

PACIFIC MARITIME

Marine Business for the Operations Sector MAGAZINE

2012 Media Kit



www.pacmar.com
www.pmmonlinenews.com

Advertisers and Readers Speak

Pacific Maritime Magazine penetrates the market

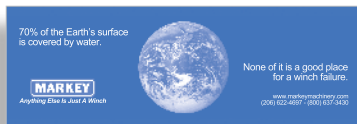


"The West Coast maritime industry looks to *Pacific Maritime Magazine* for the most current news and information about the maritime market: from Alaskan tour boat operators, to Southern California tug and barge companies. Al Larson Boat Shop relies on this unique publication as well."

*Jack Wall, President,
Al Larson Boat Shop*

"Pacific Power Products uses *Pacific Maritime Magazine* to reach the West Coast maritime community. We sell engines to the entire spectrum of the commercial vessel operating community: from tugboats, military vessels, to passenger car ferries. *Pacific Maritime Magazine* penetrates the market like no other publication."

*Bill Mossey, Sales Manager
Pacific Power Products*



"*Pacific Maritime Magazine* is a valuable marketing tool for Markey Machinery. We are able to reach our target markets through our ad campaign and have valued our relationship with the magazine for many years."

*Blaine Dempke, President,
Markey Machinery*

"With more than 28 years of advertising, the Port of Longview continues to value the quality of *Pacific Maritime's* print ad, editorial content, and special features that help ensure our message and services are showcased to our maritime partners and future customers."

Laurie Nelson, Manager of Business Development, Port of Longview



"Samson Rope Technologies offers products around the world and we need to communicate with customers, prospects and industry professionals. Our ad campaign in *Pacific Maritime Magazine* and the opportunity to provide expert industry editorial helps us achieve this goal."

*Charlotte Wells, Marketing Director,
Samson Rope Technologies*

We reach the people who make the decisions

Our subscribers buy products and services for the operation, construction and maintenance of commercial vessels and cargo terminals along the West Coast of North America, including Hawaii and Pacific protectorates.

Together, this group makes up the operations sector of the industry. They have made the West Coast the nation's largest and healthiest maritime community, and they have made *Pacific Maritime Magazine* the most widely circulated maritime trade publication on the Pacific Coast.*

"*Pacific Maritime Magazine* is unique among maritime publications in providing West Coast business, legislative and regulatory news and comment which is vital to our ocean shipping and terminal operating member companies. My staff and I read it every month, as soon as it comes across our desks."



*John McLaurin, President,
Pacific Merchant Shipping Association*

"I look to *Pacific Maritime Magazine* every month for news, opinions, and discussions about the Pacific Coast maritime industry. *Pacific Maritime Magazine* provides me the important maritime information that I do not find in any other publication."



Greg Bombard, President, Catalina Express

"I look forward to getting *Pacific Maritime Magazine* every month. Their unique West Coast focus gives me detailed news about my market that I can't find anywhere else, and their monthly, in-depth features make for good reference all year round. I have been an avid reader since day one."

Ric Shrewsbury, President, Western Towboat

"*Pacific Maritime Magazine* truly is the voice of the Pacific Coast commercial maritime industry. I look to it monthly for discussions of issues, opinions and news about the Pacific Coast which I do not find anywhere else."



*Darrell Bryan, President & General Manager,
Clipper Navigation*

PMM Online – the other way to connect with the Maritime Community

Introduced in November of 2009, *PMM Online* is the digital companion to our print publication. “Pushed” twice weekly to 4,500 online subscribers, *PMM Online* has been enthusiastically received by the market. With a 60% circulation growth in the first year, *PMM Online*’s 18% average open rate is a full 8 percent above averages for the industry.

PMM Online focuses on breaking news. Tuesday’s edition covers over-weekend news, and Friday’s edition covers the week’s breaking stories; everything that affects the maritime industry is covered regularly in *PMM Online*.



