



# **2025 MEDIA KIT**

## **ENQUIRIES**

Craig Scutt

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# The Weekly

Our weekly e-newsletter is sent every Thursday to MIAL's 450 Full and 340 Associate members. It is essential reading for senior maritime executives and leading service providers.

## Engagement Metrics (2024 indicative)

### Full Members

Open rate: 69%  
Interaction rate: 71%  
Click rate: 44%

### Associate Members

Open rate: 36%  
Interaction rate: 38%  
Click-rate: 38%

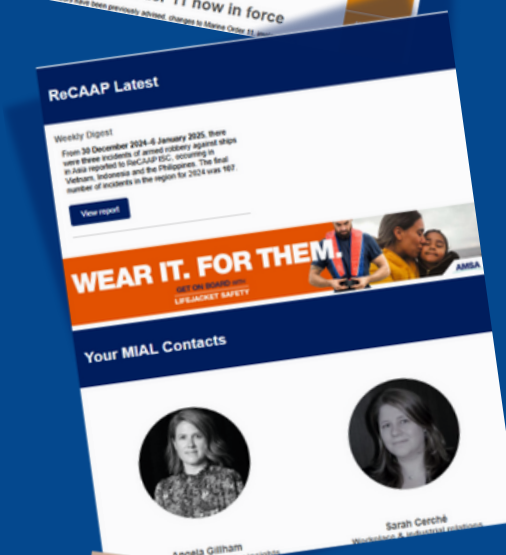


# The Monthly

The Monthly e-newsletter informs the 'maritime cluster' of adjacent industry professionals who are eager for maritime news and developments.

## Engagement Metrics (2024 average)

Open rate: 38.47%  
Interaction rate: 39.32%  
Click-through rate: 13%  
Subscribers: 2,650



# MAX Magazine

Published annually, MAX Magazine provides an end of year wrap up for our industry alongside features stories designed to resonate with senior industry executives, as well as the broader maritime cluster.

Advertising in the print and digital editions of MAX is a way to position your brand in front of maritime decision-makers and executives.



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# The Weekly

- Sent every Thursday
- 790 subscribers

Our readership is highly engaged and receptive to relevant, targeted promotions.

If you need to reach maritime decision-makers, promote your offering with a banner advertisement in The Weekly.

## Rates

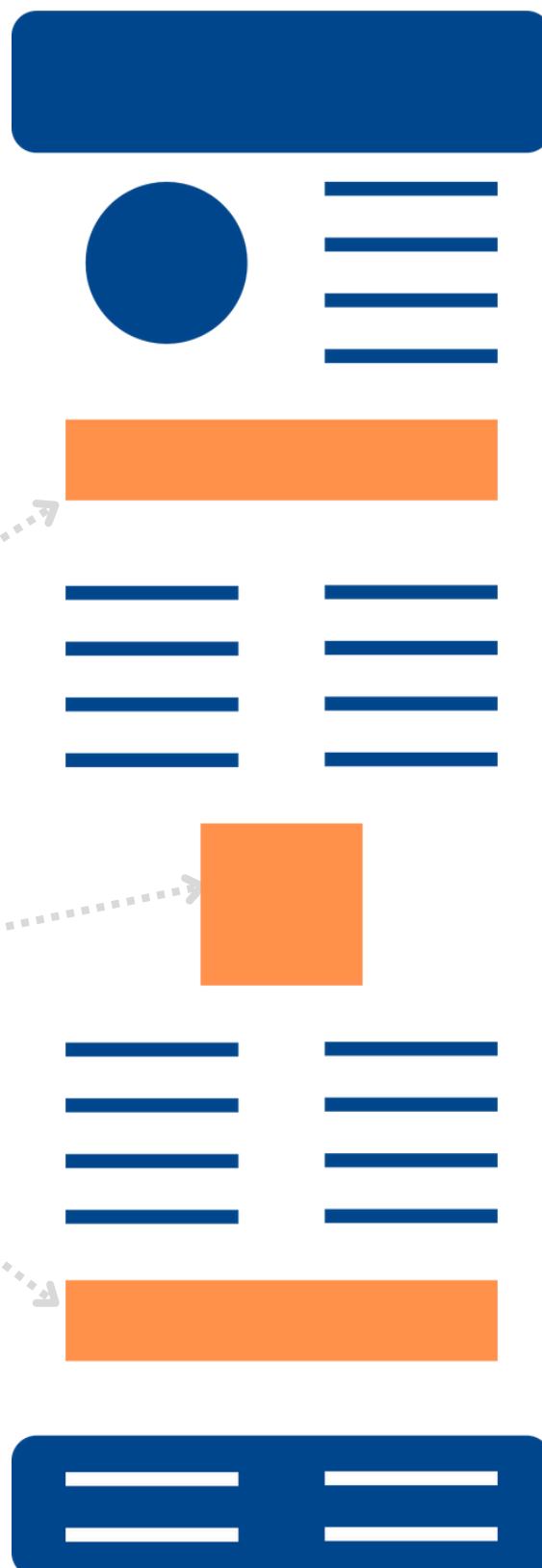
Choose from 2 banner types and 3 positions within the email template.

| Banner / placement  | 1-week campaign |
|---------------------|-----------------|
| Horizontal / leader | \$250 + GST     |
| Horizontal / body   | \$200 + GST     |
| Horizontal / footer | \$200 + GST     |
| Square / body       | \$225 + GST     |

## Specs

Provide your creative in JPG, PNG or GIF format. GIFs must be less than 2MB.

| Banner type                                   |
|-----------------------------------------------|
| Horizontal<br>1200px (width) x 200px (height) |
| Square<br>600px (width) x 600px (height)      |



## Bookings

One week before campaign starts. Supply creative by Tuesday on week of campaign.

