



**PROFESSIONAL**  
**MARINER<sup>®</sup>**  
**JOURNAL OF THE MARITIME INDUSTRY**

MEDIA KIT **2024**



## Quality & Quantity

A 12-issue ad buy (nine regular issues of *Professional Mariner* plus the 3 annual issues) will help you reach licensed mariners who determine and influence vessel purchasing decisions. All 12 issues of *Professional Mariner* are available to readers in both print and digital format to ensure that crucial industry information, as well as your ads, are easy to access.

**95%** view *Professional Mariner* as a credible resource

## Reach

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

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

## Decision makers

*Professional Mariner* readers hold senior positions as vessel owners and operators working at large and small North American maritime businesses. An impressive 80% of employed readers are involved in their company's purchasing decisions.

**84%** took action based on articles and columns

**PROFESSIONAL MARINER**  
JOURNAL OF THE MARITIME INDUSTRY



9x plus 1x for each annual (for a total 12x ad buy frequency discount)



PROFESSIONAL MARINER HAS AN ENGAGED

# AUDIENCE

Reader Insight's - 2022 Survey Results

**95%** find *Professional Mariner's* content to be interesting and relevant

**66%** took action based on reading advertisements

**81%** of readers hold one or more maritime licenses

**63%** of readers are licensed masters

**80%** of employed readers are involved in their company's purchasing decisions. Most common product/services they are involved in purchasing:

**61%** communication equipment

**61%** deck equipment

**58%** marine electronics

Majority of readers hold positions with the following responsibilities:

**62%** vessel operations

**55%** education and training

**48%** business operations

**47%** vessel maintenance and support

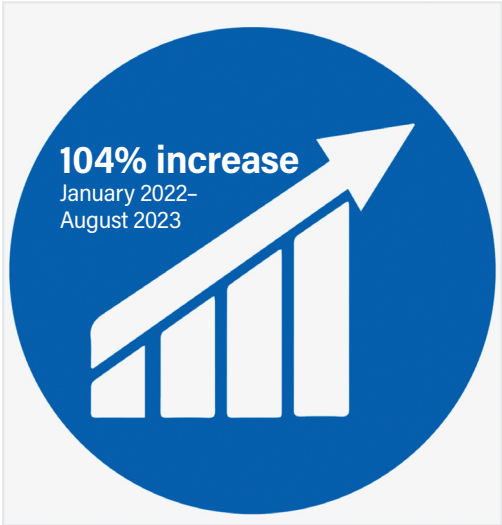
 **ReadexResearch**

Verified data from our 2022 reader survey conducted by Readex Research

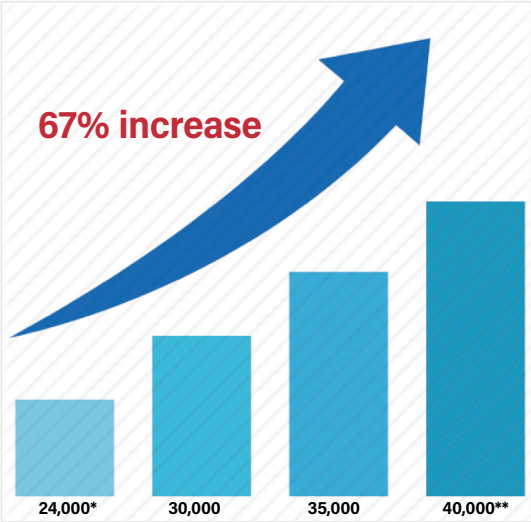


# Our Readership is Growing

In the last six months readership has grown exponentially. Professional Mariner's redesigned website made web content more timely and accessible. Upgrading the digital format, as well as new management creativity, has boosted subscriber numbers.



