

MEDIA KIT 2023

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ON&T

COVERING THE OCEAN INDUSTRY SINCE 1981



WHY ON&T?

Reporting on the latest industry, project, and ocean technology developments, ON&T has been the leading source for news, views, and expert opinion for over four decades. With an editorial focus that stems Ocean Science & Technology, Offshore Energy, Subsea Intervention & Survey, Seafloor Exploration & Infrastructure, and Defense, there are nine print editions of the magazine each year (with digital versions available) and an exclusive Uncrewed Vehicles Buyers' Guide (UVBG), published every July, as well as a weekly newsletter.

WHY ADVERTISE?

ON&T has become the industry benchmark for reporting on the breaking industry developments and technologies shaping how we work at sea. Our reach of 22,000 loyal readers gives advertisers direct access to an exclusive and highly niche audience of decision makers and influencers. Our goal as a trusted trade publication has remained true over the last four decades: to profile the very best of the ocean industry. Are you ready to join us?

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» EDITORIAL CALENDAR 2023 **ON&T**

MONTH & DEADLINES	EDITORIAL FOCUS & CONFERENCES	CONTENT
JAN/FEB Editorial: Jan. 20 Ad: Feb. 10	» OFFSHORE EXPLORATION US Hydro / March 12–16 CUCE / March 26–28 Int'l Partnering Forum / March 28–30	Editorial Topics: Offshore Infrastructure Development, Exploration of Deep-Sea Resources, ESG, Geotechnical Services Product Focus: Submersibles, AUVs, Lights, Cameras, Deck Handling Equipment, Research Vessels, Samplers
MARCH Editorial: Feb. 20 Ad: Mar. 10	» UNCREWED VEHICLES Ocean Business / April 18–20 OCEANS Limerick / June 6–8	Editorial Topics: Remote Marine Survey, Seafloor Mapping, Harbor Security, Long-Range Ocean Research, Coastal Monitoring Product Focus: USVs, AUVs, LARS, UAVs, Sonars, Propulsion and Positioning Systems
APRIL Editorial: Mar. 20 Ad: Apr. 7	» MARITIME DEFENSE & SECURITY UDT / May 9–11	Editorial Topics: Coastal Surveillance, Mine Countermeasures (MCM), Anti-Submarine Warfare (ASW), Search & Rescue, Submarine Cable Infrastructure & Protection Product Focus: USVs, XLUVs, AUVs, ROVs, Amphibious Vehicles, MCM, ASW
MAY Editorial: Apr. 14 Ad: May 5	» GREEN ENERGY TRANSITION H2O Conference / June 12–14 UTC / June 13–15 Seanergy / June 20–21 US Offshore Wind / July 11–12	Editorial Topics: Offshore Wind Infrastructure & Supply Chain, Subsea Batteries, Wave Energy Systems, At-Sea Automation, CCS Systems, Hydrogen Product Focus: Offshore Turbines, Supply Vessels, Underwater Batteries, Subsea Connectors, Submarine Cables, Renewable Energy Systems
JUNE Editorial: May 22 Ad: June 9	» UNDERWATER SENSOR TECHNOLOGY & IMAGING	Editorial Topics: Underwater Navigation, Marine Archaeology, Environmental Coastal Monitoring Product Focus: ROVs, Lights, Cameras, Manipulators, Towed Arrays
JULY Spotlights: June 27 Ad: July 7	» UNCREWED VEHICLES BUYERS' GUIDE 	Editorial Topics: Special Edition
AUGUST Editorial: July 24 Ad: Aug. 11	» OCEAN OBSERVATION, DATA, & COMMUNICATIONS OCEANS Gulf Coast / September 25–28 MATS / November 7–9	Editorial Topics: Oceanography, Meteorology, Remote Sensing, Telemetry, Data Processing, Seafloor Mapping, Cloud-Based Data Storage Product Focus: Marine Observation Systems, Buoys, Drifters, Marine Research Vessels, Subsea Nodes, CTD, Acoustics, Biosensors
SEPTEMBER Editorial: Aug. 21 Ad: Sept. 8	» REMOTE MARINE OPERATIONS ACP Offshore WINDPOWER / October 3–4 Ocean Energy Europe / October 25–26 Offshore Energy / November 28–29	Editorial Topics: Subsea Inspection, Maintenance, Repair (IMR), Seabed Residency, Subsea Intervention, Oil Spill Response, Remote Operations Centers, Professional Development & Training Product Focus: Inspection AUVs, ROVs, USVs, Work-Class ROVs, Pipeline Pigs, Ultrasonic Imaging
OCT/NOV Editorial: Sept. 18 Ad: Oct. 6	» THE OFFSHORE DEVELOPER'S TOOLKIT TMA BlueTech Week / November 13–17 Underwater Intervention / November 29–December 1 Workboat / November 29–December 1	Editorial Topics: Offshore IoT, Asset Integrity Monitoring, Autonomous Control Systems, Digital Twin Technology, Decommissioning Services Product Focus: Predictive Maintenance Solutions, Electric Workboats, USVs, Untethered ROVs
DECEMBER Editorial: Oct. 30 Ad: Nov. 10	» THE FUTURE OF OCEAN TECHNOLOGY Floating Wind Solutions / February 5–7, 2024 Subsea Expo / February 20–22, 2024	Editorial Topics: Special Edition

