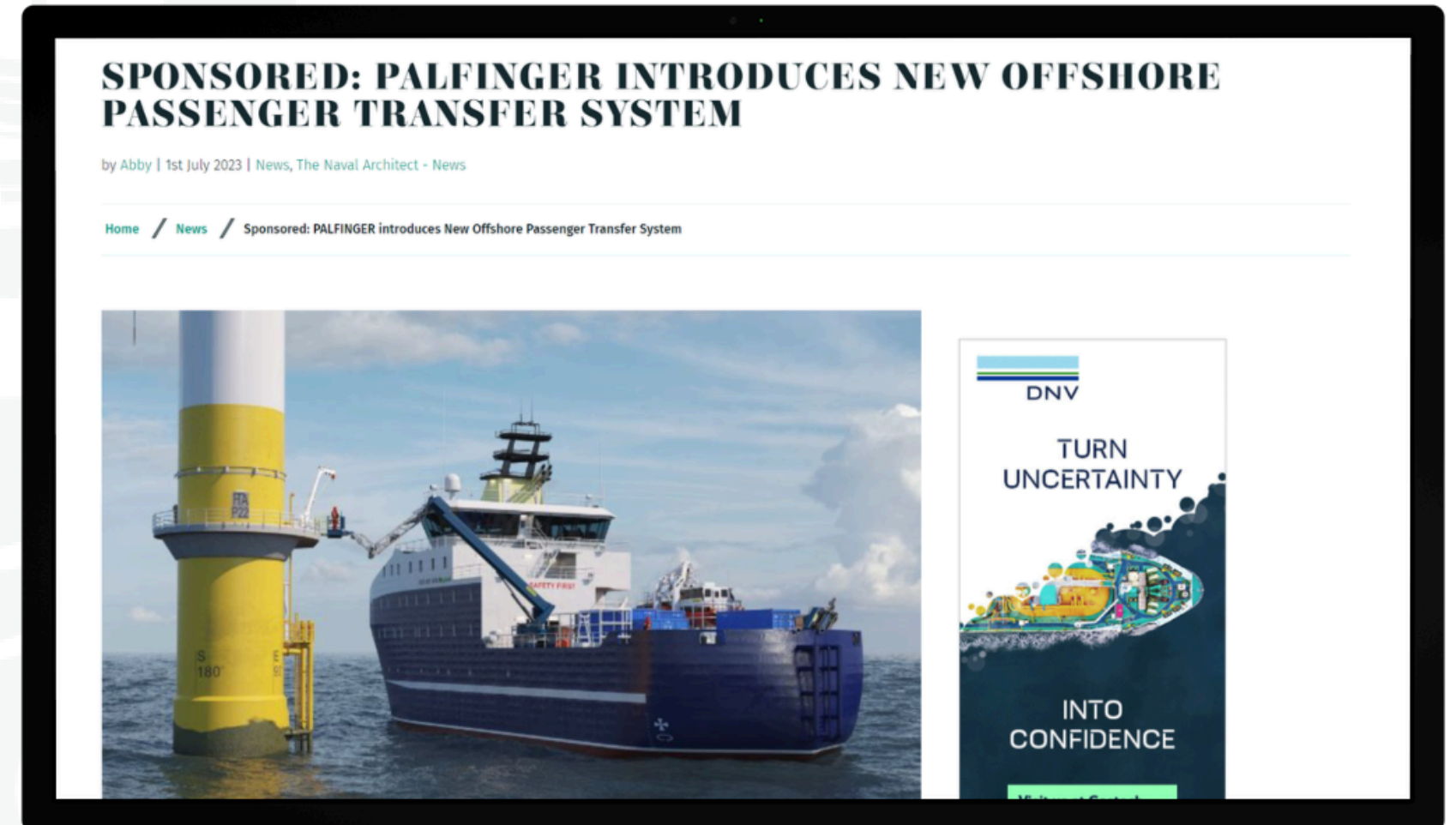
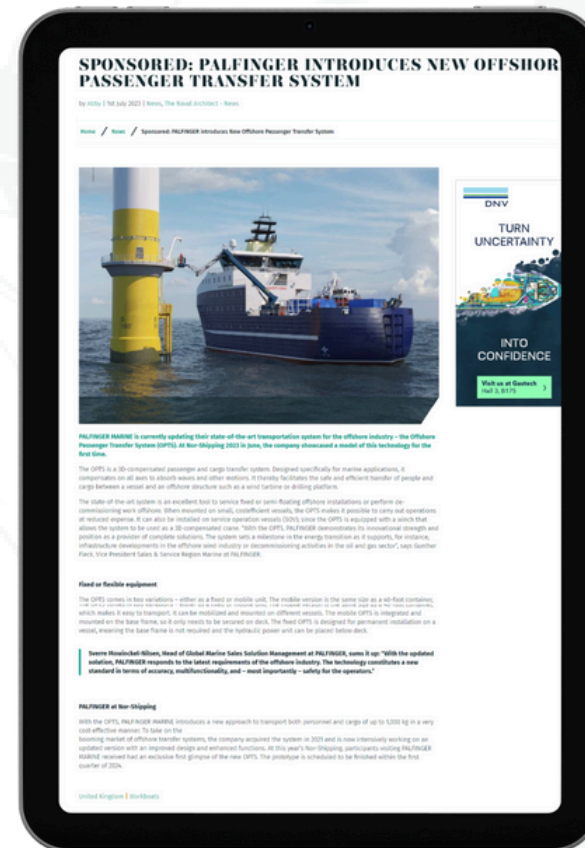
Expand your online reach through our global audience attracting a wider audience and potential customers. Through strategic placement and targeting, it can drive highly relevant traffic, increasing conversion rates and brand awareness.



