

PROFESSIONAL MARINER®

JOURNAL OF THE MARITIME INDUSTRY

MEDIA KIT **2027**



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.

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.

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.

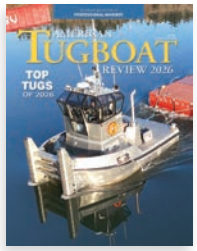
95%
view *Professional Mariner* as a credible resource

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

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

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

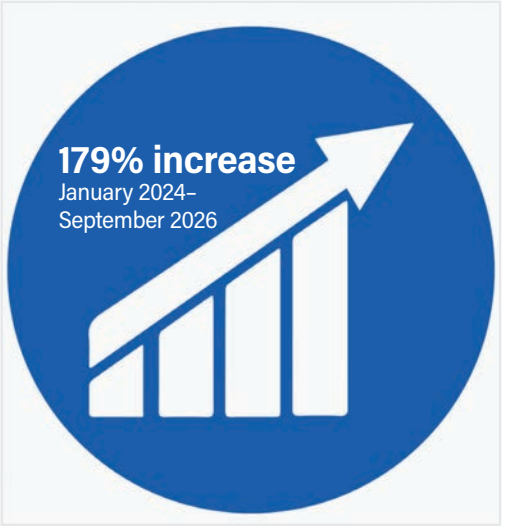
ReadexResearch

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.





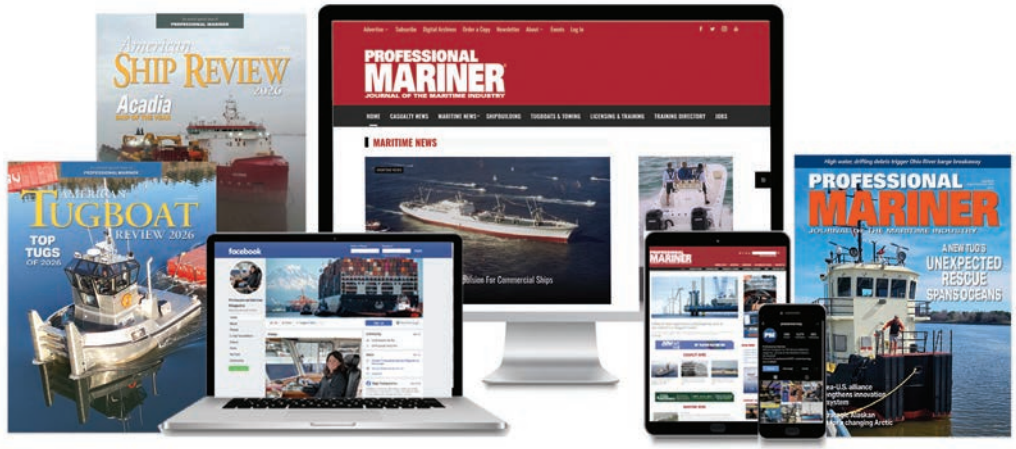
Print, Digital and Email Advertising

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 33,600 monthly page views



@promarinermag @professionalmariner @ProMarinerMag professionalmariner



Editorial Calendar*

FEBRUARY 2027 - PILOTAGE
Marine pilots guide hundreds of large commercial vessels through confined and challenging waterways each year, typically making hundreds of ship transfers and moving millions of tons of cargo worth billions of dollars. We'll hear from pilots about the state of the profession and explore the issues and changes shaping pilotage today. **Advertising Deadline:** 01/04/2027

MARCH 2027 - OFFSHORE ENERGY
As the mix of U.S. offshore energy development changes, so too are the opportunities for the vessels and mariners that support it. From service operation and crew transfer vessels to subsea construction, rock installation and offshore support vessels, we'll examine the specialized ships, crews and technology serving offshore energy — including oil and gas, offshore wind and emerging markets.
Advertising Deadline: 01/29/2027

APRIL 2027 - CORDAGE
From tow hawsers to mooring lines, cordage remains one of the most critical — and often overlooked — components of safe and efficient maritime operations. We'll examine advances in materials, design and testing, along with the practices mariners use to select, inspect and maintain the right lines for the job.
Advertising Deadline: 02/26/2027

MAY/JUNE 2027 - GREEN/EFFICIENT SHIPS
The drive toward cleaner, more efficient vessels is not following a single path. More efficient diesel engines, hybrid systems, batteries, wind-assisted propulsion and smarter vessel designs are already changing how ships use energy, while renewed interest in commercial nuclear propulsion may take the industry in another direction entirely. We'll examine how vessel owners, designers and mariners are pursuing greater efficiency while preparing for what comes next.
Advertising Deadline: 03/26/2027

AMERICAN TUGBOAT REVIEW 2027
Our annual issue takes a close look at the latest tugs built at American shipyards over the past year. Each in-depth profile explores the newest designs and proven platforms as operators turn to more powerful, lower-emission tugs to handle ever-larger ships and increasingly demanding work. **Advertising Deadline:** 04/23/2027

JULY 2027 - SAFETY AT SEA
Working on the water brings risks that mariners and vessel operators manage every day. Maritime safety continues to evolve as the industry learns from experience, adopts new technology and improves the way mariners work and train. This issue examines emerging approaches to preventing casualties, protecting crews and making vessels safer places to work. **Advertising Deadline:** 05/28/2027

AUGUST/SEPTEMBER 2027 - THE INNOVATION ISSUE
Innovation in the maritime industry can take many forms, from breakthrough technologies to adapting proven equipment, finding better ways to perform familiar jobs or applying new ideas to longstanding problems. This issue looks at where those changes are happening and what they mean for vessel operators and mariners. **Advertising Deadline:** 07/02/2027

