

# MARINELOG

*Media Planner*



2021

# Connecting You to Owners, Operators, Designers and Builders in the Deep Sea, Coastal and Inland Markets



**26,000+**

*Qualified Subscribers  
Worldwide*

**700,000**

*Annual Website Visits*

**31,000**

*Highly Engaged  
Newsletter Subscribers*

## Our Mission

As the only B2B media brand devoted to the entire commercial marine market, *Marine Log* focuses on best practices and technologies to accelerate growth and promote innovation in the marine industry. With a rich tradition of journalistic excellence, we're dedicated to informing, educating, and inspiring marine professionals to improve their businesses.

# Marine Log Brand

# 3.9

readers per issue of  
Marine Log



## Unmatched **Coverage**

*Marine Log* covers the entire marine market, from towboats to tankers, providing marine executives with valuable insight. With an “All Fact, No Fluff” editorial approach, *Marine Log* gives readers—your potential customers—the information they need to better their business.

## Exclusive **Audience**

With 26,445 qualified subscribers worldwide and an average pass along readership of 3.9 per issue, *Marine Log* has a total monthly print reach of more than 100,000 maritime professionals.

We serve a unique executive audience—12% of our subscribers only read *Marine Log*. *Marine Log* can help your brand get in front of the right audience and leave a lasting impression on Vessel Owners, Operators, Shipbuilders and Naval Architects.

## Engaged **Readership**

The *Marine Log* brand connects you with decision-makers in the marketplace across numerous media channels. The brand extends far beyond the magazine to our website, conferences, email newsletters, digital edition, and social media. 90% of *Marine Log* subscribers act on ads and editorial in *Marine Log*. Use *Marine Log* to connect with this engaged audience that places orders and invests in product, equipment, and services.

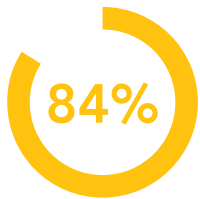
# 84%

of subscribers  
make purchasing  
decisions

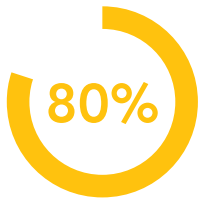
# Audience Profile



act on *Marine Log* ads and editorial



are involved in the initiation, recommendation, specification or approval of purchasing decisions



of subscribers read *Marine Log* for content and intelligence they can't get anywhere else



of subscribers are vessel owners/operators, shipbuilders & naval architects



plan to increase their spending on products and services in 2021

## Marine Log Readers By Classification



**43.9%** Vessel Owners & Operators



**16%** Shipyards & Repair Yards



**18.7%** Naval Architectural Firms



**15%** Allied to Field



**2.8%** Marine Finance, Insurance & Law



**0.8%** Third Parties



**2.7%** Industry Associations

## Publications *Marine Log* Readers Subscribe To



**100%**

Fully Audited  
by Verified

# Website Advertising

Leave a lasting impression on one of the maritime industry's fastest growing websites with nearly 700,000 visitors in 2020, a 40% year-on-year increase. [Marinelog.com](https://www.marinelog.com) is the ideal marketing vehicle to increase your brand's visibility and deliver your marketing message to maritime professionals.

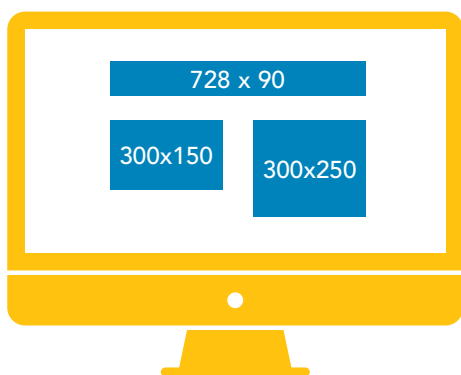
## Website Rates

ROS Website Ad Rates - \$950 Per Month Includes:

Leaderboard 728 x 90

Medium Rectangle 300 x 250

Small Rectangle 300 x 150



**700,000**  
site visits \*

**40%**  
year-on-year  
growth \*

**1,600,000**  
page views \*

\*Source: Google Analytics, Jan. 1, 2020 - Dec. 31, 2020

# Newsletters

Marine Log has some of the highest performing newsletters in the maritime industry with an exceptionally high level of reader engagement due to our strong, relevant and timely editorial content.

