

Nautilus International

Request for tender (RFT)

For multi-media content services, advertising sales services, print and distribution services.

DOCUMENT I

1. Invitation to tender

To whom it may concern,

We are pleased to invite you to participate in this Invitation to Tender for the supply of multi-media content services, advertising sales services, print and distribution services to Nautilus International.

Nautilus International is a trade union representing over 20,000 members in the UK, the Netherlands and Switzerland working in the shipping industry at sea, inland waterways and on shore.

Nautilus International members include ship masters (captains), officers, officer trainees (cadets) and shipping industry personnel, such as ships pilots, inland navigation workers, vessel traffic services operators (similar to air traffic control), harbourmasters, seafarers in the oil and gas industry, and shore-based staff. Significant membership growth areas include the superyacht and offshore wind sectors.

Nautilus International is looking for suppliers who can meet the expectations and needs of the Union with respect to high quality digital content creation, advertising sales services, print and distribution services.

Nautilus International is most interested in receiving expert proposals to manage and develop all the above functions. However, Nautilus International would also like to receive proposals to manage and develop one or more of the functions. Nautilus International is particularly interested in innovative approaches that exploit the use of technology to enhance its communication and advertising services over its three branches.

The Invitation to Tender is in accordance with the procedures and internal rules of the Union.

Publication of the documents

The Invitation to Tender and all associated documents are published on the website of Nautilus International.

The Invitation to Tender includes the following documents:

- Document I: Invitation to Tender
- Document II:

A: Specifications for Proposals

- a. Multi-media content creation services
- b. Advertising sales services
- c. Print and distribution services

B: Technical Specifications

- a. Multi-media content creation services
- b. Advertising sales services
- c. Print and distribution services

- Document III: Tender Information and Declaration

- Annexes

- Annex I Communications and campaigns cluster plan
- Annex ii Nautilus International Telegraph magazine technical specifications
- Annex iii Nautilus International website technical specifications
- Annex iv Nautilus International member emails
- Annex v Example event

- Document IV: Terminology

The Invitation to Tender is divided into various functions. The tenderer may submit an offer for one or more functions. Proposals for each function must follow the specifications (Document II).

Each function will be assessed separately, and the tenders ranked accordingly.

- Multi-media services
- Advertising sales services
- Print and distribution services
- All of the above

2. Duration of the contract

The contract will be concluded for three (3) years.

3. Conditions for participating

a. Eligibility

Participation in tendering procedures is open on equal terms to all natural and legal persons.

b. Information about the tenderer

All tenders must be submitted by a clearly identified tenderer. Tenderers must provide documentation for all functions they are applying for as listed in Document II A and B. These forms must be signed by the tenderer or a person duly authorised by her/him/them.

Tenderers must give proof of at least three years' experience of providing similar services, either as a registered business or as an employee of a company. They must be accompanied by all the supporting evidence described in the relevant forms.

c. Exclusion criteria

i. Tenderers must certify that they are not in one of the situations listed, by completing and signing the form in Document III. 3 – Declaration Concerning Exclusion Criteria.

ii. Contracts may not be awarded to candidates or tenderers who, during the procurement procedure:

a. are subject to a conflict of interest;

b. are guilty of misrepresentation in supplying the information required by the Authorising Officer as a condition of participation in the tender procedure or fail to supply this information.

c. find themselves in one of the situations of exclusion, referred to in Document III 1, for the procurement procedure.

d. Selection criteria

Tenderers must provide evidence of economic, financial, technical, and professional capacity. Tenderers who do not provide the documentation specified, or who are judged, based on the documentation provided, not to have fulfilled the criteria specified below, will be excluded.

i. Economic and financial capacity

Tenderers must provide evidence of their economic and financial capacity by presenting the balance sheets or extracts from balance sheets for at least the last three (3) financial years for which accounts have been closed, where publication of the balance sheet is required under the company law of the country in which the economic operator is established.

ii. Technical and professional capacities

The tenderer must comply with the criteria as described in Document II A and B.

4. Submission of bids

Bids must be drawn up in English. Each bid must contain one original and three copies.

The documentation required to submit a valid tender must be delivered to Nautilus International in a sealed envelope marked: "Tender Nautilus International – Not to be opened by the mail service" for the attention of Nautilus International Head of Communications - at the address below.

Tenderers may submit offers:

a) by registered post, or by courier to arrive not later than 16.00 (British Summer Time) 05/07/2021 at the following address:

Nautilus International Head of Communications
Invitation to Tender
1-2 The shrubberies
George Lane
South Woodford
London
E18 1BD

b) by hand delivery by the Tenderer in person or by an agent, no later than 16.00 (British Summer Time) on 05/07/2021, against a dated and signed receipt, to:

Nautilus International Head of Communications
Invitation to Tender
1-2 The shrubberies
George Lane
South Woodford
London
E18 1BD

The Nautilus International Head Office is open from Monday to Friday 9.00 to 17.00.

Tenderers are requested to inform Nautilus International sending an e-mail to: tender@nautilusint.org when their offer has been despatched. A copy of the Tender application and all documents should be included in the email or sent via WeTranser.com.

Nautilus International will acknowledge reception of the e-mail.

Please note the following:

- The submission of a bid for the tender implies acceptance of all related specifications
- Delivery of the offer is exclusively the liability of the sender, should the envelope for any reason not reach Nautilus International before expiry of the deadline;
- No payment or reimbursement shall be due to the tenderer for having drawn up and submitted the offer or any other type of documentation submitted;

- The documentation submitted will not be returned;
- Nautilus International reserves the absolute right to choose not to award the tender and none of the tenderers can exercise any rights over this decision;
- In conformity with Nautilus International's Privacy Policy all data submitted by tenderers will be used exclusively for the purposes of the procedures for which they were submitted;
- A shortlist of tenderers will be asked to interview at Head Office or via video conferencing in July 2021.

5. Instructions on tenders

The Tenderer must provide in the bid all the documentation and data required as part of Documents I, II and III.

Tenders must be:

1. Drawn up on headed notepaper (or alternatively stamping each page) and signed/initialled on each page;
2. Perfectly legible in English so that there can be no doubt as to the words or figures;
3. Signed by the Tenderer or by her/his/their duly authorised representative.

Submission of a tender implies acceptance by the Tenderer of all the terms and conditions contained in the tender documents listed under point 1 (one) of this Invitation.

6. Period of validity of bids

Tenderers must keep their bids open, in respect of all the conditions therein, for a period of 3 (three) months after the deadline for the submission of bids.

The Invitation to Tender is in no way binding on Nautilus International.

Nautilus International's contractual obligation commences only upon signature of the contract with the successful Tenderer/s.

Up to the point of signature, Nautilus International Head of Communications may either abandon the tender or cancel the award procedure, without the candidates or Tenderers being entitled to claim any compensation. The Tenderer/s will be informed in such case.

7. Contact between Nautilus International and the Tenderers

Contacts between Nautilus International and Tenderers are prohibited throughout the procedure other than in exceptional circumstances and under the following conditions only:

Before the final date for submission of tenders:

- At the request of the Tenderer, the Head of Communications may provide additional

information solely for the purpose of clarifying the nature of the contract.

- Any request for additional information must be made in writing only to the email address tender@nautilusint.org.
- Requests for additional information/ clarification received less than three (3) working days before the closing date for submission of tenders will not be processed.
- The Head of Communications may, on her/his/their own initiative, inform interested parties of any error, inaccuracy, omission or any other clerical error in the text of the call for tender.
- Any additional information, replies to questions, including those referred to above, will be published on the Nautilus International website.

After the opening of tenders:

- If clarification is required or if obvious clerical errors in the tender need to be corrected, the head of communications may contact the Tenderer provided the terms of the tender are not modified as a result.
- A shortlist of tenderers will be asked to interview at Head Office or via video conferencing in July 2021.
- Tenderers will be informed of the outcome of their bids, which is expected to be known by 01/09/2021.

