

MARITIME REPORTER AND ENGINEERING NEWS

Delivering the world's largest
audited commercial maritime
circulation.

Since 1939

2016 Media Planning Guide

www.marinelink.com

ONLY MARITIME REPORTER DELIVERS THE WORLD'S LARGEST COMMERCIAL MARINE CIRCULATION.



For more than seven decades, our magazines have served as the cornerstone of marine business media, providing crucial news and data to the largest audience in the industry.

- *Maritime Reporter's* editorial excellence is built on a publishing heritage dating back 130 years.
- MarineLink.com, online since 1996, is the industry's first website for maritime business news.
- International bonus distribution of your advertising events worldwide

35,316

TOTAL BPA AUDITED CIRCULATION 

THE INDUSTRY'S ONLY PUBLICATION THAT IS:



100% ADDRESSED TO INDIVIDUALS BY NAME AND JOB TITLE OR FUNCTION (NOT JUST A MAILING LIST) AND



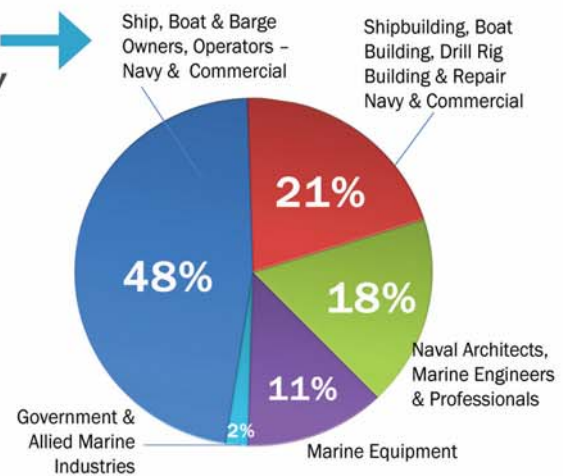
100% DIRECT REQUEST IN WRITING (THEY WANT TO GET THE MAGAZINE) AUDITED BY BPA.

Maritime Reporter readers are buyers: →
"Maritime Reporter is our least expensive sales person."



"DMW has been advertising in various print media for many years. ...In the past 18 months on two separate occasions we were contacted by individuals who saw our full page ad in your publication. Both customers purchased cranes from us. We did not count on these results from print ads but have since committed to at least five full page ads per year with Maritime Reporter. MR&EN is our least expensive sales person."

- Doug Weidner, DMW Marine Group



August 1, 2015

Unparalleled Editorial with a Global Reach

TOTAL AUDITED INTERNATIONAL CIRCULATION: 9,026

Maritime Reporter, like all of our publications, is audited by BPA to ensure that your advertising campaign is successful in reaching exactly the audience you need.

Associate Publisher and Editor, Greg Trauthwein manages the maritime industry's largest network of print and electronic media, reaching the world's highest combined maritime business circulation. *Maritime Reporter's* quality features and in-depth editorial attract the attention of company leaders, owners, operators, and managing professionals at the highest levels, providing a respected venue for your company's marketing messages.



For editorial enquires, please contact Greg Trauthwein at +1-212-477-6700 or trauthwein@marinelink.com

JANUARY

Ad Close: Dec. 21

Ship Repair & Conversion Edition

Market: Passenger Vessel Operation Optimization
Technical: Marine Salvage & Recovery
Product: Maritime Propulsion: Gears, Thrusters, Waterjets & Propellers
Country Reports: Spain & Portugal

PVA Maritrends

Jan. 22-26 Washington DC

FEBRUARY

Ad Close: Jan. 21

Cruise Ship Technology Edition

Market: U.S. Navy Technology
Technical: BIG DATA: Satellite, Data, Tracking & Communications
Product: Marine Coatings & Corrosion Control
Country Report: Italy

Cruise Shipping Miami March 14-17, Miami, FL

Asia Pacific Maritime March 16-18, Singapore

ASNE DAY March 2-3, Arlington, VA

NACE Corrosion March 6-10, Vancouver

PSOCE 2016 Florida March 17-19, Tampa, FL

MARCH

Ad Close: Feb. 22

Green Marine Technology

Market: Training & Education: Maritime Simulation Centers & Technology
Technical: Workboat Fleet Maintenance & Repair
Product: Green Marine Fuels & Lubricants and Emission Technologies
Country Report: Japan

