

The Global Maritime Business Journal



The **MARITIME**
EXECUTIVE

INTELLECTUAL CAPITAL FOR EXECUTIVES

media kit 2012

www.maritime-executive.com

About *The Maritime Executive*

The Maritime Executive was created with industry leaders in mind and today is the most trusted resource available for maritime decision-makers. Each edition features top executives and their businesses from around the world and provides in-depth analyses 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.

Publisher's Statement

In the first half of 2011 *The Maritime Executive* completed its initial audit with Verified Audit Circulation. The audit confirmed the global reach of the magazine with readers in 117 countries. The magazine's total audited distribution stands at **28,167** copies with 74% distributed in the U.S. and 26% internationally. Approximately 3,000 copies per edition are distributed at trade shows and conferences around the world.

The Verified audit reaffirmed the magazine's readership with 23% in corporate management, 13% mariners, 11% in sales management, 8.5% lawyers and attorneys, 8.5% operations managers, 6% finance managers, and the remaining 30% in various other professional and managerial positions.

In 2012 *The Maritime Executive* will continue to benchmark organizational excellence and deliver essential insight on critical issues impacting the industry. The *MarEx* team will strive to ensure that our audience grows, that editorial content is presented with the highest integrity, and that advertisers receive the highest value for their dollar.



Tony Munoz, Publisher/ Editor-In-Chief

Geographical Distribution / Audience

North America	75.7%
Europe	17.3%
Asia	4.4%
Middle East	0.8%
South America	0.7%
Africa	0.5%
Oceania	0.4%
Caribbean	0.1%
Central America	0.1%



JOB TITLE CLASSIFICATION

Corporate Management	23%
Mariner	13%
Sales Management	11%
Operations Management	9%
Lawyer/Attorney	8%
Finance Management	6%
Other Classification or Job Title	30%
Total	100%

BUSINESS CLASSIFICATION

Manufacturing	17%
Ship Owning/Operating	13%
Shipbuilding/Repair	11%
Legal	8%
Trade Organization, Union	6%
Finance, Insurance	4%
Coast Guard, Military, Government	4%
Naval Architecture	4%
Maritime University, School, Training	4%
Communications	4%
Ship Classification	2%
Other Classification	23%
Total	100%

Editorial Calendar & Closing Dates

ISSUE	AD CLOSE	MATERIAL CLOSE
January/February :: Passenger Vessels Cruise Industry Outlook • Water Treatment Solutions • Lifesaving Equipment Electronic Chart Display Systems (ECDIS) • Offshore Accommodations • Environmental Directory	1/18/12	1/20/12
March/April :: Energy Exploration & Production FPSO and MODU Report • Alternative Energies • Seismic Surveying • Fuels and Lubricants • Marine Coatings • Coatings Directory	3/14/12	3/16/12
May/June :: Shipbuilding and Repair Global Shipbuilding Report • Naval Architecture and Marine Engineering • Ship Registries and Classification Societies Pipes, Pump and Valves • Financing & Leasing Alternatives • Shipyard Directory	5/16/12	5/18/12
July/August :: Maritime Training & Education Academies & Training Institutions • Maritime Software • Simulators • Marine Electronics • Medical Care for Mariners • Training & Education Directory	7/18/12	7/20/12
September/October :: Maritime Special Operations Salvage • Dredging • Heavy-Lift Technology • Subsea Technology • Maritime Security • Deck Machinery and Cargo Handling Directory	9/19/12	9/21/12
November/December :: Global Offshore Services Workboat Activity • Propulsion • Dynamic Positioning • Condition-Based Maintenance Processes • Satellite Communications • SATCOM Directory	11/7/12	11/9/12

