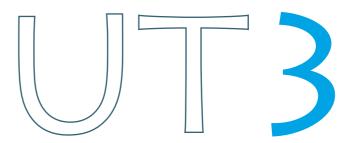
MEDIA PLAN



2015





Why do so many magazines lie on desks, unread? One reason may be targeting. A subsea engineer may not want to know about drill bit designs or the latest development in seismic processing. Many magazines are just inpenetrable.

The publishing ethos behind UT2, therefore, is to produce something authoritative yet easily digestible and well illustrated. Since it was first launched in 2006, the publication has grown in popularity across the world to become a premier 'go-to' source for news and information on subsea engineering.

UT2 is the magazine of the Society for Underwater Technology, the most influential and active society of its type in the world. Its members are subsea professionals, making decisions at the highest levels. This bimonthly publication is also sent to qualified non-members, academic bodies and libraries around the world.

The magazine is represented at major global subsea and offshore exhibitions, many of which the Society co-organises or attends. Furthermore, it is distributed at the many subsea training courses that are organised by the Society, educating tomorrow's engineers and technologists.

UT2 is read by people you want to be talking to. Why not consider UT2 in your advertising strategy?

UT3 is the SUT's online magazine. This confers a number of advantages over the print version

It has no length restriction

UT2 is limited to around 48 pages. Removing these restrictions with an online version allows a considerably greater number of stories. Pages are continually added until the final deadline, so the subsea news is always current.

Large pictures

Pictures are both visually appealing and can often illustrate ideas better than words. Conventional print magazines cannot use this format because of space limitations.

Numeric distribution

UT2 has a distribution limited by economics to members of the SUT, targeted and paid subscribers. UT3 goes out to these and many thousands more.

Geographic Distribution

The distribution of print magazines is limited by economics. UT3 is only restricted to subsea professionals having access to a computer or tablet.

Advertising

While having a greater distribution, advertising rates in UT3 are cheaper than the already competitive rates of UT2.



Issue 1

Issue 2

Issue 3

Issue 5

Issue 6

Feb – Mar

Apr – May

Jun – Jul

Aug – Sept

Issue 4

Oct – Nov

Dec – Jan

Long Distance Tiebacks

Shallow Water

Pollution Control

Oceanography

Survey

Gliders

AUVs

Cables/Connectors

Measurement

Seafloor Mapping

Subsea

Separation and Boosting

Subsea Power

Flow Assurance

Corrosion Control

Valves

Metering

Seabed Mining

Pipelines

Trenching

Floating Production

Marine Salvage

Harsh Environment

Umbilicals

Winches

Communications

Security

Underwater Defence Deepwater Installation

Riser Technology

IRM

Dredging and Seabed

Launch and Recovery

Inspection

Seabed Scour Stabilisation

OSIG

Subsea Control Systems

Well Control

Welding and Hot Tapping

ROVs

Seabed Stabilisation

Navigation and Positioning

Manned Submersibles Anchors and Mooring

Harsh Environment

Sonar

Diving

Cameras and Lighting

Welding and Hot Tapping

Renewables

Underwater Intervention

Because of the nature of the Society for Underwater Technology, issues contain Subsea News, Vessels and the latest subsea equipment . At the end of the publication is SUT news and an account technology explained for the newcomer



Rate Card

	1	2 (or more)	5	
Full Page	£ 2310	£ 2260	£ 2110	
Half Page	£ 1580	£ 1500	£ 1410	
Quarter Page	£ 1120	£ 1100	£ 980	
Back cover Inside back Inside front £ 2720 £ 2420 £ 2470				

Mechanical Data Sizes mm

Full Page					
Ĭ	Bleed	307	by	220	
	Trim	297	by	210	
	Half Page Upright	250	by	90	
	Half Page Horizontal	120	by	180	
	Quarter Page upright	120	by	95	
	Quarter Page strip	58	by	180	

To keep the rates simple, there are two options.

- 1) Anyone advertising in UT2 gets a free advert in UT3
- 2) Anyone advertising in UT3 only, gets three for the price of a print advertisement

