



PROFESSIONAL
MARINER
JOURNAL OF THE MARITIME INDUSTRY

Media 2021

PROFESSIONAL MARINER

JOURNAL OF THE MARITIME INDUSTRY



Reach decision makers wherever they are.

Professional Mariner's audience continues to grow as more maritime professionals turn to print magazines, digital magazines, the Internet and email for information that helps them improve their job performance and advance their careers.



Delivering to more than 50,000 of the maritime industry's leading onboard and onshore decision makers.

66% of *Professional Mariner* readers still prefer the printed magazine (print and digital).

35% of our readers receive their information in an interactive format.



Reach decision makers wherever they are.

Professional Mariner readers hold positions of senior responsibility in companies that own and operate ships and workboats.

Job positions include:

43% Owner, executive

43% Captain

14% Engineer, first mate

Job responsibilities include:

70% Vessel operations

52% Vessel maintenance and support

35% Purchasing

Delivering to more than 50,000 of the maritime industry's leading onboard and onshore decision makers.

Professional Mariner readers work in dozens of industry segments. Your advertising reaches into thousands of nooks and crannies.

Professional Mariner reader question:

Which of the following types of vessels does your organization operate?

Tugs/Towing

47.2 % Total (net)

16.1 % Inland river

27.8 % Coastal/harbor

21.8 % Oceans

14.9 % Ship assist

24.4 % Barge

7.0 % Marine construction

4.4 % Other

Government

16.5 % Total (net)

0.6 % Army

1.6 % USCG

0.6 % NOAA

4.1 % MSC

2.2 % Navy

1.3 % Corps of Engineers

1.3 % Fire/police

3.8 % Research

3.8 % Other

Passenger

22.2 % Total (net)

10.4 % Ferry

5.7 % Head/tour boat

0.6 % Casino

3.8 % Cruise ship

2.8 % Sail vessel

3.8 % Other

Cargo

29.1 % Total (net)

8.9 % Bulk carrier

8.5 % Containership

18.0 % Tanker/petroleum

7 % Tanker/other products

1.3 % LPG carrier

1.9 % LNG carrier

4.7 % Break bulk

7.3 % Ro-ro

4.1 % Heavy lift

1.3 % Other

Offshore oil services

6.3 % Total (net)

3.2 % Offshore supply vessel

2.5 % Crew boat

3.2 % Anchor handling tug

1.6 % Drillship/rig

Private/Corporate Yacht

10.4 % Total (net)

7.9 % 99' or smaller

2.8 % 100' or larger

Commercial Fisheries

3.2 % Total (net)

Professional Mariner readers are at the peak of their careers and are primary decision makers.

\$151,280

Average household income

57

Average age

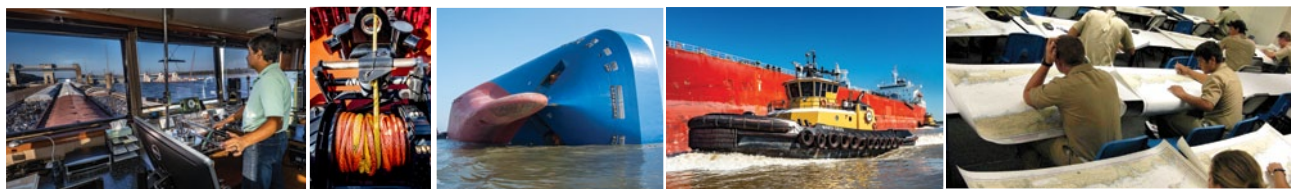
84%

Attended/graduated college

76%

Professional Mariner readers hold one or more maritime licenses.

Readers are licensed and need continued education and training.



