



THE MAGAZINE OF THE
SOCIETY FOR UNDERWATER TECHNOLOGY



UT²

UT³

Media Plan

2012

UT²

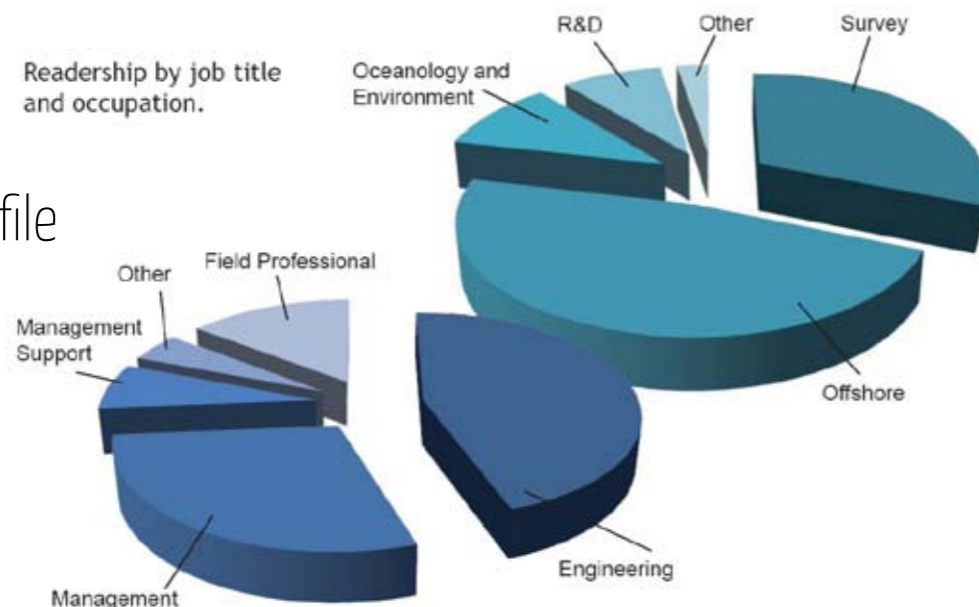
UT² is the magazine of the Society for Underwater Technology, the most influential and active society of its type in the world. Its members are typically subsea professionals, making decisions at the highest levels. This authoritative quarterly publication is also sent to qualified non-members, academic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

The idea behind the magazine is that the printed word is the most friendly and effective medium for conveying information, however, few have time to wade through all the journals that cascade onto their desks. UT² distils subsea issues and presents them as punchy and accessible articles, well illustrated and easily digestible.

While the articles range from subsea tourism to aquaculture, the main focus, broadly representing the orientation of its readership, lie in the oceanology, survey and offshore sectors. This particularly leaves UT² as a magazine of choice for subsea professionals, where most of the mainstream offshore titles concentrate on drilling and seismic processing.

Importantly, the magazine is also represented at the major subsea and offshore exhibitions around the world at which the Society both co-organises or just attends. Furthermore, it is distributed at the many subsea training courses that are organised by the Society, educating tomorrow's engineers and technologists.

Demographic Profile



Aug 2011 print run: 3800

UT³

UT³ is an online magazine with a number of advantages over the print version.

It has no length restriction

UT² is limited to 48 pages. UT³ has pages continually added until the publication date so it can cover more subjects. The last issue had 156 pages

Large pictures

These are visually appealing and can often illustrate ideas better than words, however, 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 thousands more. Since UT³ has been published, the page-turning issues have had nearly three quarters of a million page views

The August issue had over 185 000 views alone



Geographic Distribution

Magazines are also limited by economics as to where they are distributed. UT³ is restricted to subsea professionals that have access to a computer

Advertising

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

UT² Editorial

Editorial deadlines are the first week of the month prior to publication

1Q

Seismic Aquisition
Underwater Intervention
Subsea Tiebacks
Maritime Security
Oceanography
Mariculture
Ocean Mining

Oceanology International

2Q

Offshore
Subsea Processing
Survey
Control Systems

Offshore Technology Conference, Houston
UTC Bergen

3Q

Seabed Processing
ROVs and AUVs
Mini-ROV systems
Sonar Imaging
Marine Salvage
Harsh Environment

ONS, Stavanger

4Q

Deep Water
Pipelay and Trenching, Mooring
Flexible Risers, Flowlines and Umbilicals
Underwater Communication and Telemetry
Subsea Navigation and Positioning
Diving and Manned Submersibles
Underwater Cameras

Subsea UK

UT³ Editorial

UT³ carries all the editorial featured in UT² as well as a variety of expanded/ other topics. There is no strict format. The start of the online magazine normally covers Field Developments, often followed by Pipelines, Umbilicals and Cables. A review of Underwater Vehicles is typically around the middle of the magazine with Seismic, Company News, Awards and SUT News towards the end

UT² Advertising

Rate Card

	1	2 (or more)	4
Full Page	£ 2200	£ 2050	£ 1980
Half Page	£ 1420	£ 1350	£ 1250
Quarter Page	£ 1000	£ 980	£ 850
	Back cover £ 2450	Inside back £ 2100	Inside front £ 2150

Mechanical Data Sizes (mm)

Full Page	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

UT³ Advertising

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