# SPONSORED CONTENT

Tap into our global network and share your brand content across our email and website channels with our options for sponsored content. You can either supply your own editorial content to be shared with our audience or work in collaboration with our experts.

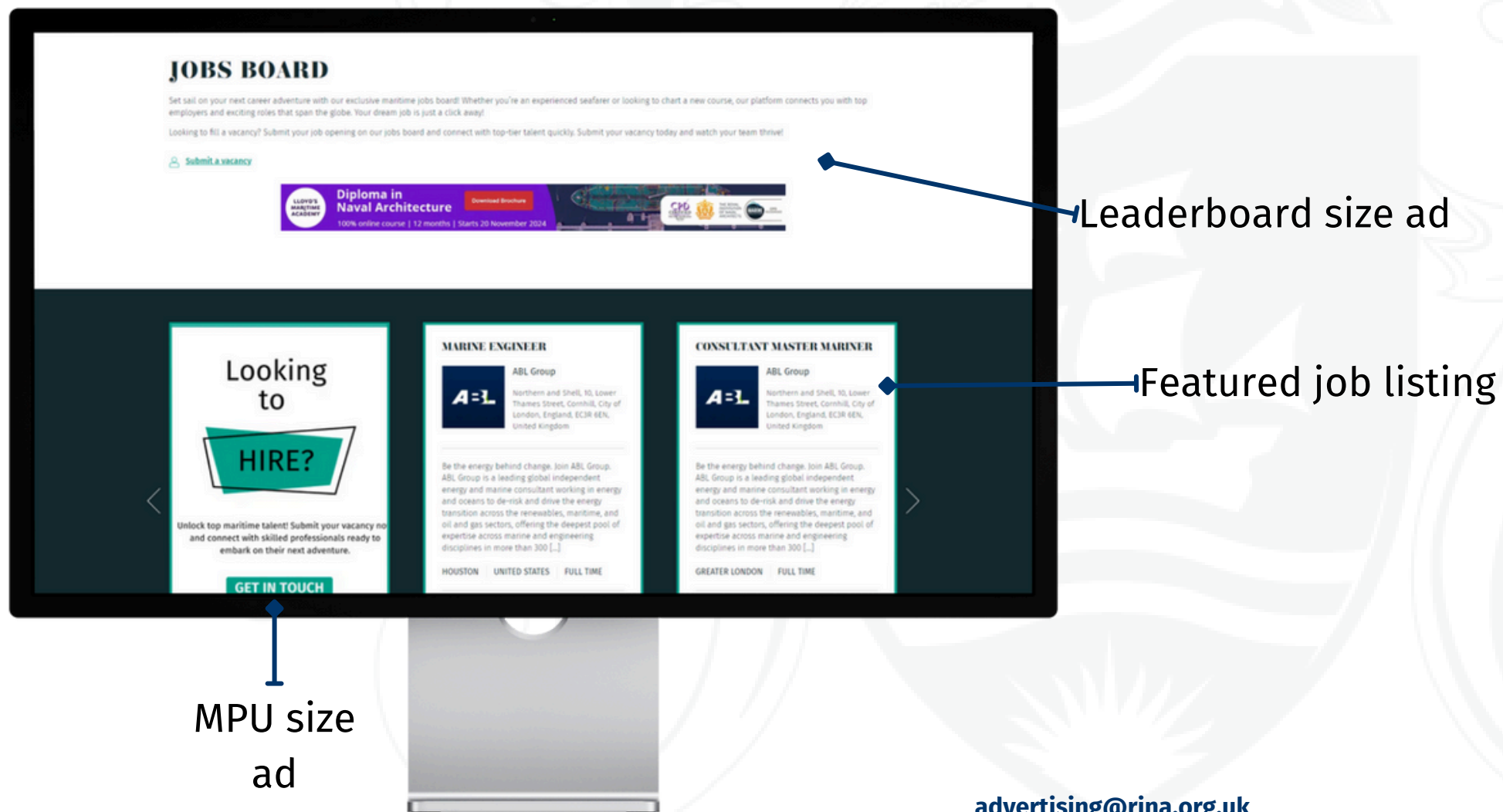
Collaborate with our experienced editors to create high-quality, credible content tailored to your audience's needs. Distribute your sponsored content across multiple channels: publications, website, newsletters, and social media to maximise reach.



