



## Request for tender (RFT)

Layout, printing and distribution of Nautilus  
Telegraph magazine, sourcing advertising  
and managing job board

Prepared by

**Autonomy Consulting**

**For Nautilus International**



## Nautilus International

### Request for tender (RFT)

#### Layout, printing and distribution of Nautilus Telegraph magazine, sourcing advertising and managing job board.

Nautilus International is seeking partners to work with the organisation to:

- manage the layout, printing and distribution of its monthly membership magazine, The Telegraph;
- develop advertising on the magazine, app and its new website; and
- manage a job board for the organisation.

Nautilus is most interested in receiving expert proposals to manage and develop all the above functions. However, Nautilus would also welcome proposals to manage and develop one or more of the functions.

Respondents who wish to tender for this work are asked to provide Nautilus International with:

1. A detailed proposal for a managing and improving the three functions or part thereof (magazine production, advertising, jobs board).
2. An estimation of costs and charges.
3. Examples of previous work and recommendations from former clients, where available. Nautilus International is most interested in examples from other unions and/or maritime businesses and organisations.

Responses should be sent by 12:00 on Friday, 11 May 2018.

Nautilus will follow up with requests for a meeting with preferred respondents to expand on their proposals.

Any questions about this RFT and the related project can be addressed to:

Donnacha DeLong, Autonomy Consulting

e: [info@autonomyconsulting.info](mailto:info@autonomyconsulting.info) ph: 07766 797 151.

Interested parties should send their proposals to:

Mark Dickinson, General Secretary, Nautilus International

e: [mdickinson@nautilusint.org](mailto:mdickinson@nautilusint.org)

General Secretary: Mark Dickinson MSc (Econ)

Our mission is to be an independent, influential, global trade union and professional organisation, committed to delivering high quality services to members, and welfare to necessitous seafarers and their dependants and other maritime professionals.

UK VAT Reg No. 872 4139 18

Nautilus International also administers the Nautilus Welfare Fund and the J W Slater Fund which are UK registered charities

## About Nautilus International

Nautilus International is a trade union representing around 22,000 members working in the shipping industry at sea and on shore. It is a very fragmented and globalised industry. The union therefore recruits and organises on an international basis. Most members are British, but the union has a significant Dutch membership and a smaller Swiss membership.

The worldwide and highly mobile nature of the Nautilus membership means the union does not have a typical branch structure. And whilst most members are highly computer literate, their access to the internet can frequently be limited whilst they are at sea because of poor connectivity, high costs and restrictions on shipboard IT use. This means that maintaining the union's print offering is a priority.

The Telegraph is Nautilus International's monthly magazine. It was redesigned in 2017 and relaunched in its current form in January 2018. All members are entitled to receive a copy of the printed magazine as part of their membership benefits (though some opt out of receiving their copy). The intention is to continue to use the new design, but to continue to develop it based on reader feedback.



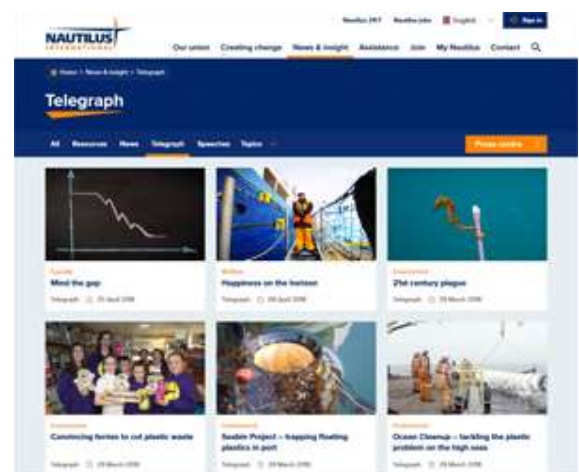
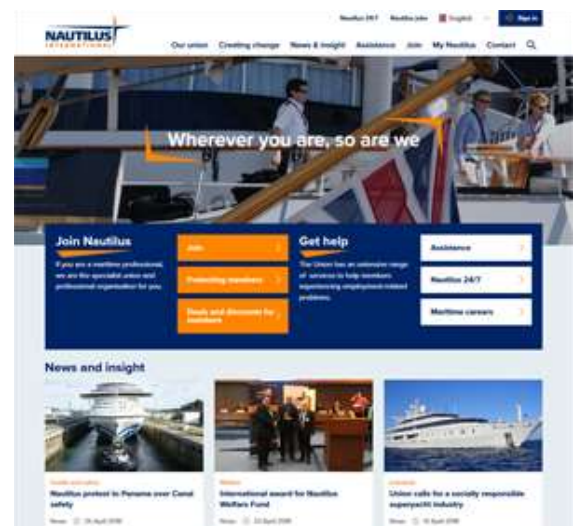
Nautilus also has a smaller list of paid subscribers who are not members of the union. Nearly 28.5k copies are printed each month and are sent to members and subscribers. This number is unlikely to change substantially in the medium term (6 months).

The main Nautilus website – <https://www.nautilusint.org> – has been rebuilt and has recently been relaunched with a new design. The new design presents content from the Telegraph as online feature content. The Telegraph is also published on a page-turner app. To access digital copies of the current edition, back issues and the app, please visit the Nautilus International website:

<https://www.nautilusint.org/telegraph>.

The print version of the Telegraph has long been an important part of union's income as the primary output containing advertising. The volume of print advertising has declined in recent years and the organisation is aware of the demand of advertisers for online advertising.

