

# MARINELOG

*Media Planner*



2020



# One Magazine, The *Entire* Market



28,000+

Qualified  
Subscribers  
Worldwide

## Our Mission

As the only B2B magazine devoted to the entire commercial marine market, *Marine Log* focuses on best practices and best 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 28,480 qualified subscribers worldwide and an average pass along readership of 3.9 per issue, *Marine Log* has a total monthly print reach of 120,000 maritime professionals. We serve a unique executive audience—13% 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. 91% 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.

# 86%

of subscribers  
make purchasing  
decisions

# Audience Profile



act on *Marine Log* ads and editorial



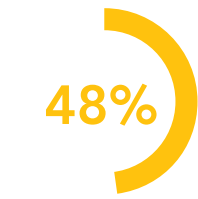
are involved in the initiation, recommendation, specification or approval of purchasing decisions



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 2020

## Marine Log Readers By Classification



**45.4%** Vessel Owners & Operators



**16.9%** Shipyards & Repair Yards



**13.7%** Naval Architectural Firms



**15.4%** Allied to Field



**3.1%** Marine Finance, Insurance & Law



**3.1%** Third Parties



**2.3%** Industry Associations

## Publications *Marine Log* Readers Subscribe To



**100%**

Fully Audited  
by Verified

# Website Advertising

Leave a lasting impression on the 500,000 unique maritime professionals who visit Marine Log's website, [www.marinelog.com](http://www.marinelog.com), each year. With 1.2 million page views a year, MarineLog.com is the ideal marketing vehicle to increase your brand's visibility and align your marketing message with breaking industry news.

## Website Rates

Ad Unit	Rate (Per Month)	Dimensions (width x height)
Channel Sponsorship	\$2,750	728 x 90 (2), 300 x 250 (2)
News Channel	\$3,200	728 x 90 (2), 300 x 250 (2)
Leaderboard (ROS)	\$1,950	728 x 90
Medium Rectangle (ROS)	\$1,350	300 x 250
Small Rectangle (ROS)	\$850	300 x 150

## Channel Sponsorship:

Target your ideal client with 100% SOV on all banner positions in one of marinelog.com's exclusive channels. Dominate the channel of your choice with banners integrated into the site's design that align your message with related editorial content.

In addition to exclusive channel sponsorship, banners also rotate on the homepage and run-of-site article pages, offering site-wide exposure.

Only ONE sponsorship per channel is available.

### Channel Sponsorship Includes:

728 x 90 (2 units)

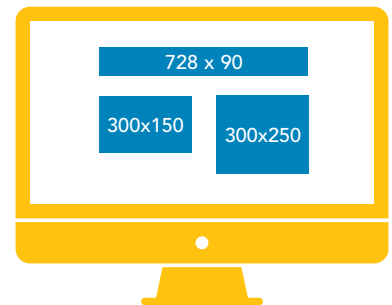
300 x 250 (2 units)

PLUS: Run-of-site & homepage positions

### Channel Opportunities:

News • Shipyards • Offshore • Inland/Coastal • Shipping • Technology

500,000  
unique users \*



1,200,000  
page views \*

\*Source: Google Analytics



# Digital Solutions

Marine Log's diverse group of digital solutions include our daily newsletter, custom emails, exclusive sponsorships and lead generation programs. Make sure your brand stands out in front of our highly sought-after industry buyers.

## 21,000+

*subscribers*

### Marine Daily

Align your marketing message in one of the industry's most relied on daily e-newsletters, which offers today's news today.

728 x 90 - \$2,595/mo.

300 x 250 - \$2,095/mo.

728 x 90 - \$1,950/mo.

## 9,333

*subscribers*

### Digital Edition

Place your message, video or brochure adjacent to the outside front cover of Marine Log's digital edition and be the first company potential buyers see each month.



## 21,000+

*email subscribers*

### Custom Emails

Captivate a targeted audience of Vessel Owners, Operators, Shipbuilders and Naval Architects with 100% SOV. An opt-in list of over 21,000 enables you to target your specific market, generating the highest ROI.

# Native Advertising

## 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.



## 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*



## Interactive Webinar

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*.



