

MARINELOG

Media Planner



2019



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

4.2

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 4.2 per issue, Marine Log has a total monthly print reach of 120,000 maritime professionals. We serve a unique executive audience—28% 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. 97% 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.

87%
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

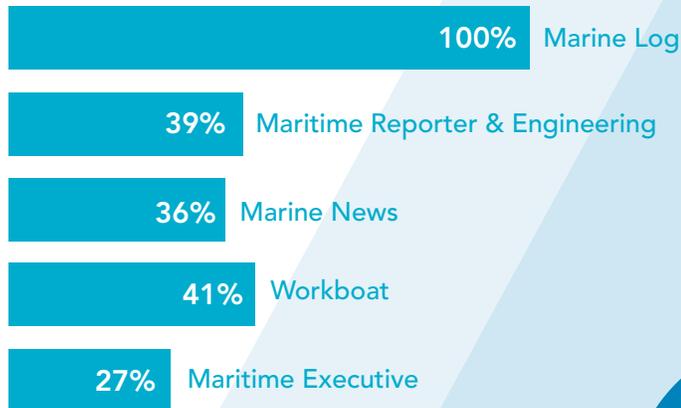


plan to increase their spending on products and services in 2019

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



*Source: Annual Readership Survey, May 2018

Website Advertising

Leave a lasting impression on the 700,000 unique maritime professionals who visit Marine Log's website, www.marinelog.com, each year. With 1.5 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)

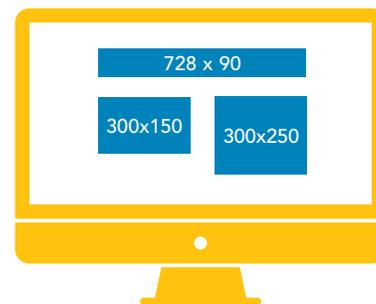
300 x 250 (2 units)

PLUS: Run-of-site & homepage positions

Channel Opportunities:

News • Shipyard News • Oil & Gas • Alternative Energy • Environment • Ferries • Tugs & Barges • Salvage • Safety & Security

700,000
unique users *



1,500,000
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.

24,700+
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.



27,000+
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 27,000 enables you to target your specific market, generating the highest ROI.

Shipbuilding Contracts

Shipbuilding Contracts

Gain exclusive access to the latest shipbuilding orders and deliveries from around North America with an annual subscription to Marine Log's Shipbuilding Contracts. Subscription benefits include up-to-the-minute intelligence, a monthly newsletter and access to the Shipyard Directory.



Exclusive Shipbuilding Data

Not available anywhere else from a single source; new—expanded data



Simple Search and Sort Capability

Sort orders and deliveries by keyword or a variety of data



Uncover New Business Opportunities

Find shipbuilding orders and deliveries from around North America



Anytime, Anywhere Access

Access data from your laptop or mobile device

\$69 Billion
of Shipbuilding
Contracts



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. The podcast interview is conducted by our Publisher & Editor-in-chief John Snyder, who has over 30 years of experience in maritime journalism. The Sponsored Podcast includes 1 custom email, 1 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: 4 custom emails & text sponsorship for 4 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**
- **Ports**
- **Engines**
- **CEO Spotlight**
- **Technology Spotlight:** Fleet Management Software

▶ February

- **Maritime Training**
- **Ship Repair**
- **Inland Waterways**
- **Offshore Wind Development**
- **Technology spotlight:** Environmental Technologies
- **Bonus Distribution:** GST & Shipping 2030 Europe March 19-22 Copenhagen, Denmark
Corrosion 2019 Conference & Expo March 24-28, Nashville, TN

▶ March

- **Annual Readership Survey**
- **Cruise Shipping & Ports Report**
- **Salvage & Emergency Response**
- **Tanker Operator Roundtable**
- **The Big Deal About Big Data**
- **CEO Spotlight**
- **Technology Spotlight:** Navigation & Communication
- **Bonus Distribution:** CMA Shipping 2019 April 2-4, Stamford, CT
Seatrade Cruise Global April 8-11, Miami Beach, FL
Clean Waterways April 16-18, Cincinnati, OH