February '21	March '21	April '21	May '21	June - July '21	American Tugboat Review '20
AD CLOSE: 12/4/20 NAVIGATION ELECTRONICS: The modern bridge hosts an array of electronic navigation systems and monitoring equipment. While the goal is to provide mariners with the information they need to maintain situational awareness and operate safely and efficiently, the flood of data poses dangers of its own — including distraction and information overload. PLANNED BONUS DISTRIBUTION: California Maritime Leadership Symposium, Hellenic-American Joint Shipping Conference, North American Dredging Summit, DUG Haynesville, European Dredging Summit, Maritime Reconnaissance & Surveillance Technology Conference	AD CLOSE: 1/4/21 TRAINING & EMPLOYMENT: To be competitive and to take advantage of possible pauses in employment, mariners can advance their career prospects by using high-quality training institutions and technology. We help you anticipate maritime job-growth trends and get yourself prepared for when opportunity knocks. PLANNED BONUS DISTRIBUTION: Asia Pacific Maritime (APM), CMA Shipping Conference & Expo, International Shipping & Marine Services Forum, ISMA Chicago Maritime Industry Day, Maritime Security East, MTB Marine Americas, Cal Maritime's Annual Conference, Small-Scale LNG Summit, Annual LNG USA Summit	AD CLOSE: 1/29/21 PILOTAGE: Their jobs are among the most demanding in the maritime industry, whether aboard vessels in the realm of brownwater or offshore. We take a closer look at what it takes to become a pilot — East Coast, West Coast, Gulf Coast and inland — and what's needed to move up the career ladder. PLANNED BONUS DISTRIBUTION: Commercial Marine Expo, Green Transportation Summit & Expo, Joint IFSMA-CAMM Conference, Singapore Maritime Week, Green Maritime Forum, International LNG Summit, SOCP Sprint Summit, Clean Waterways, Sea-Air-Space, Ballast Water Management Conference, Mari-Tech Conference & Exhibition	AD CLOSE: 2/26/21 FIRE SAFETY & TRAINING: Protecting a ship and its crew from fire involves high-quality equipment such as detectors, alarms, automatic fire suppression systems and firefighting gear. Equally vital is the training that teaches the crew how to prevent fires and to use the response equipment effectively. PLANNED BONUS DISTRIBUTION: EIM Safety at Sea & National Maritime Day Celebration (NAMEPA), Offshore Technology Conference (OTC), Seattle Maritime Festival, Maritime Week Americas, Inland Marine Expo (IMX), MegaRust, National Maritime Day Port Expo	AD CLOSE: 4/2/21 SECURITY VESSELS: Demand for patrol boats and police boats is driving one of the hottest sectors in shipbuilding. U.S. and Canadian yards are responding to increasing concerns about maritime security with new product lines and outfitting for an evolving breed of watercraft. PLANNED BONUS DISTRIBUTION: Vessel Efficiency and Fuel Management, Clean Pacific, Coast Guard Annual Safety Seminar, National Marine Educators Association Annual Conference, GICA Seminar, Port Security Seminar & Expo, International Tug, Salvage and OSV Convention & Exhibition, Technology Systems & Ships, Multi-Agency Craft Conference, Seminar for Port Governing Boards	AD CLOSE: 4/23/21 AMERICAN TUGBOAT REVIEW: This annual provides a comprehensive and detailed look at the most important towing vessels coming out of North American shipyards. *AMERICAN TUGBOAT REVIEW/ AMERICAN SHIP REVIEW PLANNED BONUS DISTRIBUTION: American Pilots Association Convention, Annual Pacific NW Tugboat Regatta, International Workboat Show, Pacific Marine Expo, Arctic Shipping NA, ASNE Fleet Maintenance & Modernization Symposium, Association of Ship Brokers & Agents, C-Port Annual Conference, CA Maritime Leadership Symposium, Canadian Ferry Association, Clean Gulf, Clean Waterways, CMA Shipping, Coast Guard Annual Safety Seminar, Commercial Marine Expo, European Dredging