Yours faithfully,

Helen Kelly
Head of communications

DOCUMENT II

A: Specifications for Proposals

INTRODUCTION

1. Preamble —

- A tenderer may apply for one or more functions, or for the whole tender. Technical and economic specifications must be submitted for every function.
- Optional added-value services may be offered in combination with required services.
- The terms used in these specifications are defined in Section C of this document.

2. Specifications to be submitted for every function

- standard supply of services
- value-added services (optional) These are explained in the following paragraphs

2.2 Types of service

Standard services are as outlined in the Invitation to Tender. Services providers may wish to submit details of value-added services.

2.3 Value-added services

Value-added services are services which may be offered, such as the creation of e-books, and e-zines, posters, leaflets, brochures, podcasts, video content, webinars, live events, new business generation, marketing leads, strategic communications, etc.

3. Basis for price and revenue projections

Suppliers are requested to offer prices and/or revenue projections for individual services as appropriate.

a. Multi-media content creation services

Nautilus International is tendering for an all-inclusive price of £126,000 (£42,000 per annum)- no *extra* charges for software, licencing, travel, subsistence or delivery etc. will be accepted.

Fees will be paid in advance monthly to the successful Tenderee, which will form a 'pot' of money. Costs for work provided will be subtracted from the total as delivered over time.

Tenderees that wish to pitch for multi-media content services should provide cost breakdowns for:

1. A dedicated account manager to manage the Nautilus International multimedia account
2. Creation of digital content. Travel and expenses charges should be itemised:
 - Videography and post-production for a one-day event
 - Production of an Animated Explainer
 - Production of a short documentary about a Nautilus International
 - A Podcast Episode (30-40 mins)
 - A Podcast Episode (10-15 mins)
 - Production of an e-zine
 - Production of targeted content on LinkedIn
 - Production of targeted content on Facebook
 - Production of targeted content on YouTube
 - Production of targeted content on Twitter

b. Advertising sales services

Nautilus International is tendering for an advertising sales services provider that can develop, grow and maintain omni-channel revenue in line with its Communications and Campaigns department strategy – see Annex i.

Supplier will itemise all revenue, commission, and VAT in line with HMRC requirements.

Advertising sales revenue will be paid in total by Supplier to Nautilus International, less any commission agreed between Nautilus International and the Supplier, within 30 days in arrears following receipt of payment from advertisers.

Nautilus International will not pay any extra charge such for software, licencing, or delivery.

b.1 Tenderees that wish to pitch for advertising sales services should provide cost breakdowns for:

1. Any monthly retainer fee it may wish to charge

2. Percentage of commission (the 'minimum') on advertising sales, and any variation in commission for platforms and products
3. Percentage of commission on advertising sales above and beyond the agreed minimum (ie bonus commission)

b.2 Tenderers that wish to pitch for advertising sales services should provide annual revenue projections as part of an omni-channel sales strategy for:

1. Nautilus International Telegraph magazine (See annex ii for technical specifications)
2. Nautilus International UK (English) website. (See annex iii for technical specifications)
3. Nautilus International UK (English) weekly and monthly member email (See annex iv for technical specifications)
4. Nautilus International UK (English) quarterly member Superyachts email (See annex iv for technical specifications)
5. Nautilus International podcast sponsorship and 'display' (audio) advertising:
<https://soundcloud.com/nautilusinternational>
6. Nautilus International video / vlog sponsorship and 'display' (video) advertising:
https://www.youtube.com/channel/UCaC07TNXMf88_BEoYS0SC5w
7. Nautilus International webinar sponsorship and 'display' (audio) advertising
https://www.youtube.com/channel/UCaC07TNXMf88_BEoYS0SC5w
8. Nautilus International live events sponsorship and 'display' advertising (Branch Conferences England, Netherlands; General Meeting; London International Shipping Week) (See annex v for technical specifications)

c. Print and distribution services

Nautilus International is tendering for print and distribution services for member magazine The Telegraph.

Print and distribution services will be paid in arrears following completion of delivery to Customers within 30 days of receipt of invoice by Nautilus International.

Nautilus International will not pay any extra charge such for software, licencing, delays in distribution, Force majeure, etc.

Tenderees that wish to pitch for print and distribution services should provide cost breakdowns for:

1. Printing bi-monthly Nautilus Telegraph magazine to technical specifications as set out in Annex ii
2. Distribution of bi-monthly Nautilus Telegraph magazine to technical specifications as set out in Annex iii
3. Any additional management fees the Tenderees may charge for their services

4. Exclusion, selection and award criteria

4.1 Exclusion criteria

Exclusion criteria are general criteria related to legal and financial requirements stated in the tender documentation. Exclusion criteria are eliminatory (see Document III.1 – Declaration concerning Exclusion Criteria).

4.2 Selection criteria

Selection criteria relate to the acceptance of the minimum requirements by the tenderer/s as stated in the specifications in this document. Criteria defined as “must” are considered Selection criteria: noncompliance will lead to exclusion.

4.3 Award criteria

Award criteria consider the proposals submitted. The contract will be awarded to the tenderer/s submitting the bid that offers the best value for money and the highest quality services. Conditions of exclusion from awarding are specified in Document III.1.

5. The assessment process

5.1 Functions

Proposals will be assessed on a function-by-function basis (a supplier may have a high rating for one function and a lower rating for another function). Functions are specified in - Document II A and B.

5.2 Exclusion and Selection

Proposals will be assessed first according to the Exclusion criteria. Exclusion criteria are eliminatory. Proposals which do not meet the requirements in Document II A and B will also be eliminated. It is important that all required information is supplied, and attention is paid to the required procedures.

DOCUMENT II

B Technical Specifications

1 Required services: multi-media content services, advertising sales services, print and distribution services

Describe how your company will comply with the following requirements and if it can accept the following clauses:

1.1 multi-media content creation services

- Please supply the names and addresses of three member organisations/unions/commercial businesses among your customers that may be contacted.

1.2. Advertising sales services

- On request, the Supplier shall supply within 2 (two) working days a report of all outstanding sales and marketing orders, including price, date of order and agreed publication/dispatch date (if any).
- Please supply the names and addresses of three member organisations/unions/commercial businesses among your customers that may be contacted,

1.3 Print and distribution services

- Describe your communication policy related to price variations (in cases where the actual price is higher than the price quoted or fluctuations in mailing and distribution services).
- Please supply the names and addresses of three member organisations/unions/commercial businesses among your customers that may be contacted.

1.31 Fulfilment and delay:

For Nautilus International members the fast and accurate delivery of member communications / publications is very important.

1) Describe arrangements for the normal frequency of bi-monthly magazine shipments. Description should include:

- timeframe of shipping (National and International)
- minimum shipment size/value
- maximum shipment size/value

1.32 Despatch and transport

- Dispatch of bi-monthly magazine must be within a maximum of 5 (five) working days of the publication / print date. If an order is not likely to be dispatched in that time the Client must be informed within 1 (one) day. The reasons for the delay must also be clearly stated (example force majeure). Please indicate if a faster delivery can be provided.
- Receipt of bi-monthly magazine by Client's members must be within a maximum of 10 (ten) working days of the publication / print date. If an order is not likely to be dispatched in that time the Client must be informed within 1 (one) day. The reasons for the delay must also be clearly stated (example force majeure). Please indicate if a faster delivery can be provided. Each package delivered shall be marked by the Supplier with the addressee's full name and address stated.
 - A delivery slip or carrier sheet must be included in the package. Please advise of any alternative options for packaging and delivery such paper packaging with address printed
 - All packaging should be recyclable and adhere to UK/EU recycling standards
 - The Supplier has full responsibility for items up to the point of delivery to addressee.

