

MARITIME REPORTER AND ENGINEERING NEWS

S I N C E 1 9 3 9

2020 INTEGRATED MEDIA KIT

Commanding the Industry's Largest
Audited Media Network

The Industry's Largest Requested Titled Circulation: **38,599**

AUDITED BY BPA DEC 2019



REAL SUBSCRIBERS, REAL TITLES

100% Requested Circulation Means Real Buying Power
Maritime Reporter & Engineering News delivers the industry's largest circulation to the industry's key buying influence groups:

- Vessel Owners and Operators
- Ship/Boat Builders and Repair Yards
- Naval Architects and Marine Engineers

Your advertising is targeted to professionals in these critical market areas and not a generic "marine industry" list with no titles and no buying influence.

YOUR MESSAGE IS FRESH... SO IS OUR CIRCULATION

Our BPA audit is your proof that our circulation is 100% requested and current...most of our subscribers renew within 1 year! Our readers are loyal and that means real exposure for your advertising.
No other marine industry publication can offer this quality guarantee!
(Don't waste your advertising dollars on unrequested, undated or 3-year-old circulation lists as some industry publications offer!)

THE INDUSTRY'S MOST EXPERIENCED EDITORIAL STAFF

Headed by Greg Trauthwein, Associate Publisher and Editorial Director



Maritime Reporter & Engineering News is industry renowned for insightful editorial, in-depth commentary, technical features, market analysis and breaking news. Our staff has over 100 years of combined editorial experience. As the industry's most experienced and trusted source your company, brand and advertising are in good hands!

Our strength is in the numbers:

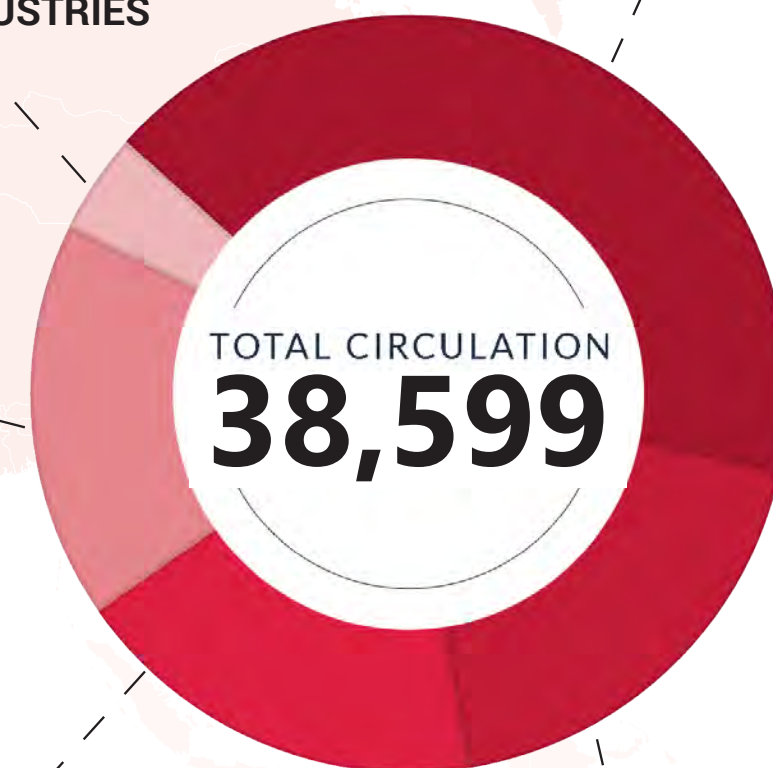
4.3%
GOVERNMENT &
ALLIED INDUSTRIES

41.7%
SHIP, BOAT, BARGE
OWNERS, NAVY &
COMMERCIAL

19.2%
SHIPBUILDING,
BOATBUILDING &
REPAIR

17.8%
NAVAL ARCHITECTS
MARINE ENGINEERS,
& PROFESSIONALS

17%
EQUIPMENT
MANUFACTURERS





100%
Requested
Circulation

Maritime Reporter & Engineering News
reaches thousands of professionals in over
100+ countries across the globe!

Industry's Largest
Audited and Titled
Circulation:
38,599

We take our circulation
very seriously.

Every Issue of Maritime Reporter & Engineering News is audited by BPA! - The gold standard of B2B media. Your advertising deserves the transparency that only a fully audited circulation can provide.

Without it, you just don't know what you're buying!

Most Industry publications can't deliver to this quality standard.

Our advertisers leverage the quality and reliability our audited circulation provides. They know the true size and quality of the audience their message is reaching. It's the only way you can be sure that your advertising dollars are not being wasted on cheap offers of a three-year-old or unverified mailing list with no job titles.