Top Banner Ad
600 x 80 pixels
\$750/mo
(requires one year commitment)

2nd Center Banner Ad
425 x 80 pixels
\$550/mo
(requires one year commitment)

Side Column Skyscraper Ad
140 x 240 pixels
\$275/mo*

Subsequent Banner Ads
425 x 80 pixels
\$275/mo*

*Ask about frequency discounts

“PMSA has long seen the need for a digital newsletter that addresses West Coast maritime industry issues in a timely and condensed format. *PMM Online* seems to be just what the industry needs, and we’re delighted Pacific Maritime Magazine has added this newsletter to complement their print publication. *It’s a valuable source of information for our membership.*”

– JOHN MCLAURIN, PRESIDENT, PACIFIC MERCHANT SHIPPING ASSOCIATION

Demographics

The most widely circulated maritime trade publication on the Pacific Coast*

51% Vessel Operation, Construction and Maintenance

49% Terminal Operations and Shoreside Support

- **Commercial Vessel Operators**
Shippers, Ocean Carriers, Cruise Lines, Tug and Barge Services, Ferry/Tour Boat Operators, NOAA, Coast Guard, Navy, Government
- **Shipyard Personnel**
- **Marine Surveyors**
- **Naval Architects**
- **Port and Harbor Operations, Stevedore/Terminal Operators**
Those responsible for the construction, maintenance and operation of harbor facilities, including rail, terminal and truck operations.
- **Shippers, Freight Forwarders, Freight Brokers and others allied to the field**
Those who book space on ocean-going vessels, make and influence port of call decisions.
- **Professional Services**
Equipment Suppliers, Insurance Providers, Financial Institutions and Attorneys



2010 Audited circulation detail available upon request.

PMM Reader Survey Results

Pacific Maritime Magazine included a reader survey as a wrap to our October 2011 issue. Our 5% response rate is twice the national average for surveys mailed with no incentive*. That response rate tells us our readership is actively engaged in *Pacific Maritime Magazine*... and they rely on the magazine to educate them about the industry, and to help them make buying decisions.

Who are our readers?

- The majority of respondents are President/Owner/Upper Management Positions
- 91% of respondents authorize or recommend purchasing decisions

What actions have they taken as a result of the ads they’ve seen in *Pacific Maritime Magazine*?

- 90% of respondents have contacted or visited an advertising company and/or made a purchase pursuant to an ad they saw in *Pacific Maritime Magazine*
- 63% of respondents have requested information or made purchase as a direct result of an ad in *Pacific Maritime Magazine*

How important is *Pacific Maritime Magazine* to their professional life?

- 92% of respondents rely on *PMM* as their information source about the maritime community
- 85% read more than 50% of each issue and 59% read more than 80% of each issue
- 77% of respondents have been reading for more than 5 years
- 53% of respondents keep *PMM* for more than 30 days

*USPS Average Response Rate Data

2012 Editorial Calendar

www.pacmar.com

Pacific Maritime Magazine

Tel 206-284-8285 Fax 206-284-0391
2201 West Commodore Way, Seattle, WA 98199

2012	SPECIAL FEATURE	BONUS DISTRIBUTION	AD CLOSE	MATERIALS DUE
January	Annual New Vessel and Tugboat Review Best Practices Series: Tugboat Safety Regional Report: LA/Long Beach	GreenPacific Conference 2012 Long Beach, CA	December 12, 2011	December 19, 2011
February	Container and Cargo Handling Equipment Guide Best Practices Ports – Brownfield, Industrial Land Redevelopment and Real Estate Port of Vancouver USA Centennial Feature	Passenger Vessel Association Convention – Maritrends 2012 – Portland, OR	January 16	January 23
March	Annual Shipyard Directory		February 13	February 20
April	Terminal Design and Construction Best Practices: Ports – Green Terminals, Equipment and Polices		March 12	March 19
May	Annual Propulsion Issue		April 16	April 23
June	Regional Report: Columbia River East Coast Ports Report Best Practices: Ports – Developing Resources: Private/public partnerships and acquiring grant money		May 14	May 21
July	Deck Machinery Container and Cargo Handling Equipment update Best Practices: Diving and Salvage – Maintenance and Environmental Stewardship		June 11	June 18
August	Ferries Update Southern Shipyards Best Practices: Ports – Remaining Competitive	Ferries 2012 Conference	July 16	July 23
September	Ocean and Coastal Towing Gulf Coast Ports Report		August 13	August 20
October	Bulk and Breakbulk Report Best Practices: Marine Engineering – Designing a 21st Century Terminal	Bulk and Breakbulk Conference Prevention First 2012	September 17	September 24
November	Trade with Alaska and Hawaii Maritime Law, Insurance and Professional Services	Pacific Marine Expo - Seattle, WA eNavigation 2012 Conference - Seattle, WA International Workboat Show - New Orleans, LA Largest Distribution of the year!	October 15	October 22
December	Marine Services and Floating Equipment Directory Mariner Training Best Practices: Diving and Salvage		November 19	November 26