## Marine Daily

One of the highest performing newsletters in the industry, Marine Daily reaches nearly 15,000 maritime professionals every day. This highly engaging newsletter has an average open rate of 46%, a unique open rate of 23% and a click through rate of 12.5%.

### Marine Log Daily Monthly Ad Rates

728 x 90 (Leaderboard)	\$1,295
160 x 600 (Right Rail)	\$1,195
468 x 60	\$1,095



## Marine World News

Reaching over 5,000 senior level maritime professionals, Marine World News provides a concise summary of top international maritime industry news, with an emphasis on policy and enforcement developments, emerging market trends and game changing tech breakthroughs. With an average open rate of 45% and unique open rate of 22%, Marine World News is the most effective way to reach busy marine industry professionals interested in news in world's most global industry.

### Marine World News Monthly Ad Rates

728 x 90 (Leaderboard)	\$950
160 x 600 (Right Rail)	\$850
468 x 60	\$800



## Inland Marine News

Focusing on the US inland river barge and towing sector, Inland Marine News is a weekly news source to 13,000 subscribers that includes the unique inland transportation industry's numerous owners, operators, vessels, shipyards, ports, terminals, contractors and more. With an average open rate of 41%, unique open rate of 22% and click through rate of 13%, Inland Marine News is a powerful marketing channel.

### Inland Marine News Monthly Ad Rates

728 x 90 (Leaderboard)	\$1,195
160 x 600 (Right Rail)	\$1,095
468 x 60	\$995



# Digital Solutions

## Sponsored Podcast

Educate industry decision-makers on the value of your product, equipment or service through a Sponsored Podcast. In an industry that is always on the move, *Marine Log's* Listen Up! Podcasts offer one of most effective ways to keep your brand in front of potential clients no matter where they are. Professionals, with extensive maritime journalism experience, orchestrate the podcasts. The Sponsored Podcast includes one custom email, one month promotion in Marine Daily, copy of podcast and hosting of podcast in *Marine Log's* podcast channel.

*Sponsorship Investment \$1,250*



## Gated White Paper

Generate leads while building brand awareness with a white paper hosted on MarineLog.com for four months. The white paper landing page and all promotional materials are branded with your company's logo. A gated registration form generates qualified leads that are emailed to you at the end of each month. This package will include promotional material sent to the *Marine Log's* opt-in list. *Promotional material includes: four custom emails and text sponsorships for four months in Marine Daily.*

*Sponsorship Investment \$3,000*



## Sponsored Webcast

Draw in an audience of prospective buyers with a webinar that demonstrates your company's expertise and thought leadership. The webinar will cover an educational topic of your choosing, which *Marine Log* editors will work closely with you to develop. Your webinar will be promoted to our audience of 30,000+ marine professionals to generate qualified business leads. All webinar materials are co-branded to align your brand with *Marine Log*.

*Sponsorship Investment \$3,500*

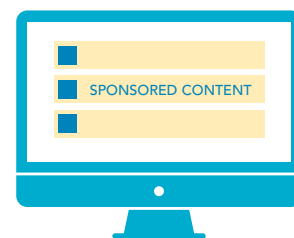


# Digital Solutions

## Sponsored Content

Educate and engage your target audience where and when they are most receptive to messaging—MarineLog.com. Brand content is featured in our news channel, offering a high-visibility opportunity to capture the attention of industry decision-makers. Your content is aligned with related editorial content with a link directly to your company's website.

