

# THE REPORT

The Magazine of the International Institute of Marine Surveying

Read by Marine Surveyors around the globe  
and the wider maritime and marine industry



Media Pack



# INTRODUCTION

The Report is the quarterly magazine for members of the International Institute of Marine Surveying, known by the acronym IIMS. Published for many years, it was never the Institute's policy to attract advertising from companies wishing to target this niche, but highly influential worldwide audience of marine professionals.

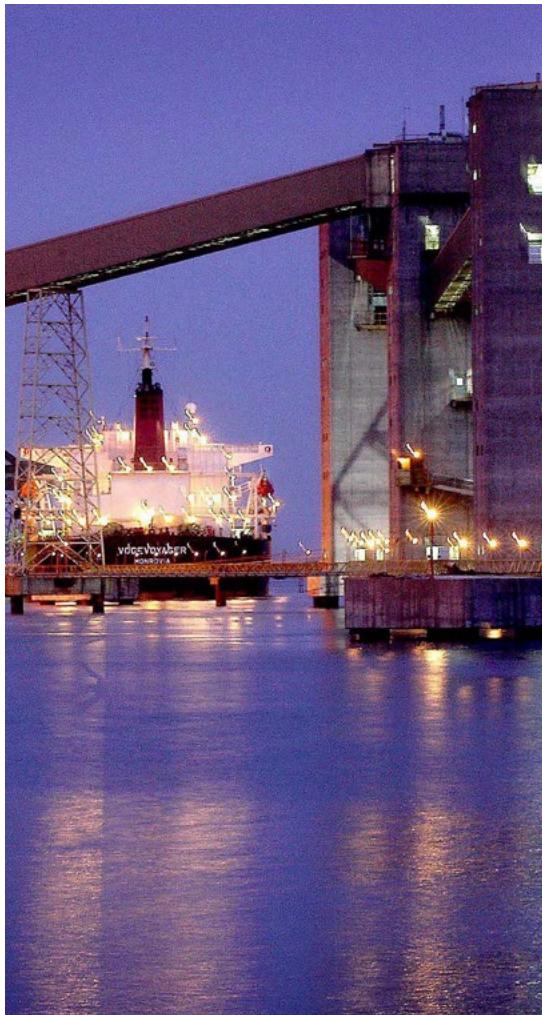
However, the Institute does accept full colour advertising from a limited yet suitable number of companies who seek to connect with Marine Surveyors.

The Report is published electronically each quarter using state of the art magazine e-reader software identical in format to the one you are now reading this media pack in and also in PDF format too. In addition, hard copies are digitally printed for members who subscribe, preferring that form of delivery.

As a key benefit for advertisers, the magazine e-reader software automatically turns any email or web address into a clickable link to make it easy to make direct contact with you, or to view your organisation's web site.

The International Institute of Marine Surveying is an independent, non-political organisation promoting the professionalism, recognition and training of marine surveyors worldwide.

The IIMS is a membership organisation and is the largest organisation of its kind in the world. It seeks to represent its industry to government and non governmental organisations such as the International Marine Organisation (IMO), Coastguards, insurance companies and ship owners.



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## Editorial Content

The aim is to communicate, educate, inform and engage with IIMS members and the wider marine industry using The Report as a medium to do so.

Although The Report is a membership magazine, the editorial policy is to include content from members and non members of the IIMS alike. In each issue there is a blend of marine industry, some of it specially commissioned, and member news

from around the shipping and boating world. There are technical articles from marine surveyors and other learned contributors. And there is a selection of other general marine themed features.

Our aim is to ensure that in each issue there is sufficient editorial content to appeal to all IIMS members, no matter if they be commercial ship, or yacht and small craft surveyors.



# Circulation and Readership



The Report is liked, respected and well read by the IIMS membership and others engaged in the wider marine industry around the world.

In a recent survey amongst its members, the IIMS asked them to rate the quality and usefulness of the publication. 78% said the Report magazine was excellent or good.

The Report is circulated quarterly to approximately 1,000 plus IIMS members and students studying the IIMS Professional Qualifications in Marine Surveying. IIMS members are located in over 90 countries. Each quarter they are notified by email upon publication and are given the link to enable them to browse and read the magazine. Additionally, IIMS promotes the magazine through its various busy social media platforms.



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**90 countries**

# Publishing Schedule

The Report is published quarterly. The publication dates for the four editions annually are:

**March edition:**  
Copy deadline 1st February

**June edition:**  
Copy deadline 1st May

**September edition:**  
Copy deadline 1st August

**December edition:**  
Copy deadline 1st November

## ADVERTISING RATES

| Size      | <i>One insertion</i> | <i>Series of four</i> |
|-----------|----------------------|-----------------------|
| Full page | £625                 | £550 (per insertion)  |
| Half page | £400                 | £350 (per insertion)  |

*NB: VAT will be added at the prevailing rate (where applicable) and invoices are generated for payment on publication. Our standard terms are 30 days.*

# Supplying your artwork

Digital artwork only accepted.

Please send as follows:

- By email to [design@iims.org.uk](mailto:design@iims.org.uk) if your artwork is less than 15MB.
- By post using a CD or DVD mailed to the address in this pack.
- By FTP or WeTransfer if your artwork is too large.

The following digital artwork formats can be supplied:

- **Images Artwork** may be supplied in a flat image format such as TIFF (.tif), Bitmap (.bmp), Photoshop EPS (.eps) or JPEG (.jpg). When supplying images they must be at least 300dpi in resolution and be CMYK in colour mode. If sending JPEGs make sure they are saved with the least compression possible.
- **Adobe InDesign**. If supplying adverts in InDesign format please make sure they are back saved in a version 6 compatible file. All fonts and high resolution (300dpi) CMYK images used in the artwork must be sent with the InDesign file. Please make sure files are Pre Flight checked for press printing before supplying.
- **Adobe Illustrator** files may be supplied in an editable EPS format with all fonts set to outline and all colours used must be CMYK.
- **PDF**. When supplying artwork as a PDF please make sure the Distill settings are set at high resolution PDFX1a (ideal) or Press Quality. If your artwork has bleed please include trim marks within the PDF.
- Non acceptable formats include Word documents, Excel files, Corel Draw native files, Paintshop Pro native files, Microsoft Publisher, Adobe Pagemaker and Quark Express files. We do not accept artwork as film separations.

# Technical guidelines

| Size       | Full Page     |
|------------|---------------|
| Trim Size  | 297mm x 210mm |
| Bleed Size | 303mm x 216mm |
| Type Area  | 276mm x 186mm |

| Size      | Half Page     |
|-----------|---------------|
| Portrait  | 276mm x 90mm  |
| Landscape | 132mm x 186mm |

***Only full colour advertisements (CMYK) are accepted.***

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## Contact details

For further information or to reserve space in The Report magazine please call Dave Parsons on +44 (0) 23 9238 5223, or email him at [info@iims.org.uk](mailto:info@iims.org.uk)

**International Institute  
of Marine Surveying**  
Murrills House, 48 East Street  
Portchester, Hampshire  
PO16 9XS, United Kingdom

[www.iims.org.uk](http://www.iims.org.uk)