

PACIFIC MARITIME

Marine Business for the Operations Sector MAGAZINE

In print, online, in person.

NORTH STAR
TACOMA, WA
IMO 9232290

2019 Media Kit

www.pacmar.com
www.pmmonlinenews.com

Philips Publishing Group
www.philipspublishing.com



“By far the best publication writing about the West Coast.”

BILL ELLIOT, PRESIDENT, BAY SHIP AND YACHT, ALAMEDA, CA

Pacific Maritime Magazine advertisers benefit from the visibility and the editorial credibility of the most widely circulated maritime publication on the Pacific Coast.*

ADVERTISING IN PRINT INCREASES SALES

Print media has been demonstrated to be more effective than digital, online, TV, radio or 'out-of-home'.**

- Print magazines are most effective in reaching influential customers
- Print magazines are more trusted, inspiring and more influential than other media
- Print magazines provide a more positive environment than other media
- Brands that advertise in print magazines achieve higher brand favorability, purchase intent, and ad awareness than they do online**

“Having worked in the maritime industry for over 30 years, I greatly appreciate Pacific Maritime Magazine’s West Coast-focused news and features. When Tidewater commissioned and began the build on three new towboats last year, we valued Pacific Maritime as a resource in that process. Thank you PMM, for a comprehensive and in-depth publication.”

**Bruce Reed, VP and COO,
Tidewater Transportation and Terminals,
Vancouver, WA**

“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, Long Beach, CA**

“Pacific Maritime Magazine is the best marine industrial magazine I subscribe to.”

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

“Pacific Maritime Magazine is my best source of news about the West Coast maritime industry. I read it every month.”

**Tim Engle, President,
Saltchuk, Seattle, WA**

“Pacific Maritime is one of my favorite indulgences. I always make time to read it, every month, cover-to-cover, as soon as it hits my desk.”

**David DeVilbiss, VP Salvage,
Global Diving and Salvage, Seattle, WA**

*  **VERIFIED** AUDIT *Audited circulation detail available upon request.*

**Sources: GfK MRI, Experian Marketing Services and Simmons Multi-Media Engagement. 2015 Magazine Media FactBook. Complete study available upon request.

Reaching commercial vessel owners, terminal operators and other marine industrial land users.

READER DEMOGRAPHICS

*The industry's most widely-circulated commercial maritime publication**

Loyalty

- 81% have subscribed for more than five years
- 86% have read each of the last four issues.
- 83% read at least half of a typical issue and 67% read at least ¾ of a typical issue

Authority

- 80% of respondents are directly involved in purchasing decisions.

Action

- 60% reported that *Pacific Maritime Magazine* has influenced their buying decisions.

Source: 2016 READEX® Reader Survey. Full Report on Request.

Contact Laura Hicks,
Sales Manager, at 206-200-1570
or laura@pacmar.com

89%

of our readers rely primarily or exclusively on *Pacific Maritime* for news about the maritime industry



86%

have read each of the last four issues

80%

of respondents are directly involved in purchasing decisions

Pacific Maritime Magazine Calendar Photo Contest and Sponsorship – Get in front of the maritime industry all year!



CALENDAR PHOTO CONTEST

Do you work on the water, or at a marine cargo terminal? Take a photo of action on the waterfront and win a chance to have it published in our annual *Pacific Maritime Magazine* calendar!

We'll choose 12 photos submitted by our readers that illustrate life on the West Coast working waterfront.

If chosen, your photo will run in our 2020 *Working on the Water* calendar to be published and distributed with the November 2019 issue of *Pacific Maritime Magazine*.

Photo entrants whose work is chosen for use in the calendar will be paid \$150 for their submission along with a complimentary one-year subscription to *Pacific Maritime Magazine* and 25 *Pacific Maritime Magazine* Calendars to share with family and friends! Photo submission deadline is August 24.

CALENDAR SPONSORSHIP

For more than nine years we've produced our popular *Fishermen's News* calendar. We introduce a similar product for the West Coast commercial maritime vessel and terminal operations community.

The *Pacific Maritime Magazine* calendar is an effective and affordable way to stay in front of the industry all year long!

