

# UCi

The Magazine for  
Underwater Professionals

[www.under-water.co.uk](http://www.under-water.co.uk)

## underwater contractor

INTERNATIONAL

# RATE CARD

# 2018

- DIVING
- OFFSHORE
- ONSHORE
- ROVs
- AUVs
- EQUIPMENT
- TECHNOLOGY
- INDUSTRY NEWS
- UK & INTERNATIONAL

**Underwater Contractor International** (UCI) is a high-quality bi-monthly publication catering for the commercial underwater industry, covering all sectors of offshore, inshore and inland activity. UCI is recognised by governmental, commercial and learned organisations as a primary vehicle for communicating with and disseminating information to the whole industry. Distribution of the magazine includes all members of the Society for Underwater Technology (SUT) and the Association of Diving Contractors (ADC) as well as a comprehensive list of industry professionals. It is also delivered to dive vessels for Acergy, Subsea UK and Technip.

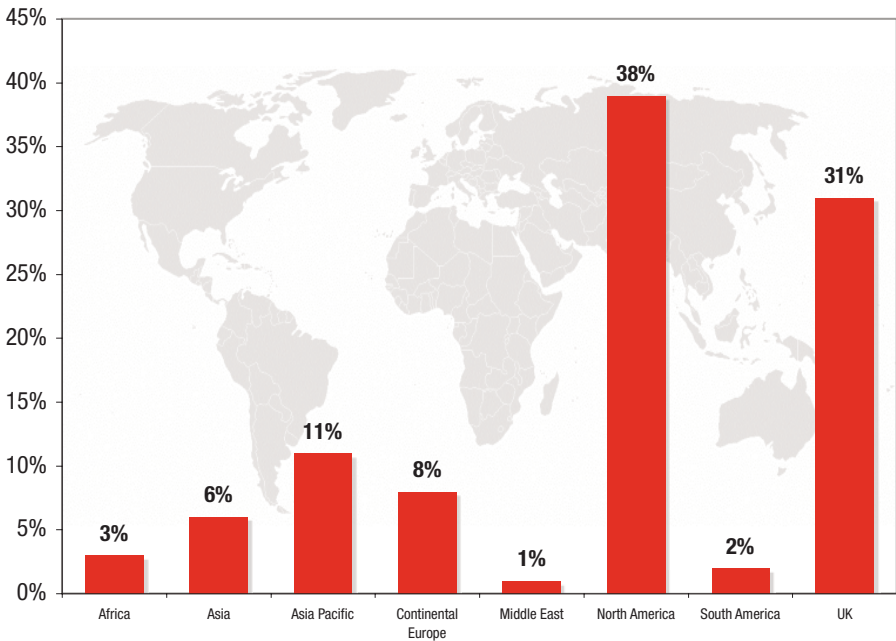
UCI is published by Underwater World

Publications, part of the DIVER Group, the UK's leading multimedia business specialising in B2B and consumer products for markets associated with the underwater environment. The DIVER Group portfolio also includes **International Ocean Systems**, the magazine for ocean professionals, which is published bi-monthly, alternating with UCI. Advertisers who wish to buy space in both titles can benefit from a 12 x series rate and combined monthly frequency.

News releases and feature material may be sent to the managing editor, Daniel Johnson (daniel@divermag.co.uk), for consideration. Priority will normally be given to topical matters and items relevant to individual issue themes (see Editorial Schedule).

## CIRCULATION BREAKDOWN

**Total Circulation 6,490**



## ADVERTISEMENT RATES TO TAKE EFFECT FROM JANUARY 1ST 2018

No. of Insertions	1		3		6		12*	
	b/w	colour	b/w	colour	b/w	colour	b/w	colour
<b>SIZE</b>								
Full page	£985	£1475	£858	£1292	£702	£1055	£631	£949
1/2 page	£555	£833	£495	£742	£409	£565	£368	£505
1/3 page	£394	£585	£348	£520	£283	£419	£258	£379
1/4 page	£303	£465	£273	£414	£232	£354	£212	£318
1/6 page	£233	£354	£212	£323	£182	£268	£167	£242
1/8 page	£172	£258	£152	£222	£132	£192	£121	£171
Back cover	n/a	£1848	n/a	£1621	n/a	£1313	n/a	n/a

\* 6 advertisements in Underwater Contractor International combined with 6 advertisements in International Ocean Systems at IOS rate.