 Digital Issue



| KEY DATA |

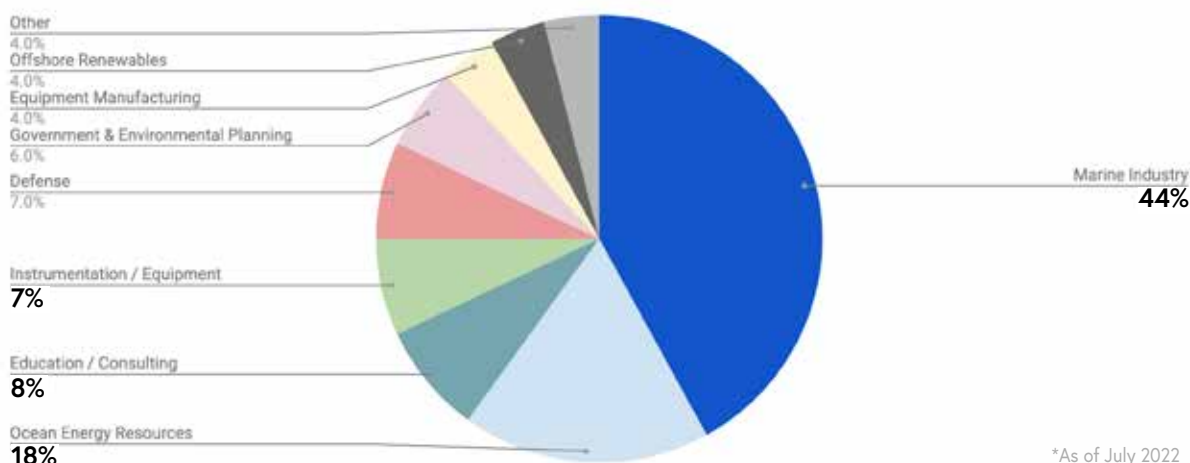
CIRCULATION

» **OVER 15,000** » **REACHING OVER 22,000**
PROFESSIONALS
(Including Social Media, as of July 2022)

DIGITAL MAGAZINE
PERFORMANCE
OVER 60,000
VISITS
OVER 480,000
PAGEVIEWS

(June 2021 - June 2022)

READERSHIP BY INDUSTRY



WEB PERFORMANCE

» **PAGEVIEWS**
200,000
SESSIONS
90,000+
USERS 71,000+

(June 2021 - June 2022)



NEWSLETTER

» **6,800**
SUBSCRIBERS
OPEN RATE
23%

*As of July 2022

GEO DATA

web visits by location

Americas	44%
Europe	37%
Asia	16%
Oceania	2%
Africa	1%



| SPECIAL EDITIONS |

UV BUYERS' GUIDE



An unmatched, comprehensive guide to uncrewed vehicles, manufacturers, and operators, the UV Buyers' Guide lists includes updated product information about the latest ROVs, AUVs, USVs, gliders, crawlers, and towed vehicles alongside a series of exclusive Spotlight articles penned by leading manufacturers and operators. For more details, visit: www.oceannews.com/uncrewed-vehicles

❗ Ask your Account Manager for video details and availability.

