

2020 Media Planning Guide

Your access to the world's largest shallow draft audience.

Coastal/Inland Rivers & Lakes – Passenger Vessels – Government/Law Enforcement – Offshore



REAL SUBSCRIBERS BY JOB TITLE

100% Requested Circulation with Purchasing Power Influence
Marine News delivers the shallow draft industry's largest circulation to these key buying influence groups:

- *Vessel Owners and Operator's*
- *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 CURRENT...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 three-year-old circulation lists as some industry publications offer!)

THE INDUSTRY'S MOST EXPERIENCED EDITORIAL STAFF

Headed by Editor Joseph Keefe



Marine News is industry renowned for insightful editorial and 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!

About *Marine News*

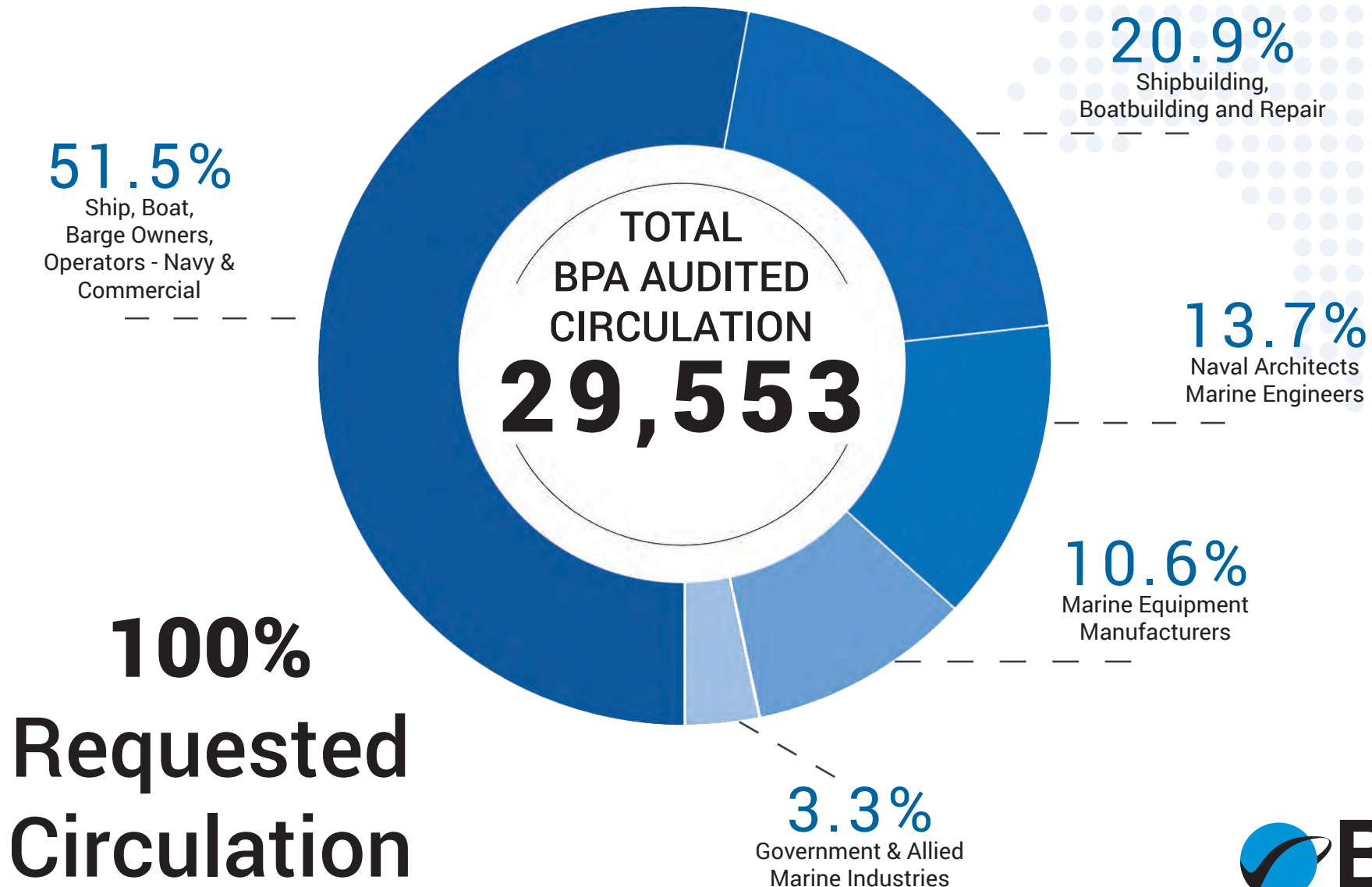
- **COASTAL**
- **INLAND RIVERS & LAKES**
- **PASSENGER VESSELS**
- **GOVERNMENT/ LAW
ENFORCEMENT**
- **OFFSHORE**