# Since Last Year Average Monthly Website Views Have Increased Significantly



\*based on 2022 Media Kit  
\*\*as of September 2023



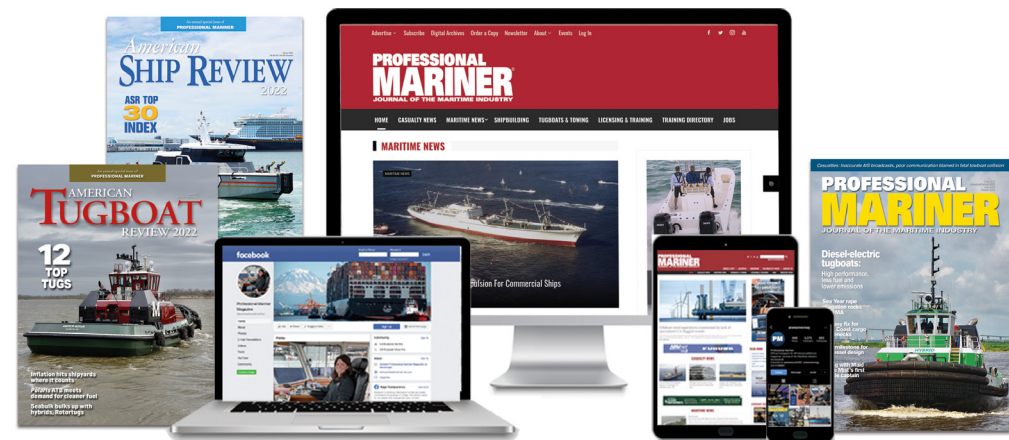
## Print, Digital and Email Advertising

Reach decision-makers wherever they are. *Professional Mariner's* audience continues to grow as more maritime professionals turn to print and digital magazines, the website, and email newsletters to stay informed of current industry news and insights. The magazine's curated content helps them improve their job performance and advance their careers.

**Professional Mariner will help you reach your customers quickly and efficiently.** Print issues are circulated throughout the U.S. and Canada, which allows your ad to reach important market segments and be seen at shows and industry events. The digital editions provide direct links to ads for readers to easily take action.

**Email Newsletter and Website Advertising.** *Professional Mariner* offers digital and online products to help your company maximize its exposure.

**Our website has over 30,000 monthly page views**



 @promarinermag

 @professionalmariner

 @ProMarinerMag

 professionalmariner



## Editorial Calendar\*

**FEBRUARY 2024 - INLAND WATERWAYS:** A detailed look at operations on the 12,000 mile network of the nation's commercially navigable rivers and channels that move commerce to and from 28 states, serve critical industrial and agricultural centers, and facilitate the movement of goods of all kinds through key gateway ports.

**Advertising Deadline:** 01/05/2024

**MARCH 2024 - PILOTAGE:** On call 24/7, highly trained and experienced harbor pilots play a critical – and often hazardous – role in safely guiding vessels into and out of the nation's harbors. A look at what pilots do and how they do it.

**Advertising Deadline:** 02/02/2024

**APRIL 2024 - TRAINING & EMPLOYMENT:** A helpful look at how mariners can advance their career prospects by using high-quality training institutions and technology to be competitive and to take advantage of possible pauses in employment

**Advertising Deadline:** 03/01/2024

**MAY 2024 - 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.

**Advertising Deadline:** 03/29/2023

**AMERICAN TUGBOAT REVIEW 2024:** This Professional Mariner annual provides a comprehensive and detailed look at the most important towing vessels coming out of North American shipyards. Each tug profile highlights the propulsion, electronics and deck equipment on each profiled vessel. Advertise here to be seen by fleet owners and operators poring over new vessels.

**Advertising Deadline:** 05/03/2024

**JUNE/JULY 2024 - DECK GEAR:** Choosing the correct winch, windlass, crane, conveyor, rope, or A-frame is essential to appropriately equipping a vessel and getting the job done safely. We offer you the key elements to apply when choosing new or replacing worn gear.

**Advertising Deadline:** 05/31/2024

**AUGUST/SEPTEMBER 2024 - OFFSHORE WIND:** The growth of the offshore wind sector has had a marked effect on the U.S. shipbuilding industry with an increasing number of unique, specialized vessels built or under construction at yards around the country.

**Advertising Deadline:** 07/05/2024

**AMERICAN SHIP REVIEW 2025:** This annual review of new-builds includes photos, profiles and specs of the most notable vessels (excluding tugs) launched in the last 12 months. Advertise here to be seen by fleet owners and operators poring over new vessels.