OVER
71,000
PAGE VIEWS

9,000
TOTAL ISSUE VISITS
(Based on 2021 UVBG performance)

GUIDE'S RATES

AD FORMATS	PRICE
FULL PAGE	\$1,947
1/2 HORIZONTAL	\$1,257
1/3 VERTICAL	\$1,112
1/3 SQUARE	\$1,112
1/4 PAGE	\$979

GUIDE'S SPECIAL POSITIONS

FULL PAGE	PRICE
COVER II	\$2,380
COVER III	\$2,380
COVER IV	\$2,380
PAGE 3	\$2,194
ADJACENT TOC	\$2,194
ENHANCED LISTINGS	\$250

THE FUTURE OF OCEAN TECHNOLOGY

Our annual Special Edition, The Future of Ocean Technology, unites an exclusive roll call of industry thought leaders to discuss the innovative breakthroughs set to redefine how we work in marine environments over the coming years. This feature-only (no news) edition represents an exclusive opportunity for companies to participate in discussions about how fresh thinking, applied science, and pioneering technology will reshape the ocean industries. Space is limited and dealt with on a first come first served basis.

Contact your Account Manager for more information and reserve your spot, today.

FEATURE PACKAGE (starting at \$2,500)

- ✓ 1,000-word article
- ✓ 4-5 high-res images
- ✓ Headshot of guest author
- ✓ Full page advert

OPINION PACKAGE (starting at \$2,000)

- ✓ 500-word opinion
- ✓ Headshot of guest author
- ✓ Half page advert

» advertise@oceannews.com



OVER
61,000
PAGE VIEWS

11,000
TOTAL ISSUE VISITS
(Based on 2021 performance)



| OTHER OPPORTUNITIES |

OCEAN INDUSTRY DIRECTORY

ON&T's popular directory offers three plans to fit all budgets, from **Free** to **Silver** to **Gold**.

	FREE PLAN DIGITAL ONLY	SILVER PLAN DIGITAL ONLY \$500 yearly	GOLD PLAN DIGITAL + PRINT ONLY \$950 yearly
Company name, address, phone number, and website	✓	✓	✓
Link to chosen industry category	✓	✓	✓
Corporate Logo	✓	✓	✓
Company introduction		✓	✓
Sales contact name and email		✓	✓
Link to Social Media Accounts		✓	✓
Product Offer Listings (10 for Silver, 20 for Gold)		✓	✓
Video file uploads		✓	✓
Corporate document & Spec Sheets upload		✓	✓
Print Company Listing in one category in 10 issues of ON&T			✓

DIGITAL MAGAZINE OFFERS

With space limitations in the magazine, ON&T also offers several Special Digital Ad Positions in form of a Sponsorship Page (placed next to cover) and video.



	DESCRIPTION	SPECIFICATIONS	PRICE
VIDEO ⓘ	Embedded videos and pop-ups	ⓘ	\$500 / per issue
SPONSORSHIP PAGE	Premium spot, first page to view. Logo required - linked to company website.	Standard magazine content	\$1,500 / per issue

ⓘ Add on digital feature that requires paid content in magazine.

VIDEO SPECIFICATIONS

File size: Under 10 MB	Quality: Speed
File type: MP4	Bitrate: 400 kb/s
File dimensions: 400 x 300	Audio bitrate: 64 kb/s
Duration: 30 sec. to 2 min.	

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| EXCLUSIVE OPPORTUNITIES |

UNCREWED WAYPOINTS



Uncrewed Waypoints

The ON&T Uncrewed Waypoints is a quarterly email dedicated to bringing readers a round-up of the top stories and industry insights from the rapidly expanding world of uncrewed vehicles.