Summit, Europort, Fleet Maintenance & Modernization Symposium, FleetComm Conference, Georgian Bay Tug Fest, GICA Annual Seminar, Green Ship Technology, Green Transportation Summit & Expo, High Horsepower Summit (HHP), Inland Marine Expo, International Propeller Club Convention, International Shipping Week, International Tug, Salvage and OSV, ISMA Chicago Maritime Industry Day, Joint IFSMA-CAMM Conference, LNG Fueled Tugs & Barges Conference, Maritime Information Warfare, Maritime Reconnaissance & Surveillance Technology, Maritime Salvage & Wreckage, Maritime Security East & West, Maritime Week Americas, MegaRust, MS Harborfest, MTB Marine Americas, Naval Missions Systems Technology, NMEA International Marine Electronics, NA Dredging Summit, Offshore Marine & Workboats, Offshore Technology Conference, Offshore Vessel Connect Global, Olympia Harbor Days, Portland Propeller Club, Salvage Wreck & Removal, Seafarers' House, Seattle Propeller Club, SHIPPINGInsight, SNAME Maritime Convention, SOCP Meetings, SUNY Maritime, Technology, Systems & Ships (formerly ASNE Day), USCG Workshop on Marine Technology and Standards, Vessel Efficiency & Fuel, Waterford Tugboat Roundup
August '21	September '21	October - November '21	American Ship Review '22	December - January '22	
AD CLOSE: 5/28/21 COMMUNICATIONS: Not so long ago, communications at sea was all about safe navigation and conducting ships' business. Now connectivity with family, friends and entertainment is at the center of crew comfort and morale. We provide the information you need to help you choose satellite and wireless systems. PLANNED BONUS DISTRIBUTION: Georgian Bay Tug Fest, Gulf Intracoastal Canal Association Annual Convention, Maritime Security West, MS Harborfest, Port of Anacortes Workboat Races, Pacific Northwest R/C Tugboat Regatta, Seattle Propeller Club	AD CLOSE: 6/25/21 VESSEL ACCESS EQUIPMENT: Choosing the right ladders, rails, steps and ramps to access your vessel is essential for mariner safety and operational efficiency. New materials and innovations are providing ways to improve in both areas. PLANNED BONUS DISTRIBUTION: Waterford Tugboat Roundup, Maritime Salvage, Association of Ship Brokers & Agents, BWMTech NA, Canadian Ferry Association, Fleet Maintenance & Modernization Symposium, International Shipping Week, National Waterways Conference, NMEA International Marine Electronics, Offshore Marine & Workboats ME, Olympia Harbor Days, Propellers and Shafting Symposium	AD CLOSE: 7/23/21 GREEN/EFFICIENT SHIPS: Designing a green vessel requires architects and operators to consider new ways of dealing with a wide array of issues, including ballast and bilge water, engine emissions and cleaner fuels — all while maximizing operational efficiency. PLANNED BONUS DISTRIBUTION: Pacific Marine Expo, American Pilots Association, Arctic Shipping NA, FleetComm Conference, High Horsepower Summit (HHP), International Propeller Club, NAMEPA, SHIPPINGInsight, SNAME Maritime, USCG Workshop on Marine Technology and Standards, C-Port, Clean Gulf Conference, Green Ship Technology NA, Offshore Vessel Connect Global, International Maritime Human Rights Conference	AD CLOSE: 8/27/21 AMERICAN SHIP REVIEW: In-depth profiles and specifications of the most significant North American newbuilds coming into service, from workboats to tankers, along with informed discussion and analysis of the trends shaping the industry. PLANNED BONUS DISTRIBUTION: *SEE LISTING AT RIGHT	AD CLOSE: 9/24/21 WORKBOAT SHOW/PROPULSION: From bow thrusters to stern drives to the biggest marine engines, we examine trends in marine propulsion design and development, LNG power and other novel solutions. PLANNED BONUS DISTRIBUTION: International Workboat Show, Combat Systems Symposium, Maritime Information Warfare, Portland Propeller Club, Salvage Wreck & Removal, Electric & Hybrid Marine World Expo	