# **JOBS BOARD & ADVERTISING**

**Advertise on our new jobs board and reach thousands of industry professionals around the world.**

Our platform reaches a wide and diverse audience, ensuring your job postings get maximum visibility. With user-friendly features, advanced search capabilities, and featured listings, you can connect with qualified candidates quickly and efficiently. Additionally, our dedicated team is here to assist you every step of the way, creating bespoke packages and solutions for your needs. Start attracting top-tier talent today!



The screenshot displays the RINA Jobs Board website. At the top, the 'JOBS BOARD' header is followed by a brief description and a 'Submit a vacancy' button. Below this is a 'Leaderboard size ad' for the 'Diploma in Naval Architecture' from the Liverpool Maritime Academy. The main content area features three 'Featured job listing' cards for ABL Group, including roles for 'MARINE ENGINEER' and 'CONSULTANT MASTER MARINER'. On the left side of the featured listings is an 'MPU size ad' with the text 'Looking to HIRE?' and 'GET IN TOUCH'. Annotations with arrows point from the text labels to their respective elements on the website interface.

**JOBS BOARD**

Set sail on your next career adventure with our exclusive maritime jobs board! Whether you're an experienced seafarer or looking to chart a new course, our platform connects you with top employers and exciting roles that span the globe. Your dream job is just a click away!

Looking to fill a vacancy? Submit your job opening on our jobs board and connect with top-tier talent quickly. Submit your vacancy today and watch your team thrive!

[Submit a vacancy](#)