Clauses

- a. Insurance of items in transit is the responsibility of the Supplier and at the Supplier's expense.
- b. The Supplier is liable for any loss and/or damage to goods due to inadequate packing, marking or loading carried out or arranged by the Supplier, wherever the loss/damage occurs.
- c. Failure to observe the time limits for dispatch constitutes a default (see B6)

1.33 Cancellation clauses

- The Client may cancel any undischpatched stock item by communication in writing (including email), without penalty.
- In all cases where communication or fulfilment deadlines have not been met, the Client has the right to cancel an order without charge, including specially ordered items.

1.34 Guarantee and returns clauses

- If publications / magazines are supplied which on delivery are found to be faulty or damaged or which otherwise fail to comply with the contractual requirements, the defective goods must be replaced by the Supplier at its own expense not later than 20 (twenty) working days after notice from the Client regarding the defects in the goods.

1.35 Performance on supply and distribution

- For all magazine supply services, at least 95% of transactions must be completed as specified, without error or default.
- Describe how reports on service performance against the specifications will be provided (see B6).
- The Client reserves the right to monitor all transactions or take a random sample of transactions or selected transactions under the Agreement.

Clauses

- a. Failure to provide service performance data and management information will constitute a default.

2 Invoicing

The Supplier must supply Nautilus International with original invoices in PDF format. Each invoice shall be prepared as specified below. The Supplier shall present the invoices by email to Nautilus International upon delivery of the order: accounts@nautilusint.org and hkelly@nautilusint.org.

Invoices must always specify:

- The Supplier's address
- Edition (if relevant)
- Volume / Number or specific title, (if relevant)
- Price
- VAT rate applied
- The total price. The currency must be clearly indicated
- Supplier's VAT number

Clauses

- a. An incorrectly prepared invoice will not be paid until a corrected version has been provided.
- b. Terms unilaterally included in invoices by the Supplier are not binding on Nautilus International.

3 Payment

- The term of payment by Nautilus International is within 30 (thirty) days of receipt of invoice, in cases where correctly prepared and accurate invoices have been received. Please indicate if better conditions can be offered.
- Payment will be made by BACs/Bank transfer.
- Payment shall be in the currency of the invoice: however, in particular cases (problems for our Bank in paying certain currencies), the payment may be made in the equivalent of Euro calculated by the Bank, or using the official monthly exchange rate applied by the EUI corresponding to the month indicated of the invoice date.

Clauses

- a. Invoices will only be paid upon receipt by Customers of all items.
- b. If an incorrect or faulty item has been delivered, no part of the invoice in which it is listed will be paid until a replacement or credit note has been received unless otherwise agreed in the specific case.

4 Quality

i. Experience.

Describe for how many years you have provided these kinds of services. A minimum of three years in business is required.

- Provide details of business dealings, relevant to this contract (e.g. similar customers, similar titles supplied) in the last three years.
- Provide any information on the stability of your client list during that time.
- Provide any evidence of client satisfaction with the services delivered.
- Provide any names and contact details of clients that we may contact for information regarding your performance.
- Provide evidence of any experience of dealing with international mailing and distribution.

ii. Policy.

Provide details of:

- Any written policy on quality.
- Any external assessment or certification of quality.
- Approach to assuring quality in meeting this Agreement.

iii. Association.

If applicable, provide information on the Supplier's membership of a trade association or similar.

iv. Staff.

If relevant, provide details of the standards set for personnel management of staff responsible for the execution of this Agreement. In particular, specify standards set for competence, training and development, and particular strengths, amongst the staff dealing with services described in this Agreement.

5 Contacts at management level and resolution of disputes

i. The head of communications is ultimately responsible for the performance of the contract. Day-to-day placement of orders and other routine business will be handled by authorised staff members.

ii. The Supplier must provide the name of a permanent staff member responsible for the execution of the contract. Separate contact names should be given for overall contract management and for day-to-day business. Any change to the nominated contacts must be communicated in advance.

iii. Except as specified elsewhere, or as agreed, the Supplier must reply to e-mail, telephone, or letter from Nautilus International within 1 (one) working day.

iv. Nautilus International may, at its discretion, require a meeting to discuss contract performance. This may be a periodic meeting (normally no more than once or twice per annum) or exceptionally a meeting may be called to resolve a specific issue or issues (no more than once per month).

- The Supplier shall ensure the attendance of a suitably authorised person at such meetings.
- The Supplier shall produce a note of the main items discussed and action points arising from each meeting, within five working days. These notes are to be regarded as definitive after written agreement of Nautilus International.
- The Supplier's expenses in attending such meetings will be borne by the Supplier.
- The location of meetings shall be either Nautilus International or the Supplier's premises or via video conferencing, at the discretion of Nautilus International. Another meeting place may be arranged by mutual agreement.

v. Describe any proposals to ensure a good and creative working relationship with Nautilus International.

6 Defaults and penalties

General

i. Failure to respond to information requests will lead to defaults, see below.

i. Failure to deliver as specified with acceptable reasons will lead to defaults, see below.

ii. Failure to invoice as specified may lead to late payment.

Minor and major defaults

iii. Beyond these "penalties" arising from normal operations, a system of default and its management is in place as described in the following paragraphs. Any failure to deliver as specified, required or agreed, or according to normal business or legal standards, may be regarded as a default. A distinction is made between minor and major defaults:

iv. Main categories of minor defaults are:

1. Services, facilities or pricing not as described or required
2. Performance standards not as described or required
3. Failure to provide correct information (See B1.3)
4. Not communicating as required, within the stated time limits (See B1.1, B1.2 and B1.3)
5. Failure to dispatch on time (See B1.4)
6. Late delivery in standard orders (See B1.1, B1.2 and B1.3)
7. Failure to present invoices as required (See B2)
8. Delivery of incorrect or substandard items (See B4)
9. Failure to provide service performance data and management information as described or required. (see B5)
10. Pricing/charging which is not based on the agreed policy (See Document II 3)

v. Major defaults include:

1. Misrepresentation of past experience, client base, content, validated quality standards, etc. (See B4)
2. Significant failures on pricing
3. Significant failures on projected advertising sales revenue
 - If in any year (January to December) the Supplier books less than 50% of projected advertising revenue
 - If the Supplier is invited to revise downwards projected advertising income and then books less than 90% of revised projected advertising income
4. Persistent minor defaults in an area of service following a performance warning from Nautilus International
5. Failure to pay Nautilus International invoice within the credit period in 2 (two) consecutive months or 4 (four) months in any financial year (January to December)

- vi. Nautilus International will record defaults during the contract period.
- vii. Following the recording of 5 (five) minor defaults, or one major default, Nautilus International shall inform the Supplier and indicate areas for improvement.
- vii. Nautilus International reserves the right to terminate the existing contract without further notice if major and minor defaults are not resolved in any twelve months period.
- viii. An alternative supplier will be selected from the list of ranked suppliers.

DOCUMENT III

Tender Information and declaration

1 Declaration Concerning Exclusion Criteria

The Tenderer hereby declares:

- Not being in any of the following situations:
 - Being bankrupt or being wound up, or having their affairs administered by the courts, having entered into an arrangement with creditors, having suspended business activities, or being subject to proceedings concerning those matters, or being in any analogous situation arising from a similar procedure provided for in national legislation;
 - Having been convicted for an offence concerning one's professional conduct; • Having been found guilty of professional misconduct proven by any means;
 - Having not fulfilled obligations relating to the payment of social security contributions or the payment of taxes in accordance with the legal provisions of the country in which the candidate is established;
 - Having been the subject of a judgment for fraud, corruption, involvement in a criminal organization or any other illegal activity detrimental to the EUI's financial interests;

Nautilus International will be informed immediately of any change in the above circumstances and at any stage during the execution of the contract.

The Tenderer gives proof of being in a stable financial position.

Signature and Stamp by the Tenderer
(or by her/his/their duly authorised representative)

.....

Place and Date

.....

Annex i

Communications and campaigns cluster plan

Cluster Description: Supporting the professional integrity of the Union through high quality journalism, lobbying of government and industry and promotion of Union policies in conjunction with the other clusters in support of the Strategic Plan.