Sponsorship Benefits Include:

- Prominent ad placement on the sponsored month. Add a note to any date included on that month!
- Sponsorship advertising space at the bottom of each month is 10" x 1.875"
- Company logo included in *PMM* calendar promotional materials
- Company logo included in online calendar promotional materials
- 25 copies of the 2020 *PMM* Calendar
- Rate: \$1,900

JANUARY 2020

| SUNDAY | MONDAY | TUESDAY | WEDNESDAY | THURSDAY | FRIDAY | SATURDAY |
|--|--|---------|-----------|----------|--------|----------|
| <small>2019</small> 31 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 | <small>2020</small> 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 | | | 1 | 2 | 3 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 |
| 25 <small>Father's Day</small> | 26 | 27 | 28 | 29 | 30 | |

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- Basic Training Refresher

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SPECIAL OFFER...

- Sponsor a page in the *PMM* Calendar and earn a \$500 discount on a display ad in the December 2019 issue of *Pacific Maritime Magazine*.
- Sponsorship is limited to 12 participants. Reserve space today!

PACIFIC
MARITIME
MAGAZINE

www.pacmar.com

Chris Philips, Managing Editor
chris@pacmar.com • 206-284-8285

Laura Hicks, Sales Manager
laura@pacmar.com

Mobile 206-200-1570 • Office 206-284-8285

Editorial 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 more than 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.



MARGARET BAUMAN, Alaska Bureau Chief

Margaret Bauman is an Alaska journalist and photographer with extensive background in Alaska's industries and environmental issues related to those industries. A long time Alaska resident, she has also covered news of national and international importance in other states on the staff of United Press International, the Associated Press and CBS News.



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 more than 40 years, more than 30 of those with *Pacific Maritime Magazine*.



KAREN ROBES MEEKS, Contributing Editor, California

Pacific Maritime Magazine California correspondent Karen Robes Meeks spent several years covering the ports of Los Angeles and Long Beach, California for the *Long Beach Press-Telegram* and our sister publication *Fishermen's News*.

Advertising Expertise



LAURA HICKS

Laura has more than 30 years of experience in industrial markets. Contact her for help in designing a specific advertising program to reach the West Coast maritime industry.

laura@pacmar.com

Mobile 206-200-1570 • Office 206-284-8285 • Fax 206-284-0391

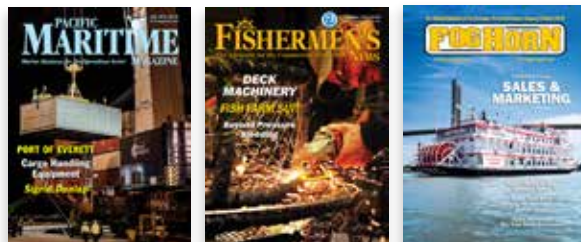
PHILIPS PUBLISHING GROUP: TWO GENERATIONS OF EXPERTISE

Philips Publishing Group produces magazines for the commercial maritime and commercial fishing markets. Titles include *Pacific Maritime Magazine*, aimed at West Coast commercial vessel and terminal operators, *Fishermen's News*, the oldest commercial fishing publication on the Pacific Coast and *FOGHORN* for the Passenger Vessel Association.

Philips Publishing Group also produces directories and in-house publications for companies and associations in the transportation, maritime, hospitality, tourism and transit markets.

Association clients include the Passenger Vessel Association, the Seattle Propeller Club, the Tacoma and Seattle Transportation Clubs and the Society of Port Engineers of LA/Long Beach.

Corporate clients include: American Seafoods, Black Ball Ferry Lines, Catalina Express, Clipper Navigation, Coastal Transportation, TOTE and Washington State Ferries.



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CONTACT INFORMATION

4257 24th Avenue W
Seattle, WA 98199
Tel 206-284-8285
Fax 206-284-0391
www.pacmar.com
www.philipspublishing.com

Managing Editor

Chris Philips
chris@pacmar.com

Advertising

Laura Hicks
laura@pacmar.com

Production Department

Kathy Samuelson
production@philipspublishing.com

Circulation/Subscriptions

Judy Philips
circulation@pacmar.com
206-365-5399

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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:



**Society of
Port Engineers**