

Marine News



The largest audited circulation
serving the offshore, inland and
coastal marine markets



www.marinelink.com

2017 MEDIA KIT

THE MARINE INDUSTRY'S LARGEST SHALLOW-DRAFT CIRCULATION

REAL ADVERTISING VALUE STARTS WITH A REAL AUDIENCE

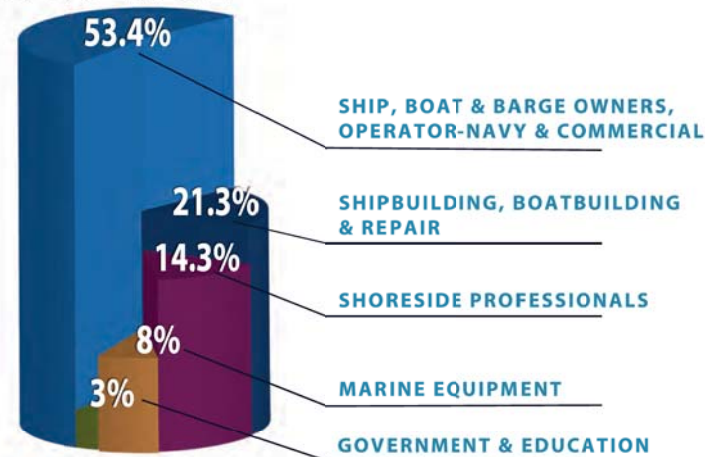
With origins tracing back to 1914, Marine News' tradition of serving the inland, coastal, and offshore markets has allowed us to grow into the most widely circulated workboat publication in the world.

Our mission is to be an invaluable business resource for shallow draft decision makers. 100% of Marine News subscribers have personally requested the magazine, guaranteeing that your ad will reach an involved, desirable market demographic.

No other publication serving the workboat industry offers the advertising opportunities found with Marine News. From the largest audited circulation in the workboat marketplace to our multitude of digital resources, we reach the buyers your company is looking for.



MARINE NEWS CIRCULATION HAS REAL BUYING POWER:



30,059 VERIFIED INDUSTRY SUBSCRIBERS

All of our circulation data is backed up with the solid verification of a current BPA audit, so you can base your advertising decisions on real and tangible numbers.

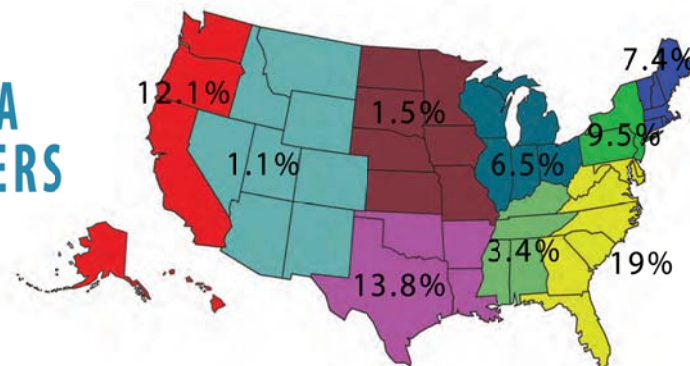
THE LARGEST
WORKBOAT MARKET
CIRCULATION

100% REQUESTED



COAST-TO-COAST CIRCULATION

23,046 USA SUBSCRIBERS



YOUR AD CAMPAIGN NEEDS TO REACH **GUARANTEED** INDUSTRY DECISION MAKERS

EDITORIAL CALENDAR 2017

JANUARY

Ad Close: Dec 15

Passenger Vessels & Ferries

Market: Training & Education

Technical: Thrusters & Inland Propulsion

Product: Interior Design & HVAC

SPECIAL REPORT:

Ballast Water Treatment

REGIONAL FOCUS: US WEST COAST

PVA Maritrends,
Jan. 29-Feb. 1, Seattle, WA
ASNE DAY, Feb 14-16, Crystal City, VA

FEBRUARY

Ad Close: Jan 17

Dredging & Marine Construction

Market: U.S. Coast Guard

Technical: Naval Architecture

Product: Fire & Safety Equipment

SPECIAL REPORT: VGP Compliance

Inland Waterways Conference,
March 7-8, Cincinnati

JULY

Ad Close: Jun 16

Propulsion Technology

Market: ATB's

Technical: Safety & Fire Prevention

Product: Shafts, Seals & Bearings

SPECIAL REPORT: Workboat Repair

AUGUST

Ad Close: Jul 14

MN 100 Market Leaders

Market: Boatbuilders

Technical: Marine Operators

Product: Water Treatment & Technology

MARCH

Ad Close: Feb 16

Pushboats, Tugs & Assist Vessels

Market: Management & Navigation Software

Technical: Marine Coatings/Corrosion Control

Product: Workboat Engines

SPECIAL REPORT: Hybrid Workboat Propulsion

CMA Shipping 2017,
Mar 20-22, Stamford, CT
NACE Corrosion,
Mar 26-30, New Orleans, LA
Commercial Marine Expo,
Apr 26-27, New Bedford, MA