**Leaderboard size ad**

**Featured job listing**

**MPU size ad**

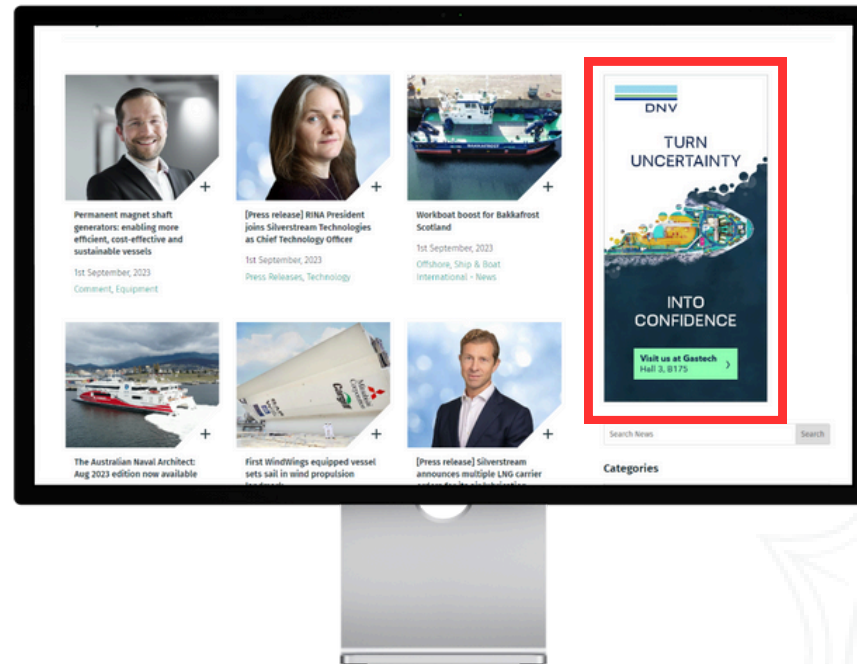
**advertising@rina.org.uk**

Did you know that RINA Corporate Partners get three free job listings each year? Get in touch with the team today to redeem or enquire about your recruitment needs.



# DIGITAL SPECIFICATIONS

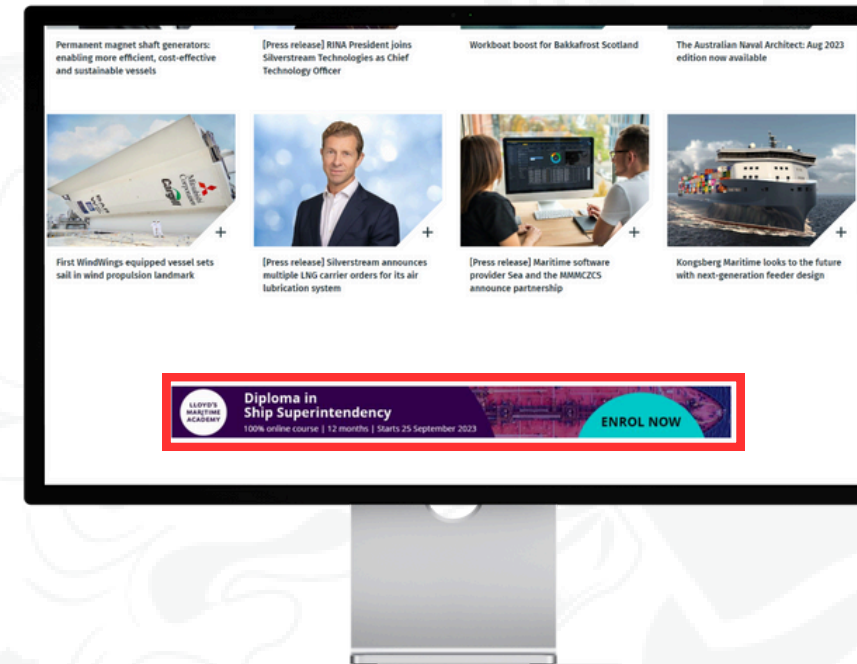
All digital advertising sizes are given in pixels



