

# MARITIME REPORTER

AND  
ENGINEERING NEWS

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## 2014 Media Planning Guide

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*Maritime Reporter* readers are buyers and decision-makers

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Ship, Boat & Barge Owners,  
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21.4%

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ALL STATEMENTS BASED ON JUNE 2013 BPA REPORT

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**ISSUE**

**EDITORIAL**

**BONUS DISTRIBUTION**

**JANUARY**

**Ship Repair & Conversion Edition**

Ad Close: Dec 20

**Market:** U.S. Navy: Ships of War  
**Technical:** Marine Drives: Gears, Thrusters, Waterjets & Propellers [MaritimePropulsion.com](http://MaritimePropulsion.com)  
**Product:** Marine Electronics Equipment & Supplier Guide [MarineElectronics.com](http://MarineElectronics.com)  
**Special Report:** Future Marine Fuels & Emission Scrubbing Technology

**Arctic Technology Conference**  
Feb 10-12, Houston, TX

**FEBRUARY**

**Cruise Shipping Edition**

Ad Close: Jan 24

**Market:** Marine Accommodation & Interior Outfit  
**Technical:** Satellite Communication [MarineElectronics.com](http://MarineElectronics.com)  
**Product:** Marine Coatings & Corrosion Control  
**Special Report:** Clean Water Solutions: Ballast Water Treatment, Black, Grey & Potable Water

**Cruise Shipping Miami**  
March 10-13, Miami, FL  
**ASNE DAY**  
Feb 20-21, Arlington, VA

**MARCH**

**U.S. Coast Guard Annual**

Ad Close: Feb 21

**Market:** RIB & Patrol Boat Report  
**Technical:** Marine Salvage & Recovery  
**Product:** Shipboard Fire Suppression Systems  
**Special Report:** Software Solutions: Remote Monitoring, Condition-based Maintenance & Control

**CMA Shipping 2014**  
March 17-19, Stamford, CT  
**Workboats Exchange**  
April 13-16, Bonita Springs, FL  
**Sea-Air-Space**  
April 7-9, National Harbor, MD

**APRIL**

**Offshore Edition**

Ad Close: Mar 21

**Market:** Making of the Modern OSV  
**Technical:** Marine Fuel Selection Guide  
**Product:** Specialty Cranes: Heavy Lift to Cargo  
**Special Report:** The World's Biggest: Floating Liquefied Natural Gas (FLNG)

**Offshore Technology Conference (OTC)**  
May 5-8, Houston, TX  
**Marine Money Houston**  
May 7, Houston, TX

**MAY**

**Marine Electronics Edition**

Ad Close: April 25

**Market:** Training & Education  
**Technical:** Marine Power Guide  
**Product:** Deck Machinery, Winches and Ropes  
**Special Report:** Oil Spill Response & Recovery

[MarineElectronics.com](http://MarineElectronics.com)

[MaritimePropulsion.com](http://MaritimePropulsion.com)

**Posidonia**  
June 2-6, Athens, Greece  
**HiperCraft**  
June, Virginia Beach, VA

**JUNE**

**Annual World Yearbook**

Ad Close: May 23

**Market:** Maritime Simulation & Training Centers  
**Technical:** Marine Firefighting, Safety & Salvage  
**Product:** Marine Spare Parts Guide  
**Special Report:** 4th Annual Global Maritime Photo Contest

[MarineElectronics.com](http://MarineElectronics.com)

**Maritime Reporter  
Celebrates "75"**

MR turns 75 in 2014. This special standard-size magazine supplement in the June edition traces the history, evolution & future of

- shipbuilding & design
- marine propulsion
- marine electronics & more!



**JULY**

**Offshore Energy Structures & Systems**

Ad Close: June 25

**Market:** Classification & Ship Registries  
**Technical:** ECDIS  
**Product:** Maritime Tools: Welding & Cutting  
**Special Report:** Emerging Marine Propulsion Tech

[MarineElectronics.com](http://MarineElectronics.com)

[MaritimePropulsion.com](http://MaritimePropulsion.com)

**AUGUST**

**Shipyard Edition**

Ad Close: July 24

**Market:** OSV Design & Construction  
**Technical:** Heavy Lifting Solutions  
**Product:** Clean Water Technology  
**Special Report:** Ship Maintenance & Retrofit

**SMM**  
Sept 9-12, Hamburg, Germany

**SEPTEMBER**

**Marine Propulsion Edition**

Ad Close: Aug 22

**Market:** Maritime Security Technology  
**Technical:** Condition Based Monitoring  
**Product:** Marine Anti-Fouling Coatings  
**Special Report:** The Arctic: Challenges & Opportunities

[MaritimePropulsion.com](http://MaritimePropulsion.com)

[MarineElectronics.com](http://MarineElectronics.com)

**OCTOBER**

**Marine Design Edition**

Ad Close: Sept 19

**Market:** Dredging  
**Technical:** Pumps, Pipes, Valves & HVAC  
**Product:** CAD/CAM  
**Special Report:** The Automated Ship: Command & Control

[MarineElectronics.com](http://MarineElectronics.com)

**SNAME**  
October 22-24, Houston  
**SHIPPINGINSIGHT**  
Stamford, CT

**NOVEMBER**

**Workboat Edition**

Ad Close: Oct 24

**Market:** Tug, Tow and Pushboats: Brown Water Workboats  
**Technical:** Deck Machinery, Winches & Ropes  
**Product:** Vessel & Crew Safety Systems  
**Special Report:** Gulf of Mexico Builder & Supplier Guide