AD Specifications / Advertising Rates

(All sizes are width x height)	inches	millimeters		1x	3x	6x
Trim size	8 x 10.875	203 x 276	Center Spread	\$9,547	9,547	9,547
Full bleed (add .125" all around)	8.25 x 11.125	210 x 283	C-4 (outside back cover)	\$5,335	5,335	5,335
Full page	7 x 10	178 x 254	C-2, C-3 (Inside front & back covers)	\$5,054	5,054	5,054
Center Spread (add .125" all around)	16 x 10.875	407 x 283	Full page	\$4,774	4,493	4,268
Two-Third page vert	4.625 x 10	117 x 254	Two-Third page	\$3,987	3,678	3,398
Half page vert	3.375 x 10	86 x 254	Half page	\$3,201	2,864	2,527
Half page horiz	7 x 4.875	178 x 124	Half page spread	\$4,898	4,898	4,898
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	\$2,583	2,246	1,966
Third page vert	2.3 x 10	58 x 254	Quarter page	\$1,966	1,629	1,404
Third page horiz	7 x 3.125	178 x 79	Eighth page	\$1,067	955	842
Qtr page vert	3.375 x 4.875	86 x 124	Eighth page directory listing	\$468	468	468
Qtr page horiz	7 x 2	178 x 51	Premium Positions (page 1, 3, 5, 7)	\$500	500	500
Eighth page vert	2.3 x 2.75	58 x 70	Belly Band	\$7,696		
Eighth page horiz	3.375 x 2	86 x 51				

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

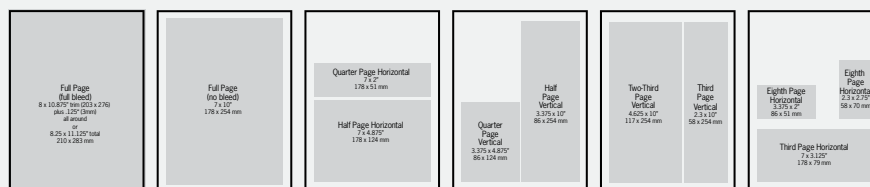
PRODUCTION CHARGES

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



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.

Bonus Distribution

JAN/FEB: PASSENGER VESSELS

MTB - Oil & Gas
Dubai, UAE • Feb 15-18
[www.coplantevents.com/
event.php?id=21](http://www.coplantevents.com/event.php?id=21)

Shipping, Marine & Ports
World Expo 2012
Mumbai, India • Feb 8-11
[www.chemtech-online.
com/events/smp](http://www.chemtech-online.com/events/smp)

Offshore Asia
Kuala Lumpur • Feb 21-23
offshoreasiaevent.com

Breakbulk China Confer-
ence & Exhibition
Shanghai • Feb 28-Mar 1
breakbulk.com/events

Maritime Logistics 2012
Hamburg • Feb 28-Mar 1
www.maritimelogistics.org

Capital Link Greek
Shipping Forum
Athens, Greece
Feb 29
www.capitallinkforum.com

Annual Marine
Propulsion Conference
London, UK • Mar 2012
[www.rivieramm.com/
pages/events-154](http://www.rivieramm.com/pages/events-154)

Trans-Pacific Maritime
Conference
Long Beach, CA, USA
Mar 4-6
www.joc.com

MTB - Marine
Americas 2012
Rio de Janeiro • Mar 7-10
[www.coplantevents.com/
event.php?id=22](http://www.coplantevents.com/event.php?id=22)

Cruise Shipping Miami
Miami Beach, FL, USA
Mar 12-15
cruiseshippingmiami.com

Oceanology
International 2012
London, UK • Mar 13-15
[www.oceanologyinterna-
tional.com](http://www.oceanologyinternational.com)

Interspill 2012
London, UK • Mar 13-15
www.interspill2012.com/

Asia Pacific Maritime
Singapore • Mar 14-16
www.apmaritime.com

CMA Shipping 2012
Stamford, CT, USA
Mar 19-21
www.shipping2012.com/

Cippe Beijing 2012
Beijing, China
Mar 19- 21
[www.cippe.com.cn/
cippeen/](http://www.cippe.com.cn/cippeen/)

6th Annual Invest in
International Shipping
Forum
New York, NY, USA
Mar 22
forums.capitallink.com/

DIMDEX 2012
Doha, Qatar • Mar 26-28
www.dimdex.com/

Ghana Oil & Gas
Exhibition & Conference
Accra, Ghana • Mar 27-29
www.cwcghana.com/