**MPU ad**

**Size:** 300 wide x 600 high

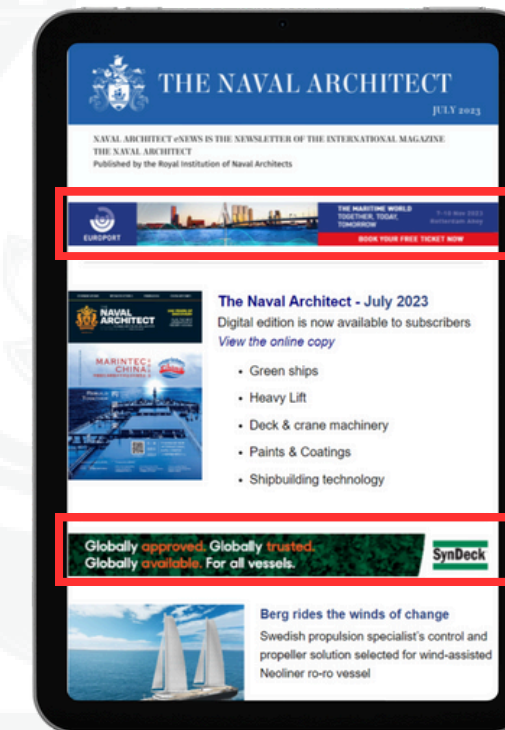
**Placements:** News Page



**Leaderboard ad**

**Size:** 970 wide x 90 high

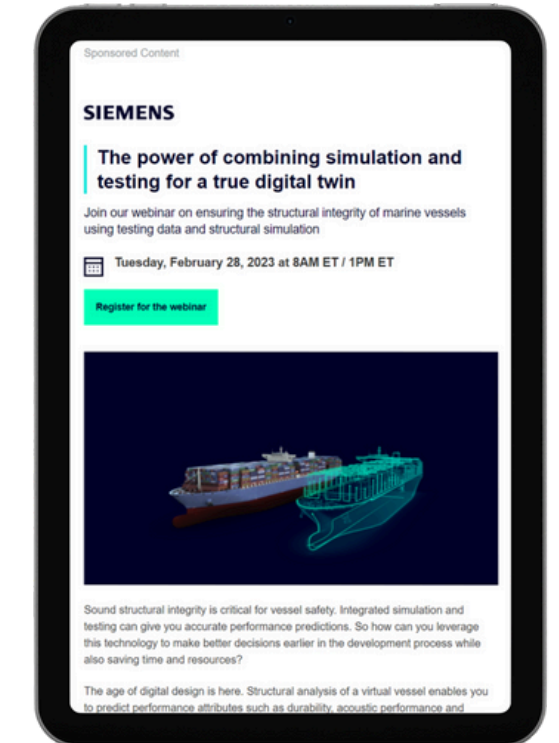
**Placements:** Homepage, Publications



**Newsletter banner**

**Size:** 600 wide x 60 high

**Placements:** Header, Footer, Standard



**Custom e-Blast**

**Requirements:** Brand images, copy (recommended around 200 words), subject and preview text, and URLs or a fully branded HTML file

## General Guidelines

### File format:

JPEG or GIF

Supply URL clickthrough link

### Maximum file size:

150kb

### Delivery:

Email your finished artwork to [marketing@rina.org.uk](mailto:marketing@rina.org.uk)