CMA Shipping

Mar 21-23 Stamford, CT

Workboat Maintenance

April 12-14, New Orleans, LA

Sea Japan April 13-15, Tokyo

APRIL

Ad Close: Mar. 21

The Offshore Annual

Market: Port & Ship: Loading and Unloading Technology & Equipment
Technical: Satellite Communication
Product: Deck Machinery, Winches and Ropes
Region Reports: Scandinavia: Denmark, Finland, Norway & Sweden

OTC May 2-5, Houston, TX

Inland Marine Expo May 10-12, St. Louis

Portsecure 2016 May 18-20, Toronto

MAY

Ad Close: Apr. 21

The Marine Propulsion Edition

Market: RIB & Patrol Boat Report
Technical: Workboat Design & Construction
Product: Marine Electronics: Navigation Radar & ECDIS
Country Reports: Greece & Turkey
Special Report: U.S. Coast Guard Annual

Posidonia June 6-10, Athens

Sea-Air-Space May 16-18, National Harbor, MD

SeaWork June 14-16 Southampton, UK

CIMAC CONGRESS June 6-10, Helsinki

JUNE

Ad Close: May. 20

Annual World Yearbook

Market: Maritime Simulation & Training Centers
Technical: Dredging Vessel Technology
Product: Pumps, Valves, Pipes & Insulation
Country Reports: U.K. & Ireland

Marine Money Week

June 21-23,

New York, NY

JULY

Ad Close: Jun. 21

Marine Communications Edition

Market: Tugboat, Towboat & Barge
Technical: Oil Spill Response & Recovery
Product: Marine Electronics Equipment & Supplier Guide
Country Report: Singapore

**JULY SPECIAL CONTENT
ELECTRONIC EDITION**
www.whitepapers.marinelink.com

AUGUST

Ad Close: Jul. 21

The Shipyard Edition

Market: Offshore Deepwater: Structures and Systems
Technical: Heavy Lifting Solutions: Maritime Cranes, Winches, Windlasses & Capstan
Product: Ballast Water Technologies
Country Report: The German Maritime Cluster

SMM HAMBURG

September 6-9,

Hamburg, Germany

SEPTEMBER

Ad Close: Aug. 22

Maritime & Ship Security

Market: Caring for the Mariner: Onboard Amenities
Technical: Maritime Propulsion: The Hybrid Drive Solution
Product: Clean Water Technologies
Region Report: U.S. West Coast Maritime

Shipping Insight

October, Stamford, CT

OCTOBER

Ad Close: Sep. 21

Marine Design Annual

Market: Ship Classification Societies
Technical: Marine Firefighting, Safety & Salvage
Product: CAD/CAM
Country Report: The Netherlands

SNAME

November 2-4, Bellevue, WA

Arctic Technology Conference

October 24-26, St. John's

NOVEMBER

Ad Close: Oct. 21

Workboat Edition

Market: The 'LNG-as-Fuel' Revolution
Technical: Deck Machinery, Winches & Ropes
Product: Marine Coatings
Special Report: Gulf of Mexico Builder and Supplier Guidebook

**NOV. SPECIAL CONTENT
ELECTRONIC EDITION**
www.whitepapers.marinelink.com

Workboat Show

Nov. 30-Dec. 2, New Orleans, LA

DECEMBER

Ad Close: Nov. 23

Great Ships of 2016

Market Report: The Autonomous Ship: Command & Control
Technical: Shipyard Automation: Welding & Cutting Equipment
Product: Marine Engine Guide
Country Reports: China & Korea

Surface Navy Association 2017

Crystal City, VA

THE MARINE MEDIA NETWORK



SPECIAL CONTENT MARKETING

Semiannual Electronic-only edition of *Maritime Reporter & Engineering News* featuring a roster of timely, topical "white papers" from every sector of the industry, including:

- Ship Design
- Ship Construction
- Ship Repair & Conversion
- Maritime Propulsion
- Marine Fuels
- Marine Electronics
- Software Solutions
- Environmental / Water Handling Technologies & much more

July Edition Deadline: **June 21, 2016**
November Edition Deadline: **October 21, 2016**