Continuing coverage of IT and software solutions, piracy, legal/casualties

2021 Website and Email Newsletter Advertising

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Choose Your Audience

Professional Mariner readers are an active and engaged audience who depend on our content for the most current and comprehensive information affecting the maritime industry. Professional Mariner is focused on the operational and managerial issues that mariners need to stay abreast of to make sound purchasing decisions. Our integrated online, print and email newsletters make sure crucial information is never missed by readers.

Email Newsletter Ads

Email newsletter advertising opportunity to reach 12,745 *Professional Mariner* email newsletter subscribers (choose leaderboard and/or vertical banner).

Dedicated Email Blast

Single advertiser "owns" email content sent to entire *Professional Mariner* email newsletter subscriber list of 12,745 (limited to 1 per month).

Website Advertising

728 x 90 Leaderboard

300 x 600 Half Page

300 x 250 Medium rectangle



File type: gif, jpg, rich media
Size: 40KB
Dedicated email: supply content as html (600px wide) or provide copy and art for Navigator to create.
Max Animation Loops: 3 loops or 15 sec

Website Advertising Rates

Leaderboard+Medium Rectangle	\$750
Leaderboard (728x90px)	\$500
Half Page (300x600px)	\$500
Medium Rectangle (300x250)	\$500
Skyscraper (160x600px)	\$350
Job Posting/Employment Page	\$250

Email Newsletter Rates

Leaderboard+Vertical Banner	\$1,200
Leaderboard (600x90px)	\$800
Vertical Banner (120x240px)	\$600
Dedicated Email Blast	\$2,250

Special Discounts

Professional Mariner magazine advertisers receive discounted rates for advertising online with professionalmariner.com based on the amount of money spent advertising in the magazine.

Email Newsletter Advertising

600 x 90 Leaderboard

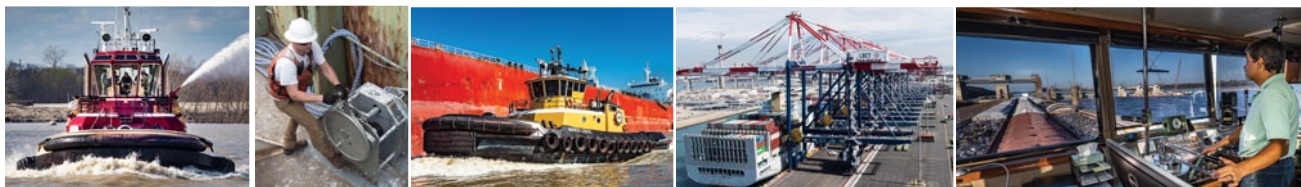
Weekly Email Newsletter Shipbuilding Brownwater Casualty News

Custom Dedicated Email Blast

120 x 240 Vertical Banner

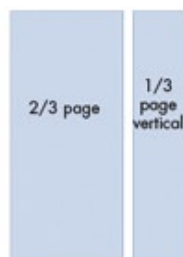
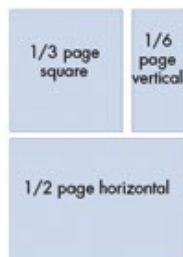
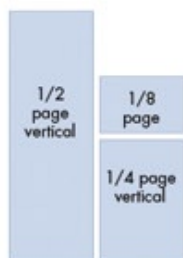
Annual Print Spending % Off

Up to \$5000	10%
Up to \$8,000	15%
Up to \$11,000	20%
Up to \$14,000	25%
\$14,000+	30%



MECHANICAL REQUIREMENTS

AD SIZE	DIMENSIONS	
	HORIZONTAL	VERTICAL
Full page Bleed	8 1/4"	11 1/8"
2/3 page	4 1/2"	10"
1/2 page island	4 1/2"	7 1/4"
1/2 page horizontal	7"	4 7/8"
1/2 page vertical	3 3/8"	10"
1/3 page vertical	2 1/8"	10"
1/3 page square	4 1/2"	4 7/8"
1/4 page vertical	3 3/8"	4 7/8"
1/4 page horizontal	7"	2 1/4"
1/6 page vertical	2 1/8"	4 7/8"
1/8 page horizontal	3 3/8"	2 1/4"



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.
- Navigator 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.

ADVERTISING DEADLINES

Dec/Jan '21	September 25, 2020
February '21	December 4, 2020
March '21	January 4, 2021
April '21	January 29, 2021
May '21	February 26, 2021
June/July '21	April 2, 2021
American Tugboat Review 2021	April 23, 2021
August '21	May 28, 2021
September '21	June 25, 2021
Oct/Nov '21	July 23, 2021
American Ship Review 2022	August 27, 2021
Dec/Jan '22	September 24, 2021

