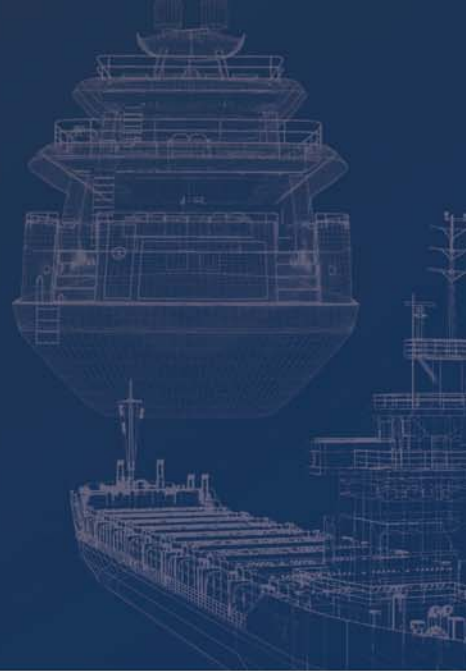


# Marine

## News

The largest circulation marine magazine for the offshore, inland and coastal market.



## 2016 MEDIA PLANNING GUIDE

[www.marinelink.com](http://www.marinelink.com)





**Marine**  
News

DELIVERS THE ENTIRE  
WORKBOAT MARKET

The largest verified circulation focused on shoreside buyers for the inland and coastal marine market is your access to the 10.2 billion dollar shallow draft industry in 2016.



 **30,794**

TOTAL BPA AUDITED CIRCULATION

 **100%**

REQUESTED IN WRITING - THE LARGEST BUYING POWER CIRCULATION

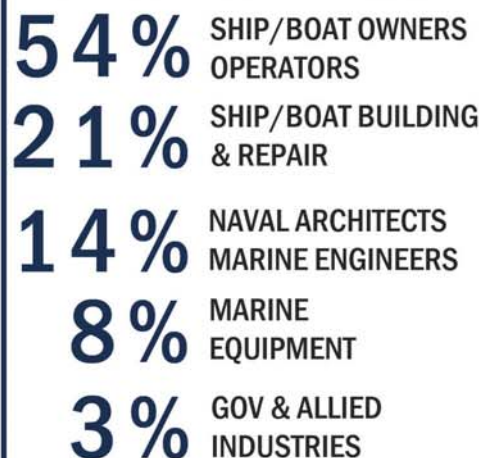
 **100%**

ADDRESSED TO INDIVIDUALS BY NAME & TITLE OR FUNCTION

## UNPARALLELED WORKBOAT REACH



### REAL BUYING POWER





### JANUARY

Ad Close: Dec 14

#### Passenger Vessels & Ferries

MARKET: Training & Education  
TECHNICAL: Thrusters & Inland Propulsion  
PRODUCT: Interior Design, Outfitting & HVAC  
REGIONAL FOCUS: U.S. West Coast

**PVA Maritrends: January 22-26, Washington, DC**

### MARCH

Ad Close: Feb 15

#### Pushboats, Tugs & Assist Vessels

MARKET: Fleet Optimization & Navigation Software  
TECHNICAL: Marine Coatings/Corrosion Control  
PRODUCT: Water Treatment & Technology  
REGIONAL FOCUS: U.S. East Coast

**CMA Shipping 2016: March 21-23 Stamford, CT**  
**Port Security Operations: March 17-19, Tampa, FL**  
**NACE Corrosion: March 6-10, Vancouver**

### MAY

Ad Close: Apr 15

#### Inland Waterways

MARKET: Barge Building & Outfitting  
TECHNICAL: OSV & Offshore Vessel Trends  
PRODUCT: Cordage, Wire Ropes & Rigging  
REGIONAL FOCUS: Inland Waterways

**Inland Marine Expo: May 10-12, St. Louis, MO**  
**Inland Rivers, Ports & Terminals: May 3-5, Natchez, MS**

### JULY

Ad Close: Jun 13

#### Propulsion Technology

MARKET: ATB's  
TECHNICAL: Safety & Fire Protection  
PRODUCT: Shafts, Seals & Bearings

