



PROFESSIONAL
MARINER[®]

JOURNAL OF THE MARITIME INDUSTRY

MEDIA KIT **2025**



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

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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

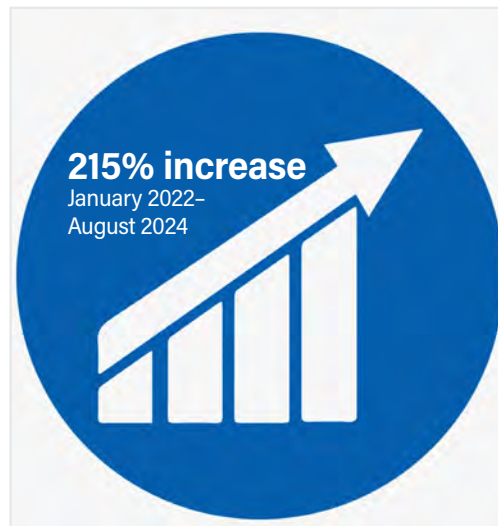
 **ReadexResearch**

Verified data from our 2022 reader survey conducted by Readex Research



Our Readership is Growing

Professional Mariner's practical, relatable, interesting content serves as an invaluable resource to professionals in the industry who are motivated to learn more about what's happening while enjoying engaging articles covering industry insights, mariner profiles and fresh topics. And the timeliness and convenience of our readily available digital edition has also supported this growth. All of this has earned *Professional Mariner* more readership than ever before.





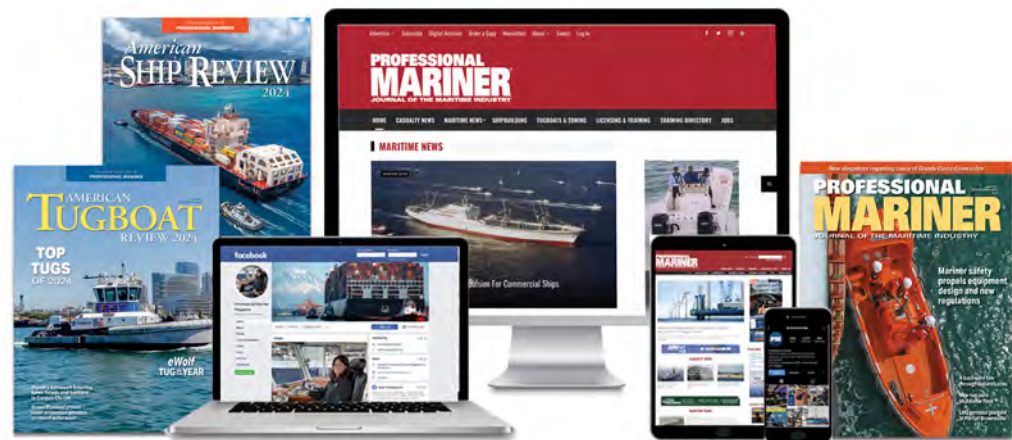
Print, Digital and Email Advertising

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 36,000 monthly page views





Editorial Calendar*

FEBRUARY 2025 - PILOTAGE: American pilots are some of the best trained and most capable anywhere in the world doing one of the most dangerous jobs in the industry. This issue focuses on trends in safety, training and regulations affecting these elite mariners.

Advertising Deadline: 01/03/2025

MARCH 2025 - OFFSHORE WIND: Offshore wind requires specialized ships and specially trained crews to support massive new turbines located well offshore. This issue will explore the jobs, vessels and the ways offshore wind is intertwined with the maritime industry.

Advertising Deadline: 01/31/2025

APRIL 2025 - JOBS & EMPLOYMENT: The maritime industry, like any other, is constantly changing. This issue will look trends in the U.S. workforce, training and hiring to help mariners find a job and advance their careers.

Advertising Deadline: 02/28/2025

MAY/JUNE 2025 - GREEN/EFFICIENT SHIPS:

Integrating cleaner propulsion often requires a wholesale rethinking of vessel design and construction. This issue will look at the trends in reduced emissions and other "green" operations across the maritime industry.

Advertising Deadline: 03/28/2025

AMERICAN TUGBOAT REVIEW 2025: This annual issue provides a comprehensive and detailed look at the most important towing vessels built at U.S. shipyards over the previous year. Each tug profile highlights the propulsion, electronics and deck equipment on these advanced and powerful vessels.

Advertising Deadline: 05/02/2025

JULY 2025 - SAFETY AT SEA: Working on vessels is inherently dangerous work, but conscious operators are always looking for ways to ensure their mariners come home unhurt when the job is done. In this issue, we'll look at new products and new methods of keeping mariners safe.

