

TWO THOUSAND THIRTEEN

MEDIA KIT

The **MARITIME**
EXECUTIVE

INTELLECTUAL CAPITAL FOR EXECUTIVES

www.maritime-executive.com

The Global Maritime Business Journal

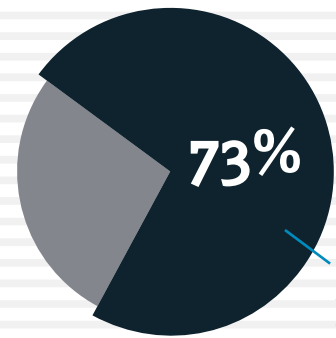
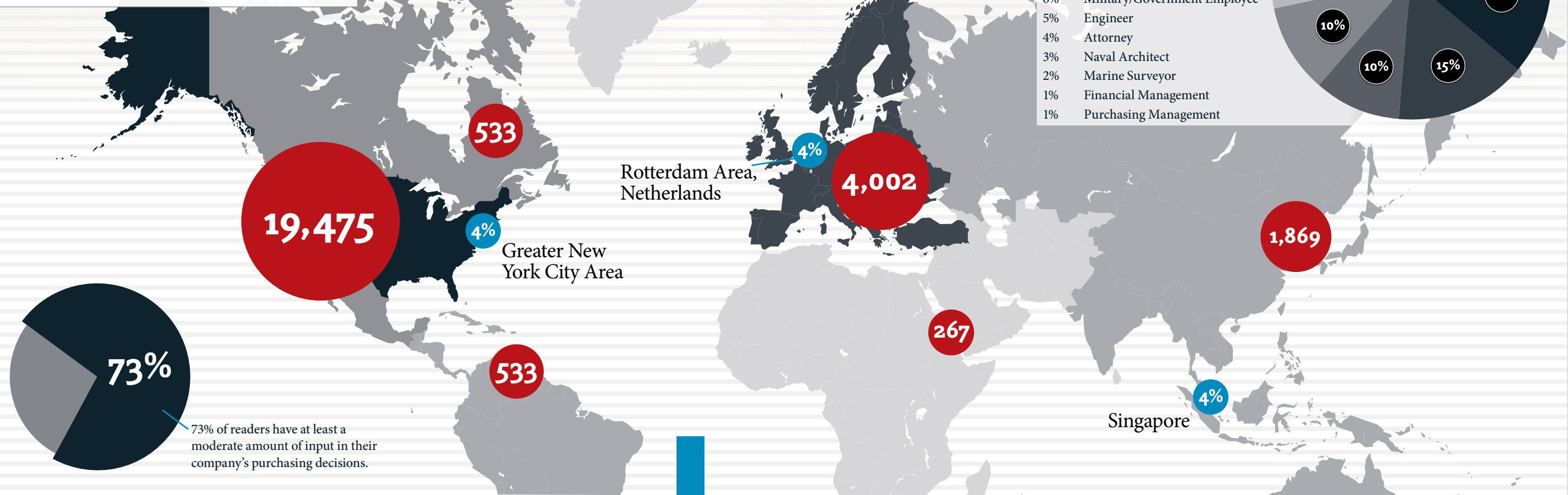
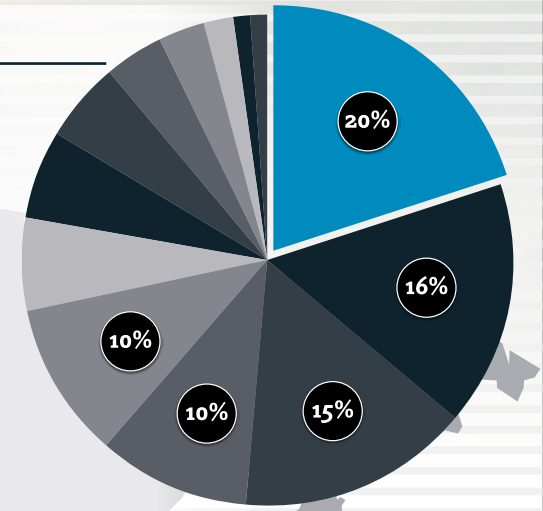
GEOGRAPHICAL DISTRIBUTION / READERSHIP

About *The Maritime Executive*

The Maritime Executive was created with industry leaders in mind and today is the most trusted source available for maritime decision-makers. Each edition features top executives and their businesses from around the world and provides in-depth analysis of the critical issues of the day. No other publication comes close to its elegance of design and quality of writing. Readers count on *The Maritime Executive* as their number one source of industry insight.