With origins tracing back to 1914, *Marine News'* tradition of serving the inland, coastal, and offshore markets has allowed us to grow into the most widely circulated workboat publication in the world.

From the latest vessel designs to the newest industry regulations, Marine News editor Joe Keefe delivers valuable insight on the ever changing roles of shallow draft work vessels.



The Marine Industry's Largest Shallow-Draft Circulation



A Real, Verified Audience

We understand the value of your advertising dollar, and are proud to maintain a 100% requested circulation across all of our publications. One of our most important responsibilities is to ensure that our audience is qualified and engaged, so that your ad will reach the people who need, and want to see it.

North America

USA	76%
Mid-Atlantic	16%
Gulf Coast	15%
Southeast	14%
Pacific	12%
Great Lakes	7%
New England	7%
Mountains/Plains	3%
Canada	2%
Mexico & Caribbean	1%

Global

Europe	9%
Asia	7%
Middle East	1%
Africa	1%
South & Central America	2%
Asia Pacific	1%

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



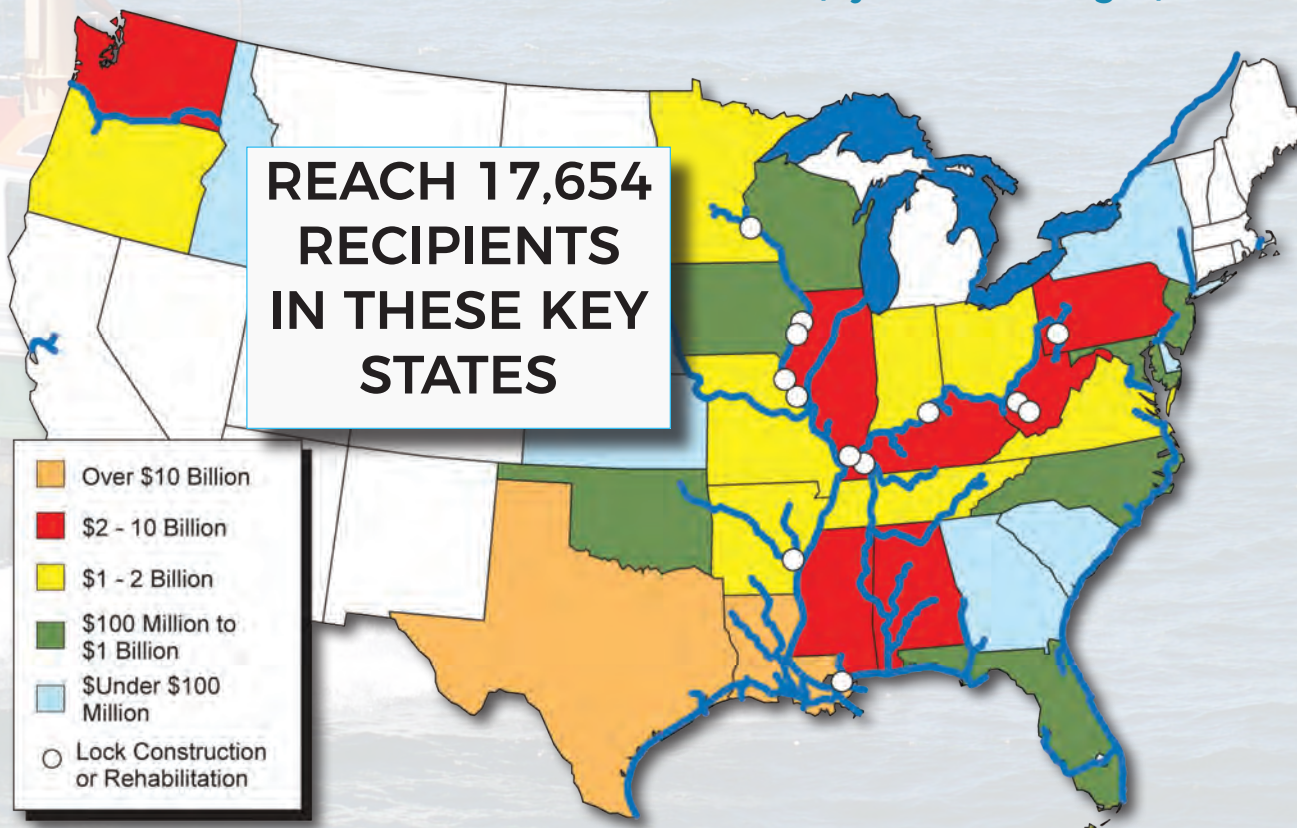
Our "Maritime Network" LinkedIn group has over 136,000 members and is nearly double that of any other industry publication. It's not even close!

