

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: **39,240** AUDITED BY BPA JUNE 2019



REAL SUBSCRIBERS, REAL TITLES

Waste-free Circulation... Readers with 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 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!

Our strength is in the numbers:

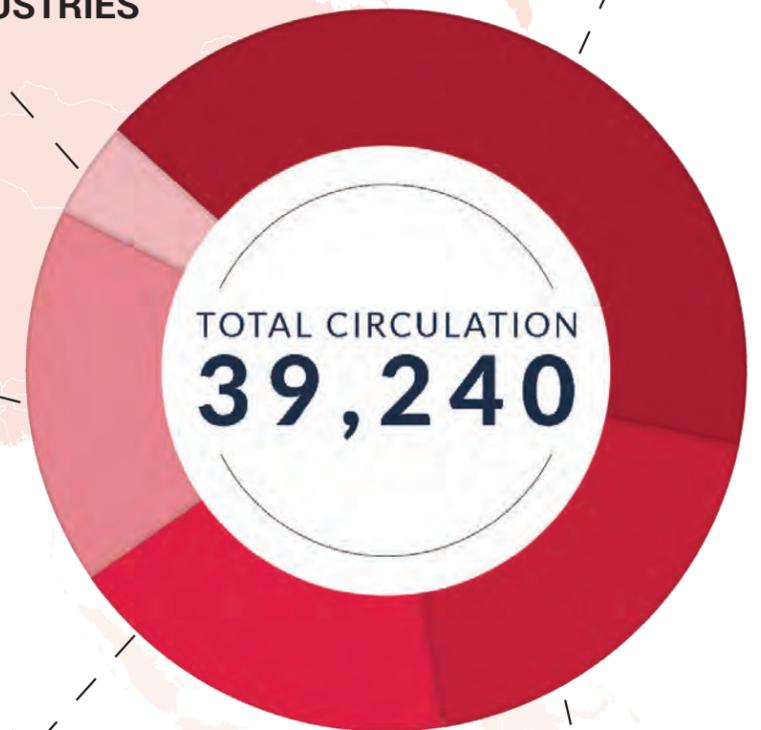
4.3%
GOVERNMENT &
ALLIED INDUSTRIES

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

19.2%
SHIPBUILDING,
BOATBUILDING &
REPAIR

17.8%
NAVAL ARCHITECTS
MARINE ENGINEERS,
& PROFESSIONALS

17%
EQUIPMENT
MANUFACTURERS





Industry's Largest Audited and Titled Circulation:

39,240

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 3-year-old or unverified mailing list with no job titles.

**100%
Requested
Circulation**

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

When it comes to Marine Marketing,
One size does not fit all!

Monthly Network Audience: **729,265**

Source: Google Analytics

The Maritime Media Network

It's a big industry and your clients (our readers) have specific interests when it comes to their professions and their information needs. It takes the Industry's largest exclusive network of specially focused media to deliver your message with the right content in the right environment to the right professionals.

EXCLUSIVE, MULTI-CHANNEL, CROSS-PLATFORM MARKETING

The Maritime Media Network

It's the largest and best marketing and advertising resource in our industry. 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 729,265. Our network gives you the ability to optimize your campaign and market to relevant segments and a highly targeted global audience.

Need your message geo-targeted? We've got you covered!

- » *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*



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

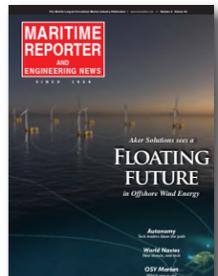
Ad Close: Feb 27

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

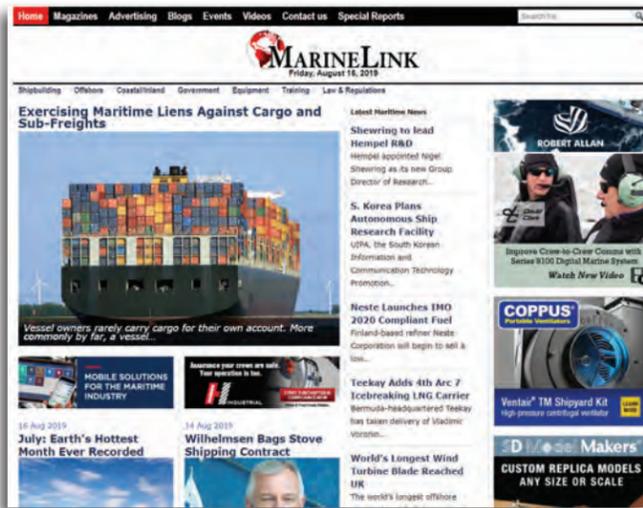
- Fluid Filtration & Separation
- Gensets
- Surface Navy Shipbuilding
- Electrical Systems & Components
- Windows, Gaskets, Hatches & Doors

Event Distribution:

- Surface Navy Association 2021, Crystal City, MD

The Marine Industry's Global Gateway

Marinelink.com



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 |

341,080 AVERAGE MONTHLY PAGEVIEWS

153,570 AVERAGE MONTHLY USERS

194,188 AVERAGE MONTHLY UNIQUE SESSIONS

Source: June 2019 BPA Audit



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.

A True Global Audience:

| | |
|---------------|-----|
| NORTH AMERICA | 48% |
| EUROPE | 24% |
| ASIA | 21% |
| 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.

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.

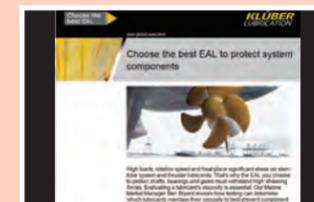
Content Marketing Packages Start at: \$1500/net per week



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 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

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 *commerate 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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www.marinelink.com

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