## Brand 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.



# Editorial Calendar

## ► January

- **Navy Shipbuilding**
- **Supplier Roundtable**
- **Passenger Vessels**
- **Engines**
- **CEO Spotlight**
- **Technology Spotlight:**  
Fleet Management Software
- **Bonus Distribution:**  
Surface Navy Association  
January 14 - 16, Arlington, VA  
PVA MARITRENDS  
February 3 - 6, Tampa, FL

## ► February

- **Inland Waterways**
- **Tugs and Towboats**
- **Vessel Construction**
- **Maritime Training**
- **Technology spotlight:**  
Environmental Technologies
- **Bonus Distribution:**  
GST and Shipping 2030 Europe  
Corrosion 2020 Conference & Expo  
Inland Waterways Conference  
Tugs, Towboats & Barges (TTB)  
March 24-25, Mobile, Ala.

## ► March

- **Cruise Shipping and Ports Report**
- **Annual Readership Survey**
- **Salvage and Emergency Response**
- **Tanker Operator Roundtable**
- **CEO Spotlight**
- **Technology Spotlight:**  
Navigation and Communication
- **Bonus Distribution:**  
NACE  
March 15 - 19, Houston, TX  
CMA Shipping 2020  
March 31 - April 2, Stamford, CT  
Seatrade Cruise Global  
April 20 - 23, Miami Beach, FL

## ► April

- **Offshore Shipbuilding**
- **U.S. Inland Rivers**
- **Fuels and Lubes**
- **Technology Spotlight:** Deck Machinery
- **Bonus Distribution:**  
OTC 2020  
May 6 - 9, Houston, TX  
Inland Marine Expo  
May 18 - 20, St. Louis, MO

MegaRust 2020  
May 19 - 21  
Clean Waterways, TBD

## ► May

- **Propulsion**
- **Cybersecurity and Training**
- **Electric and Hybrid Solutions**
- **Finance**
- **CEO SPOTLIGHT**
- **Technology Spotlight:**  
Disruptive Technologies
- **Bonus Distribution:**  
TOC Europe  
June 9 - 11, Rotterdam, The Netherlands  
Clean Pacific  
June 9 - 11, Seattle, WA  
GreenTech 2020  
June 10 - 12, Montreal, QC  
Marine Money Week 2020  
June 15 - 17, New York, NY  
Electric & Hybrid Marine  
June 23 - 25, Amsterdam  
CIMAC, TBD

## ► June

- **The Green Issue**
- **Green Technologies and Sustainable Shipping Supplement**
- **Ports: Environmental Initiatives**
- **Offshore Wind**
- **MACC Preview**
- **Technology Spotlight:**  
Safety Equipment
- **Bonus Distribution:**  
MACC 2020  
July, Baltimore, MD

## ► July

- **Gulf Coast Headliner**
- **Ship Repair and Maintenance**
- **Paints and Coatings**
- **CEO Spotlight**
- **Technology Spotlight:**  
Engines and Thrusters

## ► August

- **European Maritime**
- **Offshore Dialogue**
- **Maritime Security and Defense**
- **Technology Spotlight:** Couplings, Crankshafts and Noise Control Systems
- **Bonus Distribution:**  
SMM 2020  
September 8 - 11, Hamburg, Germany

## ► September

- **Great Lakes Annual**
- **Ferry Design**
- **Safety, Training and Technology**
- **CEO Spotlight**
- **Technology Spotlight:**  
Bridge, Navigation & Communications Systems
- **Bonus Distribution:**  
Interferry 2020, TBD  
SNAME 2020  
September 29 - October 3, TBD  
Shipping Insight 2020, TBD  
Commercial Marine Expo, TBD  
Canadian Ferry Association, TBD

## ► October

- **Ferries Annual**
- **Patrol Boats**
- **Commercial Fishing**
- **Technology Spotlight:** Show Preview
- **Bonus Distribution:**  
Clean Gulf  
October 28 - 31, TBD  
EUROPORT 2020  
November 5 - 8, Rotterdam, The Netherlands  
Marine Log Ferries 2020  
November, TBD  
Pacific Marine Expo  
November 2020, Seattle, WA

## ► November

- **Workboat Vessel Annual**
- **Shipbuilding**
- **Power and Propulsion**
- **CEO Spotlight**
- **Technology Spotlight:** Show Preview
- **Bonus Distribution:**  
International Workboat Show  
TBD, New Orleans, LA

## ► December

- **Annual Maritime Review**
- **Atlantic Coast**
- **Best Vessels of 2020**
- **Voices of the Industry**
- **Technology Spotlight:** Technologies that are changing the industry