# DIGITAL SPECIFICATIONS

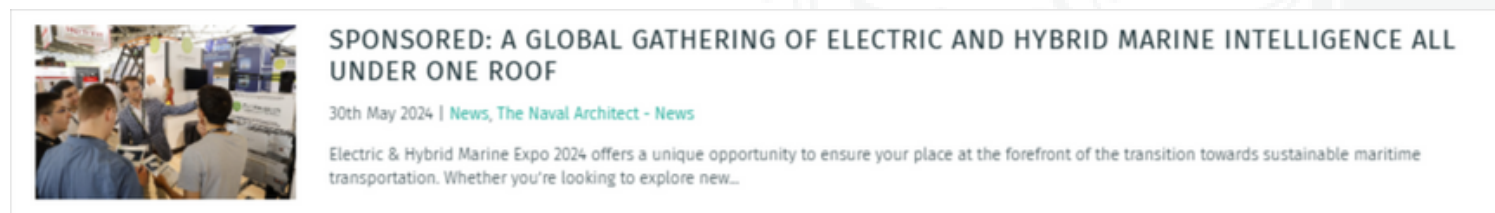
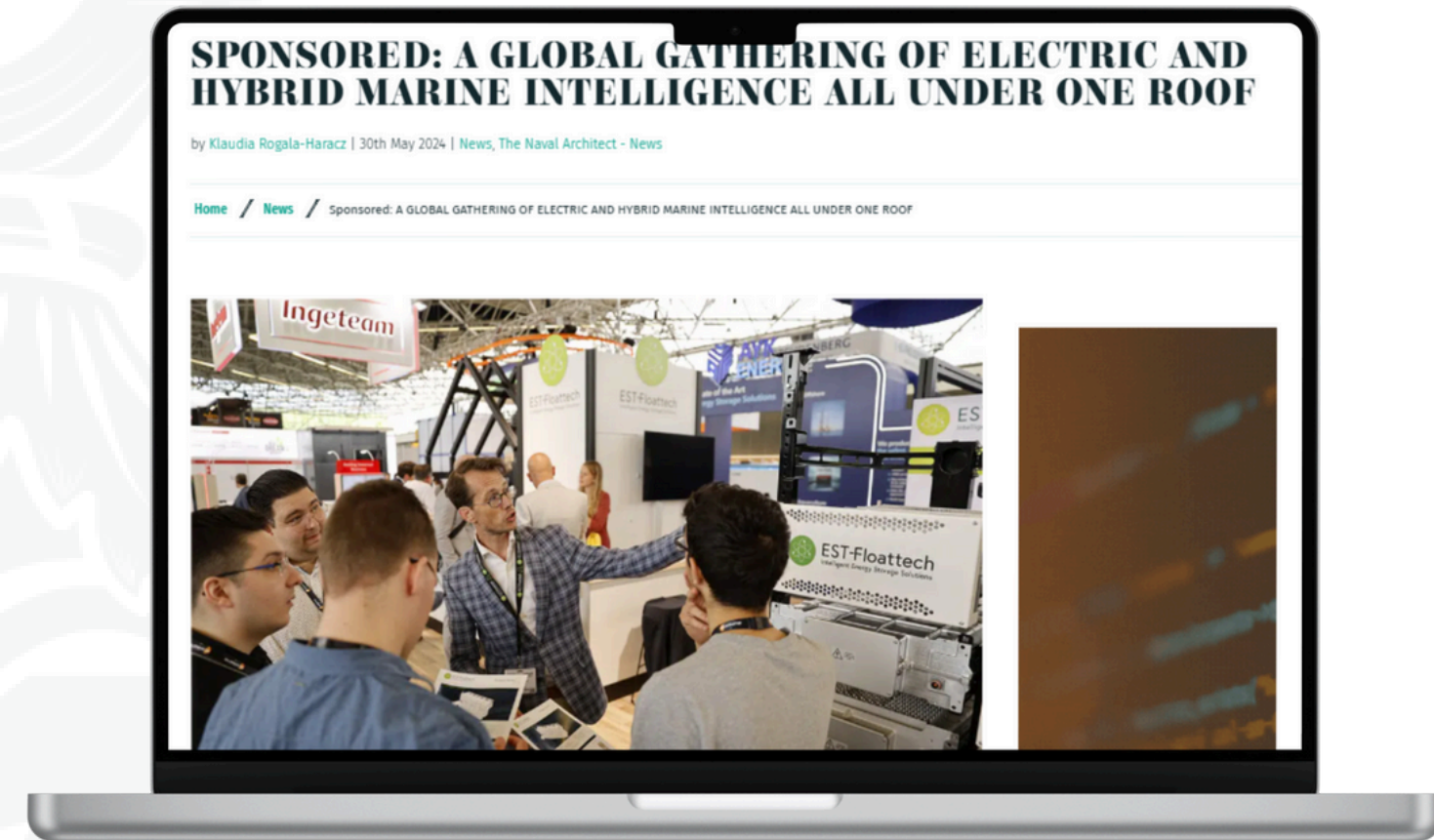
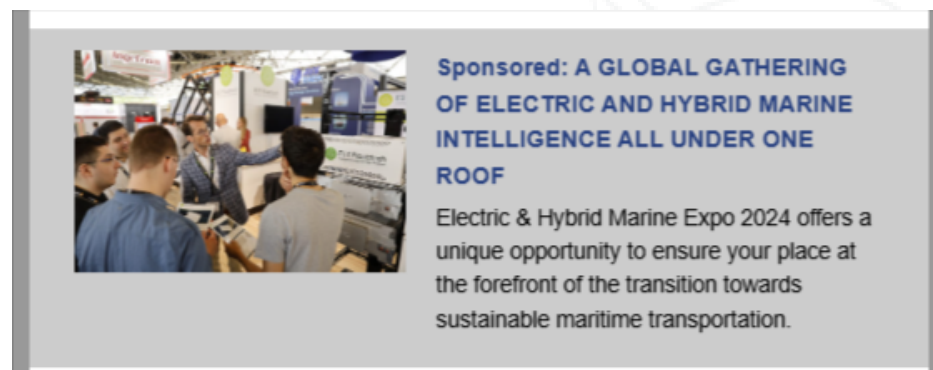
## Sponsored content