Mike Morris, Advertising Manager
mike@pacmar.com

Chris Philips, Managing Editor
chris@pacmar.com

2012 Advertising Rates (per insertion)

COVERS (Prices include 4-color)

	1x	3x	6x	12x
Outside Back	\$3,975	\$3,825	\$3,650	\$3,325
Inside Front	3,850	3,675	3,425	3,250
Inside Back	3,700	3,625	3,325	3,100

DISPLAY ADS (Add color charges below)

	1x	3x	6x	12x
Full Page	\$2,400	\$2,300	\$2,075	\$1,825
2/3 Page	1,825	1,700	1,500	1,400
1/2 page	1,600	1,550	1,400	1,225
1/3 page	1,120	1,075	960	860
1/4 Page	960	900	750	725
1/5 Page	850	805	730	650
1/6 Page	830	800	\$710	625
1/8 Page	475	450	400	350

OPEN RATE (per column inch)	1x	3x	6x	12x
	\$155	\$150	\$135	\$125

COLOR CHARGES

Process color \$775 PMS Match \$415 Spot color \$260

PROFESSIONAL PAGES (Business Card Ads, 12x contract only)

4 Column Inches (4.5" x 2")	\$ 2,450 per year	<i>No discount</i>
2 Column Inches (4.5" x 1")	\$ 1,425 per year	<i>on Professional</i>
1 Column Inch (2.1875" x 1")	\$ 850 per year	<i>Pages ads</i>
Spot Color	\$ 850 per year	

OTHER CHARGES

Special Position: Earned rate plus 15%.

Design/layout: \$125 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.

Testimonials

"By far the best publication writing about the West Coast."

*Bill Elliott, President
Bay Ship and Yacht, Alameda, CA*

"I love this magazine! It keeps me informed on local maritime and nationwide too. The pictures are great and so are the articles. Keep up the good work!"

*Jessica Mandrell, Office Manager,
West Coast Carriers, LLC, Port Orchard, WA*

"PMM is one of the best marine industrial magazines I subscribe to."

*Angelo Castagnola, Owner
Castagnola Tug Service, Ventura, CA*

Digital Ad Requirements

Ad Sizes

Page Unit	Width	Depth
Full Page (bleed)	8.625 inches	11.125 inches
(trim)	8.375 inches	10.875 inches
(live area)	7.25 inches	9.75 inches
Full Page (non-bleed)	7.25 inches	9.75 inches
2/3 Page	4.5 inches	9.75 inches
Island 1/2 Page	4.5 inches	7 inches
1/2 Page	7 inches	4.875 inches
1/3 Page Square	4.5 inches	4.875 inches
1/3 Page Vertical	2.1875 inches	9.75 inches
1/4 Page	4.5 inches	3.5 inches
1/5 Page	4.5 inches	2.875 inches
1/6 Page	4.5 inches	2.5 inches
1/8 Page	2.25 inches	1.75 inches

• *Unlisted sizes accepted. Please call.*

MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

PRINTING SPECIFICATIONS

Pacific Maritime Magazine is printed on an offset press using a computer-to-plate production method. Paper is 70# and 60# coated stock using 150 line screen.

DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. *Pacific Maritime Magazine* is composed in Adobe In-Design CS4. We can accept PC files as long as they are cross-platform compatible. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art. *Pacific Maritime Magazine* offers complimentary in-house design services of your advertisement for your convenience.

IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned 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, PSD, EPS, TIFF

SOFTWARE PROGRAMS ACCEPTED

ADOBE IN-DESIGN • ADOBE PHOTOSHOP • ADOBE ILLUSTRATOR

Any other programs must be exported to PDF, EPS or TIFF format, and all text/fonts converted to paths/outlines. Please include all fonts (outlining where applicable) and linked images. Call for information on programs not listed.

SOFTWARE PROGRAMS NOT ACCEPTED

Unfortunately we cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

E-MAILING FILES

Stuffed files of 10MB and smaller can be e-mailed to:

production@PhillipsPublishing.com

For files larger than 10MB please call for FTP site information.

PRODUCTION QUESTIONS

Tel 206-284-8285 Fax 206-284-0391
production@PhillipsPublishing.com

SHIPPING ADDRESS

2201 West Commodore Way • Seattle, WA 98199

**PACIFIC
MARITIME**
www.pacmar.com **MAGAZINE**

Experience

Chris Philips, Managing Editor

Steering the course set by his father, Richard Philips, who founded the magazine in 1983, Chris has been a contributing editor since 1992, and managing editor since 1999. Chris has stood watch, swabbed decks and slept next to high-speed diesel engines. For twenty years he has been an outspoken advocate for the West Coast maritime community.

Pacific Maritime Magazine boasts the most experienced editorial team of ANY publication in the maritime field. We also feature frequent guest opinions from industry experts.

This combination of editorial experience and “hands-on” professional expertise gives *Pacific Maritime Magazine* a unique vibrancy and authority.



Jim Shaw, Contributing Editor, Shipping

Jim graduated from the University of Hawaii with a degree in Economics of Transportation. He has spent time as a merchant mariner, a heavy equipment repair shop supervisor in Iran, Saudi Arabia and Honduras, and three years as a volunteer diesel mechanics instructor in the Peace Corps in Gambia, Guinea and Peru. Jim has been a transportation trade journalist for a variety of international publications for 36 years, 27 of those with *Pacific Maritime Magazine*.



Hugh Ware, Contributing Editor, East Coast

A former nuclear warfare command-and-control technical editor and correspondent for several commercial trade publications worldwide, Hugh now writes a monthly column of nautical news and whimsies, creates articles and reviews nautical books – keeping our readers abreast of maritime activity around the world.



Mark Edward Nero, Contributing Editor, California

Mark Edward Nero has been a professional journalist since 1995 and has covered the maritime shipping industry since 2002. Nero, who's based in Long Beach, California, was previously a reporter with the *Long Beach Press-Telegram* where he covered the ports of Los Angeles and Long Beach. His work has also appeared in numerous other publications, including *The Cunninghamham Report*, *Fairplay* magazine, the *San Diego Union-Tribune*, *Boston Globe* and the *Los Angeles Daily News*.

Contributing Writers

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Certified Fraud Examiner
Peet & Associates, LLC

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Pacific Merchant Shipping
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Marilyn Raia

Attorney,
Bullivant Houser Bailey

Charlie Walther

President,
Walther Engineering

Industry Advocates

The best way to stay abreast of developments in the industry is to participate. *Pacific Maritime Magazine's* staff is involved through a variety of professional associations, including:



Propeller Club of
the United States

NORTHWEST
MARINE TRADE
ASSOCIATION



Seattle
Marine
Business
Coalition

Society of
Port Engineers

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Left photo courtesy of Horizon Lines.

Middle photo courtesy of Associated Underwater Services.

Right photo courtesy of Foss Maritime Services.



Mike Morris, Advertising Sales Manager

Mike describes his job as helping maritime companies deliver their marketing message, offering their services and assisting in selling their products through the resources available at *Pacific Maritime Magazine* and Philips Publishing Group.

Mike knows the industry and is ready to help design a specific marketing and advertising plan to reach the West Coast maritime industry – contact Mike at 206-284-8285 or mike@pacmar.com.