APRIL

Ad Close: Mar 16

Boatbuilding: Construction & Repair

Market: Cranes & Deck Machinery

Technical: Workboat Communications

Product: Electronics & Navigation Equipment

SPECIAL REPORT: Inland Port Development

Inland Marine Expo, May 22-24, St. Louis, MO
Tugology, May 23-24, Rotterdam
OTC, May 2-5, Houston, TX
Electric & Hybrid Marine World Expo
June 6-8, Amsterdam, NL

SEPTEMBER

Ad Close: Aug 17

Offshore Annual

Market: Cargo Handling Equipment

Technical: Push Boats & Barges

Product: Deck Machinery & Cranes

SPECIAL REPORT: Regulatory Outlook

SNAME Convention
Oct 23-28, Houston, TX
Clean Gulf
Nov, Houston, TX

OCTOBER

Ad Close: Sep 15

Salvage & Spill Response

Market: Multi-Mission Workboats

Technical: Arctic Operations

Product: CAD/CAM Software

SPECIAL REPORT: Simulation Tech & Trends

MAY

Ad Close: Apr 14

Inland Waterways

Market: Barge Building & Outfitting

Technical: OSV & Offshore Trends

Product: Cordage, Wire ropes & Rigging

SPECIAL REPORT: Subchapter M Towboat Rules

SeaWork,
June 13-15, Southampton, UK
MegaRust, June

JUNE

Ad Close: May 18

Combat & Patrol Craft Annual

Market: Shortsea Shipping

Technical: Lubricants, Fuels & Additives

Product: Pollution Prevention & Response

SPECIAL REPORT: Shipyard Exports

NOVEMBER

Ad Close: Oct 16

Workboat Annual

Market: Outfitting Today's Workboat

Technical: Pumps, Pipes & Valves

Product: Deck Machinery

SPECIAL REPORT: The Marine Fuel Debate

Workboat Show
Nov, New Orleans, LA

DECEMBER

Ad Close: Nov 17

Innovative Products & Boats – 2017

Market: Fire, Patrol & Escort Craft

Technical: Emissions Compliance

Product: Pumps, Pipes & Valves

SPECIAL REPORT: Top 10 Stories for 2017

The publisher reserves the right to update this editorial calendar. All planned features are subject to change in light of industry developments.

REAL SUBSCRIBERS MAKE UP THE WORLD'S LARGEST MARINE MEDIA NETWORK

WHAT DOES A 100% REQUEST RATE ACTUALLY MEAN?

- You reach real subscribers, not a mailing list**
Each and every person getting our magazines has actively, personally requested the publication.
- We know exactly who makes up our audience**
Our subscribers have qualified to receive our magazines. We have verified their name, title, company, and position.
- Real subscribers mean real world results**
Your company's message is directly communicated to a powerful, interested customer base.



**650,000 +
PAGEVIEWS
300,000 +
USERS**

Monthly Total

The industry's leading network of content-specific sites allows you to directly target buyers in specific product and market areas

OUR TARGETED INDUSTRY SITES OFFER FOCUSED 24/7 EXPOSURE

MarineElectronics
MarineLink
MarineTechnologyNews
MaritimeGlobalNews
MaritimeJobs
MaritimeProfessional
MaritimePropulsion
WorldEnergyReports
WorldEnergyNews

