

RACONTEUR

Distributed in

THE  TIMES

The Maritime Economy

Publication date

October 17, 2018

Copy deadline

October 3, 2018

Readership

1,050,000 +

Circulation

Print: 436,692 (excludes SCT & NIR)

Tablet: 81,000 active daily downloads

Format

Newsprint - compact

Pages

16pp

In association with



MARITIME
UK

A word from the publisher...

The UK is a leading maritime nation, with the industry contributing just over £40 billion a year to the national economy. And while there is huge potential for growth, there is still a widespread lack of understanding of maritime and its value to British businesses. As an island nation, shipping is fundamental to the everyday running of the UK economy, with 95 per cent of all imports and exports moved by sea. So it is imperative to educate senior business leaders and policymakers to promote the industry and ensure the UK cements its place as a leading maritime nation in the future.

Raconteur will be publishing the 16-page report, *The Maritime Economy*, in *The Times* newspaper and tablet edition on October 17, 2018. With commentary and analysis by subject-matter experts and journalists, this report will present an independent overview of the maritime economies and the future of the industries therein, elevating them to the largest business readership in the UK.

Supported by the latest data, forecasts and thought-provoking infographics, this report will explore the future of maritime, supporting and driving awareness around changing technologies, services and legislation relating to the industry.

With a national circulation of 436,692 copies and an overall readership of 1.01 million, *The Times* is the leading business tabloid newspaper in the UK – reaching a larger audience of board directors and C-suite executives than any other newspaper, including the *Financial Times*. It is an unparalleled opportunity for those companies wishing to stand out as clear thought leaders in the industry and engage influential decision-makers on one of the most pertinent topics of 2018.

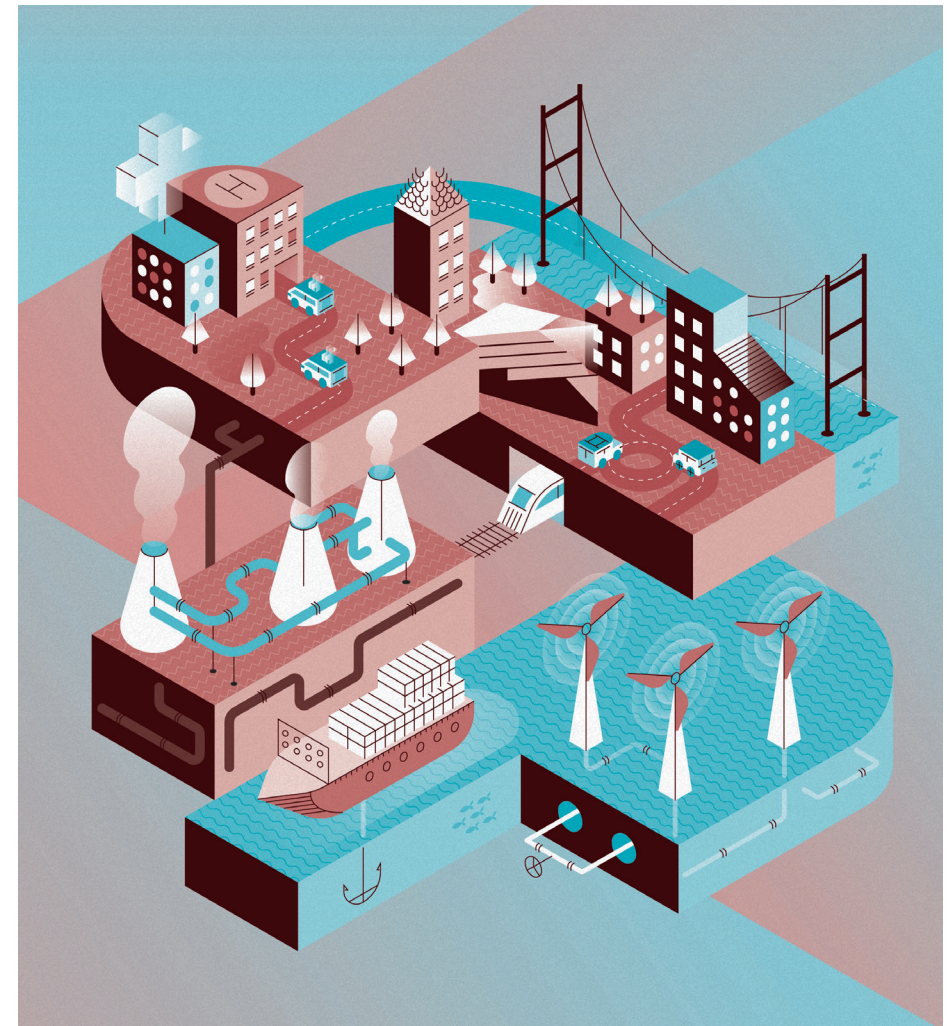
I would be interested to answer any questions that you may have about editorial content, advertising options and how reports will help leverage your ROI.

