



Photo: Tyler Casey

PACIFIC MARITIME®

Pacific Marine Business News

Magazine

MEDIA KIT 2024

Advertising in Magazines Encourages Sales

***Pacific Maritime* can help you reach your customers more quickly and efficiently.**

Magazine Advertising

Magazine advertising leverages trusted editorial, complemented by relevant advertising, to create powerful relationships that influence and endure.

The dual immersion in trusted editorial and credible advertising provides *Pacific Maritime* advertisers with the visibility and the editorial credibility of one of the most well-known commercial maritime publications on the Pacific.

Email Newsletter and Website Advertising

Pacific Maritime offers digital and online products to help your company maximize its exposure to commercial vessels and terminal operations along the Pacific Coast.

Dedicated Email Blasts

Single advertiser "owns" email content sent to entire *Pacific Maritime* email newsletter subscriber list of ~2,800 (limited to 1 per month).

Sponsored Content

Pacific Maritime offers Sponsored Content in the magazine.

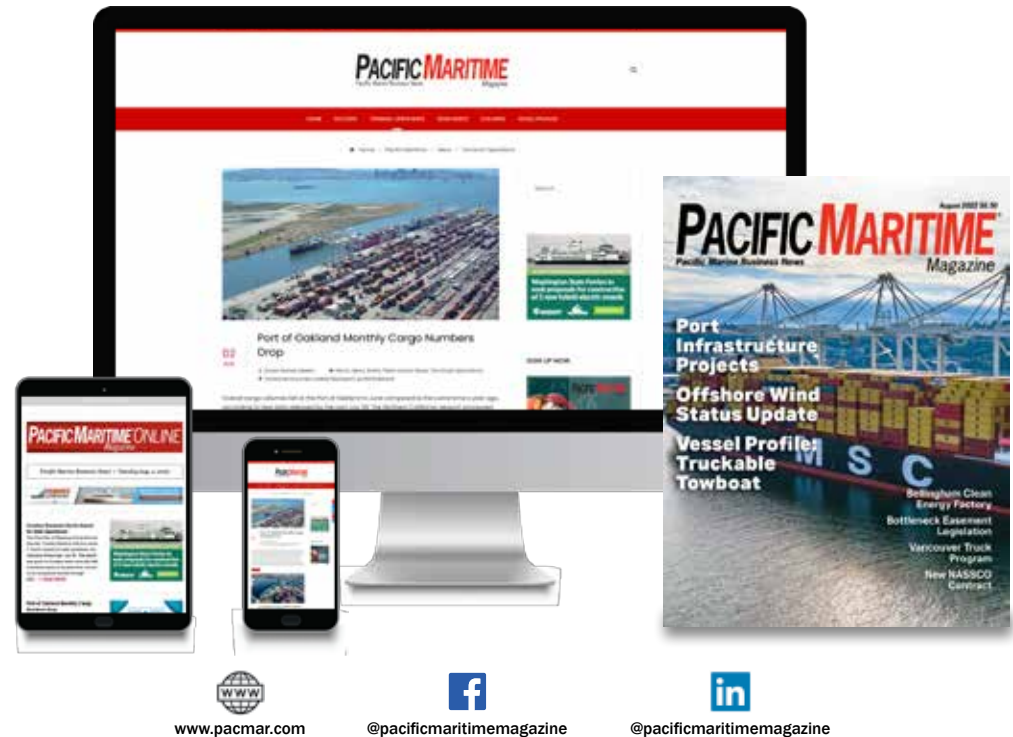
Options Available:

- Two-page spread with sponsored content that includes images/artwork
- Two-page spread that includes one page of sponsored content, images/artwork
- One full page advertisement, or one page of sponsored content and photography

For pricing, contact:

Katie Higgins – katie@maritimepublishing.com or 206-914-4248

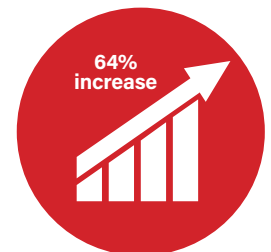
Daniel Voet – daniel@maritimepublishing.com or 949-973-7745



More chances for visibility!

Pacific Maritime Magazine has a steady growth in readership. Under the new management, a website was developed for the magazine that made content more timely and accessible to readers. Providing a new digital format allows us to broaden our market and reach new subscribers.

