

MARINE TECHNOLOGY REPORTER

2015 Media Planning Guide

www.marinetechologynews.com



World's Largest Marine Technology Audience

**BPA AUDITED
CIRCULATION:**

25,406

JUNE 2014 BPA AUDIT



When it comes to advertising your company, *Marine Technology Reporter* is your trusted global media partner. *MTR* media network delivers unique content and valuable business news to more individuals than any other source in the market.

THE MARINE TECHNOLOGY NETWORK

THE MAGAZINE



25,406
AUDITED
CIRCULATION

THE MTR E-NEWS



26,949
AUDITED
CIRCULATION

THE MOBILE APP

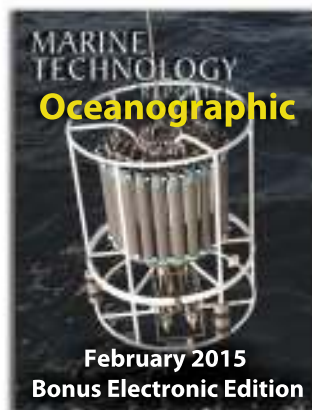


3,222
AUDITED
DOWNLOADS

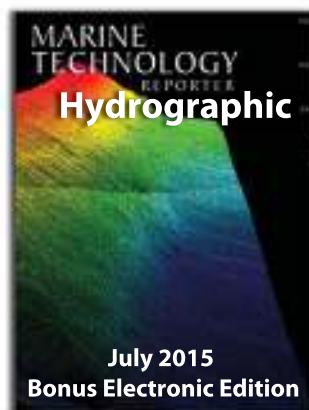
MTR readers are your buyers! Our BPA audit insures *MTR* reaches the right audience, giving you the best value in the market for your advertising budget. Now is the time for you to leverage our verified audience to increase your market share!

SPECIAL CONTENT MARKETING

Three exclusive electronic-only editions of *Marine Technology Reporter* featuring white papers from three industry sectors including:



Publication Date: February 27, 2015



Publication Date: July 15, 2015



Publication Date: November 7, 2015

ISSUE

EDITORIAL

BONUS DISTRIBUTION

AD CLOSE

**JANUARY/
FEBRUARY**

Underwater Vehicle Annual: ROV, AUV, and UUVs

Market: Subsea Engineering: Oil & Gas
Tech: Harsh Environment Systems for Arctic Ops
Product: Scientific Deck Machinery

Arctic Technology Conference
March 23-25, Copenhagen, Denmark
Subsea Tieback
March 3-5, New Orleans, LA

January 21

MARCH

Oceanographic Instrumentation: Measurement, Process & Analysis

Market: U.S. Navy Strategic Initiatives
Tech: Ocean Business 2015 Technology Spotlight
Product: Sonar Systems & Seafloor Mapping

Ocean Business
April 14-16, Southampton, UK
Sea-Air-Space
April 13 - 15 National Harbor, MD

February 18

APRIL

Offshore Energy Annual

Market: Seismic Vessels & Systems
Tech: Deepwater Positioning, Mooring & Anchoring
Product: Subsea Vehicles and Systems for Pipeline Survey & Inspection

Offshore Technology Conference
May 4-7, Houston, TX
AUVSI 2015
May 5-7, Atlanta, GA

March 27

MAY

Underwater Defense

Market: Offshore Renewable Energy: Wind, Wave & Tide
Tech: International Naval Technologies
Product: Remote Sensing & Environmental Monitoring

MAST Asia
May 13-15, Yokohama, Japan
UDT
June 3-5, Rotterdam, NL

April 24

JUNE

Hydrographic Survey

Market: Comms, Telemetry & Data Processing
Tech: GPS, Gyro Compasses & MEMS Motion Tracking
Product: Interconnect: Underwater Cables and Connectors

May 27

**JULY/
AUGUST**

MTR100

The 10th Annual Listing of 100 Leading Subsea Companies

Market: Offshore Europe Tech & Trends



Offshore Europe
September 8-11, Aberdeen, UK

July 21

SEPTEMBER

Ocean Observation: Gliders, Buoys & Sub-Surface Networks

Market: Oil Spill Monitoring & Tracking Systems
Tech: Seafloor Engineering & Remote Operations
Product: Geospatial Software Systems for Hydrography