MAR/APRIL: ENERGY EXPLORATION & PRODUCTION

International Conference on
Light Weight Marine
Structures
Gothenburg, Sweden
Mar 28-29
www.LIWEM.org

Ballast Water Treatment
Technology Conference
Copenhagen, Denmark
April 2012 (TBA)
[www.rivieramm.com/
pages/events-154](http://www.rivieramm.com/pages/events-154)

Shiprepair
Networking Event
London, UK • April 2012
[www.rivieramm.com/
pages/events-154](http://www.rivieramm.com/pages/events-154)

Short Sea Shipping 2012
Lisbon, Portugal
April 2-3
www.sss2012.org/

World Ports &
Trade Summit
Abu Dhabi, UAE • April 2-4
worldportsandtrade.com/

Intermodal South America
Sao Paulo, Brazil
April 10-12
www.intermodal.com.br

MTB-Marine Asia 2012
Bangkok • April 11-14
[www.coplantevents.com/
event.php?id=23](http://www.coplantevents.com/event.php?id=23)

SEA JAPAN 2012
Tokyo, Japan • April 18-20
www.seajapan.ne.jp/en/

4th Annual Offshore
Support Vessels
Singapore • April 23-26
www.osvconference.com/

Counter Terror Expo 2012
Olympia, London, UK
April 25-26
counterterrorexpo.com

Ferry Shipping
Conference '12
Stolckholm, Sweden
April 25-27
[www.shippax.se/page/
page.asp?id=104](http://www.shippax.se/page/page.asp?id=104)

Offshore Technology
Conference 2012
Houston, TX, USA
April 30-May 3
www.otcnet.org/2012

Maritime Transportation &
Security Expo
TBA
[www.maritimemecurity-
expo.com](http://www.maritimemecurity-expo.com)

MTB - Shipyards Asia
Vietnam • May 9-12
[www.coplantevents.com/
event.php?id=24](http://www.coplantevents.com/event.php?id=24)

INAMARINE 2012
Jakarta-Indonesia
May 9-12, 2012
inamarine-exhibition.net

INTERTANKO Annual Event
Singapore • May 10-11
www.intertanko.com

Marine Risk Forum 2012
London, UK • TBA
[www.nhstevents.com/
events/marine-risk-
forum-2012/](http://www.nhstevents.com/events/marine-risk-forum-2012/)

Clean Pacific
Long Beach, CA, USA
May 15-17
www.cleanpacific.org/

LNG Americas 2012
San Antonio, TX, USA
May 20-23
lngamericas.cwclng.com/

European
Maritime Day 2012
Gothenburg, Sweden
May 21-22
www.emd2012.se/

Global Conference on
Oceans, Climate and
Security
Boston, MA, USA
May 21-23
www.GCOCS.org

Maritime Week
Americas 2012
Panama City, Panama
May 21- 25
[www.maritimeweekameri-
cas.com/](http://www.maritimeweekameri-
cas.com/)

Breakbulk Europe
Transportation
Conference & Exhibition
Antwerp, Belgium
May 22-24
[www.breakbulk.com/
events](http://www.breakbulk.com/events)

CIMPS Europort
Nanjing, China
May 23-25
www.cimps-europort.com/

World Maritime Technology
Conference 2012
St Petersburg, Russia
May 29- June 1
[www.rina.org.uk/
WMTC2012](http://www.rina.org.uk/WMTC2012)

MAY/JUNE: SHIPBUILDING AND REPAIR

European Dynamic
Positioning Conference
London, UK
June 2012
[www.rivieramm.com/
pages/events-154](http://www.rivieramm.com/pages/events-154)

Posidonia 2012
Athens, Greece
June 4-8
posidonia-events.com/

TransportLogistic China
Shanghai, China
June 5-7
[transportlogistic-china.
com/](http://transportlogistic-china.com/)

11th International Marine
Design Conference
Glasgow, UK
June 11-14
imdc2012.org.uk/

NAVDEX 2012 - Eurosatory
Paris, France
June 11-15

Commercial Marine Expo
New Bedford, MA, USA
June 13-14
www.comarexpo.com/

MTB - Superyachts
Malta
June 13-16
[www.coplantevents.com/
event.php?id=28](http://www.coplantevents.com/event.php?id=28)

