

The MARITIME EXECUTIVE

INTELLECTUAL CAPITAL FOR EXECUTIVES

media kit 2011

The Global Maritime Business Journal



www.maritime-executive.com

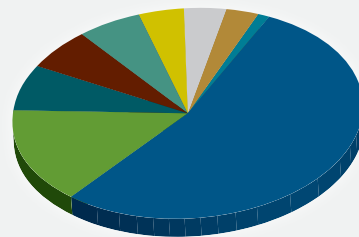
The Maritime Executive serves...

- The marine transportation and vessel construction industries.
- Vessel owners, operators, managers, captains, chief engineers and port captains of commercial vessels.
- Owners and managers of shipyards for vessel construction, repair and/or conversion.
- Classification societies, admiralty lawyers, marine pilots, naval architects, maritime academies and training institutes, marine cargo surveyors, insurance & financial professionals.
- Federal and state legislators and agencies, U.S. Coast Guard, Navy & Military Sealift Command, U.S. Army Corps of Engineers and various maritime unions.
- International Maritime Organization (IMO), World Trade Organization (WTO), and others allied to the commercial marine industry.

GLOBAL CIRCULATION

READER PROFILE

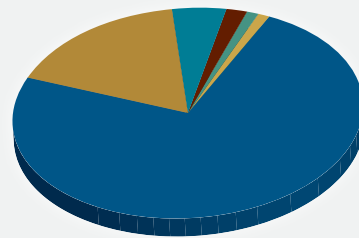
Shipowners, Operators, Managers	14,284	54%	•
Shipbuilders, Repairers	3,861	15%	•
Marine Equipment Manufacturers	1,715	7%	•
Trade Organizations, Unions and Schools	1,603	6%	•
Lawyers, Insurers, Financial Institutions	1,556	6%	•
Naval Architects	1,109	4%	•
Government	953	4%	•
Ship Registries	752	3%	•
Classification Societies	367	1%	•
Total Reader Profile	26,200	100%	



GEOGRAPHICAL ANALYSIS

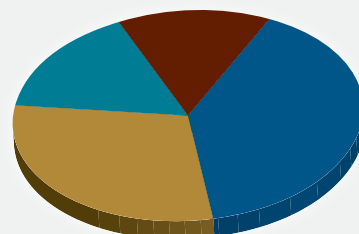
GLOBAL CIRCULATION

North America	19,477	74%	•
Europe	4,391	17%	•
Asia	1,411	5%	•
South America	516	2%	•
Africa	207	1%	•
Oceania	198	1%	•
Total Global Circulation	26,200	100%	



DOMESTIC CIRCULATION (USA)

Atlantic Coast	7,569	40%	•
Gulf Coast	5,756	30%	•
Pacific	3,055	16%	•
Midwest	2,683	14%	•
Total USA Circulation	19,063	100%	



TRADE SHOWS & CONFERENCES

JANUARY

SMM Istanbul
January 26-28
Istanbul, Turkey
www.hamburg-messe.de/smm_istanbul/smm_istanbul

Offshore Production
Technology Summit
January 31-February 1
London, UK
www.offshore-summit.com

FEBRUARY

Global LNG Forum 2011
February 2-3
Barcelona, Spain
www.world.cwclng.com

NAVDEX 2011
February 10-24
Abu Dhabi
www.navdex.ae

Capital Link Greek
Shipping Forum
February 22
Athens, Greece
www.capitalinkforum.com

MARCH

Maritime Vietnam 2011
March 9-11 - Vietnam
maritimeshows.com/vietnam2011/

MTB - Workboats Americas
March 9-12
Ft. Lauderdale, FL
www.coplandevents.com/event.php?id=20

Seatrade Cruise
Shipping Miami
March 14-17
Miami Beach, FL
cruiseshippingmiami.com

CMA Trade Conference &
Exhibition Shipping 2011
March 21-23 - Stamford, CT
www.shipping2011.com

Capital Link Invest in Inter-
national Shipping Forum
March 24 - New York, NY
www.capitalinkforum.com

Cippe Beijing
March 22-24 - Beijing, China
www.cippe.com.cn/

World Ports & Trade Summit
March 28-30
Abu Dhabi, UAE
worldportsandtrade.com

APRIL

SMM India
April 7-9
Mumbai, India
www.hamburg-messe.de/smm_india

Ghana Oil & Gas Expo &
Conference
April 12-14
Accra, Ghana
www.cwcghana.com

Annual Offshore Support
Vessels Conference
April 11-13
Sentosa, Singapore
www.osvconference.com

MAY

2011 Offshore Technology
Conference
May 2-5 - Houston, TX
www.otcnet.org/2011

Maritime & Transportation
Security Expo
May 4-5 - Baltimore, MD
www.maritimesecurity-expo.com

INTERTANKO
ANNUAL EVENT
May 10-11
Athens, Greece
www.intertanko.com

Asia OSV Conference
May 17-18 - Beijing
www.asiaosv.com

International Oil Spill
Conference
May 22-27 - Portland, OR
www.iosc.org

Maritime Week
Americas 2011
May 23-27
Cartagena, Colombia
maritimeweekamericas.com

