

Marine

News



The largest circulation marine magazine for the Shallow-draft, Offshore, Inland and Coastal market

2014 Media Planning Guide

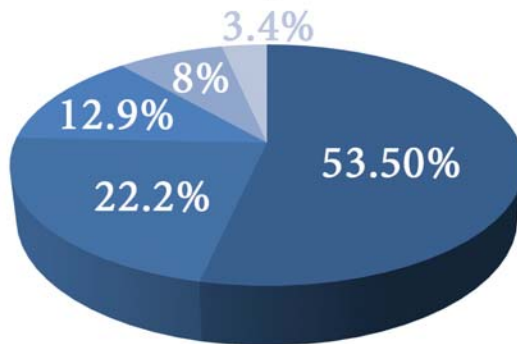
LARGEST SHALLOW DRAFT WORKBOAT CIRCULATION



GULF COAST	8,006
NORTH ATLANTIC	5,712
PACIFIC	4,062
GREAT LAKES	2,155
SOUTH ATLANTIC	3,914
MOUNTAINS/PLAINS	753
US TERRITORIES	148
CANADA	924
MEXICO	169
INTERNATIONAL	7,341

TOTAL CIRCULATION: 33,184

It's about **real** numbers. *MarineNews* is audited twice yearly by BPA. We verify that we reach the shallow-draft market with our unparalleled circulation.



- Ship & Boat Owners, Operators
- Shipbuilding, Boatbuilding & Repair
- Naval Architects, Marine Engineers
- Marine Equipment
- Government & Allied Marine Industries

ALL STATEMENTS BASED ON JUNE 2013 BPA REPORT

New Wave Media - The world's leading maritime publisher



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Publishers of:

Maritime Reporter, MarineNews & Marine Technology Reporter

118 East 25th Street
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Maritime Professional

ISSUE	EDITORIAL	BONUS DISTRIBUTION
JANUARY Ad Close: Dec 12	Tug Boat Technology Market: Training & Education Technical: Arctic / Cold Weather Operations Product: Winches, Ropes & Cranes	Arctic Technology Conference Feb. 10-12 – Houston, TX PVA/Maritrends Jan. 18-21, Houston, REGIONAL FOCUS: Gulf Coast
FEBRUARY Ad Close: Jan 15	Combat & Patrol Craft Annual Market: U.S. Coast Guard Technical: Outboard / Thrusters & High-Speed Propulsion Product: Fire & Safety Equipment	ASNE Day Feb. 20-21 – Arlington, VA
MARCH Ad Close: Feb 13	Fleet & Vessel Optimization Market: Naval Architecture & Design Technical: Propulsion & Emissions Management/Control Product: Water Treatment & Technology MaritimePropulsion.com	CMA Shipping 2014 March 17-19 – Stamford, CT AWO Spring Convention & Meeting April 1-3 – Washington, DC
APRIL Ad Close: March 13	Shipyard Report: Construction & Repair Market: Push Boats & Barges Technical: Marine Communications MarineElectronics.com Product: Oil Pollution: Prevention & Response	Workboats Exchange April 13-16 – Bonita Springs, FL Sea-Air-Space April 7-9 – National Harbor, MD
MAY Ad Close: April 15	Offshore Annual Market: Fire, Patrol & Escort Craft Technical: Maritime Security Product: Interior Outfitting / Design / HVAC	OTC Houston May 5-8 – Houston, TX SeaWork June 10-12 – UK
JUNE Ad Close: May 15	Dredging & Marine Construction Technical: Salvage & Response Product: Marine Training Facilities Special Section: Marine Photo Contest	HiperCraft Show June – Virginia Beach, VA REGIONAL FOCUS: Great Lakes
JULY Ad Close: June 13	Propulsion Technology MaritimePropulsion.com Market: ATB Technical Trends Technical: Deck Machinery & Cargo Handling Equipment Product: Marine Coatings & Corrosion Control	REGIONAL FOCUS: East Coast
AUGUST Ad Close: July 15	MN 100 Market Leaders Market: Passenger Vessels & Ferries Technical: Navigation & E-solutions MarineElectronics.com Product: Safety & Prevention	
SEPTEMBER Ad Close: Aug 14	Inland Waterways Market: Specialty Workboat Missions Technical: Cordage, Wire Ropes & Rigging Product: Inland Boat Builders	
OCTOBER Ad Close: Sept 15	Innovative Products & Boats – 2014 Market: Security Workboats Technical: On Board Communications MarineElectronics.com Product: CAD/CAM Software	SNAME Oct. 22-24, Houston ShippingINSIGHT Stamford REGIONAL FOCUS: Inland Rivers
NOVEMBER Ad Close: Oct 15	Workboat Annual Market: Lubricants, Fuels & Additives Technical: Pumps, Pipes & Valves Product: Marine Propulsion MaritimePropulsion.com	International Workboat Show Dec. 3-5 – New Orleans, LA Clean Gulf Dec. 2-4, San Antonio REGIONAL FOCUS: U.S. West Coast
DECEMBER Ad Close: Nov 15	Salvage & Spill Response Market: Software - Fleet Management Technical: SATCOM for Workboats Product: Workboat Supplier's Guide	

