

Audience

SNAME: Connecting Naval Architects and Marine Engineers for over 115 Years.

As the flagship publication of the Society of Naval Architects and Marine Engineers, *(mt)* is the trusted source for the latest technology, policy advances, and analysis. Only *(mt)* brings together SNAME professional members as contributors and readers, amid the international community of SNAME sections and members to publish industry leading content.

We Deliver Committed, Qualified Readers.

With a 92% SNAME member retention rate, *(mt)* readers are passionate advocates and users of products and services for the maritime industry, loyal to the advertisers who support their society. They are highly educated and highly involved in all aspects of purchasing for the marine industry. The level of industry experience [64% with 15+ years and 29% with 30+ years] qualifies them as experts in the maritime industry.

*“As a 60-year, fourth-generation SNAME member, I have always found that membership is a key that unlocks the door to our profession, through *(mt)*, technical meetings, and personal contacts.”*

WILLIAM DUBARRY THOMAS
Consulting Naval Architect

Audience

The Leading Source for Buyers.

PURCHASING POWER

75% directly involved in equipment purchasing

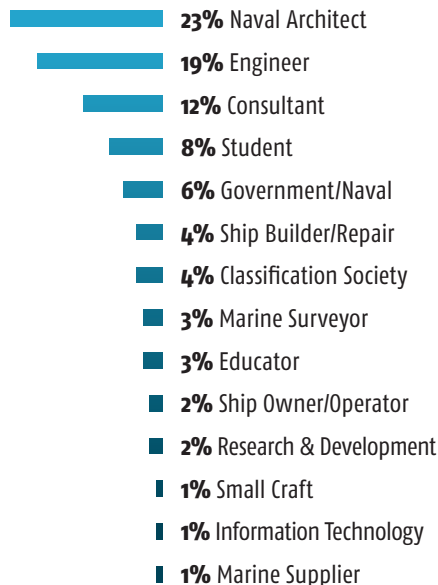
70% directly involved in new technology, products, or production methods

46% determine need or develop specifications

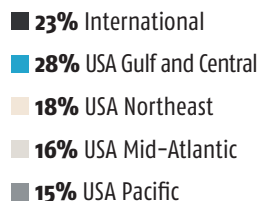
37% review cost for final purchase approval

31% investigate or recommend suppliers

PROFESSION



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INDUSTRY SECTOR