**Advertising Deadline:** 08/02/2024

**OCTOBER/NOVEMBER 2024 - VESSEL SAFETY & SECURITY:** Protecting a vessel — and its crew — from pirates and other intruders has never been more challenging. In response, port security regulations and multiple levels of defense are evolving, involving crew procedures, ship design and high-tech devices.

**Advertising Deadline:** 09/30/2024

**AMERICAN MARINER TRAINING DIRECTORY:** A useful and comprehensive guide to programs across the country that prepare those entering the maritime field, as well as experienced mariners, with the critical training they need to safely succeed and advance in the merchant marine.

**Advertising Deadline:** 9/27/2024

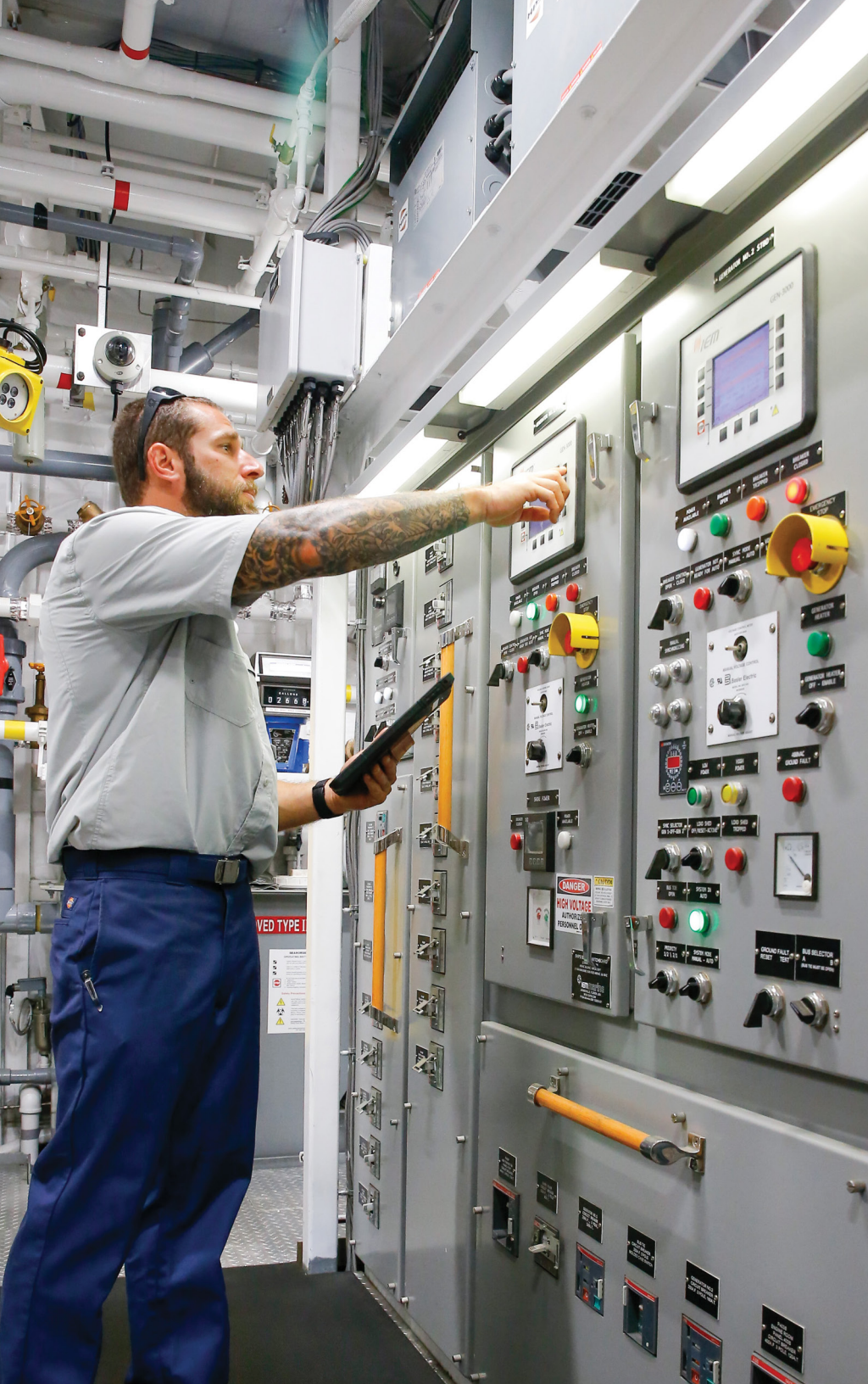
**DECEMBER 2024 - WORKBOAT SHOW/ DIESELS:** The reciprocating marine diesel engine first came into use more than a century ago eventually supplanting steam turbines by offering greater efficiency, reliability, utility, and fuel economy. Today, despite the continuing development of new propulsion technologies, most vessels employ reciprocating diesel engines as their primary source of propulsion.

