



PROFESSIONAL
MARINER[®]
JOURNAL OF THE MARITIME INDUSTRY

MEDIA PREVIEW **2023**



Quality & Quantity

Professional Mariner helps commercial mariners make sound purchasing decisions. We publish nine regular issues and three special editions, in a variety of formats, to ensure that crucial industry information is comprehensive and easy to access.

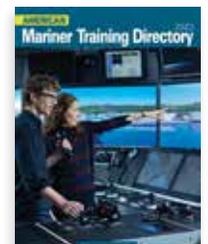
Reach

Professional Mariner readers work in dozens of industry segments, are at the peak of their careers and are primary decision makers. Your advertising reaches decision makers wherever they are, onboard vessels or ashore. 74% of employed readers work for companies that operate vessels.

Decision makers

Professional Mariner readers hold positions of senior responsibility as vessel owners and operators – both shoreside and onboard professionals – working at small and large North American maritime businesses. 80% of employed readers are involved in company purchasing decisions.

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AUDIENCE

Reader Insight's - 2022 Survey Results

95% view Professional Mariner as a credible resource

84% took action based on articles and columns

90% believe that it provides comprehensive coverage of the maritime industry

66% took action based on reading advertisements

80% of employed readers are involved in their company's purchasing decisions

63% of readers are licensed Masters

Most common product/ services they are involved in purchasing:

61% communication equipment

61% deck equipment

58% marine electronics

 **ReadexResearch**

Verified data from our 2022 reader survey conducted by Readex Research

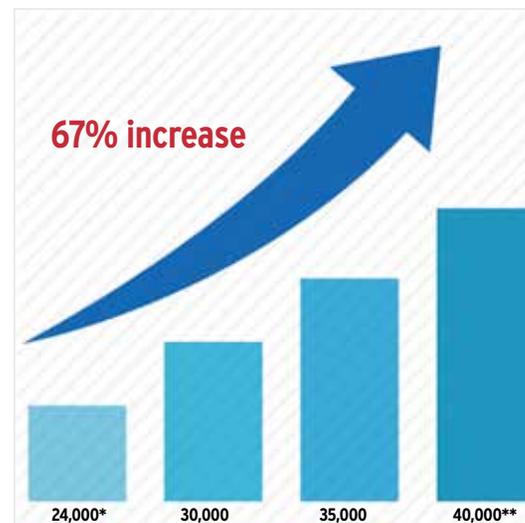


Our Readership is Growing

In the last six months readership has exploded. *Professional Mariner's* website was revamped, which made web content more timely and accessible. Upgrading the digital format, as well as direction from new management, has boosted subscriber numbers.



Since Last Year Average Monthly Website Views Have Increased Significantly



*based on 2022 Media Kit
**as of July 2022



What our readers are saying in 2022

“I am new to the industry, I started working as an OS after 15 years working in university research. In my university career, I learned to consult the most important journal of the field for any new topic I was tackling. Professional Mariner is the Journal of the Maritime Industry. It brought me up to speed. Also, I like passing my print copy around the mess hall, it's always good stuff the guys look forward to reading.”

“I have always enjoyed your coverage of the industry. You've always been clear, concise, fact-based, impartial and thorough.”

“I enjoy reading about new vessels, particularly tugboats that are being launched. I like the spotlight articles on various companies around the U.S. and I always particularly enjoy Capt. Sweeney's take on trending news/topics that affect the maritime industry.”

“The safety and casualty analysis are first rate. I'm an airline pilot and have taught aviation safety and written on it extensively and I find the human factors issues between our industries run in parallel and that we have a lot to learn from each other. Thanks for your great publication!”

“Very well laid out publication, clean and clear reading. Easy to reach out to if I have questions.”

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Schedule Your New 2023 Ad Program

Book your 2023 ad program before November 17th to receive a 10% discount on the rates listed below.

2023 Ad Rates (4-color)

	1x ('23)	12x ('23)
Cover 4	\$6,118.00	\$4,956.00
Cover 3	\$5,095.00	\$4,127.00
Cover 2	\$5,511.00	\$4,464.00
Full Page	\$4,943.00	\$3,997.00
Two-Thirds	\$4,043.00	\$3,270.00
Half Island	\$3,407.00	\$2,753.00
Half Horizontal	\$3,128.00	\$2,531.00
Third	\$2,367.00	\$1,915.00
Quarter	\$1,856.00	\$1,497.00
Sixth	\$1,268.00	\$1,032.00
Eighth	\$975.00	\$787.00

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Editorial Focus for 2023

JANUARY 2023 - **NAVIGATION ELECTRONICS**

FEBRUARY 2023 - **THE JOBS ISSUE**

MARCH 2023 - **OFFSHORE WIND**

APRIL 2023 - **PILOTAGE**

MAY 2023 - **AMERICAN TUGBOAT REVIEW**

JUNE 2023 - **FIRE SAFETY & TRAINING**

JULY 2023 - **COMMUNICATIONS**

AUGUST 2023 - **GREEN/EFFICIENT SHIPS**

SEPTEMBER 2023 - **AMERICAN SHIP REVIEW**

OCTOBER 2023 - **THE SAFETY ISSUE**

NOVEMBER 2023 - **AMERICAN MARINER TRAINING DIRECTORY**

DECEMBER 2023 - **PROPULSION/WORKBOAT SHOW**

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