Nor-Shipping 2011
May 24-27 - Oslo, Norway
www.messe.no/en

JUNE

LNG Fueled Ships
31st May - 1st June 2011
Crowne Plaza, Hamburg
lng-fuelledshipping.com/

Oslo Shipping Talks 2010
June 1 - Oslo
www.nhstevents.com

Oceans 2011
June 6-9
Spain
www.oceans-11ieeesantander.org/

Energy Ocean International
June 14-16
Portland, ME
www.energyocean.com

Marine Money Week 2011
June 21-23
New York, NY
www.marinemoney.com

Commercial Marine
Expo 2011
June 22-23
Norfolk, VA
www.comarexpo.com

EDITORIAL CALENDAR

January/February :: Passenger Vessels

- » Cruise Industry Outlook
- » Water Treatment Solutions
- » Lifesaving Equipment
- » Electronic Chart Display Systems (ECDIS)
- » Offshore Accommodations
- » Environmental Directory

Advertising Deadline: January 19th

July/August :: Maritime Training & Education

- » Academies & Training Institutions
- » Maritime Software
- » Simulators
- » Marine Electronics
- » Medical Care for Mariners
- » Training & Education Directory

Advertising Deadline: July 20th

March/April :: Energy Exploration & Production

- » FPSO and MODU Report
- » Alternative Energies
- » Seismic Surveying
- » Fuels and Lubricants
- » Marine Coatings
- » Coatings Directory

Advertising Deadline: March 16th

September/October :: Maritime Special Operations

- » Salvage
- » Dredging
- » Heavy-Lift Technology
- » Subsea Technology
- » Maritime Security
- » Deck Machinery and Cargo Handling Directory

Advertising Deadline: September 21st

May/June :: Shipbuilding and Repair

- » Global Shipbuilding Report
- » Naval Architecture and Marine Engineering
- » Ship Registries and Classification Societies
- » Pipes, Pumps, and Valves
- » Financing & Leasing Alternatives
- » Shipyard Directory

Advertising Deadline: May 18th

November/December :: Global Offshore Services

- » Workboat Activity
- » Propulsion
- » Dynamic Positioning
- » Condition-Based Maintenance Processes
- » Satellite Communications
- » SATCOM Directory

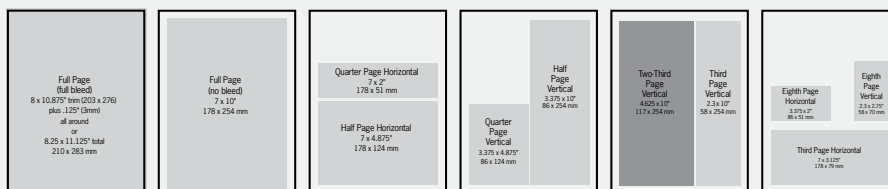
Advertising Deadline: November 4th

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
There are no shows scheduled at this time.	There are no shows scheduled at this time.	NEVA 2011 St. Petersburg, Russia September 20-23 neva.transtec-neva.com	2011 Offshore Technology Conference-Brasil October 4-6 Rio de Janeiro, Brazil www.otcnet.org	World Shipping (China) Summit 2011 Nov 1-2 - China www.shippingsummit.com	International Workboat Show Nov. 30-Dec. 2 New Orleans, LA www.workboatshow.com
		Clean Pacific 2011 September 27-29 Long Beach, CA www.cleanpacific.org		Offshore Communications 2011 November 8-10 Houston, TX www.offshorecoms.com	Clean Gulf Nov. 30-Dec. 1 San Antonio, Texas www.cleangulf.org
		Oceans 2011 September 27-29 Waikoloa, HI www.ieee.org/conferences_events/conferences/		Europort 2011 November 8-11 Rotterdam, The Netherlands www.europort.nl	Gulf Maritime 2011 December 12-14 Sharjah, U.A.E. www.gulfmaritime.ae
		ASBA Annual Cargo Conference Sept 28-30 Miami, FL www.asba.org		Marintec China 2011 Nov. 29-Dec. 2 Shanghai, China www.marintecchina.com	
		INMEX India 2011 Sep 29-Oct 1st Mumbai www.inmexindia.com		Intermodal Europe 2010 Nov. 30-Dec. 2 Amsterdam intermodal-events.com	

AD SPECIFICATIONS

(All sizes are width x height)	inches	millimeters
Trim size	8 x 10.875	203 x 276
Full bleed (trim plus .125 all around)	8.25 x 11.125	210 x 283
Full page	7 x 10	178 x 254
Center Spread (trim plus .125 all around)	16 x 10.875	407 x 283
Two-Third page vert	4.625 x 10	117 x 254
Half page vert	3.375 x 10	86 x 254
Half page horiz	7 x 4.875	178 x 124
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)
Third page vert	2.3 x 10	58 x 254
Third page horiz	7 x 3.125	178 x 79
Qtr page vert	3.375 x 4.875	86 x 124
Qtr page horiz	7 x 2	178 x 51
Eighth page vert	2.3 x 2.75	58 x 70
Eighth page horiz	3.375 x 2	86 x 51

For best results we recommend sending press quality pdfs. Where color is important please include a high quality color proof. When color is not an issue please fax a hard copy of your ad for reference to ensure pdf accuracy. All full page bleeds must extend .125" or 3mm beyond trim all around and live copy must be .25" inside trim.