**Advertising Deadline:** 10/18/2024

**JANUARY 2025 - COASTAL / RIVER CRUISING:** Every year, more and more vacationers ply the waters of the Mississippi River and America's coasts aboard modern vessels that feature the latest technological advancements in vessel design that have brought the cruising experience to a new level.

**Advertising Deadline:** 11/22/2024\*

\*Advertising deadline dates are subject to change.



# Schedule Your 2024 Ad Program

## 4-color Advertising Rates

	1x	4x	9x	12x*
<b>Full Page</b>	\$5,437	\$5,095	\$4,487	\$4,397
<b>Two-Thirds</b>	\$4,447	\$4,181	\$3,670	\$3,597
<b>Half Island</b>	\$3,748	\$3,510	\$3,090	\$3,028
<b>Half Horizontal</b>	\$3,441	\$3,231	\$2,841	\$2,784
<b>Third</b>	\$2,604	\$2,440	\$2,151	\$2,107
<b>Quarter</b>	\$2,042	\$1,912	\$1,681	\$1,647
<b>Sixth</b>	\$1,395	\$1,310	\$1,158	\$1,135
<b>Eighth</b>	\$1,073	\$1,014	\$883	\$866
<b>2 page spread</b>	\$	\$9,742	\$8,566	\$8,394
<b>1/2 page spread</b>	\$6,534	\$6,138	\$5,382	\$5,275

## COVERS

<b>Cover 2</b>	\$6,062	\$5,698	\$5,031	\$4,910
<b>Cover 3</b>	\$5,605	\$5,268	\$4,653	\$4,540
<b>Cover 4</b>	\$6,730	\$6,326	\$5,587	\$5,452

## ProPages Advertising Rates

<b>3/16th</b>	<b>12x</b>
	\$757
<b>1/8th</b>	\$484
<b>1/16th</b>	\$303

B&W & Two-color prices available upon request.

### \*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!

### ANNUAL EDITIONS

Add 25% to 1x, 4x, 9x frequency rate. For the 12x rate, waive the 25%.

## 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.
- Maritine Publishing 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.



# Mechanical Requirements

## Advertising Dimensions

AD SIZE	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"
1/8 page (vertical)*	1.5"	4.375"
3/16 page (vertical)*	1.5"	6.625"
1/16 page (vertical)*	1.5"	2"

### MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed). Place all elements .25" from the trim

### 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

### SOFTWARE PROGRAMS NOT ACCEPTED

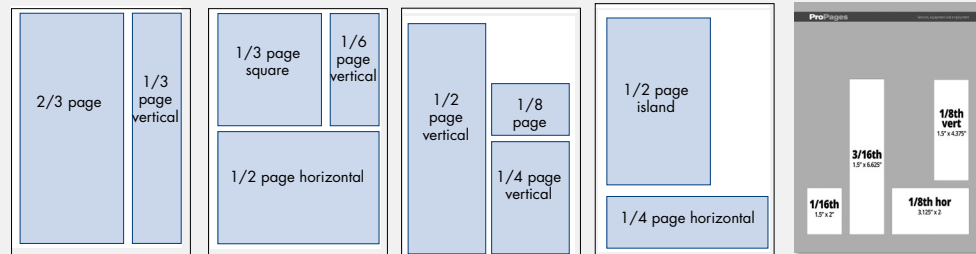
We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

### E-MAILING FILES

Files of 10MB and smaller can be e-mailed to:

[artwork@maritimepublishing.com](mailto:artwork@maritimepublishing.com)

\*ProPages only







# Website and Email Newsletter Advertising

Reach mariners as they are reading a source they already trust.