International Offshore
and Polar Engineering
Conference
Rhodes, Greece
June 17-22
[www.isopec.org/confer-
ences/conferences.htm](http://www.isopec.org/conferences/conferences.htm)

Marine Money Week
New York, NY, USA
June 19-21
[www.marinemoney.com/
forums/MMWeek12/index.
htm](http://www.marinemoney.com/forums/MMWeek12/index.htm)

Energy Ocean 2012
Boston, MA, USA
June 19-21

ASRANet Conference
London, UK
July 2-4
[maritime-conferences.
com/asranet-conference/](http://maritime-conferences.com/asranet-conference/)

JULY/AUG: MARITIME TRAINING & EDUCATION

ONS 2012
Stavanger, Norway
August 28-31
www.ons.no

Cippe Shanghai 2012
Shanghai, China
August 22-24
www.cippe.com.cn

Marine Electronics & Com-
munications Conference
London, UK
Sept 2012
[www.rivieramm.com/
pages/events-154](http://www.rivieramm.com/pages/events-154)

SMM 2012
Hamburg, Germany
Sept 4-7
smm-hamburg.de/en/

Rio Oil & Gas Expo and
Conference
Rio de Janeiro, Brazil
Sept 17-20
[www.riooilegas.
com.br/main.
asp?View={ACOF4AD6-
1B4A-4237-8D0D-B8EED-
CB6354B}](http://www.riooilegas.com.br/main.asp?View={ACOF4AD6-1B4A-4237-8D0D-B8EED-CB6354B})

MTB-Workboats
Dubai, UAE
Sept 19-22
[www.coplantevents.com/
event.php?id=25](http://www.coplantevents.com/event.php?id=25)

HIPER: 8th International
Conference on High-Perfor-
mance Marine Vehicles
Mülheim an der Ruhr,
Germany
Sept 26-28
[www.uni-due.de/impe-
ria/md/content/ist/
hiper2012.pdf](http://www.uni-due.de/imperia/md/content/ist/hiper2012.pdf)

ASBA Annual
Cargo Conference
TBA • TBA
www.asba.org

12th International Ports &
Shipping Expo &
Conference of Russia
St. Petersburg, Russia
October 2-4
[transtec.transtec-neva.
com/about.html](http://transtec.transtec-neva.com/about.html)

SEPT/OCT: MARITIME SPECIAL OPERATIONS

Gastech Conference &
Exhibition
London, UK
October 8-11
www.gastech.co.uk

MTB - Marine Europe
Copenhagen, Denmark
October 10-13
[www.coplantevents.com/
event.php?id=26](http://www.coplantevents.com/event.php?id=26)

OCEANS 2012
Virginia, VA, USA
October 15-19
oceanicengineering.org/

Shiptec China 2012
Dalian, China
October 23-26
www.shiptec.com.cn

World Shipping China
Summit 2012
TBA, China
Nov 1
www.shippingsummit.com

Tanker Safety Conference
London, UK
November 2012 (TBA)
[www.rivieramm.com/
pages/events-154](http://www.rivieramm.com/pages/events-154)

Offshore Communication
2012
Houston, TX, USA
TBA
[www.offshorecomms.
com/](http://www.offshorecomms.com/)

Cruise Shipping Asia
Singapore
November 16-19
cruiseshippingasia.com/

NOV/DEC: GLOBAL OFFSHORE SERVICES

MTB Shipyards Europe
Monte Carlo
November 14-17
[www.coplantevents.com/
event.php?id=27](http://www.coplantevents.com/event.php?id=27)

INMEX China 2012
Guangzhou, China
November 21-23
maritimeshows.com/china

Seatrade Med
Cruise Convention
Marseilles, France
November 27-29
www.seatrade-med.com/

International Workboat
New Orleans, LA, USA
Nov 30- Dec 3
www.workboatshow.com

Clean Gulf 2012
TBA
TBA
www.cleangulf.org/

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.



The MARITIME EXECUTIVE

INTELLECTUAL CAPITAL FOR EXECUTIVES

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