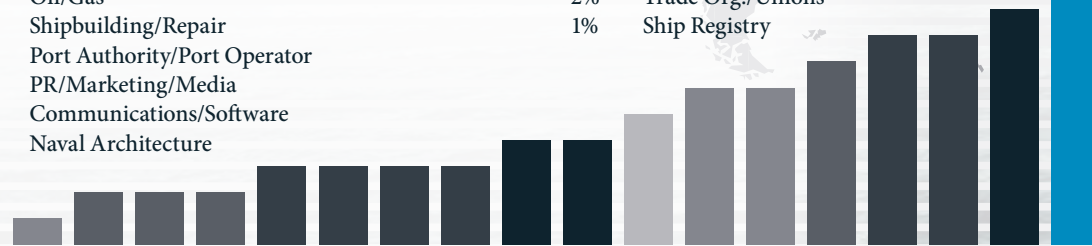
Job Title/Position

- 20% Operations Management
- 16% Chairman/President/CEO
- 15% Sales/Marketing Management
- 10% Mariner
- 10% Consultant
- 6% Educator/Trainer
- 6% Military/Government Employee
- 5% Engineer
- 4% Attorney
- 3% Naval Architect
- 2% Marine Surveyor
- 1% Financial Management
- 1% Purchasing Management



Business or Industry

- | | |
|---|-----------------------------|
| 23% Vessel Owners/Operators | 3% Finance, Insurance |
| 9% Ship Management | 3% Maritime Security |
| 8% Coast Guard, Military, Government | 3% Legal Services |
| 8% Education (Universities, Schools, Training Institutes) | 2% Classification Societies |
| 7% Manufacturing | 2% Salvage/Spill Response |
| 6% Oil/Gas | 2% Trade Org./Unions |
| 6% Shipbuilding/Repair | 1% Ship Registry |
| 5% Port Authority/Port Operator | |
| 4% PR/Marketing/Media | |
| 4% Communications/Software | |
| 4% Naval Architecture | |



47%

47% of readers have a household income of \$125,000 a year or more.

66%

66% of readers have at least a Bachelor's degree.

38%

38% of readers have a graduate degree.

26,679 Total Distribution

SOURCE: 2012 Circulation and Distribution Database.

Audit Statement

ABC Membership has been applied for. The completed audit will better serve advertisers in making the best advertising decisions for their organizations.

MEDIA KIT

EDITORIAL CALENDAR



JANUARY/FEBRUARY// **Passenger Vessels**

- » Cruising Outlook
- » Pollution Solutions
- » Passenger Safety & Security
- » Navigation
- » Offshore Accommodations
- » Environmental Regulations
- » Environmental Directory

■ AD CLOSE 1/15/13

■ MATERIAL CLOSE 1/18/13



MARCH/APRIL// **Energy Exploration & Production**

- » FPSO/MODU/Offshore Report
- » Alternative Energies
- » Offshore Drilling
- » Seismic Surveying
- » Fuels & Lubes
- » Marine Coatings
- » Coatings Directory

■ AD CLOSE 3/13/13

■ MATERIAL CLOSE 3/15/13



MAY/JUNE// **Shipbuilding & Repair**

- » Shipbuilding Report
- » Naval Architecture/ Marine Engineering
- » Ship Registries/ Classification Societies
- » Financing & Leasing
- » Risk Management
- » Shipyard Management
- » Shipyard Directory

■ AD CLOSE 5/8/13

■ MATERIAL CLOSE 5/10/13



JULY/AUGUST// **Maritime Training & Education**

- » Academies/Training Institutions
- » Maritime Law
- » Ship Management
- » Maritime Software
- » Marine Electronics
- » Medical Care
- » Training/Education Directory

■ AD CLOSE 7/10/13

■ MATERIAL CLOSE 7/12/13



SEPTEMBER/OCTOBER// **Maritime Special Operations**

- » Salvage
- » Dredging
- » Subsea Mining
- » Heavy-Lift Technology
- » Maritime Security
- » Regulations & Compliance
- » Deck Machinery/Cargo Handling Directory

■ AD CLOSE 9/11/13

■ MATERIAL CLOSE 9/13/13



NOVEMBER/DECEMBER// **Global Offshore Services**

- » Workboat Report
- » Propulsion
- » Offshore Services
- » Dynamic Positioning
- » Onboard Maintenance
- » Satellite Communications
- » Inland Waterways
- » SATCOM Directory