**Choose Your Audience.** *Professional Mariner's* readers are an active and engaged audience who depend on the magazine's content for the most current and comprehensive information affecting the maritime industry. *Professional Mariner* focuses on operational and managerial issues that mariners need to make informed purchasing decisions. The integrated offerings of *Professional Mariner* -- the print and digital magazine, the website, and the email newsletters ensure that crucial industry information is timely and accessible.

**Email Newsletter Ads.** Email newsletters provide an advertising opportunity to reach ~7,000 *Professional Mariner* email newsletter subscribers.

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

## Website Advertising Rates

Leaderboard+Medium Rectangle	\$825
Leaderboard (728x90px)	\$550
Half Page (300x600px)	\$550
Medium Rectangle (300x250)	\$550
Job Posting/Employment Page	\$275

## Email Newsletter Rates

Leaderboard (600x90px)	\$880
Dedicated Email Blast	\$2,475

## Over 36,000 page views monthly

**Website Advertising**

728 x 90  
Leaderboard

300 x 600  
Half Page

300 x 250  
Medium rectangle

**Email Newsletter Advertising**

600 x 90  
Leaderboard

File type: gif, jpg, rich media Size: 40KB  
 Dedicated email: supply content as html (600px wide)  
 Max Animation Loops: 3 loops or 15 sec



## Target With Annual Issues

*Professional Mariner* publishes three annual issues. These special editions of the magazine are present at all events and tradeshow throughout the year that have a Professional Mariner presence. The additional distribution of these titles brings more visibility to your ad.

**American Tugboat Review.** The annual review of the most notable tug and work boats built in the last year. Your ad will be in a comprehensive and detailed record book of the most important towing vessels and barges coming out of North American shipyards.

**American Ship Review.** The annual review includes profiles, photos, and specs of the most important new-builds (excluding tugs) built in the last 12 months. The *American Ship Review* helps vessel owners, operators, and mariners stay informed and provides analysis of the trends shaping the industry.

**American Mariner Training Directory.** Your ad will appear in a comprehensive and invaluable resource for maritime training schools and individuals looking to advance their careers. The *American Mariner Training Directory* lists all the schools that offer USCG-approved courses throughout the U.S. so your ad will be pored over by new industry leaders. Brand them here!





## Editorial



**CASEY CONLEY, EDITOR**

Casey Conley is the editor of *Professional Mariner* magazine. He started writing for the magazine more than a decade ago after a career in newspapers. He is married to Lauren and dad to two young children.

casey@maritimepublishing.com

## Advertising



**KATIE HIGGINS, ADVERTISING SALES**

Katie Higgins has been in the publishing

industry for more than 20 years. She has an extensive background in working with hunting/fishing and outdoor lifestyle magazines.

katie@maritimepublishing.com or  
(206) 914-4248



**CHARLIE HUMPHRIES, ADVERTISING SALES**

Charlie has been working in the Maritime world his

entire life and has been with *Professional Mariner* for twenty-two years. He knows the industry well. He is an experienced sailor with more than 40,000 offshore miles on ocean passages and deliveries including two Trans-Atlantic's.

charlie@maritimepublishing.com or (207) 939-1929



**DANIEL VOET, ADVERTISING SALES**

Daniel has been in the industry for over 20 years. He can help you

market your business with a strategy that will work best for you and your budget.

daniel@maritimepublishing.com or (949) 973-7745 direct

## EVERY COAST. EVERY MARKET SEGMENT. PRINT AND DIGITAL ADVERTISING OPTIONS

*Professional Mariner's* content focuses on the commercial sectors of the U.S. maritime industry. If you sell products and services to mariners, port facilities, shipyards, or vessel owners, you'll want advertising exposure in our well-respected print and digital platforms. Contact the sales team to help set up an advertising program to help you reach the entire U.S. maritime marketplace. [professionalmariner.com/advertise/](http://professionalmariner.com/advertise/)

## Maritime Publishing Family of Publications

