



PROFESSIONAL
MARINER[®]
JOURNAL OF THE MARITIME INDUSTRY

Media 2022



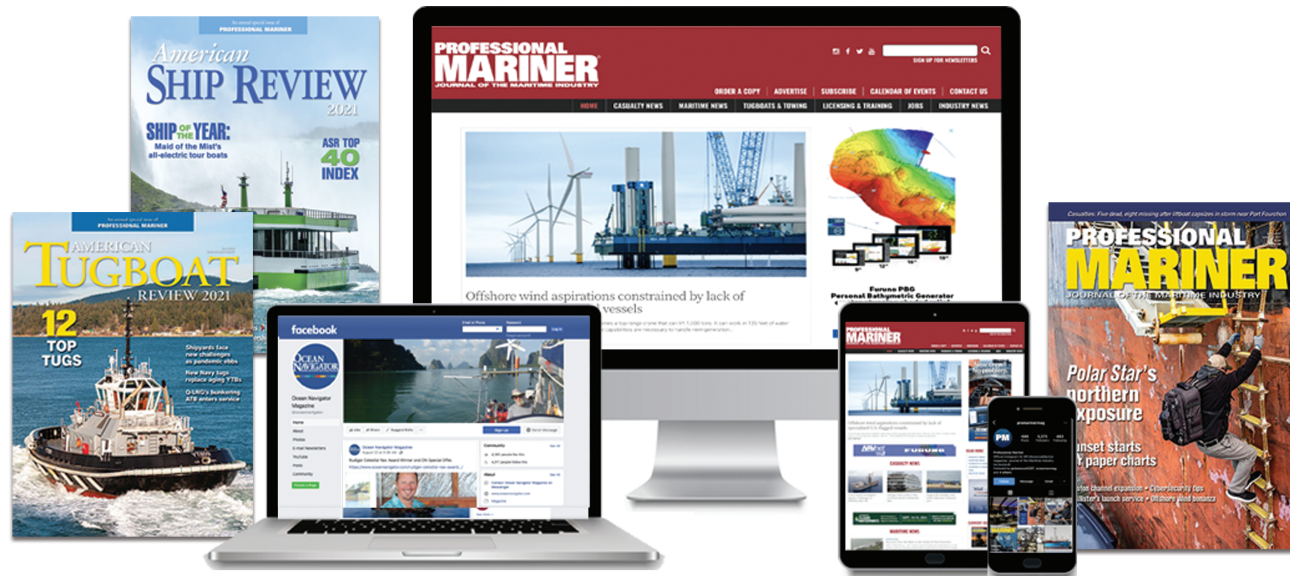
Reach decision makers wherever they are.

Your ad reaches more than 50,000 of the maritime industry's leading onboard and onshore decision makers.

Professional Mariner's audience continues to grow as more maritime professionals turn to print and digital magazines, the internet and email newsletters for information to help improve their job performance and advance their careers.

66% of *Professional Mariner* readers still prefer the printed magazine (print and digital).

35% of our readers receive their information in an interactive format.



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@professionalmariner

@ProMarinerMag

professionalmariner

38,000
AMERICAN TUGBOAT REVIEW
AMERICAN SHIP REVIEW
PRINT/DIGITAL MAGAZINE READERS

16,891
SOCIAL MEDIA
FOLLOWERS

24,000
AVG. MONTHLY
WEBSITE VISITORS

7,500+
EDITORIAL EMAIL
NEWSLETTER READERS

18,500
PROFESSIONAL MARINER
PRINT/DIGITAL
MAGAZINE READERS



Reach decision makers wherever they are.

Professional Mariner readers hold positions of senior responsibility as vessel owners and operators – both shoreside and on-board professionals – working at small and large North American vessel-operating businesses.

Job positions include:
43% Owner, executive
43% Captain
14% Engineer, first mate

Job responsibilities include:
70% Vessel operations
52% Vessel maintenance and support
35% Purchasing

Delivering to more than 50,000 of the maritime industry's leading onboard and onshore decision makers.

Professional Mariner readers work in dozens of industry segments. Your advertising reaches into thousands of nooks and crannies.

Professional Mariner reader question:

Which of the following types of vessels does your organization operate?