ADVERTISING RATES

	1x	3x	6x
Center Spread	\$9,180	9,180	9,180
C-4 (outside back cover)	\$5,130	5,130	5,130
C-2, C-3 (Inside front & back covers), and premium positions.	\$4,860	4,860	4,860
Full page (bleed no charge)	\$4,590	4,320	4,104
Two-Third page	\$3,834	3,537	3,267
Half page	\$3,078	2,754	2,430
Half page spread	\$4,710	4,710	4,710
Third page	\$2,484	2,160	1,890
Quarter page	\$1,890	1,566	1,350
Eighth page	\$1,026	918	810

All rates are based on full color. B/W ads are 25% less.

Production Charges

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

Send Ad Materials To:

Dan Bastien
dbastien@maritime-executive.com
3200 South Andrews Avenue, Suite 100
Fort Lauderdale, FL, USA 33316

WEB AD SPECS & RATES

(All sizes are width x height) Pixels Monthly Rate

Home Page

Top Banner/Leaderboard	728x90	\$1500
Side box	300x250	\$1000

Category Front Page

Top Banner/Leaderboard	728x90	\$750
Side box	300x250	\$500
Mini Skyscraper	120x240	\$300

Subsections on Categories

Top Banner/Leaderboard	728x90	\$500
Side box	300x250	\$300
Mini Skyscraper	120x240	\$100

Multiple Categories

1 Category + Subsections	300x250	\$900
1 Category + Subsections	120x240	\$750

Call for more discounts on more than one category and subsection.

For best results we recommend sending the following file formats: .gif, animated .gif, .jpg, .png.

WEB STATS

Approx. 80,000 Pageviews/month
Approx. 50,000 Visitors/month

435,000 Available Impressions for Ads

LinkedIn: 14,000
Twitter: 3,014
Facebook: 680
E-Newsletter list: 61724

Top 10 Countries

United States	Netherlands
United Kingdom	Greece
Canada	Germany
India	Norway
Singapore	Philippines

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The screenshot shows the MarEx website homepage. At the top, there's a navigation bar with 'Home News Shipping Tugs & Salvage Business Law Training Shipbuilding Offshore Government Magazine'. Below that, a large banner reads 'UNLOCK YOUR POTENTIAL'. The main content area is divided into 'News' and 'Corporate News' sections. The 'News' section features a story about Wärtsilä and Aker Solutions. The 'Corporate News' section lists various industry updates. On the right side, there's a 'MarEx SPONSORS' section with logos for DAMEN, EPD, LOWLAND, ClassNK, and MITAGS PMI. Below the news sections, there's a 'TOP STORIES' section with three featured articles: 'Shipping Tugs, March 29, ITIC Exposes Real Cost of Crew Internet Access for...', 'Tugs & Salvage Mon, March 29, 2011 Guard Responds to Barge Allision on the...', and 'Shipbuilding Tue, March 29, Wärtsilä and Aker Solutions to Jointly Develop...'. There's also a 'Latest Editorials' section with an article titled 'U.S. Maritime Gets No Money from DOT or MARAD in 2012 Budgets'. At the bottom right, there's a 'Offshore Support Vessels' advertisement.

This screenshot shows a detailed article on the MarEx website. The article title is 'Wärtsilä and Aker Solutions to Jointly Develop Cutting Edge High Performance Turbine Installation Vessel'. The article is dated Tuesday, March 29, 2011. It features a 'Like' button with 1 like and a 'Share' button with 0 shares. The text describes the partnership between Wärtsilä and Aker Solutions to develop a new installation vessel for offshore wind farms. It highlights the vessel's advanced features, including high-performance turbine installation systems, dual-fuel engines, and a sophisticated cooling system. The article also mentions that the vessel will provide a continuous hydraulic jacking system for truss legs. On the right side of the article, there are several related advertisements: 'CONFERENCE CENTER CCMIT', 'FPSO Asia Congress 2011', 'Asia OSV Conference 2011', 'RETENTION Workboat', and 'Connecting Buyers & Sellers of Energy Related Companies'.

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 \$400 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.

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 PDFs (Press Optimized, 2400 dpi, binary CMYK, all fonts embedded) or Flattened CMYK TIFF or EPS files, 300 dpi at actual size. Other file types accepted are 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 or EPS files. Do not use JPEG, GIF, or Pict files. Images should be placed at 100% of size in final document, converted to CMYK, and saved as either a Print Ready PDF, TIFF or EPS file.
- c Storage Media:** Files may be submitted using the following media: Email, CD-ROM, 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, platform (Mac, PC), and file name/number. Files sent through electronic channels must be compressed. Files less than 5 MB may be e-mailed.

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.



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