# Monthly Columns

## ► Industry Insights

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

## ► Marine Innovations

A glimpse at the hottest new products and services to hit the market

## ► 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

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

## ► Safety First

Matt Bonvento details 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:** 12/16/19

**February:** 1/15/20

**March:** 2/14/20

**April:** 3/16/20

**May:** 4/15/20

**June:** 5/15/20

**July:** 6/15/20

**August:** 7/15/20

**September:** 8/17/20

**October:** 9/16/20

**November:** 10/15/20

**December:** 11/16/20

### Ad Material Dates

**January:** 12/23/19

**February:** 1/22/20

**March:** 2/21/20

**April:** 3/23/20

**May:** 4/22/20

**June:** 5/22/20

**July:** 6/22/20

**August:** 7/22/20

**September:** 8/24/20

**October:** 9/23/

**November:** 10/22/20

**December:** 11/23/20

# Rates & Specs

## Black & White Rates

Ad Unit	12X	7X	4X	1X
Full Page	\$3,795	\$3,950	\$4,350	\$4,695
2/3 Page	\$3,200	\$3,295	\$3,375	\$3,900
1/2 Island	\$2,700	\$2,850	\$2,950	\$3,200
1/2 Horizontal or Vertical	\$2,450	\$2,575	\$2,750	\$3,000
1/3 Horizontal or Vertical	\$1,800	\$1,895	\$1,995	\$2,150
1/4 Horizontal or Vertical	\$1,425	\$1,495	\$1,575	\$1,700

### Charge to Add Color

Four Color: 30% above Black and White rates

Two Color: 23% above Black and White rates

### Premium Positions (Call for availability)

Full-page, four-color only

Inside Front Cover - \$6,850

Inside Back Cover - \$6,550

Back Cover - \$7,250

## Classified Advertising

Minimum Space	1-3X	4-6X	7-11X	12X
2.2" x 1"	\$205*	\$199*	\$188*	\$172*

\*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.

## Custom Opportunities

Custom Emails: Pricing upon request

Bookshelf & Custom Publishing: Pricing upon request

Digital Edition Sponsorship: \$2,500 per month

Includes outside front cover sponsorship of digital edition and prominent sponsorship information on email promoting issue

App Sponsorship: Pricing upon request

Brand Content: \$650/week

## 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

Materials should be submitted to the salesperson, Leia Sills at [lsills@sbpub.com](mailto:lsills@sbpub.com), and Mary Conyers at [mconyers@sbpub.com](mailto:mconyers@sbpub.com) a minimum of five business days prior to start of schedule.

### JPEG/GIF

- JPEG and GIF files must be below 45K.
- Advertiser must include the clickthrough URL that the banner should link to.

### Flash:

- All Flash banners must be submitted as .SWF file smaller than 150K.
- Shockwave (.SWF) files cannot contain spaces in the names. Please use underscores (\_).
- Flash banners must meet Google's DoubleClick for Publishers SWF file requirements ([https://support.google.com/dfp\\_premium/?hl=en](https://support.google.com/dfp_premium/?hl=en)).
- Submissions must include a getURL action embedded on the topmost layer with the URL set to \_level0.clickTAG (case sensitive).
- Flash Player set to a version 6 or higher but not above 9.
- The source .FLA file must be included along with any unusual fonts so we can fix the clickTAG if necessary.
- A backup animated GIF or static JPEG must also be provided for browsers that are not Flash-enabled.
- Rich Media Polite Downloads: Up to 3 additional loads of up to 50k each may be initiated after a user moves their cursor over or clicks on the ad.

Please follow the IAB recommendations found at <http://www.iab.net>.

- Audio must be user-initiated and is defined as a click-based interaction rather than a mouseover or rollover. All ads that include sound must be clearly labeled with "play" and "stop" controls.
- The Flash frame rate must be 18 to 24 frames per second. Flash frame rate must not exceed 24 frames per second.

### 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 DoubleClick for Publishers 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 DoubleClick for Publisher's Support Center.



# 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.

## Email Banner Specs

- Ads may be in the following formats: JPEG, GIF. Please note some email clients do not support animated GIFs.
- All ad files must be under 45 KB.
- Advertiser must include the URL the ad should link to and optional alt text.
- Submit ad materials to the salesperson and Leia Sills at [lsills@sbpub.com](mailto:lsills@sbpub.com) a minimum of five business days prior to start of schedule.

## Newsletter Banner Specifications

- 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

## Sales

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