



Advertising Policy

The following protocols have been established to ensure that advertisements placed through British Marine are of the highest quality and do not unduly affect British Marine members.

British Marine adopts a 'members first' approach when vetting and placing advertisements. For example:

- We will prioritise the placement of a member's advertisement over that of a non-member.
- We will not place an advertisement from a non-member, who is deemed to be a competitor, next to that of a member.
- We will approach members first with an editorial or an advertorial opportunity.
- We will approach members first when seeking advertisements to place next to an editorial and/or content piece.

If you are interested in becoming a British Marine member then please contact advertising@britishmarine.co.uk or call Kirsten Robinson on 07557 016092.

As a British Marine member, you are entitled to a preferential advertising rate, which could see a saving up to £500 on the placement of a single advertisement.

Advertising Criteria

- Advertisements referencing competitors who are in British Marine membership will not be permitted.
- Advertisers will not be permitted to place an advert directly next to anything that references a competitor who is in British Marine membership.
- The advertisement must be of relevance to British Marine membership. Ideally creating added value.
- Advertisements must clearly identify the advertiser and the product or service being offered. Exaggerated or extravagantly worded copy will not be allowed.
- Advertisements will not be accepted if they appear to be indecent or offensive in either text or artwork, or if they relate to content of a personal, racial, ethnic, sexual orientation, or religious nature.
- Advertisements must not be deceptive or misleading and must be verifiable. Unscrupulous advertisements will not be permitted.
- Digital advertisements with sound will not be permitted.
- Advertisements that prompt readers to download something will not be permitted.
- Advertisers are responsible for their advertisements, including all the content within (i.e., Copyright).
- British Marine reserves the right to withdraw an advertisement at any point.
- British Marine reserves the right to refuse an advertisement, should it or the advertiser not meet the criteria above.

British Marine will work with advertisers to ensure that the design quality of an advertisement aligns with the British Marine brand.

Advertising Complaints Policy

Please send any complaints about advertising to advertising@britishmarine.co.uk.