Promoting the work of members and the Union and maintaining the external reputation of the Union with members, industry, the public and relevant external organisations through public relations, campaigning and digital communication.

Strategic direction

The cluster will continue to develop its digital strategy to build on innovations in technology, Public Relations and publishing. The cluster will support the development of eNautilus – the digital platform.

The cluster will continue to develop digital first publishing and over the next three years aiming to reduce the number and amount of print publications and create more innovative online products for the membership.

The Telegraph as the primary outward facing publication will more determinedly position itself as a One Union publication, focused on features highlighting issues and campaigns of importance to the membership within the context of the global maritime and shipping industry that they work.

Enhanced and targeted digital communications on national and sector issues will ensure members remain informed of the Union's activities on their behalf wherever they are pursued.

Digital communications will strengthen established communications networks with sister and affiliated unions, regional cluster groups, employer groups and international fora (IMO, ILO, ITF, and ETF).

The cluster has adopted a proactive policy to push Nautilus International content to our members more regularly and more effectively, with more targeted messaging.

Digital campaigning will be used to strengthen and enhance strategic campaigning, wherever our members are online or in the real world. The cluster will look to develop new and innovative ways of campaigning.

Analytics tools will enable the setting and tracking of targeted Key Performance Indicators (KPIs) to ensure the Union's strategic campaigns plan is achieved.

The cluster will continue to support and promote Union wide digital transitions as part of the Union's Strategic Plan, such as streamlining the online new member joining process and introducing targeted email newsletters such as those in the SuperYacht Sector.

The cluster will continue to seek cost saving measures while developing modern ways of working. That includes renegotiating contracts with external service providers where appropriate and producing more work in collaboration with members, Nautilus Federation affiliated Unions and other stakeholders.

The cluster is committed to agile and flexible working and supports the Union's goal of flexible and smart working practises.

Annex ii

Nautilus International Telegraph magazine technical specifications.

Frequency:

- Bi-monthly; six (6) per year

Pagination:

- Eighty four (84) pages English (EN) language magazine to be sent to all Customers, plus
- Eight (8) page Dutch language newsletter to be sent with EN magazine to Netherlands addressed Customers only

Paper:

- Cover EN: 130gsm woodfree silk FSC mixed credit
- Inside EN: 54gsm Stellapress PEFC 70%
- Newsletter: 54gsm Stellapress PEFC 70%

Wrap:

- Potato Starch Polywrap*

Carrier Sheets:

- One (1) A4 carrier sheet, full colour, printed both sides*

* Nautilus International will consider alternatives to wrapping and carrier sheet that are environmentally sustainable, recyclable and cost-effective

Media Pack:

Nautilus International media pack with advertising technical specifications is available on our [website](https://www.nautilusint.org/en/news-insight/advertise-with-nautilus-international/).

<https://www.nautilusint.org/en/news-insight/advertise-with-nautilus-international/>

Ad sales:

[illegible]

2021

[illegible]

Nautilus International ad sales						
2020						
Month	Display	Online	Email	Recruitment	Jobsboard	Total
January	4173.5			6510	6630	17313.5
February	6757.5			2550	7250	16557.5
March	7957.35			825	4295	13077.35
April	12771.85			8690	2457	23918.85
May	28750			913.5	550	30213.5
June	3953				630	4583
July	11734.2				4220	15954.2
August	3889				1260	5149
September	5563.78				4615	10178.78
October	6868				1960	8,828.00
November	5776.5	812			4637	11225.5
December	4455	1826.8			5310	11591.8
						168591
2019						202092.06
YoY Difference						33,501.06
Percentage						17%-

Nautilus International ad sales						
2019						
Month	Display	Online	Email	Recruitment	Jobsboard	Total
January (Redactive)	2221.91			1152.56		3374.47
February (Redactive)	4396.81					4396.81
March					6521.9	6521.9
April*	15560.61			5935	7511	29006.61
May*	5626.01			10895	2230	18751.01
June*	9589.76			3190	13761	26540.76
July*	7627.75			8220	4591	20438.75
August*	6619.5			9075	2060	17754.5
September*	11149.75	815		4270	1220	17454.75
October*	14926.5			2070	7991	24987.5
November						16,612.50
December*	10372.5			4680	1200	16252.5
* Run off with Redactive sales						
						202092.06

Distribution:

Category	Copies
NL Single	5318
NL Bulk	134
UK Single	9293
UK Bulk	5258
Other Single	1683
Other Bulk	1709
Helen Kelly, Editor, Nautilus International, 1&2 The Shrubberies, South Woodford, London E18 1BD	0
Membership Services, Nautilus International, Nautilus House, Mariners' Park, Wallasey CH45 7PH	200
Caitlyn@CenturyOne for checking	60
Frank in Rotterdam	0
Total Copies to Print	23655

Country	"Other" Residences		
	Single	Path	Total
ANTIGUA AND BARBUDA	1	1	1
ARGENTINA	3	1	3
ARUBA	3	1	3
AUSTRALIA	85	54	143
AUSTRIA	4	1	4
BAHAMAS	2	1	2
BAHRAIN	7	7	14
BANGLADESH	1	1	1
BARBADOS	1	1	1
BELGIUM	48	1	48
BERMUDA	2	1	2
BOSNIA	1	1	1
BRAZIL	14	5	20
BRITISH VIRGIN ISLANDS	1	1	1
BULGARIA	7	1	7
CABO VERDE	5	1	5
CANADA	51	3	54
CHILE	1	1	1
CHINA	1	2	2
COLOMBIA	1	1	1
CROATIA	42	1	42
CURACAO	3	1	3
CYPRUS	15	14	29
CZECH REPUBLIC	5	1	5
DENMARK	5	17	22
DOMINICA	2	1	2
EGYPT	2	3	5
ESTONIA	18	1	18
FALKLAND ISLANDS	3	2	11
FIJI	2	1	2
FINLAND	11	1	11
FRANCE	185	75	189
GAMBIA	1	1	1
GERMANY	113	58	163
GIBRALTAR	5	45	51
GREECE	13	3	16
GRENADA	1	1	1
HONG KONG	15	3	18
HUNGARY	2	1	2
ICELAND	1	1	1
INDIA	22	1	22
INDONESIA	4	1	4
IRELAND	233	381	534
ISRAEL	4	1	4
ITALY	24	25	49
JAMAICA	3	1	3
JAPAN	5	1	5
JORDAN	1	1	1
KENYA	3	1	3
LATVIA	27	1	27
LIBERIA	1	2	2
LITHUANIA	28	1	28
LUXEMBOURG	1	1	1
MALAWI	1	1	1
MALAYSIA	2	5	7
MALTA	3	1	3
MAURITIUS	2	2	4
MEXICO	3	1	3
Moldova	1	1	1
MONACO	4	3	13
MONTENEGRO	1	1	1
MOZAMBIQUE	1	1	1
NAMIBIA	2	10	12
NEW ZEALAND	58	1	58
NIGERIA	2	1	2
NORWAY	14	48	62
OMAN	2	1	2
PAKISTAN	3	1	3
PANAMA	2	1	2
PHILIPPINES	13	253	272
POLAND	52	1	52
PORTUGAL	53	1	53
QATAR	1	3	10
REPUBLIC OF KOREA	2	3	5
ROMANIA	45	1	45
RUSSIAN FEDERATION	7	1	7
SAUDI ARABIA	5	18	15
SERBIA	1	1	1
SEYCHELLES	2	1	2
SIERRA LEONE	1	1	1
SINGAPORE	28	454	474
SLOVAKIA	1	1	1
SLOVENIA	7	1	7
SOUTH AFRICA	73	7	80
SPAIN	118	32	142
SRILANKA	5	1	5
ST. HELENA	2	1	2
SWEDEN	15	14	30
SWITZERLAND	38	3	33
Tajikistan	1	1	1

Annex iii

Nautilus International website technical specifications.