PROFESSIONAL MARINER RATES

FOUR-COLOR	1x	4x	9x	11x Value*
Full page	\$4,494	\$4,211	\$3,708	\$3,634
2/3 page	3,675	3,455	3,033	2,973
1/2 island	3,097	2,901	2,554	2,503
1/2 page	2,844	2,670	2,348	2,301
1/3 page	2,152	2,016	1,777	1,741
1/4 page	1,687	1,580	1,389	1,361
1/6 page	1,153	1,083	957	938
1/8 page	886	838	730	715
2 pg. spread	8,582	8,051	7,079	6,937
1/2 pg. spread	5,400	5,073	4,448	4,359
BLACK & WHITE				
Full page	\$2,995	\$2,812	\$2,464	\$2,414
2/3 page	2,328	2,183	1,919	1,880
1/2 island	1,901	1,785	1,570	1,539
1/2 page	1,750	1,642	1,439	1,411
1/3 page	1,234	1,157	1,025	1,004
1/4 page	955	899	793	777
1/6 page	655	615	544	533
1/8 page	504	476	415	406
2 pg. spread	5,677	5,329	4,681	4,587
1/2 pg. spread	3,323	3,121	2,735	2,681
COVERS				
Cover II	\$5,010	\$4,709	\$4,158	\$4,058
Cover III	4,632	4,354	3,845	3,752
Cover IV	5,562	5,228	4,617	4,505

TWO-COLOR

Add \$250 to B&W prices for one additional color. Second color made with CMYK.

*11x VALUE PACKAGE

Package includes 9 regular issues of *Professional Mariner* and both shipbuilding issues (*American Tug Review* and *American Ship Review*). With an 11x schedule, it's like getting one ad free!

ONLINE ADVERTISING

Ask your sales representative about free online advertising with print packages and options for a la carte and package pricing.

ANNUAL EDITIONS

Add 35% to 1x, 4x, 9x frequency rate. 11x rate: waive the 35%.

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New Sponsored Content Opportunity

Professional Mariner now offers Sponsored Content in the magazine with these three options:

(A) Two-page spread with sponsored content with images/artwork- \$8985

(B) Two-page spread with one page of sponsored content, images/artwork and one full page advertisement- \$7500

(C) One page of sponsored content and photography - \$5500

Pricing includes*:
Writer, interview and research, composition of article, design and layout (photography and artwork to be provided by advertiser).

*Add 35% for American Tug Review and/or American Ship Review

SPONSORED CONTENT

Need talented offshore crew?

Offshore crew is a critical component of the maritime industry, and Oceanwide is the leading provider of offshore crew services. We have a wide range of experienced and qualified crew members available for various offshore projects, including oil and gas, marine construction, and more. Our crew members are highly trained, experienced, and ready to take on any challenge. Contact us today to learn more about our services and how we can help you find the right crew for your project.

Offshore crew services:

- Oil and Gas
- Marine Construction
- Offshore Support
- Offshore Maintenance
- Offshore Training

For more information, please contact us at info@oceanwide.com or call us at 1-800-555-1234.

A

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- Marine Construction
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- Offshore Maintenance
- Offshore Training

For more information, please contact us at info@oceanwide.com or call us at 1-800-555-1234.

B

Tell your story

ADVERTISEMENT

Need talented offshore crew?

Oceanwide can provide a selection of suitable candidates to meet your needs

Maritime crew
Oceanwide recruits and employs qualified maritime crew for a wide range of vessel types such as merchant shipping, dredging, towing and several types of offshore support vessels. Our services focus on temporary positions in all the ports as well as various full crew management. All crew are SEEMP, NYPE, and offshore certified.

Oil & Gas personnel
Oceanwide supplies technical personnel for various types of production platforms, drilling rigs and barges for clients active in the Oil & Gas and Offshore construction industries. A careful selection process of highly qualified personnel for positions such as process operators, mechanics, EIT technicians, electricians, welders, Crane, and offshore construction & installation for permanent and project positions.

Offshore construction crew
Oceanwide recruits and employs groups of international construction crew for positions such as riggers, welders, pipefitters, structural, K&S, etc. as well as senior construction positions and training crew. We recruit from Europe, the USA and from Asian countries such as Philippines, Malaysia and Thailand. For projects in the Gulf of Mexico, we have Mexican construction crew available.

Offshore wind personnel
Oceanwide recruits and employs technical personnel for various projects in the offshore wind industry.

Our goal is to bring talented added value to our clients, and help the next generation find their dream job.

www.oceanwide.com

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