



PILOT

The

Magazine Guidelines

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The PILOT



Production Schedule – 2024

ISSUE 1 - 2	COPY DEADLINE	ADVERTISING	DESIGN STUDIO	PRINTING	MAILING HOUSE
SUMMER	7th June	10th June	17th June 15th July	15th July	22nd July
WINTER	22nd November	29th November	22nd November 20th December	6th January	13th January

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PLEASE NOTE: UKMPA endeavours to include all submissions in the next issue of the PILOT, but we reserve the right to refuse or delay publication if the content does not meet our guidelines or if we simply receive too many submissions.

IT'S ALL ABOUT THE COVER



COVER ENQUIRIES: Matthew Finn (Editor) / photos@ukmpa.org / ukmpa.org



WHO ARE WE?

The United Kingdom Maritime Pilots Association (UKMPA), is the representative professional body for Maritime Pilots in the United Kingdom.

As an island nation, 95% of our trade by volume is moved by sea. Whether it is your internet shopping, the food keeping your supermarket shelf stocked, providing the fuel for your car or your cruise ship holiday, every person in the country, every day, will consume or use goods or services that have been provided to the UK by ship.

Maritime Pilots are key to keeping these essential ships safely transiting in and out of our ports and waterways in order to keep these vital trades secure.

Almost every ship entering or leaving a port, is required under UK law to engage a duly Authorised Pilot, who boards the vessel at sea, and takes conduct of the safe navigation of that vessel. Approaches and entry to ports is one of the most hazardous part of a ship's voyage (ocean weather, cargo shift, fire, etc)

This undertaking is critical to protecting the country's national infrastructure and environment from damage or pollution, supporting the UK's economy, and ensuring the safe, timely and efficient movement of essential trade.





All about the image

How to send your photos

You can either send hi-res jpeg files via email, but only as an attachment not embedded, or the preferred option would be to send your completed article and photos via www.wetransfer.com

Simply use a free account and send them in one batch clearly marked and individually titled to:

photos@ukmpa.org

Number and name each photo with the heading from your article, followed by the image name.

See below example for naming images.

JPG Example: 1 Pilot conference - John Green.jpg
2 Pilot conference - Richard Grey.jpg
3 Pilot conference - John Brown.jpg
And so on... this helps us to keep things in order.

Please Note: Do not embed images into word files or the body of an email.
Thank you.

Where should I send my image files?

photos@ukmpa.org OR VIA www.wetransfer.com

Image quality

When saving a photo file from your camera or camera phone, please use the highest resolution possible to ensure a quality reproduction of your image/s.

Email enquiries to the editor

To discuss your proposed article, you can email the editor who can assist you with any queries you may have.

Please email your query to: editor@ukmpa.org

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Thank you for your contribution



How much copy should I write?

Please see the guide below which will help you with the word count for submitting articles and shorter stories.

Chairmans report	1 page	(x1 pic)	400 - 650 words
Side bar news report		(x1 pic)	180 - 200 words
Single column		(x1 pic)	180 - 200 words
Qtr page article		(x1 pic)	120 - 150 words

FEATURES

The word count will depend on the amount of images you wish to supply with the article. The guide below will help you gauge how much to write.

1 page - just text with no pics	650 - 900 words
1 page 50% pics & 50% text	300 - 400 words
2 page feature 50% pics & 50% text	650 - 700 words
2 page feature maximum word count	900 - 1200 words

What format should I use?

It is helpful to us if you would supply your copy in a single Microsoft Word file with clear indicators for the main heading and subheadings.

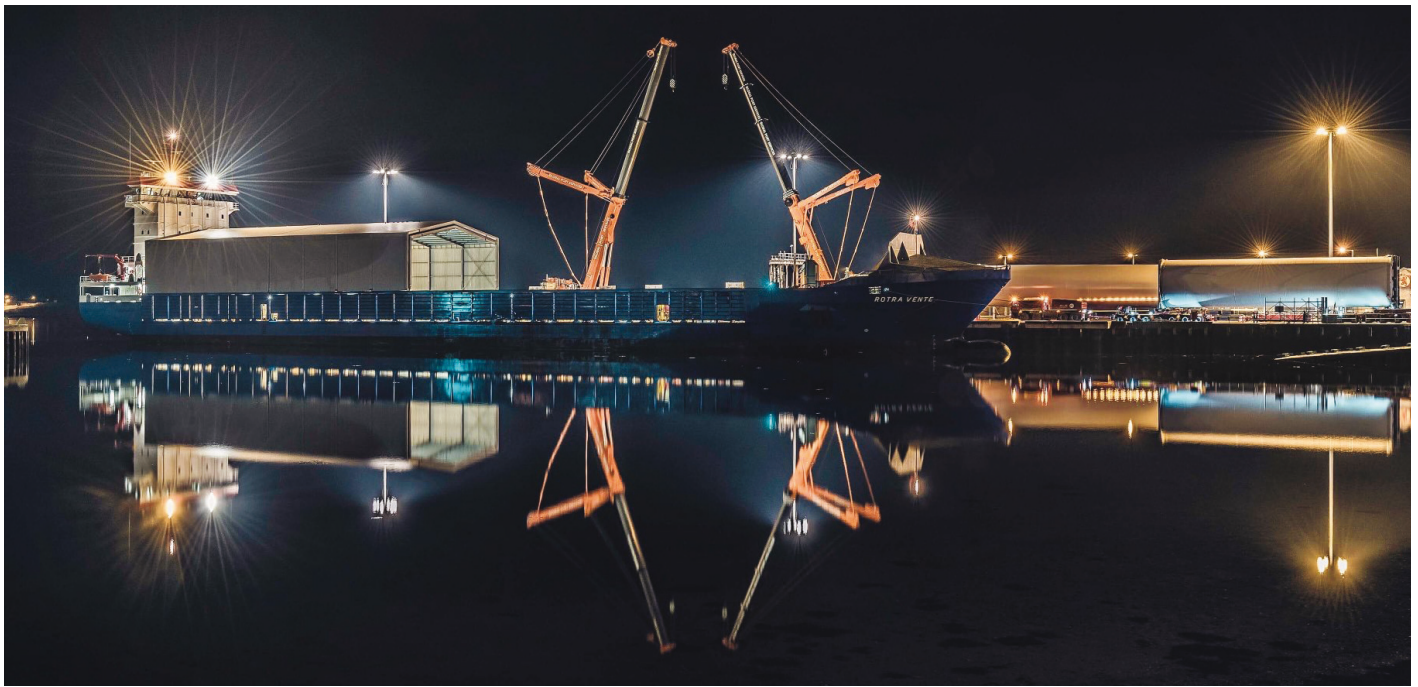
Please do not embed your images into the word file - simply write insert image here with the image title and picture credit if it is required.

See how to supply images on the next page

Where do I send my copy?

Send to: editor@ukmpa.org





READERSHIP & ADVERTISING

The UKMPA represent approximately 500 Pilots, which is over 80% of the authorised pilots within the UK.

All pilots are experienced Mariners, many having held senior positions afloat such as Captain prior to entering the profession. Pilots have extensive training and it is common for 10 years of experience to be required in the job before being permitted to handle the largest and most challenging ships.

Advertising opportunities

Each issue of the PILOT provides opportunities to promote your products and services to the core of the mariner Pilots industry with additional world wide circulation.

At a glance:

- Total readership 750 pilots per issue
- Digital downloads 1500 every issue
- Frequency x2 issues per year
- Full page advert w210mm x h297mm
- Full page advert + bleed w216mm x h303mm

Find out more about us here:

- <https://ukmpa.org/about>