■ AD CLOSE 11/5/13

■ MATERIAL CLOSE 11/7/13

MEDIA KIT

BONUS DISTRIBUTION

JANUARY/FEBRUARY

MTB - Oil & Gas - MENA	Oman	Feb. 19 - 22
Capital Link Greek Ship. Forum	Athens, Greece	Feb. 27
Cruise Shipping Miami	Miami, FL, US	March 11- 14
MTB Marine Americas	Washington, DC, US	March 23
CMA Shipping 2013	Stamford, CT, US	March 18 - 20
CIPPE Beijing 2013	Beijing, China	March 19-21

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MARCH/APRIL

SeaAsia	Singapore	April 9 - 11
MTB- Marine Asia	Kuala Lumpur	April 10-13
Maritime Week Americas	Miami, FL, US	April 29 - May 4
MTB- Shipyards Asia	Shanghai	May 8 - 11
INTERTANKO Annual Event	Singapore	May 10 - 11
CIMPS-Europort	Jiangsu, China	May 15 - 17
Nor-Shipping 2013	Oslo, Norway	June 4 - 7

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MAY/JUNE

MTB-Superyachts - 2013	Dubrovnik	June 5 - 8
Energy Ocean International	Providence, RI, US	June 10 - 12
Commercial Marine Expo	Hampton, VA, US	June 12-13
Marine Money Week	New York City, NY, US	June 18-20

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JULY/AUGUST

China Offshore Engineering Summit	Shanghai, China	August TBA
Navalshore	Rio de Janeiro	August 13-15
MTB-Workboats	Athens, Greece	Sept. 18 - 21
ASBA Annual Cargo Conference	TBA	Sept. TBA
Cruise Shipping Asia-Pacific	Singapore	Sept. TBA

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SEPTEMBER/OCTOBER

International Workboat Show	New Orleans, LA, US	October 9 - 11
MTB-Marine Europe	Algarve, Portugal	October 16 - 19
Europort, Ahoy Rotterdam	Rotterdam	November 5 - 8
OilComm	Houston, TX, US	November 6 - 8
Clean Gulf 2013	Tampa, FL, US	November 13-14

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NOVEMBER/DECEMBER

Marintec China 2013	Shanghai, China	December 3 - 6
Maritime Week Africa	Durban, South Africa	Jan. 28 - Feb. 1

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MEDIA KIT

AD SPECIFICATIONS / ADVERTISING RATES

(All sizes are width x height)	inches	millimeters	Ad size	1x	3x	6x
Trim size	8 x 10.875	203 x 276	Full page	\$4,917	4,628	4,396
Full bleed (add .125" all around)	8.25 x 11.125	210 x 283	Two-Third page	\$4,107	3,789	3,500
Full page	7 x 10	178 x 254	Half page	\$3,297	2,950	2,603
Two-Third page vert	4.625 x 10	117 x 254	Half page spread	\$5,045	5,045	5,045
Half page vert	3.375 x 10	86 x 254	Third page	\$2,661	2,314	2,025
Half page horiz	7 x 4.875	178 x 124	Quarter page	\$2,025	1,678	1,446
Third page vert	2.3 x 10	58 x 254	Eighth page	\$1,099	983	867
Third page horiz	7 x 3.125	178 x 79	Center Spread	\$9,834	9,834	9,834
Qtr page vert	3.375 x 4.875	86 x 124	C4 (Outside back cover)	\$5,495	5,495	5,495
Qtr page horiz	7 x 2	178 x 51	C2, C3 (Inside front & back covers)	\$5,206	5,206	5,206
Eighth page horiz	3.375 x 2	86 x 51	Full Page + Third Page Vertical	\$6,500	6,110	5,745
Center Spread (add .125" all around)	16 x 10.875 (16.25 x 11.25)	407 x 276 (413 x 283)	Eighth page directory listing	\$482	482	482
Half page horiz spread (add .125" to both sides & bottom)	16 x 5.3375 (16.25 x 5.4625)	407 x 136 (413 x 139)	Premium Positions (First 6 pages)	\$515	515	515
			Belly Band	\$8,500		

For best results we recommend sending press quality PDFs. All full page bleeds must extend .125" or 3mm beyond trim all around and live copy must be .25" inside trim.

PRODUCTION CHARGES

Ad design services are available upon advance request. Prevailing rates apply. Contact sales for further information.

SEND MATERIALS TO:

Dan Bastien - dbastien@maritime-executive.com



AD CAMPAIGNS

The Maritime Executive also offers cross-media ad campaigns. Advertise in the print magazine, digital magazine, website, newsletter, and now our new Apple Newsstand app. Combine your print ad with a video ad in the digital magazine and app.

Please contact one of our sales reps for more information on these exciting opportunities.