Monthly Network Audience:
1,000,048

The Maritime Media Network

The Maritime Media Network is the largest and best marketing and advertising resource in our industry. Getting your message out to the right people is important. Especially now. That's why New Wave Media has created a new multi-platform marketing platform exclusively for the next few months.

With emphasis on content and digital marketing, your brand will remain in the forefront of everyone's minds, and will emerge stronger in the next few weeks.

Through our vast multi-channel cross platformed network of websites, online publications, e-news services, mobile apps, webinars, TV and more, our global audience is unsurpassed with an average monthly reach of over one million. Our network gives you the ability to optimize your campaign and market to relevant segments and a highly targeted global audience.

EXCLUSIVE, MULTI-CHANNEL DIGITAL MARKETING

- » Maritime Reporter and Engineering News
- » Marine News
- » MarineLink.com
- » Maritime Today E-News
- » Maritime Reporter E-News
- » MarineElectronics.com
- » MaritimePropulsion.com
- » OEdigital.com
- » MaritimeProfessional.com
- » MaritimeJobs.com
- » MaritimeUniversity.com
- » Maritime Reporter TV
- » Webinars
- » Content Marketing
- » White Papers

The Industry's largest social media footprint

The Industry's Largest Group
The Maritime Network
150,759 MEMBERS

10 Facebook Pages
349,384 PAGE LIKES

5 Twitter Feeds
57,212 FOLLOWERS

3 Channels
129,353 VIEWS



JANUARY

Ad Close: Dec 31

Ship Repair & Conversion Annual

- Drydock & Shiplift Equipment
- Hull, Deck and Tank Coatings
- Sanitation / Wastewater Systems
- Welding & Cutting Equipment
- Engine Conversion & Repower

Event Distribution:

- EuroMaritime - Marseille
- FPSO Europe - London



FEBRUARY

Ad Close: Jan 27

Green Ship Technology

- Fuels & Lubricants
- HVAC & Compressors
- Emission Scrubbers
- Autonomous Ship Systems
- Coatings, Corrosion Control

Event Distribution:

- Sea Japan - Tokyo
- Asia Pacific Maritime - Singapore
- Green Ship Tech - Copenhagen
- NACE Corrosion - Houston, TX
- Intermodal Asia - Shanghai



MARCH

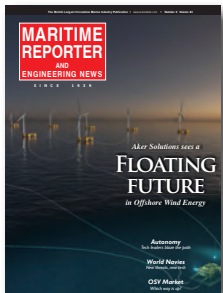
Ad Close: Feb 27

Cruise Shipping Annual

- Passenger Vessels / Ferries
- Bridge Electronics: Comms, Navigation & Controls
- Fluid Handling & Filtration
- Desalination & Reverse Osmosis Systems
- Interior Design and Finishes

Event Distribution:

- Seatrade Cruise Global - Miami, FL
- Ferry Safety - New York, NY
- CMA Shipping - Stamford, CT
- Sea-Air-Space- Baltimore, MD



APRIL

Ad Close: Mar 27

Offshore Energy Edition

- Offshore Wind Support Vessels
- Deck Machinery - Winches & Cranes
- Pumps & Valves
- Water Jets & Thrusters
- Surface Preparation - Water Jets & Scrapers

Event Distribution:

- OTC- Houston, TX
- MegaRust - San Diego, CA



MAY

Ad Close: Apr 24

Fleet Management

- Classification Societies
- Crew Training & Maritime Simulation
- Salvage
- Telemedicine
- Vessel Monitoring & Operation Software Solutions

Event Distribution:

- Posidonia - Athens
- Maritime Week Americas - Miami
- Marine Money Week - New York



JUNE

Ad Close: May 27

2020 Yearbook

- LNG & Hybrid Drives
- Luxury & Expedition Cruise Ship Building
- Navigation: Radar, ECDIS & Collision Avoidance
- Ballast Water Technology
- Lighting

Event Distribution:

- Electric & Hybrid Marine World Expo - Amsterdam
- Ballast Water Management - Houston, TX
- Cruise Ship Interiors Expo - Miami



JULY

Ad Close: Jun 16

Maritime Power Edition

- Piping, Valves & Fittings
- Emission Scrubbers
- Engine Room Ventilation
- Bearings, Seals and Couplings
- HVAC & Compressors



AUGUST

Ad Close: Jul 27

The Shipyard Edition

- Heavy Lifting: Cranes, Winches and Hoists
- Welding and Cutting Equipment
- Fuels and Lubricants
- Transmissions, Gears & Thrusters
- SMM 2020 New Technology Showcase

Event Distribution:

- SMM - Hamburg
- BWMTech North America - Ft Lauderdale, FL
- FMMS - VA Beach , VA



SEPTEMBER

Ad Close: Aug 28

Marine Design Annual

- Vessel Conversions
- Naval Architecture
- Design Software: CAD/CAM
- Anti-Vibration & Noise Control Equipment
- Ship Roll & Pitch Control Solutions