▶ April

- **Offshore Annual**
- **Tugs & Barges**
- **Shipyards**
- **Fuels & Lubes**
- **Technology Spotlight:** Deck Machinery
- **Bonus Distribution:** OTC 2019 May 6-9, Houston, TX
Tugs & Barges 2019 May 2019, Philadelphia, PA
MegaRust 2019 May 14-16, Portsmouth, VA
Inland Marine Expo May 20-22, St. Louis, MO

▶ May

- **Propulsion**
- **Cyber Security & Training**
- **Electric & Hybrid Solutions**
- **Finance**
- **CEO SPOTLIGHT**
- **Technology Spotlight:** Disruptive Technologies
- **Bonus Distribution:** Nor-Shipping 2019 June 4-7, Oslo, Norway
GreenTech 2019 June 5-7, Cleveland, OH
TOC Europe June 11-13, Rotterdam, The Netherlands
Marine Money Week 2019 June 17-19, New York, NY
Clean Pacific June 18-20, Vancouver, BC, Canada
Electric & Hybrid Marine June 25-27, Amsterdam, The Netherlands

▶ June

- **Yearbook & Maritime Review**
- **Sector-by-sector coverage**
- **Maritime Cares**
- **Industry Outlook**
- **Offshore Wind**
- **MACC Preview**
- **Technology Spotlight:** Safety Equipment
- **Bonus Distribution:** MACC 2019 TBD, Coast Guard Yard, Curtis Bay, MD

▶ July

- **Gulf Coast Headliner**
- **Ship Repair & Maintenance**
- **Paints, Coatings & Surface Preparation**
- **CEO Spotlight**
- **Technology Spotlight:** Engines

▶ August

- **Annual Green Issue**
- **Green Technologies & Sustainable Shipping Supplement**
- **Ports**
- **Technology Spotlight:** Couplings, Crankshafts and Noise Control Systems

▶ September

- **Great Lakes Annual**
- **Ferry Design**
- **Safety, Training & Technology**
- **CEO Spotlight**
- **Technology Spotlight:** Bridge, Navigation & Communications Systems
- **Bonus Distribution:** Interferry 2019, TBD
SNAME 2019, TBD
Shipping Insight 2019, 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 2019 November 5-8, Rotterdam, The Netherlands
Marine Log Ferries 2019 TBD, November 2019
Pacific Marine Expo November 2019, Seattle, WA

▶ November

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

▶ December

- **Atlantic Coast**
- **Best Ships of 2019**
- **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 & updates from technology companies

Closing Dates

January: 12/14/18

February: 1/15/19

March: 2/15/19

April: 3/15/19

May: 4/15/19

June: 5/15/19

July: 6/14/19

August: 7/15/19

September: 8/15/19

October: 9/16/19

November: 10/15/19

December: 11/15/19

Ad Material Dates

January: 12/21/18

February: 1/22/19

March: 2/22/19

April: 3/22/19

May: 4/22/19

June: 5/22/19

July: 6/21/19

August: 7/22/19

September: 8/22/19

October: 9/23/19

November: 10/22/19

December: 11/22/19

Marine Log Events

TUGS & BARGES

MARINELOG CONFERENCE & EXPO

May 2019

An executive level conference and expo that focuses on inland, harbor and coastal tug and barge operations, covering design and construction, the development of new routes, and meeting environmental, safety, training and security requirements.

Tabletop exhibits and corporate sponsorships available.

“

Best conference of many I've attended; showcased several key subjects from multiple fresh expert perspectives and generated strong audience engagement as evidenced by great questions.

— John Hatley PE
Gas Initiatives, Americas VP Marine Solutions, Wärtsilä North America, Inc.

Ferries

MARINE LOG CONFERENCE & EXPO

November 2019

Now in its 32nd year, this executive level conference and expo brings together ferry operators, designers, builders, suppliers and regulators to discuss issues impacting the ferry industry.

Tabletop exhibits and corporate sponsorships available.

“

This was an excellent conference and well worth the trip to Seattle. It had all the right people, whom I was hoping to either meet or hear speak. I look forward to next year's conference.

— Allan Grant
VP Business Development, Corvus Energy

SMARTER SHIPS

MARINELOG Conference & Expo

December 2019

This executive-level conference and expo focuses on increased digitalization, automation, and the emerging smart technologies that are transforming maritime businesses. Expert panel and individual presentations will provide real world examples and practical guidance on how to leverage smart technologies.

Tabletop exhibits and corporate sponsorships available.

Contact

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www.marinelog.com/events



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"

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