AMERICAN SHIP REVIEW 2027
Our annual issue showcases the newest American-built vessels delivered over the past year. Through in-depth profiles, original photography and detailed specifications, we'll explore the designs, technologies and capabilities entering the U.S. fleet, along with roundups of ferries, pilot boats, excursion vessels and other notable workboats. **Advertising Deadline:** 07/30/2027

OCTOBER/NOVEMBER 2027 - INLAND WATERWAYS
The nation's 12,000-mile inland waterways system moves commerce through some of the country's most important industrial and agricultural regions. This issue looks at the vessels and mariners that keep that commerce moving, along with the locks, dams, bridges, ports and other infrastructure that make it possible — and the ongoing work to maintain and modernize the system.
Advertising Deadline: 08/27/2027

AMERICAN MARINER TRAINING DIRECTORY 2027
Our annual directory highlights maritime training programs across the country, from schools preparing the next generation of mariners to courses that help experienced professionals maintain credentials, develop new skills and advance their careers.
Advertising Deadline: 09/24/2027

DECEMBER 2027 - WORKBOAT SHOW /PROPULSION
Maritime propulsion is evolving along multiple paths, from increasingly efficient diesel engines and smarter power-management systems to hybrid-electric and battery propulsion and alternative fuels. Growing interest in commercial nuclear propulsion is also reviving a decades-old idea with the potential to fundamentally change how some vessels are powered. We'll examine how proven propulsion systems are improving alongside technologies that could reshape the industry. **Advertising Deadline:** 10/15/2027

JANUARY 2028 - NAVIGATION & COMMUNICATIONS
Modern vessels are more connected than ever, both to the world ashore and to the information mariners rely on to navigate safely. From increasingly integrated bridge systems to high-speed shipboard communications, this issue examines how navigation and connectivity are changing vessel operations and life aboard.
Advertising Deadline: 11/26/2027

*Advertising deadline dates are subject to change.



Schedule Your 2027 Ad Program

4-color Advertising Rates

	1x	4x	9x	12x*
Full Page	$6,108	$5,724	$5,041	$4,940
Two-Thirds	$4,996	$4,697	$4,123	$4,041
Half Island	$4,211	$3,943	$3,472	$3,402
Half Horizontal	$3,866	$3,630	$3,192	$3,128
Third	$2,926	$2,741	$2,417	$2,367
Quarter	$2,294	$2,148	$1,889	$1,850
Sixth (vertical only)	$1,567	$1,472	$1,301	$1,275
Eighth (horizontal only)	$1,206	$1,139	$992	$973
2 page spread	$11,666	$10,954	$9,624	$9,431
1/2 page spread	$7,341	$6,896	$6,047	$5,926
Cover 2	$6,811	$6,402	$5,652	$5,516
Cover 3	$6,297	$5,919	$5,228	$5,101
Cover 4	$7,561	$7,107	$6,277	$6,125

Classified Display Advertising Rates	**6x**	**12x**
1 inch	$99	$89
2 inch	$189	$169
3 inch	$269	$239
4 inch	$339	$299

CLASSIFIED ADVERTISING
Per column inch, based on frequency. Larger ad sizes are available. Call or email Katie Higgins: **katie@maritimepublishing.com / (206) 914-4248**

***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 a 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

Display 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″

Classified Advertising Dimensions*

1 inch	1.5″	1″
2 inch	1.5″	2″
3 inch	1.5″	3″
4 inch	1.5″	4″

MAGAZINE TRIM SIZE
8.375″ x 10.875″ (add .25″ for bleed). Place all elements .25″ from the trim

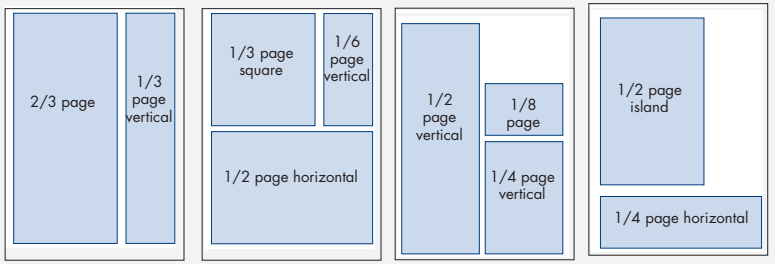
DIGITAL REQUIREMENTS
Digital ads are required when supplying advertising material. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art.

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





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 **(with over 18,400 readers)**, 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 **20,577** *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

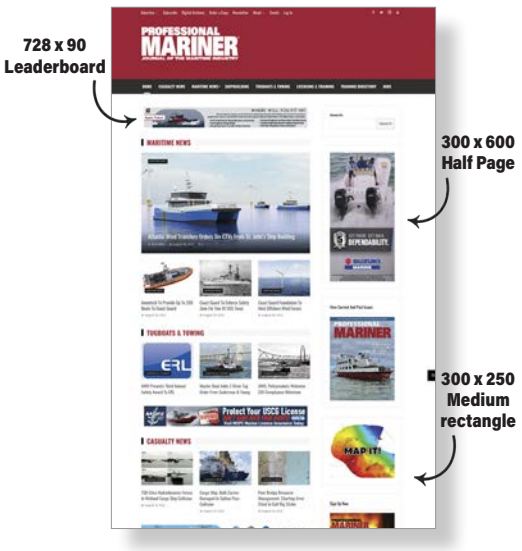
Leaderboard+Medium Rectangle	$927
Leaderboard (728x90px)	$618
Half Page (300x600px)	$618
Medium Rectangle (300x250)	$618
Job Posting/Employment Page	$309

Email Newsletter Rates

Leaderboard (600x90px)	$989
Dedicated Email Blast	$2,781

33,600 monthly page views

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 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 workboats 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 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 print and digital advertising sales for more than 25 years. She has an extensive background in the maritime and outdoor sectors.

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

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 Publications