Marine News **DISPLAY AD RATES & SPECIFICATIONS**

B/W Rates:	1X	4X	7X	12X
Full page	\$3,693	\$3,421	\$2,956	\$2,601
2/3 page	3,137	2,823	2,514	2,211
1/2 page (island)	3,130	2,693	2,396	2,109
1/2 page	2,820	2,538	2,259	1,988
1/3 page	1,932	1,739	1,548	1,362
1/4 page (horiz)	1,548	1,393	1,239	1,091
1/6 page	1,129	1,074	904	796

All display rates are listed at gross cost

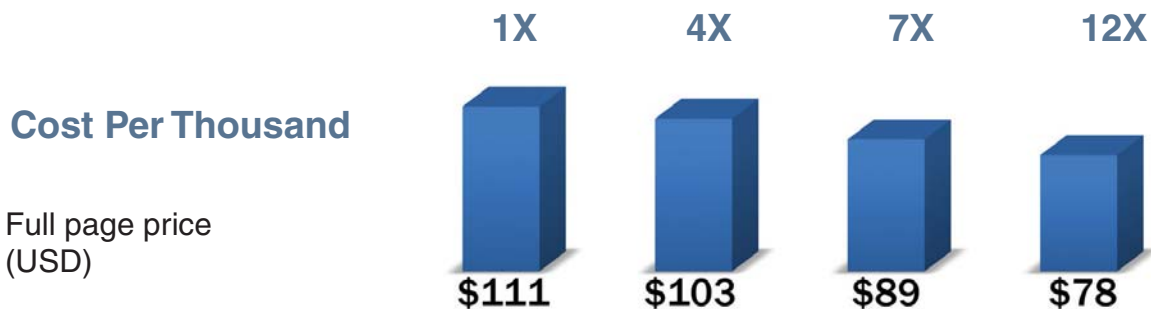
Covers:	
2nd Cover	\$5,789
3rd Cover	5,546
4th Cover	6,187
*includes 4-color, bleed and special position	
Special Position: *15% of earned rate	

Color Charges:

Standard 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

Classified Ads

Rates For "For Sale", "Products & Services" and all other classified advertisements are non-commissionable single insertion per column inch - \$102 net (each column is 2.125 in/ 54 mm wide)
3 or more insertions - \$92 net



Based on June 2013 BPA statement

Commission & Closing

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. Ad 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

For FTP site instruction, please email: 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.

The largest shallow-draft and workboat circulation:



24,750 USA
8,434 International
33,184 Worldwide

17,746 Ship, Boat and Barge Owner/Operators-Navy & Commercial

7,359 Shipbuilding, Boatbuilding and Repair

4,306 Professional

2,640 Marine Equipment

1,133 Government and Allied Marine Industries

FULL PAGE
 Bleed:
 8.625 x 11.125"
 (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
 (island)

4.5 x 7.5 in
 (114 x 191 mm)

1/2 PAGE
 (horiz)

7 x 4.875 in
 (178 x 126 mm)

1/2 PAGE
 (vert)

3.375 x 10 in
 (87 x 254 mm)

1/3 PAGE
 (horiz)

4.5 x 4.25 in
 (114 x 108 mm)

1/3 PAGE
 (vert)

2.25 x 10 in
 (57 x 254 mm)

1/4 PAGE
 (horiz)

7 x 2.375 in
 (178 x 62 mm)

1/4 PAGE
 (vert)

3.375 x 4.875 in
 (87 x 126 mm)

1/6 PAGE
 (horiz)

4.56 x 2.31 in
 (116 x 59 mm)

1/6 PAGE
 (vert)

2.18 x 4.88 in
 (56 x 123 mm)

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Advertising Contacts

Robert Howard
Vice President, Sales & Marketing
T: (561) 732-4368
howard@marinelink.com

Lucia Annunziata
T: (212) 477-6700
F: (212) 254-6271
annunziata@marinelink.com

Frank Covella
T: (561) 732-1659
F: (561) 732-8063
covella@marinelink.com

Mitch Engel
T: (561) 732-0312
F: (561) 732-8063
engel@marinelink.com

Terry Breese
National Sales Manager
T: (561) 732-1185
F: (561) 732-8414
breese@marinelink.com

Mike Kozlowski
T: (561) 733-2477
F: (561) 732-8063
kozlowski@marinelink.com

Dawn Trauthwein
T: (631) 472-2715
F: (631) 868-3575
dtrauthwein@marinelink.com

Jean Vertucci
T: (212) 477-6700
F: (212) 254-6271
vertucci@marinelink.com

Advertising & Editorial Office

118 East 25th Street New York, NY 10010
(212) 477-6700 F: (212) 254-6271

International Representatives

Paul Barrett
T: +44 1268 711560
M: + 44 7778 357722
F: + 44 1268 711567
ieaco@aol.com

Britta Steinberg
T: +49 (0)202 27169 12
F: +49 (0)202 27169 20
steinberg@intermediapartners.de