Tugs/Towing

47.2 % Total (net)
16.1 % Inland river
27.8 % Coastal/harbor
21.8 % Oceans
14.9 % Ship assist
24.4 % Barge
7.0 % Marine construction
4.4 % Other

Government

16.5 % Total (net)
0.6 % Army
1.6 % USCG
0.6 % NOAA
4.1 % MSC
2.2 % Navy
1.3 % Corps of Engineers
1.3 % Fire/police
3.8 % Research
3.8 % Other

Passenger

22.2 % Total (net)
10.4 % Ferry
5.7 % Head/tour boat
0.6 % Casino
3.8 % Cruise ship
2.8 % Sail vessel
3.8 % Other

Cargo

29.1 % Total (net)
8.9 % Bulk carrier
8.5 % Containership
18.0 % Tanker/petroleum

7 % Tanker/other products
1.3 % LPG carrier
1.9 % LNG carrier
4.7 % Break bulk
7.3 % Ro-ro
4.1 % Heavy lift
1.3 % Other

Offshore oil services

6.3 % Total (net)
3.2 % Offshore supply vessel
2.5 % Crew boat
3.2 % Anchor handling tug
1.6 % Drillship/rig

Private/Corporate Yacht

10.4 % Total (net)
7.9 % 99' or smaller
2.8 % 100' or larger

Commercial Fisheries

3.2 % Total (net)

Professional Mariner readers are at the peak of their careers and are primary decision makers.

57

Average age

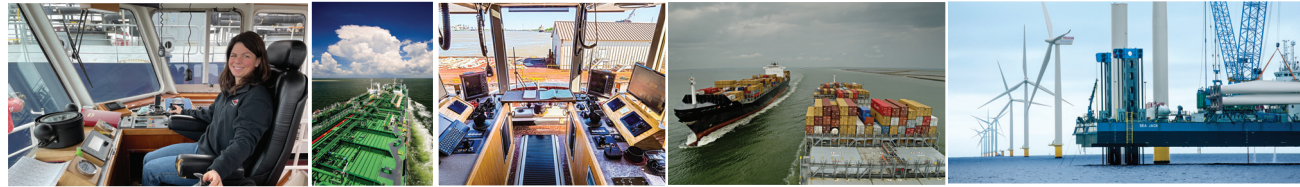
84%

Attended/graduated college

76%

Professional Mariner readers hold one or more maritime licenses.

Readers are licensed and need continued education and training.



February '22

AD CLOSE: 12/3/21

NAVIGATION ELECTRONICS:

The modern bridge hosts an array of electronic navigation systems and monitoring equipment. While the goal is to provide mariners with the information they need to maintain situational awareness and operate safely and efficiently, the flood of data poses dangers of its own — including distraction and information overload.

March '22

AD CLOSE: 12/24/21

TRAINING & EMPLOYMENT:

To be competitive and to take advantage of possible pauses in employment, mariners can advance their career prospects by using high-quality training institutions and technology. We help you anticipate maritime job-growth trends and get yourself prepared for when opportunity knocks.

April '22

AD CLOSE: 2/4/22

PILOTAGE:

Their jobs are among the most demanding in the maritime industry, whether aboard vessels in the realm of brownwater or offshore. We take a closer look at what it takes to become a pilot — East Coast, West Coast, Gulf Coast and inland — and what's needed to move up the career ladder.

May '22

AD CLOSE: 3/4/22

FIRE SAFETY & TRAINING:

Protecting a ship and its crew from fire involves high-quality equipment such as detectors, alarms, automatic fire suppression systems and firefighting gear. Equally vital is the training that teaches the crew how to prevent fires and to use the response equipment effectively.

June '22

AD CLOSE: 4/8/22

SECURITY VESSELS:

Demand for patrol boats and police boats is driving one of the hottest sectors in shipbuilding. U.S. and Canadian yards are responding to increasing concerns about maritime security with new product lines and outfitting for an evolving breed of watercraft.

American Tugboat Review '22

AD CLOSE: 5/6/22

AMERICAN TUGBOAT REVIEW:

This annual provides a comprehensive and detailed look at the most important towing vessels coming out of North American shipyards.

Continuing coverage of IT and software solutions, piracy, legal/casualties

August '22

AD CLOSE: 6/3/22

COMMUNICATIONS:

Not so long ago, communications at sea was all about safe navigation and conducting ships' business. Now connectivity with family, friends and entertainment is at the center of crew comfort and morale. We provide the information you need to help you choose satellite and wireless systems.

September '22

AD CLOSE: 7/8/22

VESSEL ACCESS EQUIPMENT:

Choosing the right ladders, rails, steps and ramps to access your vessel is essential for mariner safety and operational efficiency. New materials and innovations are providing ways to improve in both areas.

October '22

AD CLOSE: 8/5/22

GREEN/EFFICIENT SHIPS:

Designing a green vessel requires architects and operators to consider new ways of dealing with a wide array of issues, including ballast and bilge water, engine emissions and cleaner fuels — all while maximizing operational efficiency.

American Ship Review '23

AD CLOSE: 9/9/22

AMERICAN SHIP REVIEW:

This annual edition is comprised of in-depth profiles and specifications of the most significant new-builds: from workboats, research vessels, offshore wind vessels, patrol boats, pilot boats to tankers. This annual helps vessel owners, operators and mariners stay informed and provides analysis of the trends shaping the industry.