Advertising Deadline: 05/30/2025

AUGUST/SEPTEMBER 2025 - THE INNOVATION

ISSUE: The U.S. maritime industry is embracing new technologies, new systems and new ways of doing things to improve safety, efficiency and overall operations. This issue will look at some of the ways innovation is changing the maritime industry for the better.

Advertising Deadline: 07/03/2025

AMERICAN SHIP REVIEW 2026: This annual issue focuses on notable ships, ferries and other large vessels delivered within the previous 12 months and includes original photos, detailed profiles and specs. Advertise here to be seen by fleet owners and operators poring over new vessels.

Advertising Deadline: 08/01/2025

OCTOBER/NOVEMBER 2025 - INLAND WATER-

WAYS: 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 ports and gateways.

Advertising Deadline: 08/29/2025

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: 9/26/2025

DECEMBER 2025 - WORKBOAT SHOW/

PROPULSION: From trusty diesel engines to hybrids, batteries and new fuels such as hydrogen and ammonia, the means of maritime propulsion is evolving faster than ever. We'll look at the trends and consider the benefits of new technologies from people who know them best.

Advertising Deadline: 10/17/2025

JANUARY 2026 - NAVIGATION &

COMMUNICATIONS: The ways seafarers stay connected with loved ones, vendors and the home office are changing rapidly with new technology, which has made video calling, streaming and other services more accessible at sea. Meanwhile, AI and other advanced technology continue to make navigation safer.

Advertising Deadline: 11/21/2025

*Advertising deadline dates are subject to change.



Schedule Your 2025 Ad Program

4-color Advertising Rates

	1x	4x	9x	12x*
Full Page	\$5,818	\$5,452	\$4,801	\$4,705
Two-Thirds	\$4,758	\$4,474	\$3,927	\$3,849
Half Island	\$4,010	\$3,756	\$3,306	\$3,240
Half Horizontal	\$3,682	\$3,457	\$3,040	\$2,979
Third	\$2,786	\$2,611	\$2,302	\$2,254
Quarter	\$2,185	\$2,046	\$1,799	\$1,762
Sixth	\$1,493	\$1,402	\$1,239	\$1,214
Eighth	\$1,148	\$1,085	\$945	\$927
2 page spread	\$11,111	\$10,424	\$9,166	\$8,982
1/2 page spread	\$6,991	\$6,568	\$5,759	\$5,644

COVERS

Cover 2	\$6,486	\$6,097	\$5,383	\$5,254
Cover 3	\$5,997	\$5,637	\$4,979	\$4,858
Cover 4	\$7,201	\$6,769	\$5,978	\$5,834

ProPages Advertising Rates

3/16th	\$810
1/8th	\$518
1/16th	\$324

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.
- Maritime 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

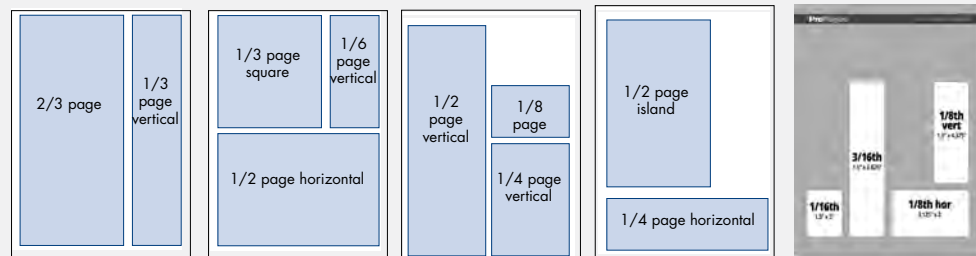
We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

E-MAILING FILES

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

artwork@maritimepublishing.com

*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 ~9,175 *Professional Mariner* email newsletter subscribers.

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

Website Advertising Rates

Leaderboard+Medium Rectangle	\$883
Leaderboard (728x90px)	\$589
Half Page (300x600px)	\$589
Medium Rectangle (300x250)	\$589
Job Posting/Employment Page	\$294

Email Newsletter Rates

Leaderboard (600x90px)	\$942
Dedicated Email Blast	\$2,648

Over 36,000 page views monthly

Website Advertising

Email Newsletter Advertising

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 tradeshows 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



TIM HENRY, EDITOR

Tim Henry is the new editor of *Professional Mariner* magazine. He's worked for a small Pulitzer Prize-winning weekly, an English language daily in Southeast Asia, and a well-known monthly sailing magazine based in the Bay Area. He has been covering maritime issues for the past eight years and is a lifelong sailor.

timhenry@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

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/



Maritime Publishing Family of Publications