

# Marine News



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



[www.marinelink.com](http://www.marinelink.com)

## 2017 MEDIA KIT

## THE MARINE INDUSTRY'S LARGEST SHALLOW-DRAFT CIRCULATION

## REAL ADVERTISING VALUE STARTS WITH A REAL AUDIENCE

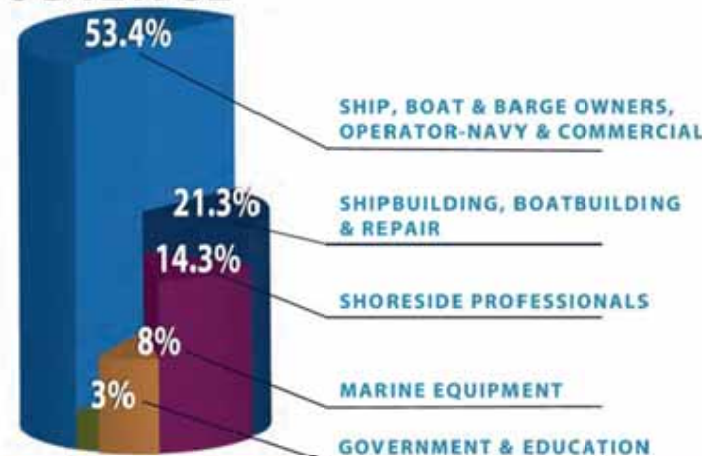
With origins tracing back to 1914, Marine News' tradition of serving the inland, coastal, and offshore markets has allowed us to grow into the most widely circulated workboat publication in the world.

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.

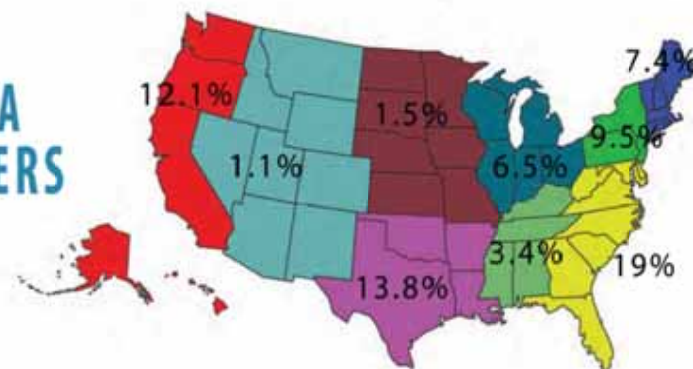
THE LARGEST  
WORKBOAT MARKET  
CIRCULATION

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*

### Maritime Reporter

35,762

### Marine News

31,059

### Marine Technology Reporter

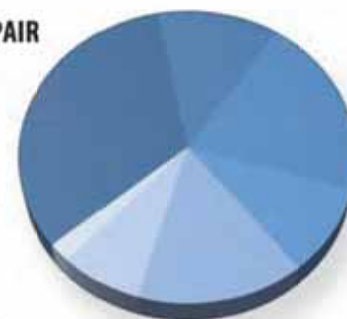
25,412

### Maritime Logistics Professional

20,533

**OVER 110,000  
TOTAL MAGAZINE  
CIRCULATION**

*Maritime Logistics figures taken from the 2015 BPA Report*



### PROFESSIONAL

■ 22,683 - 20.3%

### OPS AND MANAGEMENT

■ 10,894 - 9.8%

### COMMERCIAL SUBSEA

■ 16,868 - 15.1%

### MARINE EQUIPMENT

■ 8,186 - 7.3%

### GOVERNMENT

■ 2,299 - 2.1%

## MARINELINK.COM



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



#### 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

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.

## 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 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 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

# 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](http://www.marinelink.com/magazines/advertise.aspx) For FTP site instruction, please email the production manager: [productionmanager@marinelink.com](mailto: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

2<sup>nd</sup> Cover: \$6,382

3<sup>rd</sup> Cover: \$6,114

4<sup>th</sup> 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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