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.

Our waterways are the most efficient means of freight transportation & ***Marine News*** is the most efficient way to reach it!

Value of Inland Waterborne Trade (by State of Origin)



US Army Corps of Engineers

New this year! - The *Marine News* Quarterly Inland Waterways Market Report. These waterway reports will bring the North American inland waterway market right to you, making it a superb advertising option to directly reach a core subscriber base of the *Marine News* audience.

The U.S. Coastal, Inland and Intracoastal Waterways system consisting of Waterborne cargo and associated activity contributes more than \$500 billion dollars to the U.S. GDP, generates over \$200 billion in annual port sector federal/state/local taxes and sustains over 10 million jobs.

Comprising 5,400 tugboats and towboats and over 31,000 barges the U.S Shallow draft market moves an average of 763 million tons of cargo on our nation's waterways each year!

The Industry's Largest Combined Print & Digital Network

Monthly Audience:

729,265

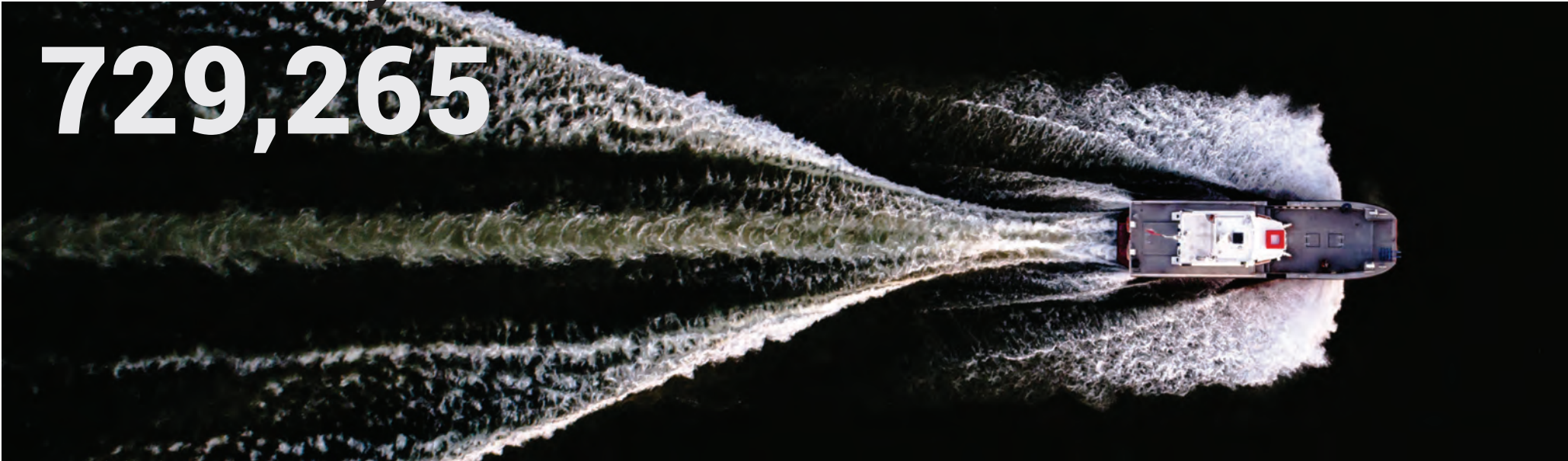


Image: @ janossygergely/AdobeStock

REAL, TARGETED, CROSS-PLATFORM MARKETING TO THE INDUSTRY'S LARGEST AUDIENCE