	Size/Materials (w x h)	1 – 2 editions	3 – 4 editions
Leaderboard in Email + Leaderboard on Homepage for 4 weeks	728 x 90 pixels advert for both positions	\$1,000/edition	\$850/edition
Banner 1 Ad + Half-page ad on Homepage for 4 weeks	600 x 75 pixels advert for email + 300 x 600 pixels advert for website	\$900/edition	\$750/edition
Billboard 1 + Medium Rectangle for 4 weeks	600 x 315 pixels advert for email + 300 x 250 pixels advert for website	\$900/edition	\$750/edition
Banner 2 Ad + Half-page ad on Homepage for 4 weeks	600 x 75 pixels advert for email + 300 x 600 pixels advert for website	\$750/edition	\$650/edition
Billboard 2 + Medium Rectangle for 4 weeks	600 x 315 pixels advert for email + 300 x 250 pixels advert for website	\$750/edition	\$650/edition





| ADVERTISING RATES |

PRINT »



We offer premium editorial and advertising packages. Contact your Account Manager for more details and options.

RATES

ALL PRICES INCLUDE FULL 4 COLOR PRINT

	1X	3X	6X	10X	11+
FULL PAGE	\$3,635	\$3,555	\$3,470	\$3,430	\$3,390
2/3 PAGE	\$2,960	\$2,850	\$2,800	\$2,755	\$2,655
1/2 ISLAND	\$2,750	\$2,610	\$2,550	\$2,500	\$2,455
1/2 VERT/HORIZ.	\$2,570	\$2,440	\$2,355	\$2,305	\$2,285
1/3 VERT/SQUARE	\$2,088	\$1,980	\$1,870	\$1,830	\$1,800
1/4 PAGE	\$1,810	\$1,760	\$1,695	\$1,645	\$1,595

COVERS

COVER II	\$4,025	\$3,940	\$3,840	\$3,790	\$3,745
COVER III	\$4,025	\$3,940	\$3,840	\$3,790	\$3,745
COVER IV	\$4,210	\$4,115	\$4,015	\$3,965	\$3,915

SPECIAL POSITIONS & EDITORIAL/ADVERTISING PACKAGE

SPECIAL AD POSITIONS

PRICING

PAGES 3 - 9: SPACE & COLOR+

\$290

SPECIFIC POSITION: SPACE & COLOR+

20%

RATES

HOME PAGE

(*Includes display on Directory & Uncrewed Vehicles Pages)

1-6 MONTHS

7-12 MONTHS

LEADERBOARD*	\$600/mo	\$400/mo
HALF-PAGE	\$750/mo	\$550/mo
MEDIUM RECTANGLE	\$300/mo	\$175/mo
FOOTER*	\$200/mo	\$200/mo

NEWS PAGES

LEADERBOARD	\$750/mo	\$500/mo
HALF-PAGE	\$850/mo	\$600/mo
MEDIUM RECTANGLE	\$300/mo	\$200/mo
FOOTER	\$200/mo	\$150/mo

« WEB



POSITION

1-6 MONTHS

7-12 MONTHS

BONUS EXPOSURE ON OCEANNEWS.COM

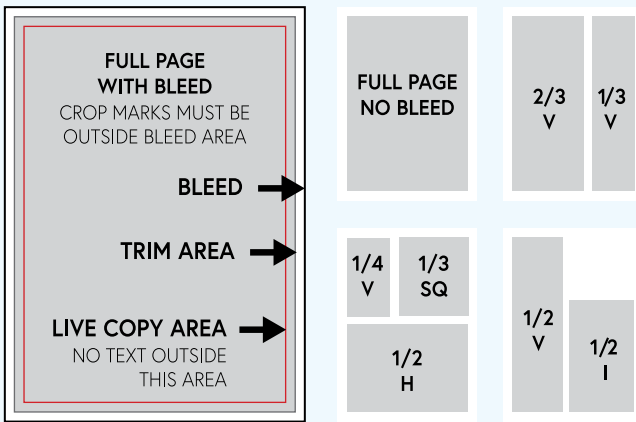
LEADERBOARD	\$1,100/mo	\$850/mo	Includes Leaderboard ad on all News Pages
TOP SPONSOR	\$1,200/mo	\$900/mo	Includes Half-Page ad on all News Pages
RUN OF SPONSOR	\$900/mo	\$750/mo	Includes Half-Page ad on all News Pages
BANNER 1 & 2	\$750/mo	\$550/mo	Includes an in-article banner ad on all News Pages