1. Banner advertising

Banner advertising slots are identical for the English (EN), the Netherlands (NL) and the Switzerland (CH) websites.

Homepage: Two banner ad positions. The banners can revolve. One square ad position.

News & Insight landing page: Two banner ad positions.

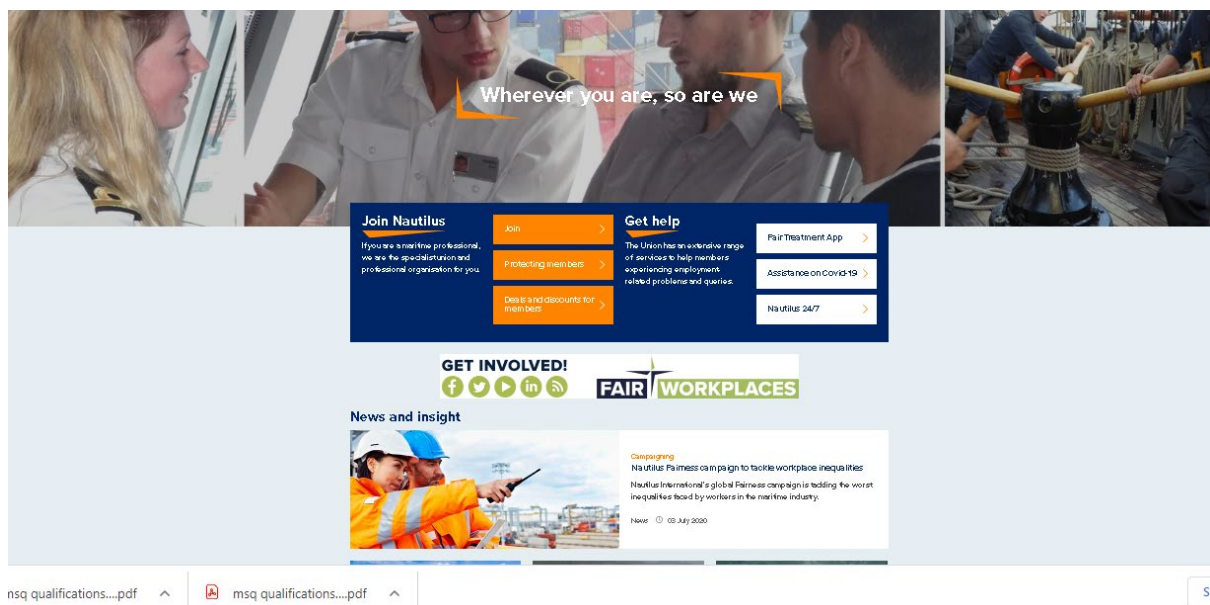
News articles/Telegraph (Feature) individual article pages: Banner ads in Multiple Block Content Areas, and square ads can be dropped into the text like images.

Sizes: Banner ads: 728x90px (mobile version: 320x50px -both required); Square ads: 300x250px.

Nautilusint.org web advertising options

Homepage

Leaderboard 1 advert (banner)




Leader 2 (square advert)

Note the news rows can be rearranged by Nautilus International so the advert can be left, middle or right on a row but can't be extended like the news automatic layouts. We would reserve the right to bring featured news onto the top as below)

Only the square adverts have the arrow standout surrounds


News and insight

Featured




Nautilus news
Nautilus new Fair Treatment App is a 'friend in your pocket' wherever you are in the world
Nautilus International celebrated International Day of the Seafarer with the launch of a new Nautilus Fair Treatment App, which provides members with instant access to Union advice and support following an incident at sea.
News 24 June 2020

Advertisement




Featured




Health and safety
Nautilus FAQs on Covid-19 Coronavirus
Telegraph 09 June 2020

Featured




Nautilus news
Union celebrates successful Charter for jobs campaign as National Minimum Wage amendments pass House of Lords
News 29 June 2020



Nautilus news
Mark Dickinson appointed commissioner to Maritime Skills Commission
Nautilus general secretary Mark Dickinson has been appointed a commissioner on the Maritime Skills Commission (MSC) which is


Leaderboard 3 (Banner middle home page)



Members at work

[A new adventure every day](#)


Telegraph 24 July 2020



Members at work

Chief engineer Tenyon Latter says there is a vessel out there for everyone interested in maritime engineering

Telegraph 22 July 2020



Members at work

Yacht skipper Lungi Mchunu recalls her milestone moment as the first African woman to sail to the Arctic


Telegraph 06 March 2020

Missing your copy?

telegraph

NAUTILUS INTERNATIONAL

Events




Branch conferences

24 November 2020 10:30 - 13:00

UK Branch Conference 2020

Venue: TBC and Facebook streaming

Campaigns




Fairness campaign

Fair Treatment

Campaigning to end the criminalisation of seafarers

News index – News and Insight
Leaderboards 1, 2, 3

(banners and square advert placements only here in the below the middle of webpage not at top of page)





[Nautilus 24/7](#)
[Nautilus jobs](#)
[Health services](#)
[English](#)

[Our union](#)
[Meet members](#)
[Creating change](#)
[News & insight](#)
[Join](#)
[My Nautilus](#)
[Contact](#)


[Home](#) > [News & insight](#)

News and insight


[All](#)
[Resources](#)
[News](#)
[Telegraph](#)
[Advertise with Nautilus International](#)
[Topics](#)