The best advertising resource in the industry is through the Maritime Media Network of websites and publications. We feature a wide variety of media outlets, with the largest audience in the industry – an audience reach of 729,265 monthly. Only the Maritime Media network can tailor your campaign to reach market segments with our publications and specialty websites.

***Maritime Reporter and
Engineering News***

Marine News

Marine Technology Reporter

Maritime Today E-News

MarineElectronics.com

MaritimePropulsion.com

OEdigital.com

MaritimeProfessional.com

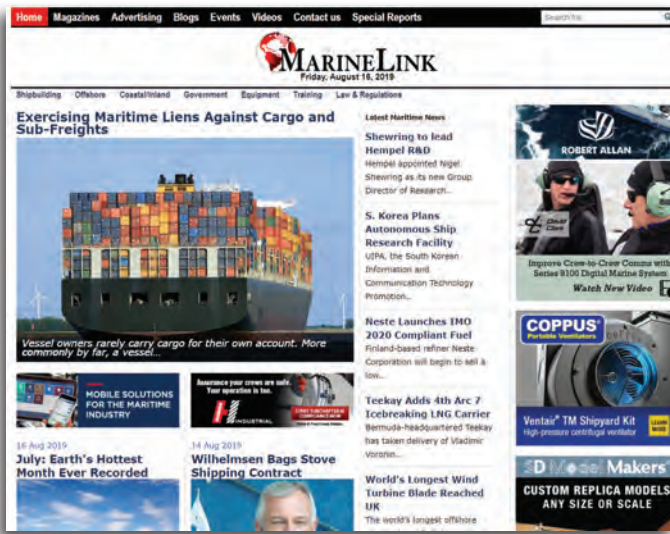
MaritimeJobs.com

MaritimeUniversity.com

YachtingJournal.com

The Marine Industry's Global Gateway

Marinelink.com



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.

341,080

AVERAGE MONTHLY PAGEVIEWS

194,188

AVERAGE MONTHLY UNIQUE SESSIONS

153,570

AVERAGE MONTHLY USERS

Source: June 2019 BPA Audit

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

E-NEWS	300x250	300x100
Maritime Today	-	2,000
Maritime Reporter	1,750	1,250

A True Global Audience:

North America	41%
Europe	30%
South America	2%
Africa	2%
Asia	23%
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.



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.