Kind regards,



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Publishing Manager

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Editorial synopsis

Raconteur's special reports focus on broadening perspectives and providing in-depth knowledge to challenge and inspire business decision-makers with forward thinking content on the topics that matter. The key themes this publication will cover include:

Autonomy

Industry estimates that fully autonomous ships, capable of transporting cargo without a crew, could be in operation as early as 2035. The UK is already a leader in this area and has capability to significantly contribute both in developing the technology and the legislation in this field. This piece will discuss the future of ships and unmanned vessels, exploring the rise of automation, robotics and increasing connectivity across the oceans – combined with the rise of 'smart shipping' and crewless freight transport.

Digital transformation of ports

There is a wave of digital transformation sweeping across the maritime industries – with ports arguably an area with the most potential for change. In an industry where technological adoption has been historically quite slow, it's key to address past inertia and ensure that business leaders and C-suites understand the technology available and the benefits that can be achieved through transforming traditional ways of working.

Security

It is estimated that piracy costs the international economy between \$7 billion and \$12 billion annually – with areas such as the Horn of Africa and Gulf of Guinea of particular concern. With the risk of attacks on shipping and concerns around maritime smuggling, business leaders need to be aware of the threats to the industry and what is being done to combat these. This article will explore the measures that are being taken to combat piracy and smuggling and protect vital transport routes.

Cybersecurity

Increasing dependence on digital technology and the introduction of autonomous vessels and port operations will continue to present new challenges for cybersecurity, making ships, ports and related infrastructure increasingly vulnerable to attacks. What is being done to combat this threat and what solutions and services are available to maritime industry leaders to ensure they are protected? This piece will outline the evolution of cyberthreats and the measures that should be taken to mitigate a key risk for businesses in the sector.

Editorial synopsis

Women in maritime

Maritime industries have traditionally been very male dominated, however the tide is now turning and it's important to ensure businesses are more representative of the 21st-century working world. This feature will discuss the importance of a diverse workforce, both in leadership positions and across the board, outlining the steps that are being taken to ensure this and profiling both companies and individuals that are leading the way.

Low-carbon shipping/alternative fuels

There is a growing demand for cleaner fuels and an ongoing search for alternative fuels in sea transportation. But if new emission-reducing technologies are not introduced, then global shipping could be responsible for up to 17 per cent of carbon emissions by 2050. This feature will discuss the importance of reducing emissions in shipping and the responsibility that ship owners and operators have in this process. It will also explore the current state of play in this search for clean/alternative fuels and where the bulk of this progress is being made.

Maritime business services – legal and regulatory innovation

The UK is the global centre for maritime business services with the sector contributing billions to UK GDP per year. British law is the global industry standard and puts the UK at the heart of global opportunities brought about by advances in areas such as autonomous shipping. This feature will highlight the importance of the sub-sector to the UK economy and discuss the challenges and opportunities on the horizon.

Readership

All Raconteur's Special Reports are published exclusively in *The Times* and tablet edition, and online on raconteur.net. With the largest senior business audience in the UK national press, it's an excellent platform for brands who want to want reach influential decision-makers.