Featured articles



Featured

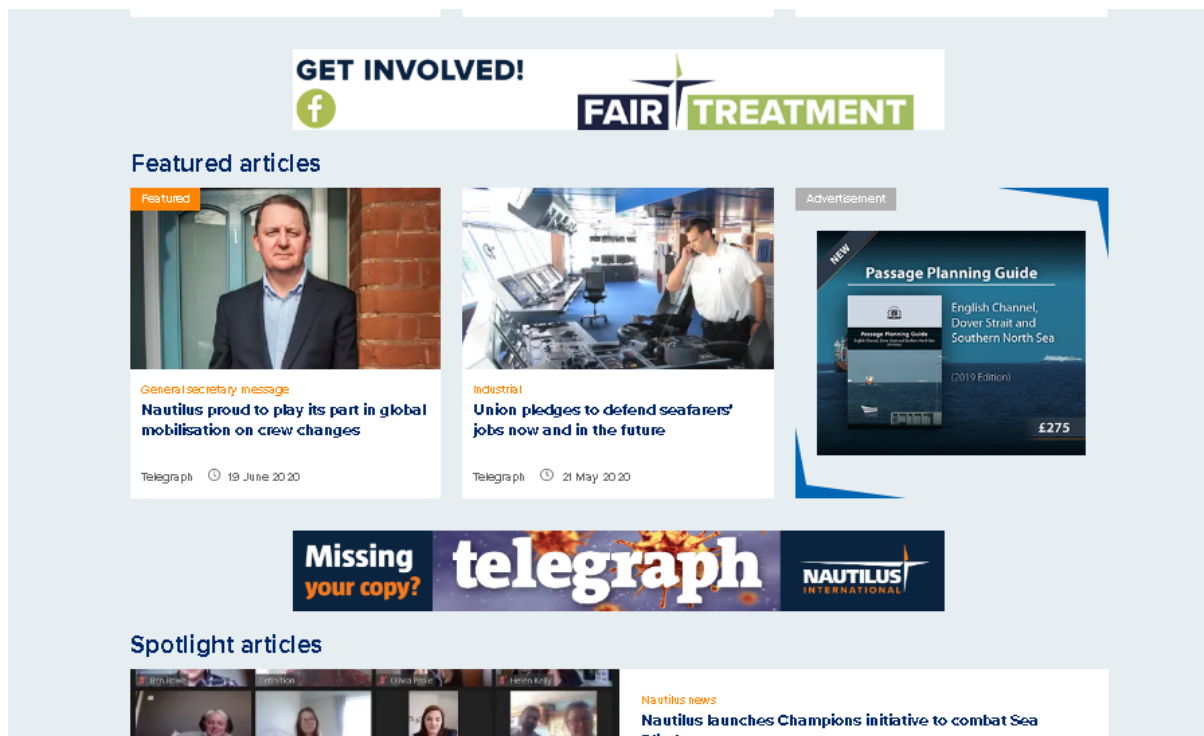


Featured



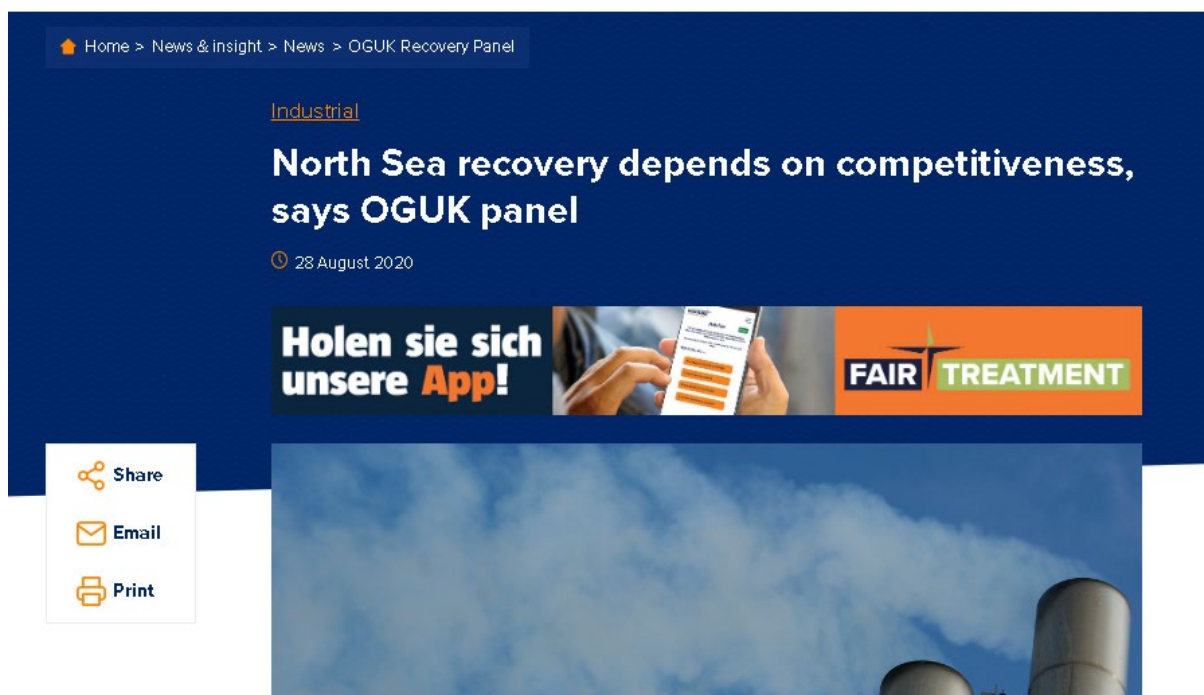
Featured

Leaderboard: MPU square in Featured news row, and bottom banner above Spotlight articles



News article page (individual articles)

Leaderboard 1 (banner)



Leaderboard 2 square advert within content

Oil and gas industry players are feeling more confident about 2021, yet building a long-term future for the North Sea energy sector depends on making it more competitive through collaboration, according to members of an OGUK panel.



The 'Road to Recovery - UK Oil and Gas Industry Action' focused the OGUK Recovery Group and its work to stimulate investment, activity and jobs following the price dip and Covid 19 disruption.

Katy Heidenreich, OGUK's Operations Director and chair of the webinar, identified key industry levers for recovery – safely increase manning levels, recovering base activity levels, promoting good practice, increasing visibility of work and reviewing decarbonisation.

“

'What am I saying and where am I saying it?'

Michael McCulloch

msc qualifications pdf

Leaderboard 3 (banner) inside a content block

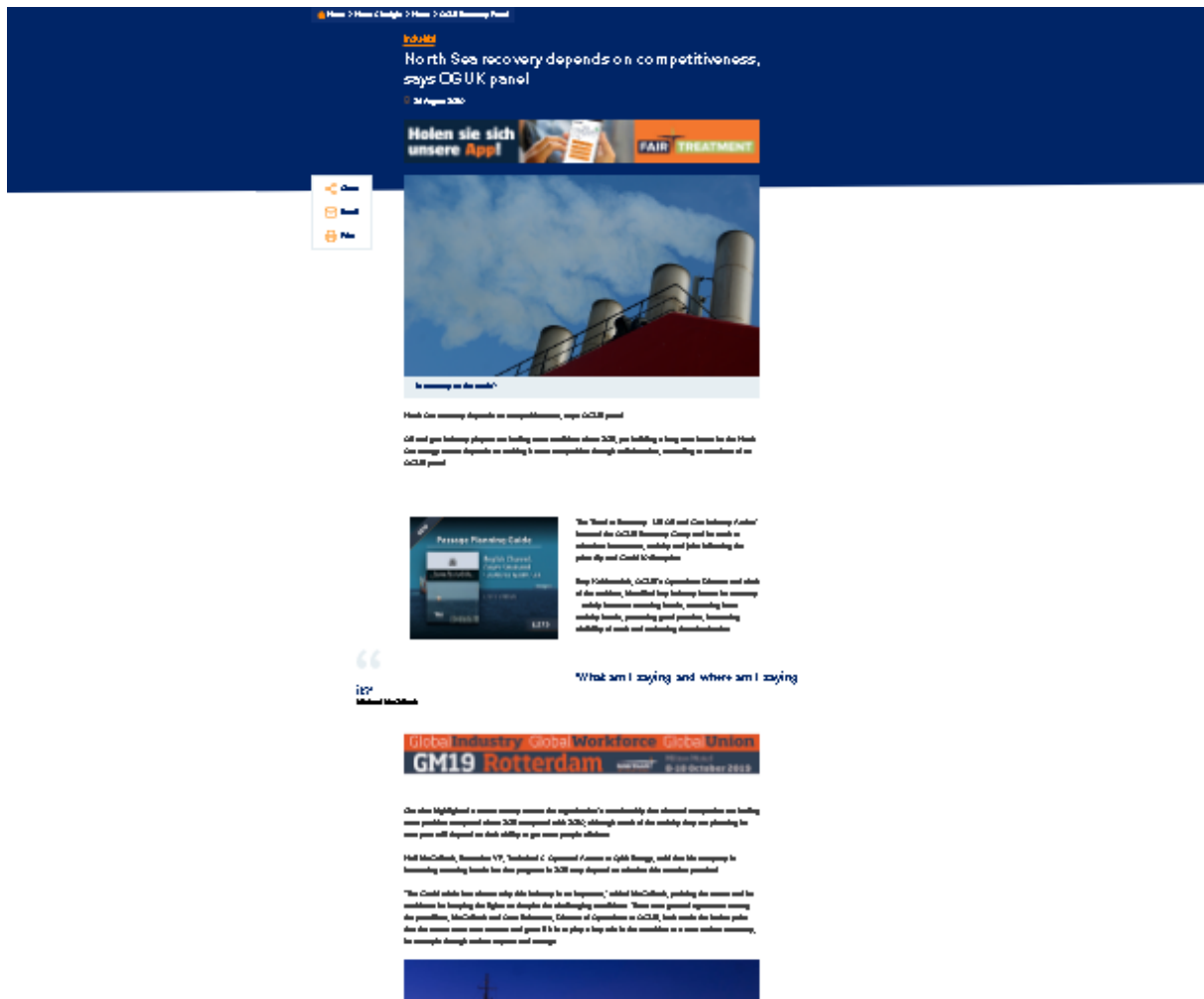


She also highlighted a recent survey across the organisation's membership that showed companies are feeling more positive compared about 2021 compared with 2020, although much of the activity they are planning for next year will depend on their ability to get more people offshore.

