

OFFICIAL SOUVENIR PROGRAMME
MEDIA PACK

THE TALL SHIPS RACES ABERDEEN

19-22 July 2025



THE TALL SHIPS RACES

BE PART OF EUROPE'S LARGEST FREE FAMILY EVENT

International Media Sales working with Aberdeen City Council, Aberdeen Inspired & Port of Aberdeen are delighted to present the opportunity to engage with the biggest event in the North-east in decades – The Tall Ships Races Aberdeen 2025.

From the 19th-22nd July 2025, six quaysides in Port of Aberdeen's historic North Harbour will be utterly transformed into a festival area with experiences, stands and lots of fantastic entertainment. 400,000 visitors from all over Scotland and beyond are set to welcome the magnificent Tall Ships to what will be Europe's largest free family-friendly event.

This fun-packed four-day fiesta will offer public access onto the ships, parades, fireworks & live events from a diverse mix of maritime-themed exhibitions, artists, crew and navy bands as well as visiting headline acts.

For all the very latest news, event information and social channels, visit:
<https://www.tallshipsaberdeen.com>



THE TALL SHIPS RACES

SUPPORT ABERDEEN'S BIGGEST EVENT IN GENERATIONS

As befitting a world-class event and to support spectator engagement, an official publication of genuine souvenir quality will be produced.

Packed with need-to-know event information, venue details as well as ship & crew profiles, this publication will be widely circulated across Aberdeen, the North-east and sold through the event's online shop. And in order to fully maximise the opportunity for advertisers, all visitors will be able to view the publication from official event website.

As this is the only official publication, it offers organisations a fantastic platform to both align themselves with the event while promoting their products, events or services to a huge local audience & all those visiting the North-east.

With demand expected to be high, early action is advised to secure a preferable position. Act now to ensure your organisation are featured prominently at this once-in-a-generation event.

To discuss your advertising requirements, contact Iain MacDonald:
E: iain@internationalmediasales.com T: +44 (0)7817 698 272.



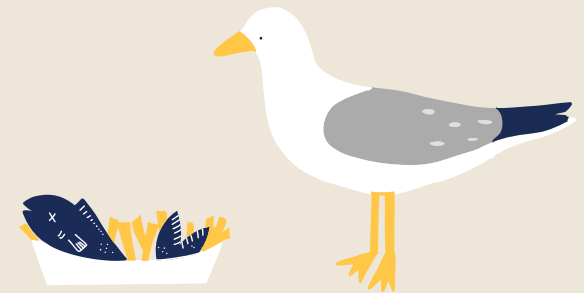
EVENT OBJECTIVES

ABERDEEN 2025 EVENT OBJECTIVES

- Host a world-class event to raise the profile & reputation of Aberdeen as a tourism and event destination.
- Create a memorable experience for Aberdonians, growing pride in our city and region.
- Stage an outstanding entertainment, hospitality, social and cultural programme.
- Build once-in-a-lifetime opportunities for our young people to participate, grow their skills, experience true teamwork, increase international friendship and understanding, & develop environmental awareness.
- Involve all parts of the city: volunteers, youth groups, schools, third sector and businesses.

SAIL TRAINING INTERNATIONAL'S CHARITABLE OBJECTIVES

- Youth development
- International friendship & understanding
- The protection of the environment and our oceans



ADVERTISING OPTIONS

AD RATES

BOOKING DEADLINE 05 MAY 2025

AD SIZE	COST	AD SIZE	COST
DPS	£5000	HALF PAGE	£1300
OUTSIDE BACK COVER	£5000	QUARTER PAGE	£750
INSIDE FRONT COVER	£4500	FIRST PAGE / SPREAD	+20%
INSIDE BACK COVER	£3500	SECOND PAGE / SPREAD	+10%
FULL PAGE	£2500	OTHER SPECIFIC POSITIONS	+10%

TIER 2 PARTNERS -20% / ALL OTHER PARTNERS – 10% | PRICES EXCLUDE VAT | AGY COM 10%

AD SIZES

COPY DEADLINE 19 MAY 2025

PAGE SIZE	TYPE	TRIM	BLEED
DPS	390 x 267mm	420 x 297mm	426 x 303mm
FULL PAGE	177 x 267mm	210 x 297mm	216 x 303mm
HALF PAGE - Landscape	177 x 130mm	N/A	N/A
HALF PAGE - Portrait	85 x 267mm	N/A	N/A
QUARTER PAGE	85 x 130mm	N/A	N/A



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Please supply Adobe Acrobat PDFs set up to PPA Standard file formats (www.ppa.co.uk see Pass4Press section). Quark, EPS and TIFF files will NOT be accepted. Programme Spec - A4 Size. The publisher cannot accept liability for any errors due to supply of inaccurate copy.

WORDS FROM THE SPONSORS



“We’re a company deeply rooted in Aberdeen’s history and recognise the significance of supporting this spectacular event.”

Sir Jim Milne CBE
Chairman & Managing Director,
Balmoral Group



“The event gives young people the opportunity to grow their skills and build connections.”

Camilla Salthe
Senior Vice President Upstream,
Equinor UK



“This is a once-in-a-generation event for Aberdeen, recognising our maritime heritage and embracing the opportunities of the future.”

Chris Coull
Managing Director (Scotland),
Peterson Energy Logistics



“Seeing the ships in the harbour is an unforgettable sight and our long-standing close ties with Port of Aberdeen and the fact that the ships have sailed here from Dunkerque, the location of another major ArcelorMittal facility, makes this event even more special for us.”

Dave Weston
Chief Executive Officer,
John Lawrie Metals

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BLAIKIES QUAY SPONSOR





International Media Sales are a multi-award winning publisher and trusted partner of world class events



TRNSMT



<https://internationalmediasales.com>