Multimedia Marketing options



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



VIDEO PRODUCTION

With a 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 *Marine News* 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 Industry 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

JANUARY

(Ad Close: Dec 16)

<i>Edition</i>	<i>Market</i>	<i>Technical</i>	<i>Product</i>	<i>Regional & Special Reports</i>	<i>Event Distribution</i>
Passenger Vessels & Ferries	Training & Education	Batteries & Electric Propulsion	Water Treatment	SPECIAL REPORT: Ferry Report: state-of-the-industry REGIONAL FOCUS: U.S. Gulf Coast	PVA Maritrends: [Feb 3-6,Tampa, FL]
Pushboats,Tugs & Assist Vessels	ATB Report	Hull, Deck & Tank Coatings	Cordage & Wire Rope	Special Supplement Q1 Inland Waterways Market Report	NACE Corrosion [Mar 15-19, Houston, TX]
Workboat Conversion & Repair	Green Fuels & Lubricants	Deck Machinery	Pumps, Pipe & Valves	SPECIAL REPORT: Workboat Engines and Emissions Compliance Technology	CMA Shipping: [Mar 31 - Apr 2 Stamford, CT] Clean Waterways: [Apr 7-9, Indianapolis, IN]
Autonomous Workboats	Shipbuilding Report	Desalination Systems	Radars/Electronics	SPECIAL REPORT: Fireboats & Spill Response technology	AWO Spring Meeting: [Apr 21-23, Washington, DC]
Inland Waterways	Barges	Barge Material Handling Equipment	Thrusters & Z-Drive	Special Supplement Q2 Inland Waterways Market Report	OTC: [May 4-7, Houston, TX] IMX: [May 18-20, St. Louis, MO]
Combat & Patrol Craft Annual	Multi-Mission Workboats	Outboard Engines	Stabilizers & Trim Control	SPECIAL REPORT: Workboat Comms	Seawork: [Jun 9-11, Southampton, UK] MACC: [July 15-16, Baltimore, MD]
Propulsion Technology	Workboat Engines	Hybrid Drives	Lubricants & Fuels	SPECIAL REPORT: Training & Retention	
MN 100 Market Leaders	Workboat Builders	Marine Lighting	HVAC & Ventilation	Special Supplement Q3 Inland Waterways Market Report	SMM [Sep 8-11, Hamburg, Germany]
Offshore Annual	Workboat Conversions	Naval Architecture	Dynamic Positioning	SPECIAL REPORT: Offshore Wind REGIONAL FOCUS: U.S. East Coast	SNAME [Sep 29- Oct 3, Houston, TX]
Shipbuilding & Repair	Interior Outfitting	Coatings & Corrosion	Shafts, Seals & Bearings	SPECIAL REPORT: Filtration & Water Treatment	SHIPPINGInsight: [Oct 15-17, Stamford, CT] Commercial Marine EXPO: [Oct 23-24, Providence, RI]
Workboat Annual	Outfitting Today's Workboat	Workboat Propulsion	Deck Machinery Winches and Cranes	Special Supplement Q4 Inland Waterways Market Report	Clean Gulf: [Oct 27-31, San Antonio, TX] Workboat Show: [Dec 2-4, New Orleans, LA]
Innovative Boats & Products	RIB's from Fire & Patrol to Escort Craft & Offshore Wind Support	Simulation & Training	Fire & Safety	SPECIAL REPORT: Top 10 Stories for 2020	

B&W Rates	1x	4x	7x	12x
Full Page	\$4,072	\$3,772	\$3,259	\$2,868
2/3 Page	3,459	3,112	2,772	2,438
1/2 Page (Island)	3,451	2,969	2,642	2,325
1/2 Page	3,109	2,798	2,491	2,192
1/3 Page	2,130	1,917	1,707	1,502
1/4 Page	1,707	1,536	1,366	1,203
1/6 Page	1,245	1,184	997	878

Covers:

2 nd Cover:	\$6,382
3 rd Cover:	\$6,114
4 th Cover:	\$6,821

*includes 4-color, bleed
& special position

No Charge for Bleed • Special position: 15% of earned rate

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

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

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

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.

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 (I)

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)

Marine News 2020 Media Guide

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