[Sponsorship Investment \\$2,500](#)



## Sponsored Email

One of the most effective ways to generate high quality sales leads, a sponsored email reaches 21,000 highly engaged Vessel Owners, Operators, Shipbuilders and Naval Architects with 100% SOV and an average open rate of 27%

[Sponsorship Investment \\$1,500](#)



## Digital Edition

As an advertiser in Marine Log magazine you also reach nearly 8,000 digital only subscribers with buying power. Our digital edition offers you the opportunity to capture sales leads. All the ads in the digital edition link directly to your website or landing page of your choice.



# Editorial Calendar

## JUNE: THE GREEN ISSUE

### MAGAZINE

- Green Technologies
- Ports Going Green
- U.S. Offshore Wind

**TECH SPOTLIGHT:** Ballast Water

### PODCAST/WEBINAR

**PODCAST:** Implementing the Green Dream

**WEBINAR:** Trends in Vessel Design and Offshore Wind Maritime Supply

### BONUS DISTRIBUTION:

**Clean Pacific**

Washington State, August 17-18

**Clean Waterways**

Louisville, Ky., September 14-15

**Clean Gulf**

San Antonio, Texas, November 16-18

## JULY: VESSEL DESIGN & CONSTRUCTION

### MAGAZINE

- Government Shipbuilding
- Repair Facilities & Shipyards
- Paints & Coatings

**TECH SPOTLIGHT:** Engines Part 1

### PODCAST/WEBINAR

**PODCAST:** Trends in Vessel Design

### BONUS DISTRIBUTION:

**SNAME Maritime Convention**

Providence, R.I., October 25-29

## AUGUST: GOVERNMENT SHIPBUILDING

### MAGAZINE

- Offshore Shipbuilding
- Engines Part 2
- Ports & Terminals

**TECH SPOTLIGHT:** Cranes & Material Handlers

### PODCAST/WEBINAR

**PODCAST:** Training a Mariner

**WEBINAR:** U.S. Maritime and Floating Wind

### BONUS DISTRIBUTION:

**Shipping Insight**

Connecticut, October 11-13

**CMA Shipping**

Stamford, Conn., October 13-15

## SEPTEMBER: GREAT LAKES & CANADA

### MAGAZINE

- Bulkiers
- Shipyards
- Commercial Fishing Boats

**TECH SPOTLIGHT:** Bridge, Navigation & Communication Systems

### PODCAST/WEBINAR

**PODCAST:** Inside a Great Lakes Shipyard

**WEBINAR:** A "Cradle to Grave" Approach to Offshore Wind

### BONUS DISTRIBUTION:

**Shipping Insight**

Connecticut, October 11-13

**CMA Shipping**

Stamford, Conn., October 13-15

**Pacific Marine Expo**

Seattle, Wash., November TBD

## OCTOBER: PASSENGER VESSELS

### MAGAZINE

- Ferry Design
- Market Outlook & Growing Ridership
- Cruise Ships

### PODCAST/WEBINAR

**PODCAST:** Diversifying Ferry Operations — Cargo and Passengers

### BONUS DISTRIBUTION:

**Marine Log Ferries**

New York/New Jersey, November TBD

**Pacific Marine Expo**

Seattle, Wash., November, TBD

**PVA Maritrends**

TBD, 2022

**Seatrade Cruise Global**

TBD, 2022

## NOVEMBER: WORKBOATS & MISSION-SPECIFIC VESSELS

### MAGAZINE

- Support Vessels
- Pilot & Patrol Boats
- Salvage & Emergency Response

### PODCAST/WEBINAR

**PODCAST:** Designing a Mission-Specific Tug

**WEBINAR:** Offshore Permitting: Is it Still Full Speed Ahead?

### BONUS DISTRIBUTION:

**International Workboat Show**

New Orleans, La., December 1-3

## DECEMBER: MARITIME'S TOP CONTENDERS

### MAGAZINE

- Top Women in Maritime
- Distinctive Vessels
- Top 10 Stories of 2021

### PODCAST/WEBINAR

**PODCAST:** A Sit Down with Top Women in Maritime

### BONUS DISTRIBUTION:

**Norshipping**

Sweden, January 2022



# Monthly Columns

## ► Industry Insights

*Marine Log's* quick snapshot of current trends in the global marine marketplace

## ► Vessel of the Month

We feature a new vessel—from tugs and towboats to passenger vessels, OSVs and more—each month, with its specs, builder info, and more