The new website offers the potential, with some more technical developments, to offer a range of online advertising opportunities.



Nautilus is keen to develop a strategy with a partner to develop the best advertising package to interested advertisers.

Nautilus also maintains a jobs board on the Madgex platform. The union is keen to improve the integration of a jobs board with the new website.



## Requirements

**The Telegraph** – maintain and improve the current publishing process.

1. Establish a seamless process for transferring content published on the Nautilus website to a third-party publishing system such as Adobe InDesign. Take full responsibility for layout of each issue.
2. Maintain and work to increase the amount/value of advertising in the print magazine/app, including from the rest of Europe, in particular the Netherlands and Switzerland.
3. Work with Nautilus to develop online advertising on the Nautilus website.
4. Work with Nautilus International on the layout and publishing of bespoke newsletters as required.

**Jobs site** – maintain and improve the current offering of job opportunities:

1. Maintain the current Madgex Job Board or provide an alternative solution that offers the same service.
2. Expand the posting of job ads from outside the UK, in particular the Netherlands and Switzerland.
3. Work with Nautilus to improve integration between the Job site and the main Nautilus website to increase traffic between the two sites.
4. Advise and support Nautilus International staff on finding sources of job advertisements.

## Telegraph specifications

**Page count:** Average of 68 pages, but could fluctuate between 64 and 72 dependent on special events and advertising. Currently recruitment advertising is two to four pages, which we would hope to increase. Other advertising averages six to eight pages (including back page).

**Paper quality and size:** 280mm high x 210mm wide. Currently cover is 130gsm Silk and inside pages are 54gsm graphostyle 1.3 (previously 120gsm UPM Fine for the cover and 54gsm graphpoint). Nautilus International is open to equivalent or better paper quality suggestions.

**Colour details:** Full colour.

**Print run:** Total print run 28455, including bulk postings, UK and Dutch addresses (countries and numbers of copies from March mailing on following pages).

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## Website stats

From launch on 1 March -10 April 2018

Includes desktop, mobile and tablet devices.

Language	Users	Sessions	Pageviews	Pages per session	Bounce rate (%)
EN	7,583	10,676	40,456	3.80	48.97
NL	1,012	1,456	6,349	4.36	46.22
CH	154	285	1,198	4.20	43.86

## Nautilus Telegraph mailing locations (March 2018)

Country	number of people	number of copies
UNITED KINGDOM	12126	17077
NETHERLANDS	6060	6181
IRELAND	309	565
SINGAPORE	100	484
PHILIPPINES	104	316
FRANCE	124	191
SPAIN	135	173
UNITED STATES OF AMERICA	116	161
AUSTRALIA	97	158
GERMANY	113	152
UNITED ARAB EMIRATES	59	110
CYPRUS	34	103
PORTUGAL	78	78
BELGIUM	51	75
SOUTH AFRICA	65	70
CANADA	66	68
NEW ZEALAND	65	66
NORWAY	26	58
POLAND	57	57
GIBRALTAR	9	51
ITALY	31	48
SWITZERLAND	41	47
ROMANIA	42	42
CROATIA	36	36
SWEDEN	20	31
LATVIA	30	30
LITHUANIA	30	30
DENMARK	13	29
THAILAND	25	26
INDIA	26	26
MONACO	10	24
BRAZIL	20	22
MALTA	21	21
ISLE OF MAN	15	20
HONG KONG	17	19
GREECE	15	18
#N/A	15	17
SAUDI ARABIA	11	16
FINLAND	15	15
BAHRAIN	10	15
FALKLAND ISLANDS	11	12
NAMIBIA	7	12
QATAR	7	12

MALAYSIA	6	9
UKRAINE	9	9
ESTONIA	8	8
TRINIDAD AND TOBAGO	8	8
BULGARIA	8	8
CABO VERDE	8	8
JAPAN	7	7
CZECH REPUBLIC	7	7
RUSSIAN FEDERATION	7	7
SLOVENIA	6	6
INDONESIA	6	6
ARGENTINA	5	5
HUNGARY	5	5
MAURITIUS	4	5
SRI LANKA	5	5
EGYPT	3	5
SERBIA	5	5
AUSTRIA	4	4
SEYCHELLES	4	4
ISRAEL	4	4
ARUBA	3	3
MEXICO	3	3
KENYA	3	3
OMAN	3	3
PAKISTAN	3	3
JAMAICA	3	3
BERMUDA	3	3
REPUBLIC OF KOREA	3	3
DOMINICA	2	2
CURACAO	2	2
PANAMA	2	2
BARBADOS	2	2
ANTIGUA AND BARBUDA	2	2
TANZANIA	2	2
JERSEY	2	2
BAHAMAS	2	2
BRITISH VIRGIN ISLANDS	2	2
SLOVAKIA	2	2
NIGERIA	2	2
CHINA	1	2
LIBERIA	1	2
FIJI	1	1
Taiwan	1	1
CHILE	1	1
ST. HELENA	1	1
TUNISIA	1	1

VIETNAM	1	1
MONTENEGRO	1	1
BOSNIA	1	1
COLOMBIA	1	1
MACEDONIA	1	1
GUERNSEY	1	1
TURKEY	1	1
FAROE ISLANDS	1	1
GRENADA	1	1
ICELAND	1	1
MALAWI	1	1
BANGLADESH	1	1
JORDAN	1	1
SIERRA LEONE	1	1
CAMEROON	1	1
MOZAMBIQUE	1	1
GAMBIA	1	1