

2025 Editorial Calendar*

pacmar.com

Photo: Port of Redwood City

JANUARY/FEBRUARY

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

Regional Report: Bay Area/NorCal Ports: A look at the state of the seaports in Oakland, San Francisco, Sacramento and elsewhere in Northern California.

The Blue Economy: A look at established and emerging West Coast-based companies and their efforts to grow and sustain maritime commerce.

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: 1/3/25
Materials due: 1/10/25
Live: 1/13/25

MARCH/APRIL

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.

Regional Report: Pacific NW Ports: A look at the more noteworthy maritime industry happenings in Washington state, Oregon and British Columbia.

Ad reservations: 2/28/25
Materials due: 3/7/25
Live: 3/10/25

MAY/JUNE

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

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

West Coast Cruise Industry: A look at the cruise industry's new vessel builds, terminal projects, sustainability efforts, air quality issues, etc.

TPM '25: A report from the annual trans-Pacific and global container shipping and logistics conference.

Ad reservations: 4/25/25
Materials due: 5/2/25
Live: 5/12/25

JULY/AUGUST

New Vessel & Tugboat Review: A roundup trans-Pacific and global container shipping and logistics of new vessels and tugboats.

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

Regional Update: SoCal Ports: A look at developments at the LA, Long Beach, San Diego and Hueneme seaports.

Ad reservations: 6/27/25
Materials due: 7/3/25
Live: 7/14/25

SEPTEMBER/OCTOBER

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

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

Bridge Resource Management: Spotlighting equipment for vessel bridges, such as navigation equipment, communications devices, autopilot systems and speed & distance loggers.

Ad reservations: 8/22/25
Materials due: 8/29/25
Live: 9/8/25

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.

Port Infrastructure Projects: Planned and ongoing projects to build up infrastructure at large and medium-sized ports on the West Coast.

Ad reservations: 10/24/25
Materials due: 10/31/25
Live: 11/10/25

PACIFIC MARITIME
Pacific Marine Business News Magazine

* Dates subject to change

2025 Advertising Rates

Per Insertion

Display Ads (4-Color)

1x

3x

6x

***Black & white rates available upon request

Full Page	\$ 3,415	\$ 3,304	\$ 3,054
2- page spread	\$ 5,466	\$ 5,285	\$ 4,873
2/3	\$ 2,779	\$ 2,634	\$ 2,415
1/2	\$ 2,524	\$ 2,470	\$ 2,302
1/3	\$ 1,990	\$ 1,946	\$ 1,813
1/4	\$ 1,813	\$ 1,745	\$ 1,579
1/5	\$ 1,690	\$ 1,640	\$ 1,555
1/6	\$ 1,668	\$ 1,633	\$ 1,537
Outside Back	\$ 4,434	\$ 4,263	\$ 4,066
Inside Front	\$ 4,289	\$ 4,093	\$ 3,817
Inside Back	\$ 4,122	\$ 4,040	\$ 3,704

Pro Pages

BW

2-Color

4-Color

6x contract only

4.5 x 2	\$ 1,911	\$ 2,573	\$ 2,731
4.5 x 1	\$ 1,114	\$ 1,784	\$ 1,932
2.1875 x 1	\$ 671	\$ 1,327	\$ 415

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.

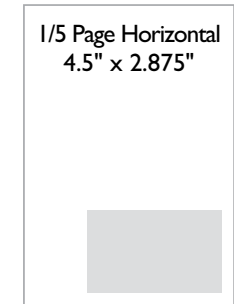
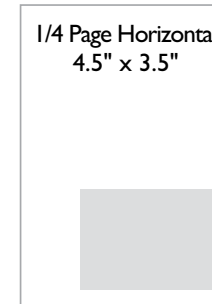
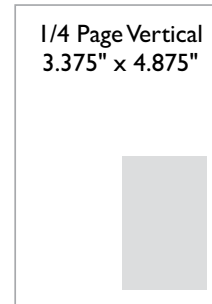
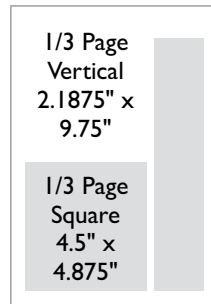
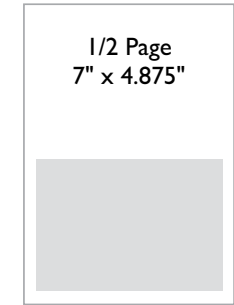
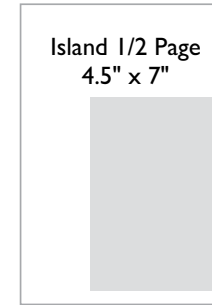
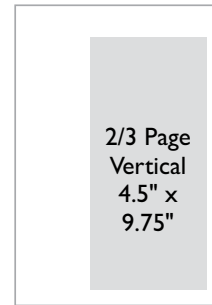
Advertising Sales Katie Higgins katie@maritimepublishing.com 206-914-4248

2025 Advertising Specifications



pacmar.com

Photo: Curtain Maritime



PAGE UNIT (by inches)

	Width	Depth
Full Page	8.375"	10.875"
Spread	16.75"	10.875"
2/3 Page	4.5"	9.75"
Island 1/2 Page	4.5"	7"
1/2 Page	7"	4.875"
1/3 Page Square	4.5"	4.875"
1/3 Page Vertical	2.1875"	9.75"
1/4 Page Horizontal	4.5"	3.5"
1/4 Page Vertical	3.375"	4.875"
1/5 Page	4.5"	2.875"

- Unlisted sizes accepted. Please call.

MAGAZINE SIZE

8.375" x 10.875"

IMAGE/RESOLUTION REQUIREMENTS

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).

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