## Wellness Column

Each month, Crowley Maritime's Emily Reiblein tackles a health issue, outlining the steps you can take to get your life and yes, even business, back on track

## ► Inland Waterways

Tracy Zea, President and CEO of Waterways Council Inc. discusses what needs to be done to preserve America's vital inland waterway system

## ► Safety First

We detail the hazards seafarers face and what the industry can do to improve safety

## ► Five Minutes With ...

Q&A session with a member of the maritime community

## ► Inside Washington

A closer look at developments in regulations and legislation in Congress

## ► Newsmakers

The latest industry appointments and promotions

## ► Tech News

An in-depth look at new product releases, news and updates from technology companies

### Closing Dates

**January:** 12/18/20

**February:** 1/19/21

**March:** 2/17/21

**April:** 3/18/21

**May:** 4/19/21

**June:** 5/18/21

**July:** 6/17/21

**August:** 7/19/21

**September:** 8/19/21

**October:** 9/20/21

**November:** 10/19/21

**December:** 11/18/21

### Ad Material Dates

**January:** 12/29/20

**February:** 1/27/21

**March:** 2/24/21

**April:** 3/25/21

**May:** 4/26/21

**June:** 5/25/21

**July:** 6/22/21

**August:** 7/29/21

**September:** 8/26/21

**October:** 9/27/21

**November:** 10/26/21

**December:** 11/29/21

# Rates & Specs

## 2021 Advertising Rates

Ad Unit	1X	3X	6X	12X
Full Page	\$3,250	\$3,150	\$3,050	\$2,950
2/3 Page	\$2,850	\$2,750	\$2,650	\$2,550
1/2 Island	\$2,295	\$2,195	\$2,095	\$1,995
1/2 Horizontal or Vertical	\$2,095	\$1,995	\$1,895	\$1,795
1/3 Horizontal or Vertical	\$1,695	\$1,595	\$1,495	\$1,395
1/4 Horizontal or Vertical	\$1,595	\$1,495	\$1,395	\$1,295

### Premium Positions (Call for availability)

Back Cover	Add 20%
Inside Front Cover	Add 10%
Inside Back Cover	Add 10%
Opposite Editor's Column	Add 10%

## Classified Advertising

Minimum Space	1-3X	4-6X	7-11X	12X
2.2" x 1"	\$275*	\$250*	\$225*	\$200*

\*Per Inch; Charges apply for hyperlinked ads in Digital Magazine

## Multi-Page Rates, Bind-In Inserts, Bind-In Cards, Tip-In Rates

Contact sales representative for rates.

## Contract Rates

An ad contract year is a 12-month period starting with the issue in which an advertiser's first ad appears. When ad frequencies set forth in the contract schedule are not completed, the advertiser/agency will be re-billed at the actual rate earned for all advertising during the contract year. In lieu of a signed contract, ads will be billed at open rate.

Ad rates are net.

## Mechanical Specifications

### Digital Requirements

**Electronic Format:** Ads should be sent as PDFs at 300 dpi.

Alternative file formats accepted: TIFF, EPS or JPEG at 300 dpi to size; CMYK only

**Trim Size:** 8" x 10.875"; Keep all art and type 1/2" from trim on all sides

### Print Specifications

Printing method: Web Offset; Binding method: Saddle Stitched; Ink: Standard Process; Trim Size: 8 x 10.875

## Ad Sizes

Bleed Page	W: 8.25" x D: 11.125"
Full Page	W: 7" x D: 9.875"
2/3 Page	W: 4.5" x D: 9.5"
1/2 Page Island	W: 4.5" x D: 7.375"
1/2 Page Horizontal	W: 7" x D: 4.625"
1/2 Page Vertical	W: 3.375" x D: 9.5"
1/3 Page Square	W: 4.5" x D: 4.625"
1/3 Page Vertical	W: 2.125" x D: 9.5"
1/4 Page Horizontal	W: 7" x D: 2.375"
1/4 Page Vertical	W: 3.3" x D: 4.625"

# Requirements & Specifications

## Website Submission Requirements

### Dimensions

Leaderboard: 728 x 90 pixels

Medium Box: 300 x 250 pixels

Files must be under 1MB in size

### Submission Instructions:

Materials should be submitted to the salesperson and Leia Sills lsills@sbpub.com a minimum of five business days prior to start of scheduled run.