Event Distribution:

- SNAME- Houston, TX
- Interferry 2020 - Hobart, TS
- Seatrade Maritime Middle East - Dubai



OCTOBER

Ad Close: Sep 25

Shipping & Port Annual

- Satellite Communications
- Training and Simulation
- Cargo, Container & Material Handling Equipment
- Tank Gauging & Alarm Systems
- Rope, Wire & Cable

Event Distribution:

- Shipping Insight - Stamford, CT
- Commercial Marine Expo - Providence, RI
- Danish Maritime Days
- Breakbulk Americas



NOVEMBER

Ad Close: Oct 27

Workboat Edition

- ATBs
- Workboat Propulsion
- Deck Equipment - Winches & Cranes
- Fire Suppression and Safety Equipment
- Autonomous Workboats

Event Distribution:

- Int'l Workboat Show New Orleans, LA
- INMEX China - Guangzhou
- METS - Amsterdam



DECEMBER

Ad Close: Nov 25

Great Ships of 2020

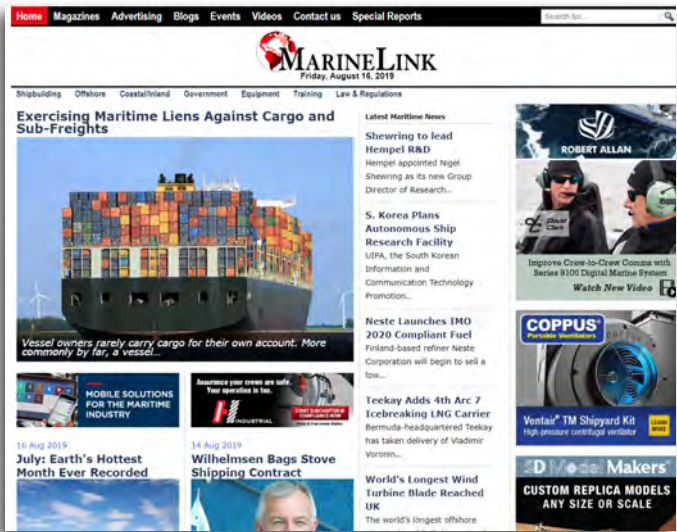
- Fluid Filtration & Separation
- Gensets
- Surface Navy Shipbuilding
- Electrical Systems & Components
- Windows, Gaskets, Hatches & Doors

Event Distribution:

- Surface Navy Association 2021, Crystal City, MD

The Marine Industry’s Global Gateway

Marinelink.com



A True Global Audience:		
NORTH AMERICA		41%
EUROPE		30%
ASIA		23%
AFRICA		2%
SOUTH AMERICA		2%
OCEANIA		2%

Source: Google Analytics



PUBLISHERS OWN DATA

Maritime Today E-News

Maritime Today is the original and most comprehensive daily maritime e-newsletter. Every business day your company’s ad will be delivered around the world to a requested newsletter subscription database of over **55,332** recipients.

It’s about content and nobody beats Marinelink!

With over 240,000 indexed pages, no other industry site comes close!

Every month, hundreds of thousands of users visit our webpages for the latest news, editorial and insights.

Marinelink.com is the industry’s longest running industry news site, and part of the Marine Media Network. Marinelink.com offers advertisers access to the largest targeted commercial marine audience online in a variety of ad sizes.

Marinelink.com	1x	6x	12x
728x90	\$3,000	\$2,790	\$2,610
300x250	2,500	2,325	2,175
300x100	2,000	1,860	1,740

578,136 MONTHLY PAGEVIEWS

287,432 MONTHLY USERS

332,671 MONTHLY UNIQUE SESSIONS

JULY 2020 BPA



PUBLISHERS OWN DATA

Sizes & Pricing	300x250	300x100
Maritime Today	-	2,000
Maritime Reporter	1,750	1,250

Maritime Reporter E-News

The *Maritime Reporter* E-News brings industry news to **26,212** recipients. Timed to hit global markets during opportune hours, it features digital links to latest issue of *Maritime Reporter*, as well as special publication highlights such as the most recent white papers.

The Industry’s largest social media footprint starts with LinkedIn...

Our “**Maritime Network**” **Linkedin group** with **over 136,000 members** is nearly double that of any other industry publication. It’s not even close!

Combined with our other brand focused social media channels we have the largest social media presence in the industry.

No other industry source can give your marketing the benefits that this extended audience reach provides.



CONTENT MARKETING

With content marketing, your company’s story will be integrated into the editorial content on one or more of our industry specific sites or e-newsletters. Targeted to our subscriber base you’ll get maximum reach and wider exposure for your message.