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RATE CARD

B&W Rates	1x	4x	7x	12x
Full Page	\$6292	\$5923	\$5496	\$5274
Junior Page	5520	5233	4802	4506
2/3 Page	5393	5093	4675	4394
1/2 Page (H)	4915	4609	4289	4108
1/2 Page (V)	4862	4549	4249	4049
2/3 Page	4229	3975	3821	3583
1/3 Page	3444	3165	2798	2678
1/5 Page	2388	2266	2132	1987
1/6 Page	1850	1792	1548	1363
1/12 Page	900	857	775	628

No Charge for Bleed • Special position: 15% of earned rate

Covers

2nd Cover: \$10,003
 3rd Cover: \$8,538
 4th Cover: \$10,607
 *includes 4-color, bleed
 & special position

Color Charges

Std. 4A Red, Green, Orange, Yellow: per color \$653
 Matched color, per page, per color extra \$709
 4-color process per page: (1/3 page or smaller) 814
 4-color process per page: (1/2 page or larger) 1,492
 4-color process per page: 2 facing pages extra 2,479

Classified Ads

Rates For “For Sale”, “Products & Services” and all other classified advertisements are non-commissionable single insertion per column inch:
 \$143 net (each column is 3 in/ 76.2 mm wide) 3 or more insertions - \$112 net

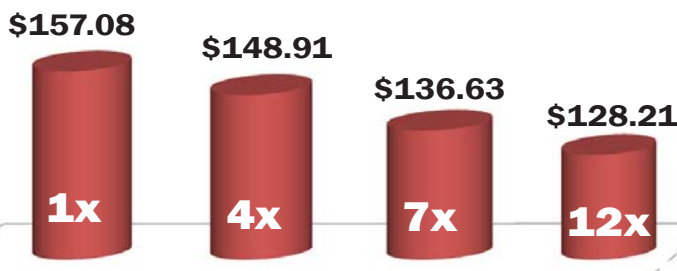
Comission & Closing Dates - Agency Commission - 15%

Published twelve times annually. Last advertising forms close 20 days before the first day of the publication month for providing press-ready PDF files. Advertising material to be “pubset” should be submitted 30 days before the first day of the publication month.

Cancellations

Cancellations are not accepted after scheduled closing date. Any cancellation prior to the closing date must be in writing and signed by the advertiser/agency and the publisher. All cancellations are subject to short rate where applicable.

CPM JUNIOR PAGE



RATE CARD

Full Tab



Bleed: 11.125 x 13.75 in
(283 x 349 mm)
Trim: 10.875 x 13.5 in
(276 x 343 mm)
Non-bleed: 9.5 x 12 in
(241 x 305 mm)

Junior page



7 x 10 in
(178 x 254 mm)

2/3 Tab page



6 x 12 in
(152 x 305 mm)

1/2 page (H)



9.5 x 6 in
(241 x 152 mm)

1/2 page (V)



4.5 x 12 in
(114 x 305 mm)

2/3 Jr page



4.5 x 10 in
(114 x 254 mm)

1/3 page



3.5 x 10 in
(89 x 254 mm)

1/3 page



7 x 5 in
(178 x 127 mm)

1/3 page



4.5 x 7.5 in
(114 x 191 mm)

1/3 page



6 x 6 in
(152 x 152 mm)

1/3 page



3 x 12 in
(76 x 305 mm)

1/5 page



4.5 x 5 in
(114 x 127 mm)
2.25 x 10 in
(57 x 254 mm)

1/6 page



7 x 2.5 in
(178 x 64 mm)
6 x 3 in
(152 x 76 mm)

1/6 page



3.5 x 5 in
(89 x 127 mm)
3 x 6 in
(76 x 152 mm)

1/12 page



3 x 3 in
(76 x 76 mm)

Production Requirements

Please provide a press-ready high-resolution (300 DPI) PDF or TIFF file (convert all RGB, PMS, or Spot Colors to CMYK). Please create outlines for any custom, proprietary, or purchased fonts. Crop marks and registration marks are only required for ads that bleed. Digital Files (PC or MAC) are accepted via email, FTP site upload or CDROM. For complete, detailed production requirements, please go to: www.marinelink.com/magazines/advertise.aspx For FTP site instruction, please email the production manager: productionmanager@marinelink.com