

MT

MARINE TECHNOLOGY

MAGAZINE



MEDIA KIT



MT MAGAZINE

OVERVIEW

Printed quarterly, MT Magazine is the flagship publication of the Society of Naval Architects and Marine Engineers (SNAME) a leading global professional society advancing the art, science, and practice of naval architecture, marine engineering, ocean engineering, and allied disciplines.

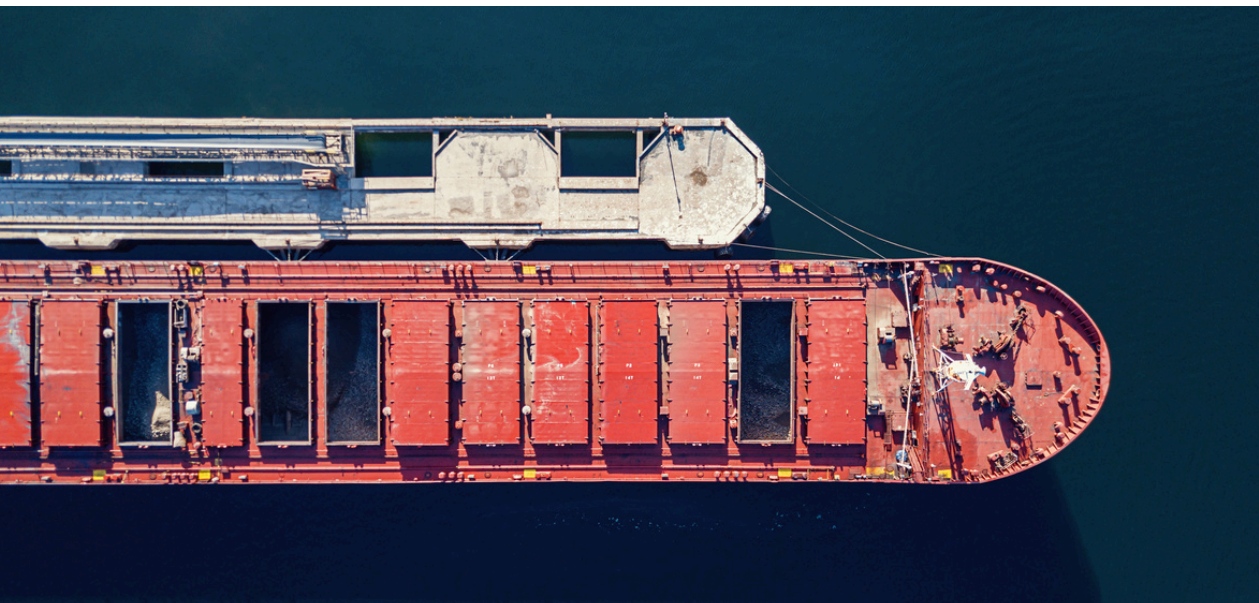
AUDIENCE PROFILE

MT Magazine reaches a qualified audience that includes:

- SNAME's professional members and institutional subscribers
- Senior engineers and technical leaders
- Purchasing influencers and decision-makers
- Global readership extending beyond SNAME membership

DISTRIBUTION

Approximately 3,500 copies are printed per issue, combined with SNAME Online MT readers reach an audience estimated at over 80,000 in the marine architecture and engineering community!





MT MAGAZINE

AUDIENCE

We Deliver Committed, Qualified Readers.

With a 92% SNAME member retention rate, MT readers are passionate advocates and users of products and services for the maritime industry, loyal to the advertisers who support their society. They are highly educated and highly involved in all aspects of purchasing for the marine industry. The level of industry experience [64% with 15+years and 29% with 30+ years] qualifies them as experts in the maritime industry.