### File Specifications

We accept creatives from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager.

- JPEG, PNG and GIF files must be below 1MB.
- Advertiser must include the clickthrough URL that the banner should link to.

### Third Party Tags

- We accept third-party coding.
- Tags must be sent to us in a Text or Excel file that has been compressed into a ZIP file. This ensures that no coding gets stripped while being transferred.
- Please include detailed instructions on where to put clickthrough macros and cachebusting macros within your tags. We use Google's Ad Manager to serve banners.
- Third-party tags must be live at time of submission to enable testing prior to launch.
- We accept creative from most major ad serving networks. Inquire for more information or see accepted formats on Google Ad Manager's Support Center.

### HTML5 Requirements for Ad Manager

- We accept HTML5 creatives in the form of a single zip file for following two sizes: 300x250, 728x90 .
- Please follow all of the guidelines as specified by Google Ad Manager at the following link: <https://support.google.com/admanager/answer/7046799?hl=en>
- All HTML5 creatives must have a fixed dimension of either 300x250 or 728x90. No flexible "fluid" sizes are acceptable.
- You must add clickable exits in the coding and add click-throughs that use the "clickTag" variable.
- We don't recommend hard-coded click-through URLs in your asset because it prevents Ad Manager from tracking clicks and prevents traffickers from updating the URL.
- An example of html that uses the clickTag variable:  
`<a href="javascript:void(window.open(clickTag))">`
- Please inform us of the clickthrough URL to be used by the creative.

### Limitations of HTML5 creatives in Ad Manager:

- Ad Manager does not currently support creatives that use SVG tags within HTML files. Instead, you can include standalone .svg files and reference them in the HTML.
- Also, Ad Manager macros are not currently supported within HTML files or destination URLs.

# Requirements & Specifications

## Custom Email Specifications:

- All files must be received a minimum of 7 days prior to deployment date to allow for full testing.
- Send a fully assembled HTML file with all links and images in place. All images should be uploaded to advertiser's server and linked by absolute URLs.
- Maximum file size is 100K.
- Recommended width of HTML is 500 to 700 pixels.
- All images should be resized prior to uploading to advertiser's server.
- To avoid triggering SPAM filters and to increase deliverability, avoid the following items: image maps, animated gifs, forms, style sheets (CSS), background images, third-party tags, words in all caps, unusual punctuation, and excessive use of special characters.
- Use proper HTML codes for special characters to ensure they render correctly in different email clients.
- Use basic HTML to allow for differences in email clients, as in no layers, rollovers, or CSS. Use inline styles only.
- Many popular email programs automatically block images in emails so please keep all essential information in the text of your file. The use of alt text on images is highly recommended.
- Marine Log can create your custom email for you using one of our templates for an additional fee of \$495. For more details please contact David Harkey at [ddharkey@sbpub.com](mailto:ddharkey@sbpub.com) or 212-620-7223.

## Newsletter Banner Specifications

- **Dimensions**
  - Leaderboard: 728x90 pixels
  - Skyscraper: 160x600 pixels
  - Full Banner: 468x60 pixels
- All creative must be submitted at least five business days prior to start of schedule.
- Send all materials to Leia Sills at [lsills@sbpub.com](mailto:lsills@sbpub.com) and salesperson.
- Ads may be in the following formats: JPEG, GIF. Please note some email clients do not support animated GIFs.
- All creatives must be under 45 KB.
- Advertiser must include the URL the ad should link to and optional alt text.

# Contacts

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