**International Workboat Show**  
Dec 3-5, New Orleans, LA

**DECEMBER**

**Great Ships of 2014**

Ad Close: Nov 21

**Market:** U.S. Navy  
**Technical:** Shipyard Automation  
**Product:** Maritime, Port & Harbor Infrastructure & Security  
**Special Report:** Marine Power Provider's Guide

[MaritimePropulsion.com](http://MaritimePropulsion.com)

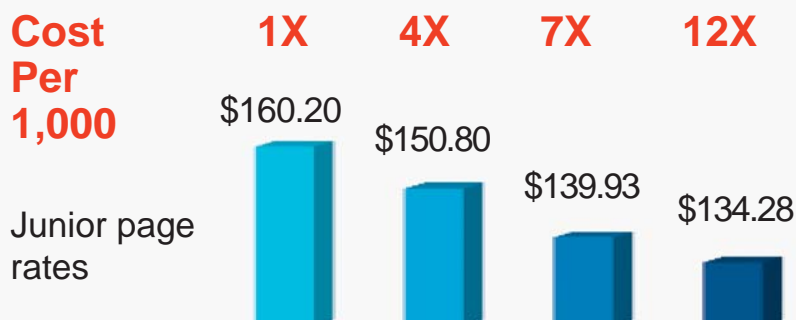
**Surface Navy Association**  
January, Crystal City, VA

# 2014 Rates and Specifications

B/W Rates	1X	4X	7X	12X	Covers
Full page	\$5,762	5,424	5,033	4,830	2nd Cover \$9,160
Junior page	5,055	4,792	4,397	4,126	3rd Cover \$7,819
2/3 tab page	4,939	4,664	4,281	4,024	4th Cover \$9,713
1/2 page (horiz)	4,501	4,221	3,928	3,762	*includes 4-color, bleed & special position
1/2 page (vert)	4,452	4,166	3,891	3,708	Bleed: No Charge
2/3 page	3,873	3,640	3,499	3,281	Special Position: *15% of earned rate
1/3 page	3,154	2,898	2,562	2,452	
1/5 page	2,187	2,075	1,952	1,820	
1/6 page	1,694	1,641	1,418	1,248	
1/12 page	824	785	710	575	

## Color Charges

Std. 4A Red, Green, Orange, Yellow: per color	\$653
Matched color, per page, per color extra	709
4-color process per page: (1/3 page or smaller)	814
4-color process per page: (1/2 page or larger)	1,492
4-color process per page: 2 facing pages extra	2,479



All circulation calculated using Dec 2011 BPA statement

## 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 3 in/ 76.2 mm wide) 3 or more insertions - \$112 net

## Commission and 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.

## Production Requirements:

Digital Files (PC or MAC) Acceptable media on CD-Rom, via email, or FTP site upload. For complete, detailed production requirements, please go to:

[www.marinelink.com/magazines/advertise.aspx](http://www.marinelink.com/magazines/advertise.aspx)

For FTP site instruction, please email the production manager: [productionmanager@marinelink.com](mailto:productionmanager@marinelink.com)

## 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.

# 2014 Unit Sizes

## FULL TAB

Bleed:  
11.125 x 13.75 in  
(283 x 349 mm)  
Trim:  
10.875 x 13.5 in  
(276 x 343 mm)

Non-bleed:  
9.5 x 12 in  
(241 x 305 mm)

## JUNIOR PAGE

7 x 10 in  
(178 x 254 mm)

## 2/3 TAB PAGE

6 x 12 in  
(152 x 305 mm)

## 1/2 PAGE (horiz)

9.5 x 6 in  
(241 x 152 mm)

## 1/2 PAGE (vert)

4.5 x 12 in  
(114 x 305 mm)

## 2/3 JR PAGE

4.5 x 10 in  
(114 x 254 mm)

## 1/3 PAGE

3.5 x 10 in  
(89 x 254 mm)

## 1/3 PAGE

7 x 5 in  
(178 x 127 mm)

## 1/3 PAGE

4.5 x 7.5 in  
(114 x 191 mm)

## 1/3 PAGE

6 x 6 in  
(152 x 152 mm)

## 1/3 PAGE

3 x 12 in  
(76 x 305 mm)

## 1/5 PAGE

4.5 x 5 in  
(114 x 127 mm)  
2.25 x 10 in  
(57 x 254 mm)

## 1/6 PAGE

7 x 2.5 in  
(178 x 64 mm)  
6 x 3 in  
(152 x 76 mm)

## 1/6 PAGE

3.5 x 5 in  
(89 x 127 mm)  
3 x 6 in  
(76 x 152 mm)

## 1/12 PAGE

3 x 3 in  
(76 x 76 mm)

# EXPLORE YOUR DIGITAL OPTIONS

The industry's most extensive family of websites and digital products guarantees the ideal spot for you to sell your product.

- **MarineLink.com**
- **MaritimeJobs.com**
- **MaritimePropulsion.com**
- **MarineElectronics.com**
- **MaritimeProfessional.com**
- **Daily Enews Service**
- **Maritime Global News App**
- **E-mail Direct Marketing Campaigns**



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