December '22

AD CLOSE: 10/21/22

WORKBOAT SHOW/PROPULSION:

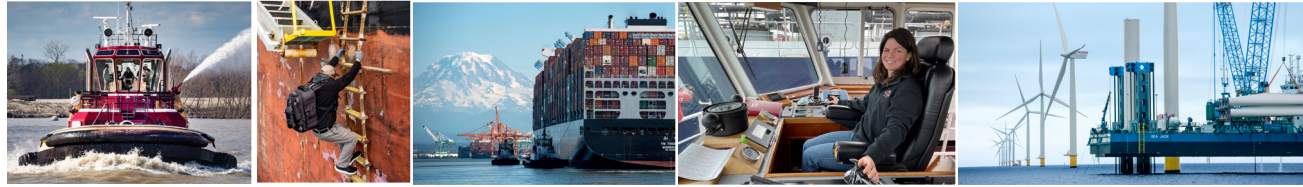
From bow thrusters to stern drives to the biggest marine engines, we examine trends in marine propulsion design and development, LNG power and other novel solutions.

American Mariner Training Directory '23

AD CLOSE: 10/7/22

AMERICAN MARINER TRAINING DIRECTORY:

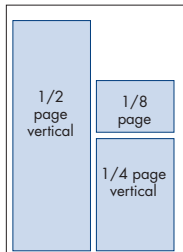
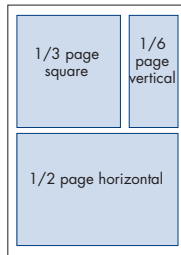
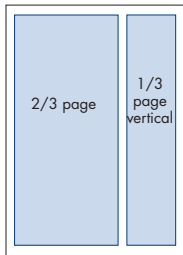
Training is required for licensed mariners, and this new annual issue provides a comprehensive list of training academies and programs for mariners looking to maintain their licenses. Additionally, the issue will feature articles on training trends, including LNG, offshore wind and virtual reality.



MECHANICAL REQUIREMENTS

AD SIZE	DIMENSIONS	
	HORIZONTAL	VERTICAL
Full page (bleed)*	8.625"	11.125"
Full page (non-bleed live area)	7.25"	9.75"
Full page (trim)	8.375"	10.875"
2/3 page	4.5"	9.75"
1/2 page (island)	4.5"	7"
1/2 page (horizontal)	7"	4.875"
1/2 page (vertical)	3.375"	9.75"
1/3 page (vertical)	2.125"	9.75"
1/3 page (square)	4.5"	4.875"
1/4 page (vertical)	3.375"	4.875"
1/4 page (horizontal)	7"	2.25"
1/6 page (vertical)	2.125"	4.875"
1/8 page (horizontal)	3.375"	2.25"

*trim size: 8.375" x 10.875" | .125" bleed | place all elements .25" from trim



TERMS AND CONDITIONS

- Advertisers and advertising agencies agree to indemnify and protect the publisher from any claims or expenses resulting from the advertiser's unauthorized use of any name, photograph, sketch or words protected by copyright or registered trademark.
- All copy, text and illustrations are subject to the publisher's approval before execution of the order. Publisher reserves the right to reject any advertising which is in publisher's opinion unethical, extravagant, challenging, in bad taste, detrimental to public health or interest, or otherwise inappropriate or incompatible with the character of the publication, whether or not the same ad has been previously accepted or published.
- Agency discount: 15% commission to accredited advertising agencies.
- Advertiser and agency assume joint liability for payment of all debt incurred by agency on behalf of an advertiser. Space billed to an agency and unpaid 60 days after billing may be billed directly to the advertiser. An order may be canceled by the publisher if advertiser or agent fails to pay account when due. The difference between rates billed and rates earned becomes due and payable immediately. The publisher assumes no liability for advertisements omitted for any reason.
- Credit terms are net 30 days; 1.5% monthly interest charged on unpaid balance over 30 days. First-time advertisers must either prepay first insertion or submit credit applications. Any account sent to an outside collection or legal agency will be responsible for the fees charged in collecting the money owed.
- Contracts and space reservations may not be canceled after the advertising deadline; full price will be charged for any cancellations after advertising deadline. Cover positions require 60 days written notice of intention to cancel contract. Cancellation of any contract is subject to short-rate at the earned frequency rate. Verbal commitments to advertise are binding.
- MaritimePublishing makes no representations or warranties concerning response rates to, or effectiveness of, advertising in its publications, or concerning the size, scope or demographic composition of the circulation of its publications. Previously provided circulation data and estimates are not a guarantee of, or representation about, future circulation performance.

ADVERTISING SPECS

MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art.

IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not print clearly.

GRAPHIC FORMATS ACCEPTED: High resolution PDF, JPG

PROFESSIONAL MARINER RATES

FOUR-COLOR	1x	4x	9x	12x Value*
Full page	\$4,494	\$4,211	\$3,708	\$3,634
2/3 page	3,675	3,455	3,033	2,973
1/2 island	3,097	2,901	2,554	2,503
1/2 page	2,844	2,670	2,348	2,301
1/3 page	2,152	2,016	1,777	1,741
1/4 page	1,687	1,580	1,389	1,361
1/6 page	1,153	1,083	957	938
1/8 page	886	838	730	715
2 pg. spread	8,582	8,051	7,079	6,937
1/2 pg. spread	5,400	5,073	4,448	4,359
BLACK & WHITE				
Full page	\$2,995	\$2,812	\$2,464	\$2,414
2/3 page	2,328	2,183	1,919	1,880
1/2 island	1,901	1,785	1,570	1,539
1/2 page	1,750	1,642	1,439	1,411
1/3 page	1,234	1,157	1,025	1,004
1/4 page	955	899	793	777
1/6 page	655	615	544	533
1/8 page	504	476	415	406
2 pg. spread	5,677	5,329	4,681	4,587
1/2 pg. spread	3,323	3,121	2,735	2,681
COVERS				
Cover II	\$5,010	\$4,709	\$4,158	\$4,058
Cover III	4,632	4,354	3,845	3,752
Cover IV	5,562	5,228	4,617	4,505

TWO-COLOR

Add \$250 to B&W prices for one additional color. Second color made with CMYK.

*12X VALUE PACKAGE

Package includes 9 regular issues of *Professional Mariner* and the three annual issues: two shipbuilding issues (*American Tug Review* and *American Ship Review*) and the *American Mariner Training Directory*. With an 12x schedule, it's like getting a little more than one ad free!

ONLINE ADVERTISING

Ask your sales representative about free online advertising with print packages and options for a la carte and package pricing.

ANNUAL EDITIONS

Add 35% to 1x, 4x, 9x frequency rate. 12x rate: waive the 35%.

2022 Website and Email Newsletter Advertising

PROFESSIONAL MARINER[®] JOURNAL OF THE MARITIME INDUSTRY



Choose Your Audience

Professional Mariner readers are an active and engaged audience who depend on us for the most current and comprehensive information affecting the maritime industry. The magazine is focused on the operational and managerial issues that mariners need to make sound purchasing decisions. The integrated offerings of *Professional Mariner* — the print and digital magazine, the website and the email newsletters all ensure that crucial industry information is never missed.

Email Newsletter Ads

Email newsletter advertising opportunity to reach over 7,500 *Professional Mariner* email newsletter subscribers (choose leaderboard and/or vertical banner).

Dedicated Email Blast

Single advertiser "owns" content sent to entire *Professional Mariner* email newsletter subscriber list of over 7,500. Reach mariners where they're paying attention, through a source they already trust.

Website Advertising

728 x 90 Leaderboard

300 x 600 Half Page

300 x 250 Medium rectangle

File type: gif, jpg, rich media
Size: 40KB
Dedicated email: supply content as html (600px wide) or provide copy and art for Navigator to create.
Max Animation Loops: 3 loops or 15 sec

Website Advertising Rates

Leaderboard+Medium Rectangle	\$750
Leaderboard (728x90px)	\$500
Half Page (300x600px)	\$500
Medium Rectangle (300x250)	\$500
Job Posting/Employment Page	\$250

Email Newsletter Rates

Leaderboard+Vertical Banner	\$1,200
Leaderboard (600x90px)	\$800
Vertical Banner (120x240px)	\$600
Dedicated Email Blast	\$2,250

Email Newsletter Advertising

600 x 90 Leaderboard

120 x 240 Vertical Banner

Weekly Email Newsletter
Topics include industry news

Custom Dedicated Email Blast



Lower Priced Advertising Opportunity

Professional Mariner magazine now offers you a new advertising format to fit your budget. The ProPages will give your business visibility to *Professional Mariner* readers 12 times a year (every issue).

Get your ad seen in a valuable market regularly so your brand is the first product that comes to mind.

Price based on a 12-time commitment.

Choose a size within your budget:

Ads are 4-color

3/16th page **\$625.00**

1/8th page **\$400.00**

1/16th page **\$250.00**

ProPages Services, equipment and employment

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Professional Mariner October/November 2021 1

ProPages Services, equipment and employment

3/16th
1.5" x 6.625"
\$625.00

1/8th vert
1.5" x 4.375"
\$400.00

1/16th
1.5" x 2"
\$250.00

1/8th hor
3.125" x 2"
\$400.00