### SEPTEMBER

Ad Close: Aug 15

#### Offshore Annual

MARKET: Barge Loading & Offloading Equipment  
TECHNICAL: Push Boats & Barges  
PRODUCT: Winches, Ropes & Cranes

### NOVEMBER

Ad Close: Oct 14

#### Workboat Annual

MARKET: Outfitting the Modern Workboat  
TECHNICAL: Pumps, Pipes & Valves  
PRODUCT: Deck Machinery/Cargo Equipment  
REGIONAL FOCUS: Gulf Coast

**Workboat Show: Nov 30 - Dec 2, New Orleans, LA**

### FEBRUARY

Ad Close: Jan 15

#### Dredging & Marine Construction

MARKET: U.S. Coast Guard  
TECHNICAL: Naval Architecture  
PRODUCT: Fire & Safety Equipment

**ASNE Day: March 2-3 Arlington, VA**  
**Inland Waterways Conference: Mar 1-3, St. Louis, MO**

### APRIL

Ad Close: Mar 14

#### Boatbuilding: Construction & Repair

MARKET: Marine Cranes & Deck Machinery  
TECHNICAL: Communication Technology for Workboats  
PRODUCT: Electronics & Navigation Equipment

**Workboat Maintenance: April 12-14, New Orleans, LA**

### JUNE

Ad Close: May 13

#### Combat & Patrol Craft Annual

MARKET: Shortsea Shipping Solutions  
TECHNICAL: Lubricants, Fuels & Additives  
PRODUCT: Oil Pollution Prevention & Response

**SeaWork: June 14-16, Southampton, UK**

### AUGUST

Ad Close: Jul 15

#### MN100 Market Leaders

APPLY AT: <http://mn100.maritimemagazine.com>

MARKET: Workboat Boatbuilding & Repair  
TECHNICAL: Marine Operators  
PRODUCT: Marine Diesel Engines & Gensets

### OCTOBER

Ad Close: Sep 13

#### Salvage & Spill Response

MARKET: Market: Special Purpose Workboats  
TECHNICAL: Arctic / Cold Weather Operations  
PRODUCT: CAD/CAM Software

**SNAME: November 2-4, Providence, RI**  
**Arctic Technology Conference: October 24-26, St. John's**  
**Clean Gulf: November, New Orleans, LA**

### DECEMBER

Ad Close: Nov 14

#### Innovative Boats of 2016

MARKET: Fire, Patrol & Escort Craft  
TECHNICAL: Emissions Control / Compliance  
PRODUCT: Pumps, Pipes & Valves



# Marine News



*Marine News* is the information authority for the shallow draft industry and the comprehensive source for analysis and news concerning the workboat market. Our long history and tradition of serving the workboat market has grown us into the most widely circulated workboat Industry publication in the world.

Maritime industry veteran Joe Keefe keeps readers abreast of industry, regulatory and market trends via timely and insightful editorial coverage and analysis. Readers and advertisers alike leverage the power of the largest workboat and brown water print circulation in this genre, while improving their bottom line performance. Let the marine industry standard for editorial excellence be your vehicle for success.

Advertising in *Marine News* is essential to ensure complete workboat market coverage. Let us show you how to leverage the power of *Marine News* in 2016.

## PRINT, ONLINE, MOBILE...

*Marine News* is the world's leading shallow draft publication and a member of the Marine Media Network, the marine industry's largest audited network of print, electronic and mobile media.