Neil McCulloch, Executive VP, Technical & Operated Assets at Spirit Energy, said that his company is increasing manning levels but that progress in 2021 may depend on whether this remains practical.

The Covid crisis has shown why this industry is so important,' added McCulloch, praising the sector and its workforce for keeping the lights on despite the challenging conditions. There was general agreement among the panellists; McCulloch and Scott Robertson, Director of Operations at OGUK,

Overview



2. Website user data

Most visited pages 2020:

Page	Page Views	% Δ	Unique Page Views	% Δ	Bounce Rate	% Δ
/en/news-insight/news/	160,334	2,768.2% ↑	153,428	4,002.4% ↑	98.38%	57.1%
/en/news-insight/news/seafarer-travel-certificates-launched/	48,275	-	42,882	-	86.44%	
/en/	45,654	27.9% ↑	35,258	24.2% ↑	34.48%	-12.1%
/	34,865	42.1% ↑	27,821	36.1% ↑	48.48%	-1.9%
/en/my-nautilus/sign-in/	31,307	48.8% ↑	18,955	46.5% ↑	42.28%	-11.2%
/en/news-insight/news/covid-19-uk-government-designates-seafarers-as-key-workers/	26,622	-	24,605	-	90.56%	
/en/my-nautilus/	20,763	70.0% ↑	12,358	74.1% ↑	53.51%	3.4%
/en/news-insight/news/new-us-rule-improving-seafarers-access-to-shore-leave-comes-into-force-in-june/	15,856	-	15,216	-	95.74%	
/en/news-insight/telegraph/nautilus-faqs-on-covid19-coronavirus/	15,270	-	13,694	-	82.07%	
/en/join/	14,033	38.0% ↑	8,796	37.5% ↑	37.12%	-7.4%
/nl/	13,078	51.7% ↑	9,565	44.7% ↑	40.57%	17.2%
/en/news-insight/news/no-mandatory-quarantine-for-seafarers-in-britain/	10,276	-	9,275	-	82.23%	
/en/join/join-online/	9,322	34.6% ↑	7,185	35.1% ↑	0.23%	-89.3%
/en/contact/	9,184	19.1% ↑	8,074	18.9% ↑	69.5%	-5.1%
/en/news-insight/news/seafarer-quarantine-exemption-certificate-released-for-uk-seafarers/	8,948	-	8,159	-	59.2%	

Audience 2020:

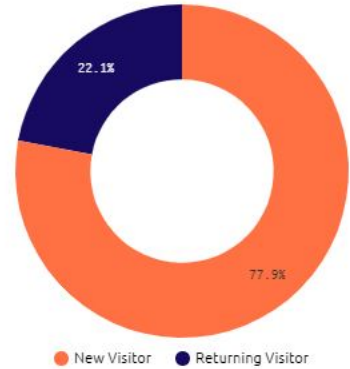
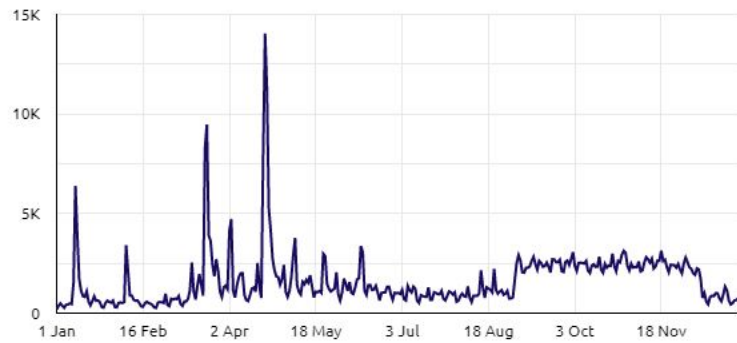
Audience

Page path level 1

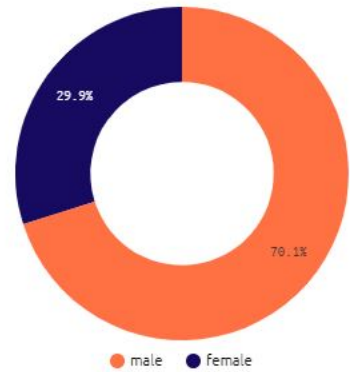
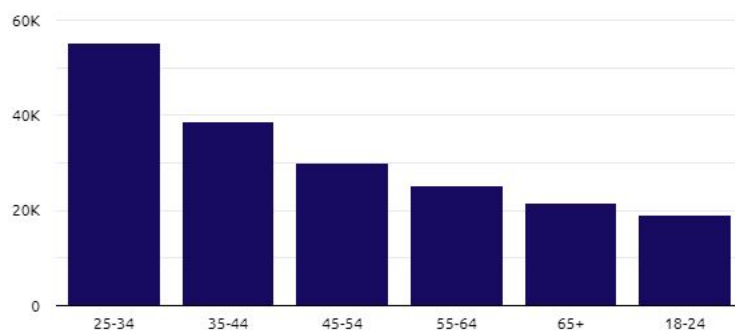
Device Category

1 Jan 2020 - 31 Dec 2020

Users



Age of Users



User

Language

en-us
en-gb
nl-nl
en
en-ph
nl
en-au

Annex iv

Nautilus International member emails

- See Email stats 2021 spreadsheet attached to invitation to tender email.

Nautilus International Yacht Report Summer 2021 newsletter

(Launch edition of quarterly email)

Sent: 11 May, 10:33am, open rate 44.18%

- click rate: 6.35%
- Emails sent: 2,474
- Total opens: 2,188
- Total clicks: 193

Annex v

Example event:

Nautilus International General Meeting 2019
Tuesday 8 to Thursday 10 October 2019
Hilton Hotel, Rotterdam

The Nautilus International General Meeting will bring together 200 global maritime professions and industry stakeholders for three days of debate and decisions on the future direction of the Union and the maritime industry.

To reflect the international nature of our members and the industry they work in, the title of this General Meeting is Global industry, global workforce, global union. During the day Nautilus International members will come together to debate motions and agree the Union's policy for the next four years. Members and industry guests will also hear from speakers from the maritime and trade union sectors.

During breaks they will have the chance to visit the information stalls run by relevant maritime businesses and charities and in the evening everyone will come together to celebrate the maritime industry. These presents a number of opportunities for our sponsors to increase awareness of their brand and align themselves with the Union.

PACKAGE ONE

Gala Dinner Sponsor (Thursday 10 October)

- £10,000.00 / €11,700 + VAT/BTW
- Logo on each table and on screen throughout the dinner
- A table for 10 at the dinner
- Up to Four Pop-up banners in the dining room
- Logo on pre-event promotional materials – event app, website and printed material
- Half page advert in the October Telegraph (circulation circa 90,000)
- Acknowledgement in speeches

PACKAGE TWO

External Dinner Sponsor

(Wednesday 9 October) location TBC

- £5,000.00 / €5,900 + VAT/BTW
- Logos on display throughout the evening
- Space for 10 attendees
- Two Pop-up banners
- Logo on pre-event promotional materials – event app, website and printed material
- Quarter page advert in the October Telegraph

(circulation circa 90,000)

- Acknowledgement in speeches

PACKAGE THREE

Drinks reception Sponsor

(one hour before dinner on Tuesday,
Wednesday or Thursday)

- £3,000.00 / €3,500 + VAT/BTW
- Logos on display in the reception area
- Up to Four Pop-up banners
in drinks reception area
- Logo on pre-event promotional materials –
event app, website and printed material
- Advert on the website
- Acknowledgement in speeches

PACKAGE FOUR

Stall Holder

(Tuesday, Wednesday and Thursday)

- £1,000.00 / €1,170 + VAT/BTW
- A table and two chairs in the breakout area
- Two Pop-up banners in break out area
- Logo on pre-event promotional materials – event app, website and printed material

Document IV

TERMINOLOGY

Authorising Officer – refers in practice to the head of service in charge of the launching and awarding of the contract within the limits of the powers of signature to her/him/them.