<b>Web Directory</b> (50 words max) for 6 insertions (12 months): £220	<b>Small Ads</b> (Semi-display)
Web Directory with logo: £282	£16 per single column cm. (min. 2cms)
<b>Website Banner</b> 6 months: £350. 12 months: £500	

**FRONT COVER:** The front cover is available to advertisers in colour for £1840 per issue (to include up to two pages of feature material at the editor's discretion). The front cover is to comprise a suitable picture with no text. Product/company names and logos may appear only on the actual equipment pictured.

**COPY:** In the event of copy instructions not being received by the due date, the publisher reserves the right to repeat the copy last used.

**AGENCY COMMISSION:** 10% to recognised advertising agencies if payment is made within 30 days of invoice date.

**ISSUE DATES:** Published six times per year; issued February 1, March 29, May 31, July 27, September 27, November 29.

### SUBSCRIPTION RATES:

UK £39 p.a.

Overseas

£49 p.a.

### TERMS OF CONTRACT

**Underwater Contractor International** is published by Underwater World Publications, Suite B, 74 Oldfield Road, Hampton, Middlesex TW12 2HR, UK. Tel: (020) 8941 8152 (International +44 20 8941 8152); Email: jenny@divermag.co.uk. All orders, advertisements, and editorial should be sent to this address.

#### ORDERS

All advertisement orders are subject to acceptance in writing from the publisher who reserves the right to refuse, amend, withdraw or otherwise deal with all advertisements submitted at their absolute discretion and without explanation. Such actions shall not be good ground for advertisers to stop a current contract or to refuse to pay the same or for breach of contract. The publisher will not be liable for any loss or damage consequential or otherwise occasioned by error, late publication or failure of an advertisement to appear from any cause whatsoever.

#### CANCELLATIONS

Contracts may be cancelled by the advertiser or publisher on written notice, 30 days in advance of closing date. Later cancellations will be charged at full rate agreed, whether advertisement appears or not. The advertiser will be billed for actual space used within the contract year at the rate shown on this rate card. When new rates are announced, advertisers will be protected at their contractual rates for 90 days after the announcement date of the new rates. Orders may be cancelled at the time the change in rates becomes effective without incurring a short-rate adjustment on space already run.

## SPECIFICATIONS FOR ADVERTISEMENTS

SIZE	Width x Depth (mm)	SIZE	Width x Depth (mm)
Full page	185 x 274	1/3 page vertical	58 x 274
Bleed page size	216 x 303	1/3 page horizontal	185 x 86
Trim size	210 x 297	1/4 page	90 x 135
1/2 page vertical	90 x 274	1/6 page	90 x 88
1/2 page horizontal	185 x 135	1/8 page	90 x 65

**NB** No bleed adverts unless full pages.

### ACCEPTABLE MEDIA

CD-ROM, DVD-ROM (Mac or PC).  
Please contact David Eaton for details  
(david@divermag.co.uk).

### ACCEPTABLE SOFTWARE

Mac or PC: Photoshop, Quark Xpress,  
Illustrator (eps files with fonts outlined).

### HI-RES PDF FILES

PDF files created to the Periodical Publishers  
Association 'pass4press' standard and must  
be Adobe Acrobat 4 (pdf 1.3).

Go to the PPA website at

[http://www.ppa.co.uk/resources/resources/  
~link.aspx?id=1FC1F7BEAF2B4FB0861B09  
DCA80EFFB0&\\_z=z](http://www.ppa.co.uk/resources/resources/~link.aspx?id=1FC1F7BEAF2B4FB0861B09DCA80EFFB0&_z=z)

for information on 'pass4press' and to  
download Quark XPress and Adobe Acrobat  
Distiller settings.

### COMPRESSION SOFTWARE

Mac: Zipit, Stuffit.  
PC: PKZip, WinZip.

### COLOUR PICTURES

Should be supplied as CMYK not RGB.

### E-MAIL

Advertisers may also supply their  
advertisement/picture/logo by e-mail (up to  
5Mb compressed) by saving their work to the  
correct dimensions at 300dpi resolution and  
sending it to the following address:  
david@divermag.co.uk

### MAGAZINE FORMAT

A4, saddle-stitched, 4-colour throughout.

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