THE TIMES

Print

422k

purchase decision-makers

235k

company directors

141k

chairmen, owners, MDs, CEOs or deputies

1.05m readers

43%

of *The Times* readers have a net worth of £1m+

47%

of regular Raconteur readers hold a job title of owner or CEO

Tablet

81k

active daily tablet downloads

36

minutes average dwell time

RACONTEUR

3/4

of *The Times* readers have read a Raconteur report

2/3

of Raconteur readers have influence on B2B spend

70%

of CEOs and 63% of CFOs/CIOs that read *The Times* have read a Raconteur report

The Raconteur environment

In a world of adblockers and opt-outs, we help brands cut through the noise. We provide a highly trusted and credible environment to influence key decision-makers. Our average reader spends 27 minutes reading our reports and 42 per cent have mentioned a report to a C-suite executive.

In-depth, meaningful engagement

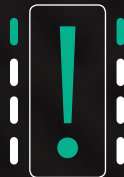


27 minutes is the amount a average reader will spend reading a report



42%

of regular Raconteur readers have mentioned a report to a C-suite executive



25%

of regular Raconteur readers have taken an issue or topic highlighted in a report to a boardroom meeting



The most popular words used to describe brands in Raconteur are:

'Thought leaders'

'Trustworthy'

'Credible'

Advertising that's useful and contextual



9/10

regular Raconteur readers say our reports are a good place to advertise



1 in 3

FTSE 250 readers have passed a Raconteur report on to a c-suite exec



81%

of regular Raconteur readers would consider finding out more information about a company as a result of seeing a relevant Raconteur report

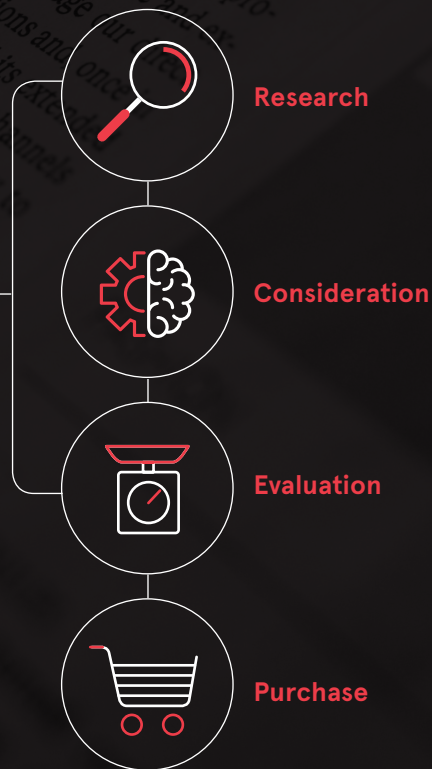
Return on investment

In addition to the reach, influence and readership of *The Times*, Raconteur's special reports are an investment into a relevant, high-performance piece of content with a long shelf-life that forms a powerful asset in your marketing mix.

60%

of clients will make their mind up before they've even approached a brand. Involvement in Raconteur's special reports gives you targeted and contextual visibility in the research stage of hard to reach, time-poor prospects.

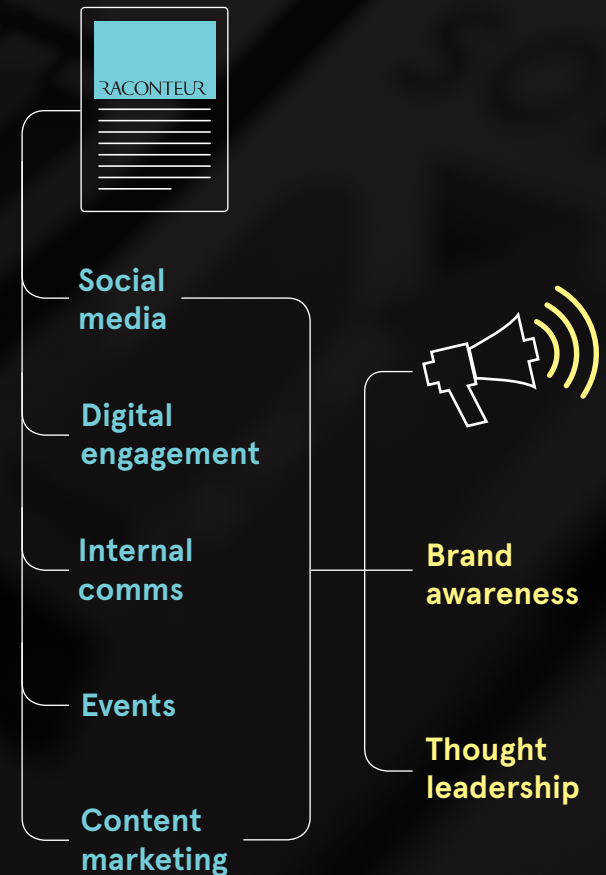
Be there when the learning happens



An investment that goes beyond day of publication

Raconteur's special reports are a useful asset in your marketing. We are able to advise you on how to create a post-publication strategy, and leverage the report to the fullest.