Content Marketing Packages Start at: \$1500/net per week



MARITIME REPORTER TV

With a **Maritime Reporter TV** custom video interview, our editorial staff will work with you to develop insightful Q&A’s with your team. The video will be conducted and recorded by the **Maritime Reporter TV** team at our New York City studio or at an exhibiting trade show or event and can be hosted on our global media network.

MRTV Custom Video Packages Start at: \$2500/net



EMAIL DIRECT MARKETING

Whether you’re marketing coatings, propulsion equipment, electronics, or anything in between, our e-mail service will connect you with ndustry buyers. We can put your message directly in front of your potential customers - it’s targeted and effective!

EDM Packages Start at: \$2500/net



WHITE PAPERS

Special content is your opportunity to sponsor your “white paper.” It will be hosted on the **Maritime Media Network** and distributed to our network’s email database of over 50,000 industry professionals.

White Paper Packages Start at: \$1500/net

The Evolution of *Maritime Reporter & Engineering News*



What Started out in 1879 in New York City

as a broadsheet shipping weekly has grown to become the flagship publication of the world's largest audited maritime media network. In 1939 we relaunched *Maritime Reporter* in a more standardized format and later incorporated *Engineering News* into the traditional tabloid size we use today.

As of this writing we are preparing *Maritime Reporter's* 80th Anniversary edition in celebration of its 1939 relaunch! *To commemorate the occasion* we will debut a new format – in the classic standard size.

We will also be launching a host of new media innovations in 2020 and look forward to serving our readers and advertisers during the next 80 years!

Pictured above: *Maritime Reporter*, "The representative journal of the shipping interest of America" New York, New York, Saturday, January 29th, 1887

ADVERTISING RATES & SPECS

B&W Rates	1x	4x	7x	12x
Full Page	\$5,796	\$5,494	\$5,042	\$4,731
2/3 Page	4229	3975	3821	3583
1/2 Page	3444	3165	2798	2678
1/2 Page (Island)	3788	3481	3077	2945
1/3 Page	2388	2266	2132	1987
1/4 Page	1850	1792	1548	1363
1/6 Page	1260	1199	1085	910

Full Page Bleed Bleed: 8.625 x 11.125 in (219 x 283 mm) Trim: 8.375 x 10.875 (213 x 276 mm)	Full Page (non-bleed) 7 x 10 in (178 x 254 mm)	2/3 Page 4.5 x 10 in (114 x 254 mm)	1/2 page (l) 4.5 x 7.5 in (114 x 191 mm)	1/2 page (H) 7 x 4.875 in (178 x 126 mm)	1/2 page (V) 3.375 x 10 in (87 x 254 mm)
1/3 page (H) 4.5 x 4.25 in (114 x 108 mm)	1/3 page (V) 2.25 x 10 in (57 x 254 mm)	1/4 page (H) 7 x 2.375 in (178 x 62 mm)	1/4 page (V) 3.375 x 4.875 in (87 x 126 mm)	1/6 page (H) 4.56 x 2.31 in (116 x 59 mm)	1/6 page (V) 2.18 x 4.88 in (56 x 123 mm)

Color Charges:

Std. 4A Red, Green, Orange, Yellow: per color \$472
Matched color, per page, per color extra \$590
4-color process per page: (1/3 page or smaller) \$814
4-color process per page: (1/2 page or larger) \$1,134
No Charge for Bleed • Special position: 15% of earned rate

Covers:

2nd Cover: \$8,590
3rd Cover: \$7,850
4th Cover: \$8,960
* includes 4-color, bleed & special position

Classified Ads:

Rates For "For Sale", "Products & Services" and all other classified advertisements are non-commissionable single insertion per column inch: \$143 net (each column is 2.125 in/ 54 mm wide) 3 or more insertions - \$112 net

Commission & Closing Dates - Agency Commission - 15%

Published twelve times annually. Last advertising forms close 20 days before the first day of the publication month for providing press-ready PDF files. Advertising material to be "pubset" should be submitted 30 days before the first day of the publication month.

Cancellations:

Cancellations are not accepted after scheduled closing date. Any cancellation prior to the closing date must be in writing and signed by the advertiser / agency and the publisher. All cancellations are subject to short rate where applicable.

Production Requirements:

Please provide a press-ready high-resolution (300 DPI) PDF or TIFF file (convert all RGB, PMS, or Spot Colors to CMYK). Please create outlines for any custom, proprietary, or purchased fonts. Digital Files (PC or MAC) are accepted via email, FTP site upload or CDRom. For complete, detailed production requirements, please go to: www.marinelink.com/magazines/advertise.aspx

For FTP site instruction, please email the production manager: productionmanager@marinelink.com

MARITIME REPORTER AND ENGINEERING NEWS

Maritime Reporter and Engineering News
is part of the Maritime Media Network

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Front Cover Image Credit: @ Nightman1965/Adobestock

www.marinelink.com

Image Credit: @ Kalyakan/Adobestock