OTC Brazil
October 26-29, Rio de Janeiro, Brazil
SeaTech Week
October, Brest, France

August 21

OCTOBER

AUV Operations

Market: Research Vessels
Tech: ROV Technology: Workclass to Micro Systems
Product: Underwater Tools and Manipulators

Oceans 2015
October 19-22, Washington DC
SNAME
November 4-6 Providence, RI

September 25

**NOVEMBER/
DECEMBER**

Subsea Engineering & Construction

Market: Fresh Water Monitoring & Sensors
Tech: Offshore Inspection, Maintenance & Repair (IMR)
Product: Underwater Imaging: Lights, Cameras & Sonars

Underwater Intervention 2016
New Orleans

November 26

MARINE TECHNOLOGY

REPORTER

RATE CARD

B&W Rates	1x	3x	6x	9x	12x	18x
Full Page	\$3330	\$3210	\$3103	\$3000	\$2902	\$2806
2/3 Page	2391	2312	2235	2162	2091	2021
1/2 Page (Island)	2224	2150	2078	2010	1944	1880
1/2 Page (H)	2224	2150	2078	2010	1944	1880
1/2 Page (V)	1997	1865	1865	1804	1744	1687
1/3 Page	1280	1237	1196	1158	1119	1082
1/4 Page (H)	1068	1032	998	966	933	903
1/4 Page (V)	1068	1032	998	966	933	903

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

Covers

2nd Cover: \$4,884
3rd Cover: \$4,884
4th Cover: \$5,339
*includes 4-color, bleed
& special position

Color Charges

Std. 4A Red, Green, Orange, Yellow: per color \$412
Matched color, per page, per color extra 515
4-color process per page: (1/3 page or smaller) 505
4-color process per page: (1/2 page or larger) 1009

Classified Ads

“MTR Marketplace” and all other classified advertisements are non-commissionable single insertion per column inch:
\$102 net (each column is 3 in/ 76.2 mm wide) 3 or more insertions - \$91 net

Comission & Closing Dates - Agency Commission - 15%

Published nine 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.

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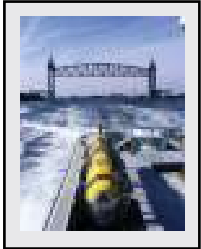
MARINE TECHNOLOGY REPORTER

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



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 (H)



7 x 4.875 in
(178 x 126 mm)

1/2 page (V)



3.375 x 10 in
(87 x 254 mm)

1/4 page (H)



7 x 2.375 in
(178 x 62mm)

1/4 page (V)



3.375 x 4.875 in
(87 x 126 mm)

1/3 page (H)



2.25 x 10 in
(57 x 254 mm)

1/3 page (V)



4.5 x 4.25 in
(114 x 108 mm)

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

ONLINE MEDIA NETWORK

THE ONLINE HOME OF MTR



Pageviews
30,163

Monthly Visitors
12,511

Providing product and technology news in offshore drilling, oceanography, commercial diving, underwater construction, salvage and subsea defense.

Sizes and Pricing:

300 x 250 - 3 Positions (\$1500/month)

300 x 100 - 2 Positions (\$1000/month)

All positions are run site, max up to 3 advertisers per position

THE MTR ENEWS



MTR delivers the latest ocean technology business news and market information three times a week.
Average Delivery: 26,949**

Size and Pricing: 336x60 (\$1000/month)

THE MTR OPT IN LIST



Whatever you are selling to the subsea market, the MTR Opt-in email service will meet your needs. We will send your message to our opt in list of over 30,000 recipients.

Pricing: \$1200 per email

MTR WEBINARS



MTR Webinars are the perfect way to connect directly to the Undersea Technology Market. Demonstrate your product and interact with an audience with an MTR Webinar. Contact your Sales Representative about pricing!

THE MTR APP



Marine TechNews is designed to bring you all the industry news and insight you need, right when you need it. Marine TechNews is available on Google Play and on iTunes.

Size and Pricing: 240x60 (\$1000/month)

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