Readership Growth
Jan. 2022 – Dec. 2023



2024 Editorial Calendar*

pacmar.com

Photo: Bart Pinder

JANUARY/FEBRUARY

Ocean & Coastal Towing: Information on the newest in ocean and coastal towing equipment and methods.

Regional Update: Pacific NW Ports
A look at the status of the maritime industry in Washington state and Oregon.

West Coast Offshore Wind Update:
An update on the federal government's efforts to bring offshore wind towers to the West Coast, and how it affects the maritime industry.

Ad Reservations: 11/17/23

Materials Due: 11/24/23

MARCH/APRIL

Regional Report: California Ports: A look at the state of the maritime industry at the seaports in LA-Long Beach, Oakland and elsewhere.

Spill Response/Recovery: Exploring notable changes and advances in spill response techniques as well as potential future advancements in spill response procedures.

Maritime Construction: A look the planned and ongoing maritime-related (non-port) construction projects along the West Coast.

Ad Reservations: 1/19/24

Materials Due: 1/24/24

MAY/JUNE

Container Handling Equipment: A report on the latest and greatest in equipment for handling cargo containers.

Fuel & Propulsion Technology: A look at the latest in technology that boosts fuel and propulsion performance.

Boatyards/Shipyards Update:
Everything that's going on with the various West Coast boatyards and shipyards that service the maritime industry.

Ad Reservations: 3/15/24

Materials Due: 3/22/24

JULY/AUGUST

New Vessel & Tugboat Review: A review of new vessels and tugboats.

Port Infrastructure Projects (Major Ports): Planned and ongoing projects to build up infrastructure at the "Big 5" West Coast ports: LA, Long Beach, Vancouver (BC), Seattle-Tacoma and Oakland.

Green Terminal Operations: Detailing ways that maritime terminals are 'greening' their operations and becoming more environment-friendly via new equipment and policies.

Ad Reservations: 5/17/24

Materials Due: 5/24/24

SEPTEMBER/OCTOBER:

All About Ferries: The latest news about passenger-only ferries and the companies that operate them.

Navigation Technology: New and emerging navigation technology developments.

Port Infrastructure Projects (Smaller Ports): Planned and ongoing projects to build up infrastructure at the smaller ports in Washington state, California and Oregon.

Ad Reservations: 7/19/24

Materials Due: 7/26/24

2024/25 PORTS & FACILITIES DIRECTORY:

A directory of port facilities, repair facilities, shipyards, intermodal yards, etc. for Alaska, Washington, Oregon, California and the Pacific Islands.

Ad Reservations: 8/16/24

Materials Due: 8/23/24

NOVEMBER/DECEMBER:

Deck Machinery: The latest development news about deck machinery equipment for commercial maritime vessels.

Diving & Salvage Equipment/Tech: The latest news about diving and salvage techniques, operations and equipment.

Regional Update - Alaska & Hawaii Ports:

A look at the status of the commercial maritime industry in the Last Frontier and the Aloha state.

Ad Reservations: 9/13/24

Materials Due: 9/20/24

PACIFIC MARITIME
Pacific Marine Business News Magazine

* Dates subject to change

2024 Print Advertising Rates

Per Insertion

Display Ads (4-Color)

1x

3x

6x

***Black & white rates available upon request

Full Page	\$ 3,192	\$3,088	\$ 2,854
2-Page Spread	\$ 5,108	\$4,939	\$ 4,554
2/3 Page	\$ 2,597	\$ 2,462	\$ 2,257
1/2 Page	\$ 2,359	\$ 2,308	\$ 2,151
1/3 page	\$ 1,860	\$ 1,819	\$ 1,694
1/4 page	\$ 1,694	\$ 1,631	\$ 1,476
1/5 page	\$ 1,579	\$ 1,533	\$ 1,453
1/6 page	\$ 1,559	\$ 1,526	\$ 1,436
Outside Back	\$ 4,144	\$3,984	\$ 3,800
Inside Front	\$4,008	\$3,825	\$ 3,567
Inside Back	\$3,852	\$ 3,776	\$ 3,462

Pro Pages

BW

2-Color

4-Color

6x contract only

4.5 x 2	\$ 1,786	\$ 2,405	\$ 2,552
4.5 x 1	\$ 1,041	\$ 1,667	\$ 1,806
2.1875 x 1	\$ 627	\$ 1,240	\$ 388

Other Charges

ANNUAL EDITION: Add 15% to 1x, 3x, 6x frequency rate. For the 7x rate, waive the 15%.