- MarineLink.com
- Daily Enews Service
- MarineElectronics.com
- MaritimeJobs.com
- Maritime Professional
- Offshore Energy Reports
- WorldEnergyNews.com
- Webinars
- Maritime Global News App
- MaritimePropulsion.com
- E-mail Direct Marketing
- MaritimeProfessional.com

<http://mediakit.marinelink.com>

# Marine News

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# Marine News

## ADVERTISING RATES AND DATA

b&w Rates	1x	4x	7x	12x
Full Page	\$4,072	\$3,772	\$3,259	\$2,868
2/3 Page	3,459	3,112	2,772	2,438
1/2 Page (isl)	3,451	2,969	2,642	2,325
1/2 Page	3,109	2,798	2,491	2,192
1/3 Page	2,130	1,917	1,707	1,502
1/4 Page (H)	1,707	1,536	1,366	1,203
1/6 Page	1,245	1,184	997	878

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

### Covers

2<sup>nd</sup> Cover: \$6,382  
 3<sup>rd</sup> Cover: \$6,114  
 4<sup>th</sup> Cover: \$6,821

\*includes 4-color, bleed  
& special position

### Color Charges

Std. 4A Red, Green, Orange, Yellow: per color \$472  
 Matched color, per page, per color extra \$590  
 4-color process per page: ( 1/3 page or smaller) \$814  
 4-color process per page: (1/2 page or larger) \$1,134

### Classified Ads

Rates For “For Sale”, “Products & Services” and all other classified advertisements are non-commissionable single insertion per column inch:  
 \$102 net (each column is 2.125 in/ 54 mm wide) 3 or more insertions - \$92 net

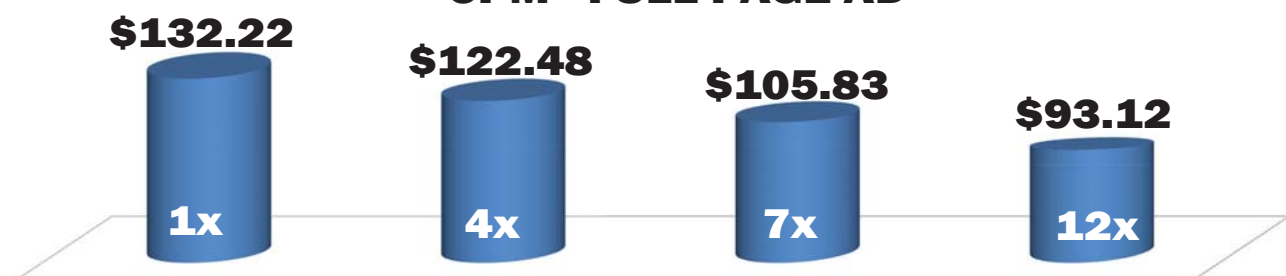
### Comission & Closing Dates - Agency Commission - 15%

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 - FULL PAGE AD





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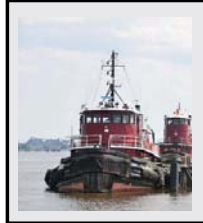
## ADVERTISING RATES AND DATA

### Full Page Bleed



Bleed:  
8.625 x 11.125 in  
(219 x 283 mm)  
Trim:  
8.375 x 10.875  
(213 x 276 mm)

### Full Page



7 x 10 in  
(178 x 254 mm)

### 2/3 Page



4.5 x 10 in  
(114 x 254 mm)

### 1/2 page (I)



4.5 x 7.5 in  
(114 x 191 mm)

### 1/2 page (H)



7 x 4.875 in  
(178 x 126 mm)

### 1/2 page (V)



3.375 x 10 in  
(87 x 254 mm)

### 1/3 page (H)



4.5 x 4.25 in  
(114 x 108 mm)

### 1/3 page (V)



2.25 x 10 in  
(57 x 254 mm)

### 1/4 page (H)



7 x 2.375 in  
(178 x 162 mm)

### 1/4 page (V)



3.375 x 4.875 in  
(87 x 126 mm)

### 1/6 page (H)



4.56 x 2.31 in  
(116 x 59 mm)

### 1/6 page (V)



2.18 x 4.88 in  
(56 x 123 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. 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](http://www.marinelink.com/magazines/advertise.aspx) For FTP site instruction, please email the production manager: [productionmanager@marinelink.com](mailto:productionmanager@marinelink.com)