MEDIA KIT

ADVERTISEMENT SPECIFICATIONS

Ad Materials: All ad materials should be supplied in one of the following digital file formats accompanied by a hardcopy color proof. Ad materials other than acceptable digital files can incur additional charges (see Production Charges).

- a ACCEPTABLE DIGITAL FILES:** Adobe Acrobat PDF/X1a. Flattened CMYK TIFF or EPS files, 300 dpi at actual size are also acceptable. Other file types accepted are Adobe InDesign, Adobe Illustrator and Adobe Photoshop. *Please do not submit files created in word-processing programs, MS PowerPoint, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.*
- b GRAPHIC/IMAGING FORMATS:** All graphic elements should be imported from drawing or imaging applications. The following drawing programs are supported: Illustrator, Freehand, Photoshop, and CorelDraw. For best results, graphics should be saved as TIFF, JPEG or EPS files. Do not use GIF, PNG or Pict files. Images should be placed at 100% of size in final document, converted to CMYK, and saved as PDF/X1a.
- c STORAGE MEDIA:** Files may be submitted using the following media: Email or FTP. When submitting your electronic files, clearly label the media with the magazine issue date, Advertiser's and Agency's complete contact details, list of contents and file name/number. Files sent through electronic channels must be compressed. Files less than 10 MB may be e-mailed.

ADVERTISING TERMS & CONDITIONS

Cancellation: Cancellations accepted with written notice if received 30 days prior to issue closing. Cancellations received less than 30 days prior to publication will be billed at the full rate.

Production: Materials for ad creation will not be accepted after Material Due Date. All camera-ready ads needing color conversion or other changes are subject to a \$50 production fee. Advertisers may not make design changes to ads after Material Due Date. Ad placement is at the sole discretion of the publisher and any special placements are not guaranteed.

Client Responsibility: Advertisers may not cancel orders after Ad Close Date. All ads will be deemed acceptable as submitted unless Publisher receives written notice of required changes. All advertisements are accepted and published as represented by the advertiser or agency, who are authorized to grant the right to publish the entire contents including art and photos. Advertiser hereby indemnifies Publisher against any claims relating to unauthorized use of content or art. All materials supplied by the advertiser or agency must meet the requirements for printing as described in our Advertising Specification sheet.

Terms: In the event any invoice is not paid within 30-days, all invoices outstanding and unpaid and charges shall become due and payable, immediately, and the agency

ADVERTISING POLICIES

- 1 General** – If more or less space than contracted is used within one year from date of first insertion, the rate will be adjusted to the earned rate published here. Advertiser will be short-rated at the prevailing frequency rate if they have not completed the terms of their contracted frequency rate within 12 months of first insertion order.
- 2 Positioning** – Regular full page advertising are run-of-the-house positioning. If a special placement is requested such as facing editorial, there is a \$500 premium.
- 3 Payment Terms** – Terms of payment are Net 30 days on approved credit. Late payments will incur an interest charge of 1.5% per month, compounded monthly, if received after the payment due date.
- 4 Agency Commission** – 15% to recognized agencies. Publisher will hold Agency and Advertiser jointly responsible for payment.

PUBLISHER'S COPY PROTECTIVE CLAUSE

- 1** Advertisers are liable for all content of advertisements printed and for any claims made against The Maritime Executive. The Publisher reserves the right to reject any advertising that does not conform to the publication's standards.
- 2** In the event that no acceptable copy is furnished, Publisher reserves the right to repeat latest advertisement for scheduled space.
- 3** With the exception of premium positions, contracts may be terminated by either party on 30 days notice before closing date.
- 4** In the event of non-payment of invoices, the Publisher may terminate the contract without notice.
- 5** Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at Publisher's discretion.
- 6** Advertising materials not requested by Advertiser within one year will be destroyed unless instructions are sent in writing to Publisher.

commission will be negated as unearned. Payments received 30 days after publication will be assessed a 1.5% monthly finance charge.

Payment Terms: Payment terms are net 30 days from date of invoice. Advertiser or agency must pay any and all reasonable attorney fees if it becomes necessary to place any claims or funds with an attorney or collections agency.

Copy Restrictions: Publisher reserves the right, at its absolute discretion and at any time, to reject advertising materials. Advertisements that simulate editorial content must be clearly labeled ADVERTISEMENT.

Copy Responsibility: Advertisers are solely responsible for the content of their advertisements placed and printed. Publisher accepts no responsibility for typographical errors.

The MARITIME EXECUTIVE

INTELLECTUAL CAPITAL FOR EXECUTIVES

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