Involvement in the report gives you global syndication rights to the entire publication – from the independent articles to the visual assets to leverage in your other communication channels.



Ratecard

Advertorials

Prices are the same as display advertising. Raconteur will assist you in developing the content and design of advertorials. Limited to four per publication and available as double page spread, full page or vertical half page.

Title sponsorship

Full and section sponsorship packages are available for this title (please speak to the publisher for further details).

Digital sponsorship

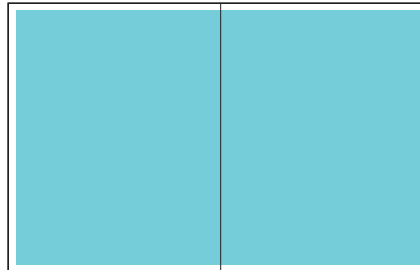
All of Raconteur's special reports are digitally optimised and hosted on raconteur.net. Rates are for exclusive sponsorship as the only brand on the report landing page.

Ben Bruce

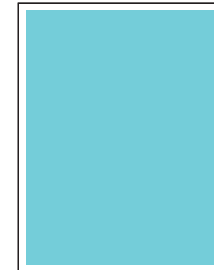
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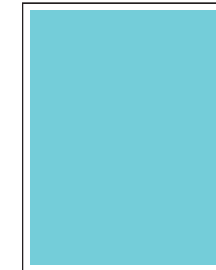
Print



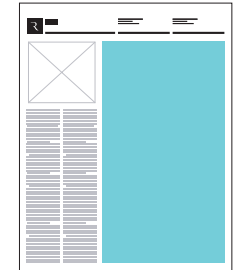
↑ **Double page spread**
550 x 338 mm
£40,450



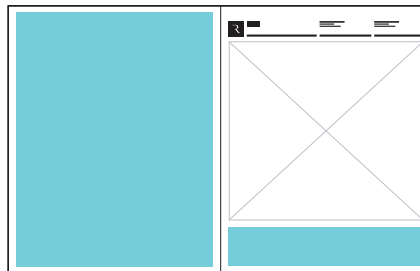
↑ **Back page/page 2**
264 x 338 mm
£25,250



↑ **Full page**
264 x 338 mm
£21,950



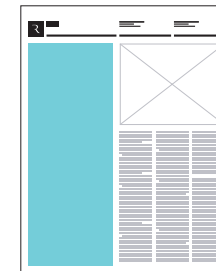
↑ **Vertical half page**
150 x 334 mm
£13,170



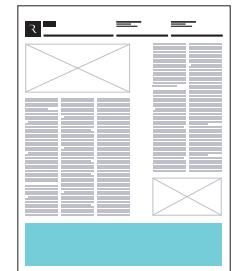
↑ **Cover wrap (back page + f/p banner)**
264 x 338 mm & 264 x 50mm
£30,660



↑ **Front page banner**
264 x 50 mm
£8,900

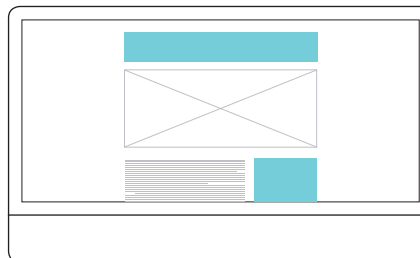


↑ **Tower**
96 X 334 mm
£8,560



↑ **Inside banner**
264 x 60 mm
£4,520

Digital



Leaderboard	728 x 90px	
MPU	300 x 250px	
Billboard	970 x 250px	
Half page	300 x 600px	
		100,000 impressions £3,450
		250,000 impressions £5,050
		1 million impressions £9,690

All prices exclude VAT

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