Site figures from Google Analytics



OUR APPS HAVE BEEN DOWNLOADED BY MORE THAN 50,000 USERS

SHIP, BOAT & BARGE OWNERS AND OPERATORS

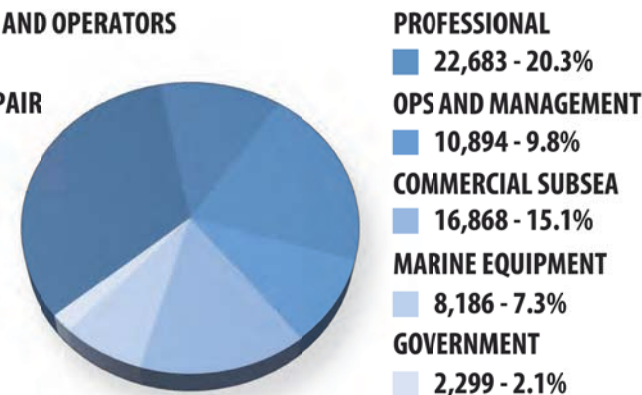
■ 36,854 - 33%

SHIP/BOAT BUILDING AND REPAIR

■ 13,803 - 12.4%

REACH DECISION-MAKERS IN EVERY MARKET SECTOR

Figures from the 2015 BPA Brand Network Report



ONLINE ADVERTISING

MARINELINK.COM

The screenshot shows the MarineLink.com homepage. At the top is a navigation bar with links like Home, Register, Advertising, Events, Contact Us. Below is a large banner for 'Brokers Optimistic on Asia Dry Bulk Capesize Rates'. To the right is a sidebar with 'MONTHLY STATS' showing 179,104 users, 362,711 pageviews, 226,797 sessions, and 67,752 e-news. Below the main content area are several smaller article thumbnails with titles like 'Vishu Purna Expands in Americas', 'GSL Extends CMA CGM Charter', and 'Custom Firewall Induced on Texas'.

A. PREMIUM BANNER:

Size: 300 x 100 Pixels

With options available on the homepage or news pages, these banners bring immense traffic to our advertiser's websites at an amazing value.

Pricing: \$1750/month

B. XL - LEAD BANNER

Size: 300 x 250 Pixels

These positions jump right off the page. Your company will appear at the gateway of the leading maritime news site, at an extremely low cost per click.

Pricing: \$2000/month

C. HEADLINE BANNER

Size: 728 x 90 Pixels

This headline banner is the most sought after position online in the maritime industry! Your company can appear on every page of MarineLink.com!

Pricing: \$2500/month

MarineLink.com is the industry's longest running industry news site and part of the Marine Media Network. The newly redesigned MarineLink.com offers advertisers access to the largest targeted commercial marine audience online in a variety of ad sizes. Book early, there is limited space and these spots go quickly!

MONTHLY STATS

USERS
179,104

PAGEVIEWS
362,711

SESSIONS
226,797

E-NEWS
67,752

MARITIME TODAY E-NEWS

The screenshot shows the Maritime Today e-newsletter. It features a header with the title 'Maritime Today' and a grid of article thumbnails. The thumbnails are labeled with letters A and B, indicating different ad positions. The layout is clean and professional, with a focus on maritime 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 67,000 recipients.

E-NEWS
67,752
RECIPIENTS

FREQUENCY
5X
PER WEEK

A. TOP LEAD BANNER:

Size: 300 x 100 Pixels

An unprecedented value for any company (large or small) looking for maximum exposure to the global maritime audience.

Pricing: \$1750/month

B. LEAD MIDDLE:

Size: 300 x 100 Pixels

A fantastic value, these banners are directly located right in between our top news stories.

Pricing: \$1250/month

MARINE ELECTRONICS E-NEWS

The screenshot shows the Marine Electronics e-newsletter. It features a header with the title 'MARINE ELECTRONICS' and a grid of article thumbnails. The thumbnails are labeled with letters A and B, indicating different ad positions. The layout is clean and professional, with a focus on marine electronics news.

The Marine Electronics E-Newsletter is powered by the maritime industry's largest integrated directory of marine electronics manufacturers, dealers, and suppliers.

E-NEWS
22,692
RECIPIENTS

FREQUENCY
5X
PER WEEK

A. TOP LEAD BANNER:

Size: 300 x 100 Pixels

An unprecedented value for any company (large or small) looking for maximum exposure to the global maritime audience.

Pricing: \$1750/month

Banner formats can be JPEG, PNG or GIF. The file size should not exceed 30KB. Animated Banners are limited to ONE loop but cannot repeat. Banner material is due 5 Business days before scheduled start date. If new production material is not supplied by client, pickup of last banner used will be automatic. Failure to supply material will result in 100% charge. If multiple banners are to be used during a campaign a schedule is requested. All banners will be reviewed and approved by the publisher. The publisher reserves the right to reject, cancel, or remove any material for any reason at any time. Any changes to the start date must be arranged at least 30 business days before scheduled date, after that any canceled banner will be charged at 100% the price. Production work on assembling any banner is charged at \$75 per hour, with the first hour free.

ADVERTISING RATES AND DATA

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 (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 162 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)

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

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

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.

ADVERTISING RATES AND DATA



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 (H)	1,707	1,536	1,366	1,203
1/6 Page	1,245	1,184	997	878



Covers

2nd Cover: \$6,382

3rd Cover: \$6,114

4th Cover: \$6,821

Covers include 4-color, bleed & special position

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

Unbeatable Full Page Ad CPM

1X: \$131.11

4X: \$121.45

7X: \$104.93

**12X:
\$92.34**

Marine News' CPM is one of the lowest in the shallow draft industry. And only with Marine News are you guaranteed an audience with BPA Audited 100% requested circulation. Your ad will reach further and cost less!

Marine News delivers the entire workboat market

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