SPECIAL POSITION: Earned rate plus 15%.

AD DESIGN & PRODUCTION: \$100 – includes three revisions. Additional charges will apply thereafter at \$155 per hour.

INSERTS ACCEPTED: Rates furnished upon request. 15% discount for digital ready art when paid in full within 30 days of invoice. No discount on past due accounts. 1.5% per month finance charge on past due accounts.

Advertising Sales

Katie Higgins
katie@maritimepublishing.com
206-914-4248

Advertising Sales

Daniel Voet
daniel@maritimepublishing.com
949-973-7745

2024 Print Advertising Specifications



pacmar.com

Photo: U.S. Coast Guard Petty Officer 1st Class Travis Magee

Full Page
(Bleed)
8.625" x 11.125"
(Trim)
8.375" x 10.875"

Full Page
(No Bleed)
7.25" x 9.75"

2/3 Page
Vertical
4.5" x
9.75"

Island 1/2 Page
4.5" x 7"

1/2 Page
7" x 4.875"

1/3 Page
Vertical
2.1875" x
9.75"

1/3 Page
Square
4.5" x
4.875"

1/4 Page Vertical
3.375" x 4.875"

1/4 Page Horizontal
4.5" x 3.5"

1/5 Page Horizontal
4.5" x 2.875"

PAGE UNIT (by inches)		Width	Depth
Full Page	(trim)	8.375"	10.875"
	(live area)	7.25"	9.75"
	(bleed)	8.625"	11.125"
Full Page	(non-bleed)	7.25"	9.75"
	(trim)	16.75"	10.875"
	(live area)	15.5"	9.75"
Spread	(bleed)	17"	11.125"
	(trim)	16.75"	10.875"
	(live area)	15.5"	9.75"
2/3 Page	(trim)	4.5"	9.75"
	(live area)	4.5"	9.75"
	(bleed)	4.5"	9.75"
Island 1/2 Page	(trim)	4.5"	7"
	(live area)	4.5"	7"
	(bleed)	4.5"	7"
1/2 Page	(trim)	7"	4.875"
	(live area)	7"	4.875"
	(bleed)	7"	4.875"
1/3 Page Square	(trim)	4.5"	4.875"
	(live area)	4.5"	4.875"
	(bleed)	4.5"	4.875"
1/3 Page Vertical	(trim)	2.1875"	9.75"
	(live area)	2.1875"	9.75"
	(bleed)	2.1875"	9.75"
1/4 Page Horizontal	(trim)	4.5"	3.5"
	(live area)	4.5"	3.5"
	(bleed)	4.5"	3.5"
1/4 Page Vertical	(trim)	3.375"	4.875"
	(live area)	3.375"	4.875"
	(bleed)	3.375"	4.875"
1/5 Page	(trim)	4.5"	2.875"
	(live area)	4.5"	2.875"
	(bleed)	4.5"	2.875"

• Unlisted sizes accepted. Please call.

MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

PRINTING SPECIFICATIONS

Pacific Maritime Magazine is printed on an offset press using a computer-to-plate production method. Paper is 67.6# coated stock using 150 line screen.

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: Katie Higgins at katie@maritimepublishing.com. For files larger than 10MB please call for more information: 206-914-4248 (mobile).

2024 Email Newsletter and Website Advertising Rates

Email Newsletter and Website

Pacific Maritime Online offers two online products to help maximize your company's exposure to the West Coast maritime operations sector.

"Pushed" weekly to ~3,300 online opt-in subscribers, *PMM Online's* 32% average open rate is a full 13% above averages for the industry.

PMM Online focuses on breaking news. Everything that affects the maritime industry is covered regularly in *PMM Online*.

Dedicated Email Blast

Single advertiser "owns" content sent to entire *Pacific Maritime Online* email newsletter list of ~2,800 subscribers. Limited to one per month.