Article: up to 500 words

Picture: JPEG, Max. upload size:  
500kb Max. image width: 1600px

A URL link.

One liner about the company.



## General Guidelines

### File format:

JPEG

Supply URL clickthrough link

### Maximum file size:

500kb

### Delivery:

Email your finished artwork to [marketing@rina.org.uk](mailto:marketing@rina.org.uk)



# EVENTS & SPONSORSHIP

The Royal Institution of Naval Architects organises some of the most prestigious and impactful events in the maritime industry, offering unique opportunities for sponsors to connect with leading professionals and innovators.

## ANNUAL DINNER

A highlight of the maritime industry's calendar, bringing together global professionals for an evening of networking, recognition, and celebration.



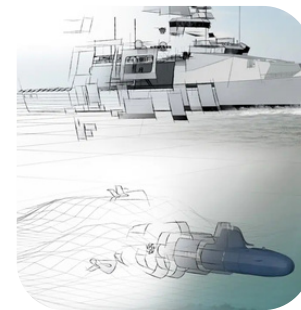
## PRESIDENT'S INVITATION LECTURE

An exclusive event featuring distinguished speakers sharing insights into developments and challenges in the maritime sector.



## TECHNICAL CONFERENCES

Renowned for addressing critical industry topics, these events attract thought leaders, innovators, and decision-makers worldwide.



**RINA's broad range of events allows you to align sponsorship with your goals and connect with the right audience.**

**+ Browse current events**





# EVENTS & SPONSORSHIP

The Institution organises a programme of conferences and events throughout the year to inspire, network and learn with our global marine community. We offer various opportunities for activating your brand as an official sponsor. Sponsorship and exhibition opportunities exist for all of our conferences.

## **Why should your business prioritise our event sponsorship?**

The Royal Institution of Naval Architects (RINA) offers exclusive sponsorship opportunities that provide unmatched visibility and credibility within the marine industry. By sponsoring our events, your business can:

- Associate your brand with RINA, a globally recognised organisation renowned for its high-quality programmes.
- Gain exposure to an international audience of marine industry experts, academics, and government representatives.
- Advertise and promote your brand through bespoke sponsorship packages tailored to your business objectives.
- Participate in sponsor-led sessions, live workshops, and discussion panels to showcase your expertise.
- Benefit from branding opportunities across conferences, meetings, webinars, and training courses.
- Build valuable connections with key industry leaders, decision-makers, and experts in a relaxed, friendly environment complemented by excellent food, drinks, and networking opportunities.
- Maximise your return on investment through our support in identifying and attracting potential clients.
- Enjoy assistance with following up on leads to convert interest into meaningful business relationships.
- Enhance your credibility by aligning with RINA's prestigious platform and fostering audience engagement.

Partner with us to showcase your brand on a global stage, connect with influential leaders, and achieve real results for your business.





# CONTACT

If you're looking for tailored solutions or have any questions, our Team would love to hear from you!

Get in touch to explore advertising and sponsorship possibilities in more detail.

ROYAL INSTITUTION OF NAVAL ARCHITECTS  
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Tel: +44 (0)20 7235 4622

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