PURCHASING POWER

75% directly involved in equipment purchasing

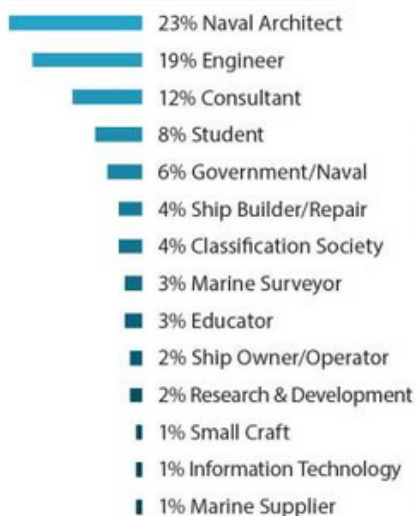
37% review cost for final purchase approval

70% directly involved in new technology, products, or production methods

31% investigate or recommend suppliers

46% determine need or develop specifications

PROFESSION



GLOBAL DISTRIBUTION



INDUSTRY SECTOR

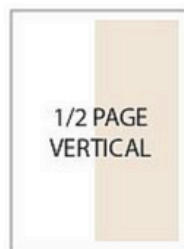
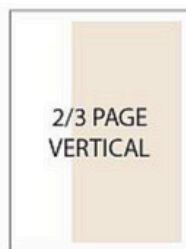




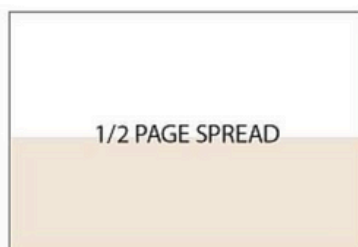
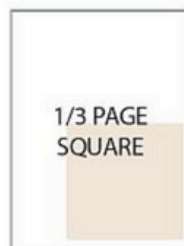
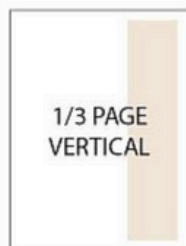
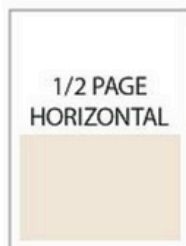
MT MAGAZINE

S P E C S

SPACE UNIT	WIDTH (in.)	DEPTH (in.)
Full Page (bleed)	8-3/8	11-1/8
2/3 Page (vertical)	4-1/2	10
1/2 Page (horizontal)	7	4-7/8
1/2 Page (vertical)	3-3/8	10
1/3 Page (vertical)	2-1/8	10
1/3 Page (square)	4-3/4	4-3/4
1/4 Page (vertical)	3-3/8	4-7/8
1/2 Page Spread (bleed)	16-1/4	4-7/8
2 Page Spread (bleed)	16-1/4	11-1/8



Trim size: 8 1/8 x 10 7/8
Bleed size: 8 3/8 x 11 1/8





MT MAGAZINE

RATES

	1x	2x	3x	4x
Full Page	\$3,195	\$2,895	\$2,495	\$2,095
2/3 Page	\$2,695	\$2,495	\$1,995	\$1,595
1/2 Page (vertical)	\$2,595	\$2,295	\$1,795	\$1,295
1/2 Page (horizontal)	\$2,595	\$2,295	\$1,795	\$1,295
1/3 Page	\$1,995	\$1,795	\$1,495	\$1,095
1/4 Page	\$1,795	\$1,495	\$1,295	\$995
COVERS				
Inside Front Cover	\$3,595	\$3,295	\$3,095	\$2,895
Inside Back Cover	\$3,495	\$3,195	\$2,995	\$2,695
Outside Back Cover	\$3,695	\$3,495	\$3,295	\$3,095





MT MAGAZINE

DEADLINES

ISSUES	DEADLINES
Jan, Feb, Mar	Dec 5
Apr, May, June	Mar 5
July, Aug, Sept	June 5
Oct, Nov, Dec	Sept 5

FORMAT

Preferred format: PDF/X-1A

- High-resolution PDFs must be provided as CMYK
- All fonts and images must be embedded.
- Black text should be built with black only.

* Digital data is required for all ad submissions.

CONTACT



events@sname.org



[Advertising Opportunities | SNAME](#)