Email Newsletter Advertising Rates

Top Leaderboard	728 x 90 pixels	\$ 874
Top Half Page	300 x 600 pixels	\$ 874
Top Medium Rectangle	300 x 250 pixels	\$ 679
Subsequent Half Page	300 x 600 pixels	\$ 654
Subsequent Medium Rectangle	300 x 250 pixels	\$ 434
Dedicated Email Blast		\$ 1,204

Website Advertising Rates

Top Leaderboard	728 x 90 pixels	\$ 874
Top Half Page	300 x 600 pixels	\$ 874
Top Medium Rectangle	300 x 250 pixels	\$ 654
Subsequent Half Page	300 x 600 pixels	\$ 654
Subsequent Medium Rectangle	300 x 250 pixels	\$ 379

Ask about frequency discounts

Advertising Sales

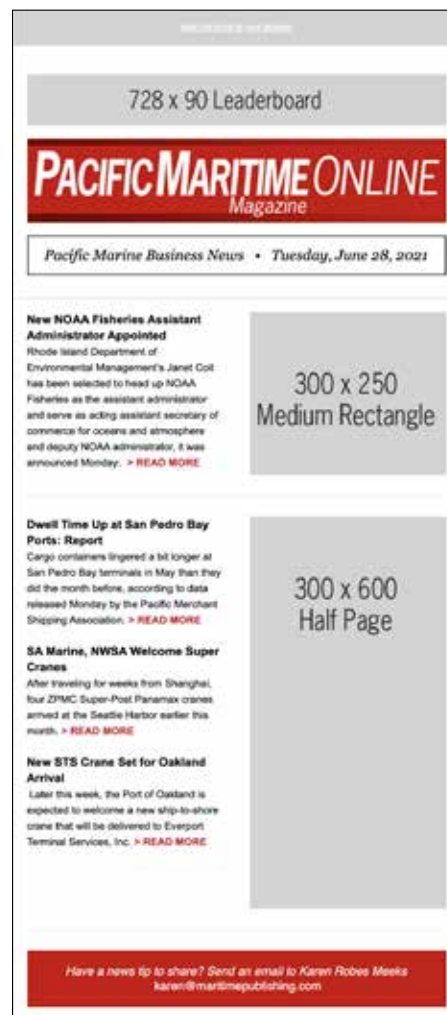
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2024 Email Newsletter and Website Advertising Specifications

EMAIL NEWSLETTER



Email Newsletter Banner Sizes

Top Leaderboard	728 x 90 pixels
Half Page	300 x 600 pixels
Medium Rectangle	300 x 250 pixels

WEBSITE



Formats accepted: JPG, GIF, PNG

Dedicated email: Supply content as html (600 px wide) or provide copy and images/graphics.

Website Banner Sizes

Top Leaderboard	728 x 90 pixels
Half Page	300 x 600 pixels
Medium Rectangle	300 x 250 pixels

Editorial and Advertising

pacmar.com

Photo: Port of Vancouver USA



MARK NERO, MANAGING EDITOR

Mark Nero is a veteran maritime journalist who has written for numerous publications including *Fishermen's News* and *Pacific Maritime Magazine*. He was named managing editor of *Pacific Maritime Magazine* in March 2021.

mark@maritimepublishing.com



MARGARET BAUMAN, ALASKA BUREAU CHIEF

Margaret Bauman is an Alaska journalist and photographer with an extensive background in Alaska's industries and environmental issues related to those industries. A long-time Alaska resident, she has also covered news of national and international importance in other states on the staff of United Press International, the Associated Press, and CBS News.

margie@maritimepublishing.com



KAREN ROBES MEEKS, REGIONAL EDITOR

Pacific Maritime Magazine regional correspondent, Karen Robes Meeks, spent several years covering the ports of Los Angeles and Long Beach, California for the *Long Beach Press-Telegram* and our sister publication *Fishermen's News*.

karen@maritimepublishing.com



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. She became advertising manager for *Pacific Maritime Magazine* in January 2020 and began managing *Fishermen's News* in March 2021.

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



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

PACIFIC MARITIME
Pacific Marine Business News Magazine

Reaching Every Market Segment.



pacmar.com

Photo:

Maritime Publishing Family of Publications



Print. Digital.

Pacific Maritime Magazine's content focuses on the commercial sectors of the West Coast 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 our sales team to help set up an advertising program to help you reach the maritime marketplace along the Pacific Coast.

pacmar.com/advertise

PACIFIC MARITIME
Pacific Marine Business News Magazine

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