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# The Monthly

- Sent at the end of each month
- 2,650 subscribers

Target a clean database of highly engaged subscribers on the lookout for business and service offerings to give them an edge.

Promote your brand with an advertisement in The Monthly and reach the maritime cluster.

## Rates

Choose from 2 banner types and 3 positions within the email template.

| Banner / placement  | 1 edition   |
|---------------------|-------------|
| Horizontal / leader | \$400 + GST |
| Horizontal / body   | \$300 + GST |
| Horizontal / footer | \$300 + GST |
| Square / body       | \$350 + GST |

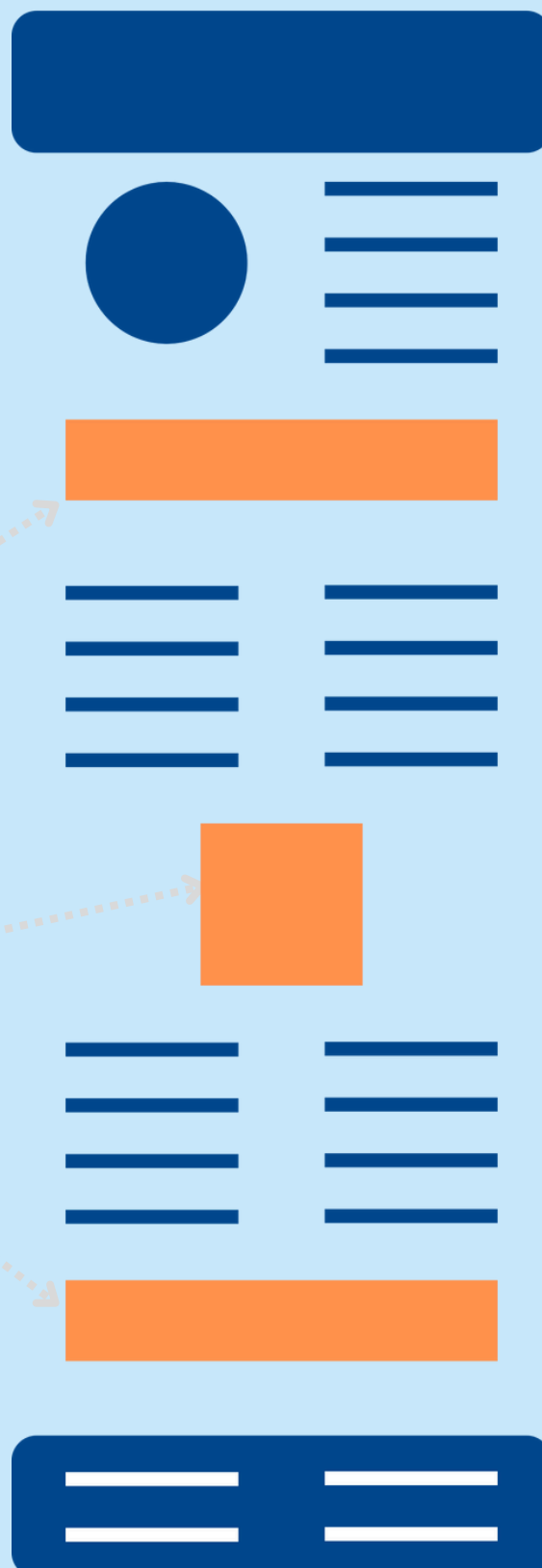
## Specs

Provide your creative in JPG, PNG or GIF format. GIFs must be less than 2MB.

### Banner type

Horizontal  
1200px (width) x 200px (height)

Square  
600px (width) x 600px (height)



## Bookings

One week before campaign starts. Supply creative by 25th of the month campaign begins.

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# MAX Magazine

- Distributed digitally to whole MIAL database (approx. 3,600 subscribers)
- Print copies to MIAL members' offices
- Promoted throughout MIAL channels

MAX Magazine is published annually with curated content appealing to our core audience of senior maritime executives and business leaders, and those working in government and adjacent industries.

## Rates

Choose from 3 advertisement sizes with special placement options available.

| Advert placement       | 1 edition     |
|------------------------|---------------|
| Full page              | \$900 + GST   |
| Double page            | \$1,250 + GST |
| Half page              | \$450 + GST   |
| Full page inside cover | \$1,100 + GST |

## Specs

Provide your creative as a JPG or PNG file set to 300 DPI, CMYK, and less than 50MB.

Whole page  
210mm (width) x 297mm (height)

Half page  
210mm (width) x 148mm (height)

Double page  
420mm (width) x 297mm (height)

Please **do not** apply crop or bleed marks.

## Bookings

One week before campaign starts. Supply creative 2 days before start of campaign.

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**MARITIME  
INDUSTRY  
AUSTRALIA  
LIMITED**