« NEWSLETTER



PRINT MAGAZINE

LAYOUT SPECIFICATIONS



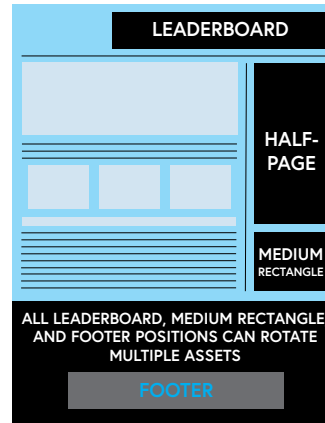
DIMENSIONS

	INCHES	MILLIMETERS
FULL PAGE		
WITH BLEED	8.63" x 11.13"	219.2 x 282.7
TRIM SIZE	8.38" x 10.88"	212.85 x 276.35
LIVE COPY AREA	7.5" x 10"	190.5 x 254
2/3 VERTICAL	4.72" x 9.75"	120 x 247.65
1/2 ISLAND	4.52" x 7.23"	114.8 x 183.64
1/2 HORIZONTAL	7.18" x 4.81"	182.4 x 122.2
1/2 VERTICAL	3.5" x 9.75"	89 x 247.65
1/3 VERTICAL	2.28" x 9.75"	57.91 x 247.65
1/3 SQUARE	4.62" x 4.81"	117.3 x 122.2
1/4 VERTICAL	3.33" x 4.81"	84.6 x 122.2

REQUIREMENTS

Resolution and Embedded Images: MINIMUM 300 dpi
Requirements: 300 dpi for full color artwork or grayscale.
 Images and logos from websites are NOT usable for print ads.
File-types Accepted: High resolution PDF, TIFF, EPS or JPG.
Color: Send all files in CMYK mode. RGB and spot colors will be converted to CMYK. Publisher will not be responsible for shift in color.
Fonts: Unfurnished or PC platform fonts will be substituted.
File Submission: advertise@oceannews.com

WEBSITE

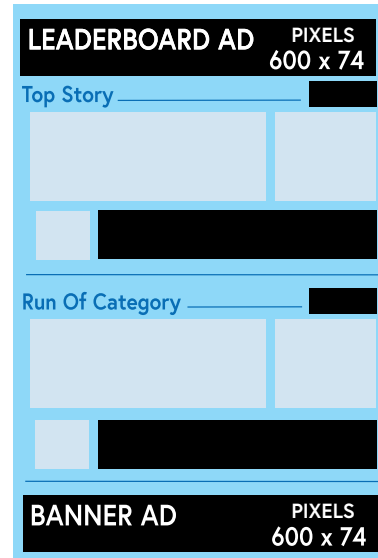


(Images are for illustration purposes only and do not reflect actual size.)

DIMENSIONS (PIXELS)

LEADERBOARD	728 x 90
HALF-PAGE	300 x 600
MEDIUM RECTANGLE	300 x 250
FOOTER	728 x 90
VIDEO BOX (MP4 FORMAT)	300 x 168

NEWSLETTER



TOP STORY SPONSORSHIP

LOGO
 80 x 80 IMAGE
 TITLE 50 Characters w/ Spaces
 BODY 145 Characters w/ Spaces

RUN OF CATEGORY SPONSORSHIP

LOGO
 80 x 80 IMAGE
 TITLE 50 Characters w/ Spaces
 BODY 145 Characters w/ Spaces

(Images are for illustration purposes only and do not reflect actual size.)

REQUIREMENTS

File-types Accepted: PDF, JPG, GIF or SVG
Color: Send all files in RGB mode. CMYK and spot colors will be converted to RGB. Publisher will not be responsible for shift in color. Anti-alias should be set to smooth.
Pixel Density: 72 dpi for full color artwork or grayscale.
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