Best value - achievement of purpose at lowest available cost. NB achievement of purpose is primary. "Cost" rather than "price" is used, because internal costs to Nautilus International are also considered.

Magazine - printed full colour publication.

Client –Nautilus International, or an official authorised by Nautilus International. 'Authorised officials' will be identified to Suppliers with a description of their roles.

Credit note - a note providing refund, valid against present or future invoices from the Supplier, without restriction. A "credit note" which takes the form of an extension of a specific subscription, or which is valid only for limited purposes, is not normally acceptable.

Customer – member of Nautilus International, or paid subscriber to Telegraph magazine, or gratis recipient of Telegraph magazine

May - the use of "may" indicates that the specified item is optional. (See also "must" and "should").

Must - the use of "must" indicates that the specified item is mandatory. (See also "should" and "may"). Mandatory items include e.g. minimum service standards, requirements to provide information, particular service features, and requirements to present price offers in a particular format. These items are intended to be Selection criteria.

Should - the use of "should" indicates that the specified item is desirable. (See also "must" and "may"). Desirable items include e.g. some service features, some standards above the mandatory level, etc.

Specification – set of requirements related to each function and each type of supply.

Supplier - the tenderer.

Working days - are Monday-Friday, excluding recognised national public holidays in the country of the Supplier or Nautilus International, as relevant to the case. The passing of "one working day" is from the time of initiation on the first day to the same time on the next working day.



Questions in relation to **Nautilus International Request for tender (RFT)**

Production

- Please can you clarify what you mean by minimum and maximum shipment size/value for the magazine? **During the pandemic it has been necessary to reduce distribution of bulk mailing and individual mailing to countries with surcharges.**
- Please can you clarify what is meant by *The Client may cancel any undispached stock item by communication in writing (including email), without penalty?* **If the supplier fails to deliver stock as expected within the agreed timeframe we reserve the right to cancel the order and recoup any costs involved.**
- We are finding it hard to read the detail on the international shipping data, please can you send it separately? **Done**
- Please can you confirm the size of the magazine? **210x280**
- Please can you confirm the size and frequency of the Dutch language newsletter? **210x280 six per year.**
- We are struggling to read the international distribution list, so please can you send it as an excel document? **Done**

Multi-media content

Regarding the digital content creation, we would like to better understand the scope for this. Do you see us providing a full service, such as coming up with content ideas and the content itself, or are we mainly working on the production side and plugging into the ideas generated by your in-house team? **At present our multi-media provider is plugging into the ideas of the in-house team. I would welcome a change in that relationship to be more active pitching by the supplier.**

Advertising/commercial

- Who do you view as your current competitors? I.e. both in terms of competitor trade unions and also as a membership base? **Membership is the RMT Union, and sometimes Unite.**

THE MEMBERSHIP PUBLISHING AGENCY

20 Mortimer Street,
London
W1T 3JW
020 3771 7200

www.thinkpublishing.co.uk
@ThinkPublishing
Registered in England and Wales
No. 3817566 VAT No. 744 4526 28

- Thinking about your competitors, where do you see the advertising spend currently going? **Nautical Institute, possibly Tradewinds, and Splash 247.**
- In your media pack, it mentions solus emails. Please can you share the stats around who they go to and how many have sold (if any)? **We have recently updated our GDPR process to allow for Third Party Marketing emails. This means we are creating our list from scratch. We have sold three (3) based on old data which will now need to be reviewed. I would allow one TPM email per month for the first year, then review the process.**
- Do you have a detailed breakdown of your current members by job title and any additional further information on their roles within the industry? **I cannot provide this data for GDPR reasons.**
- Are you able to share any findings from recent member surveys with us? **See our website resources section for member surveys: <https://www.nautilusint.org/en/news-insight/resources/>**
- Can we please check the previous revenues break down into the following categories?
 - Display and recruitment – the magazine revenues **Yes**
 - Online – includes website, webinars and podcasts **Yes**
 - Email – the weekly, monthly and superyacht emails as well as solus. **To date just weekly and monthly**
 - Jobs board **Yes**
 - Social – can you tell us what this includes? **Sponsored Tweets, LinkedIN, Facebook and Instagram messages**
- Is 'Online' a newly commercialised channel for Nautilus? We note that it only has regular revenue from November 2020, and before that only in September 2019. **Nautilus International relaunched its website in 2018 with banner advertising available. However, it was only until I joined in 2019 that I introduced a digital comms strategy that included advertising and sponsorship across all channels.**
- We noticed that email only has revenue against it for one month (March 2021) across all the spreadsheets, are you able to share the reason for this? Do you know whether this revenue was attributed to an enewsletter, or solus email? **As per my previous answer. This was a banner in an enewsletter.**
- Please can you provide clicks on adverts for the Nautilus International UK (English) weekly and monthly newsletter? **Newsletter data provided in tender documents.**

Please can you also provide examples so we can see the ad positioning. **Examples provided in tender document.**

- Please can you provide clicks on adverts for the Nautilus International UK (English) website? **Ad clicks are clients' data and we cannot provide this.**
- How long have you been sending the Nautilus International UK (English) quarterly member Superyachts email? Please can you send stats for more than one send, if applicable? **The inaugural yachts email data was provided.**
- [Nautilus International podcast sponsorship and 'display' \(audio\) advertising](#): are these also hosted elsewhere, or just on the site? **Soundcloud, YouTube.**
- [Nautilus International video / vlog sponsorship and 'display' \(video\) advertising](#): Do you currently promote this content, or have plans to? What do you currently offer in terms of sponsorship on this? **, This is still in planning stage, and we would welcome assistance in promoting and sponsorship.**
- Please can you share examples of your webinars and engagement rates?
<https://www.youtube.com/watch?v=H2Xb23VMN84> **The risks of exhaustion at sea and the widespread abuse of Hours of Work and Rest were discussed by a high-profile panel of experts at a webinar jointly hosted by Nautilus International and trade journal Lloyd's List. Approx 250 registered and 200 attended live event.**
<https://www.nautilusint.org/en/news-insight/telegraph/build-back-fairer/> **Key industry figures shared their views on the future of the maritime sector at a high-profile webinar on 11 May 2021 hosted by Maritime UK and sponsored by Nautilus International. Approx 200 registered and 150 attended live event.**
- Please can you clarify what you mean by *display video advertising*? For example, is this a full video or a pre-roll? **Pre roll, but would consider full video for right partner.**
- Are you able to provide a full list of core events you would like us to forecast for? In order to be able to provide a more accurate forecast, we would need the format and structure of the event and expected attendee numbers and profiles.
London International Shipping Week (LISW) – biannual industry event. Is being held 6-10 Sept 2021. Nautilus will launch its Sea to City mentoring scheme at the event this year with partner Maritime London.
UK Branch conference – Annual. Approx 100 members and staff
NL Branch conference – Annual. Approx 100 members and staff
General Meeting – every 4 years, next one October 2023. 300 members and staff

I'd be keen to work with a sales partner to develop commercial events for members such as professional training; careers advice, retraining, etc.

- Do you have any past revenues for events that you can share? NA
- Would you like us to forecast revenues for 2022, 2023 and 2024? If possible, yes please
- Are you able to share your 2021 forecasts? NA to due to pandemic disruption
- We have noticed the forums, but wondered whether you have special interest groups dedicated to the particular sectors represented by your members (we're thinking Oil and Gas, renewables, Superyachts etc.) and if so, how active these are?

Yes we have groups for our main organising sectors:

<https://www.nautilusint.org/en/our-union/where-we-work/>

At present these mainly operate around industrial issues and are communicated to via email by our industrial officers. There is opportunity to commercialise these special interest groups, particularly Superyachts and the Royal Fleet Auxillery (RFA)