

Send us your news

We love to hear all your news about products, contracts, staff changes and more.

Here are some brief guidelines for writing a news release:

- Don't spend time trying to come up with a genius title**
We shorten titles to fit our webpage. And we don't use puns.
- Write accurate, concise information in the first para about what you're launching**
Think about the who, what, why, where and when.
- Make your quote say something different to the first para**
Don't repeat what you've already said. Think of it as a way of telling people why your product, contract etc is important to the marine trade. We'll always assume you're 'delighted' about what you're doing, so avoid telling us you're 'delighted'.
- Make sure you write your news in third person**
For example, XYZ company is launching an ABC and not "we're launching an ABC."
- Please don't overflow your news**
Don't tell us that you're the best company in the world, ever. We cut all of that out.
- Include a written link to your website**
We prefer a written link to an embedded one.
- ALWAYS attach a high-res image – preferably landscape**
Tell us what the image is (boat model, part name etc). Don't stick it in a word document, attach it as a separate file.
- Include your news release as text in an email**
Please don't send us a pdf of your release.

If you have any questions, just ask.

We're here to get the word out about all these great marine companies and work to build our industry together.

Need extra support?

MIN also offers a copywriting service and guidance.

Contact info@marineindustrynews.co.uk for info