



Photo: Katherine Carscallen

FISHERMEN'S NEWS®

The Advocate for the Commercial Fisherman

MEDIA KIT 2024

Advertising in Magazines Encourages Sales

***Fishermen's News* can help you reach your customers more quickly and efficiently.**

Magazine Advertising

Magazine advertising leverages trusted editorial, complemented by relevant advertising, to create powerful relationships that influence and endure.

The dual immersion in trusted editorial and credible advertising provides *Fishermen's News* advertisers with the visibility and the editorial credibility of one of the most well-known commercial fishing publications on the Pacific.

Email Newsletter and Website Advertising

Fishermen's News offers digital and online products to help your company maximize its exposure to the West Coast commercial fisherman.

Dedicated Email Blasts

Single advertiser "owns" email content sent to entire *Fishermen's News* email newsletter subscriber list of ~3,000 (limited to one per month).

Sponsored Content

Fishermen's News offers Sponsored Content in the magazine.

Options Available:

- Two-page spread with sponsored content that includes images/artwork
- Two-page spread that includes one page of sponsored content, images/artwork
- One full page advertisement, or one page of sponsored content and photography

CONTACT KATIE HIGGINS FOR PRICING:

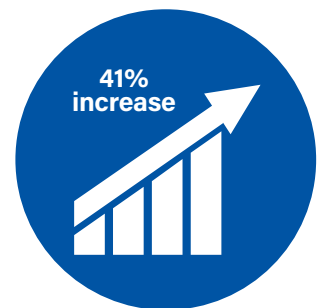
katie@maritimepublishing.com or 206-914-4248



More chances for visibility!

Fishermen's News has a steady growth in readership. Under the new management, a website was developed for the magazine that made content more timely and accessible to readers. Providing a new digital format allows us to broaden our market and reach new subscribers.

Readership Growth
Jan. 2022 – Dec. 2023



2024 Editorial Calendar*



fishermensnews.com

Photo: Trident

JANUARY

Fishing Gear, Supplies & Equipment Roundup: A look at the new and planned boating supplies & equipment geared toward commercial fishermen.

Regional Report: British Columbia Fisheries: A look at the status of fisheries in the province of BC, Canada.

Ad Reservations: 11/24/23 • **Materials Due:** 12/1/23

FEBRUARY

Boat Preparation for Fishing Season(s): Tips for getting commercial fishing vessels in tip-top shape for the upcoming season(s).

Regional Report: Pacific NW Fisheries: A look at the status of fisheries in the Pacific Northwest.

Ad Reservations: 1/5/24 • **Materials Due:** 1/12/24

MARCH

Newbuild Fishing Boats: Examining the trends companies are following regarding the building of new commercial fishing boats.

Seafood Expo North America: A story spotlighting the West Coast seafood products that are entered in the annual industry competition taking place in March.

Ad Reservations: 2/2/24 • **Materials Due:** 2/9/24

APRIL

Safety Gear & Technology: A look at new and emerging safety gear and devices that are or will be available to the commercial fishing industry.

West Coast Offshore Wind Update: An update on the federal government's efforts to bring offshore wind towers to the West Coast, and how it affects commercial fishing.

Ad Reservations: 3/1/24 • **Materials Due:** 3/8/24

MAY

Spill Response & Resiliency: The latest news on ways and equipment used to respond to hazardous material spills in marine environments.

Climate Change: How have warming ocean waters and other atmospheric changes affected the commercial fishing industry?

Bridge/Pilothouse Technology: What's new and emerging in the technology (monitors, navigation, sensors) used on the bridge by vessel masters and crews on commercial fishing boats.

Ad Reservations: 3/29/24 • **Materials Due:** 4/5/24

JUNE

Deck Machinery/Equipment/Technology: A look at new & improved reels, cranes, winches, power blocks and other deck machinery needed for commercial fishing.

Regional Report: Hawaii & Calif. Commercial Fisheries: A look at the status of fisheries in the Aloha State and the Last Frontier.

F/V Design & Construction Trends: A survey of companies that provide vessel design and construction services on the West Coast regarding what's new and trending in their field.

Ad Reservations: 5/3/24 • **Materials Due:** 5/10/24

* Dates subject to change

JULY

Refrigeration Equipment/Cold Storage: An in-depth look at the latest technologies & equipment available for preserving catch quality.

Regional Report: Bristol Bay/Bering Sea Fisheries: A look at the status of fisheries in the area.

Wearable Technology: A look at the kinds of work-related wearable personal technology fishermen are currently interested in and/or using, and why.

Ad Reservations: 5/31/24 • **Materials Due:** 6/7/24

AUGUST

Marine Propulsion Technology: What's new in propulsion tech, from engines and gearboxes to propellers and jets.

Regional Report: Baja California/Sea of Cortez Fisheries: A look at the status of fisheries on the West Coast of Mexico.

Vessel Hydraulic Systems: An exploration of what's new and emerging in the world of fishing vessel hydraulic systems' technology.

Ad Reservations: 7/5/24 • **Materials Due:** 7/12/24

SEPTEMBER

Trawl Technology: What's new in electronics for fishermen's boat and gear systems.

Boatyards Update: News about boatbuilding, repowers and retrofits of fishing boats at West Coast boatyards.

Crabbing Gear & Equipment: A review of crabbing gear and equipment, including crab pots, baskets, lids and traps.

Ad Reservations: 8/2/24 • **Materials Due:** 8/9/24

OCTOBER

All About Crab: A preview and review of West Coast crab markets.

Catch Processing Equipment: Profiling the latest innovations in catch processing equipment and technologies.

National Seafood Month: A look at the events and promotions planned to commemorate National Seafood Month in October.

Ad Reservations: 8/30/24 • **Materials Due:** 9/6/24

NOVEMBER

Crewmen's Special (Personal Gear Review): Clothing, rain gear, on-board amenities and comforts to help those aboard commercial fishing vessels feel more at home.

Sustainability Efforts: What steps has the fishing industry been taking to ensure that its natural resources aren't depleted and remain maintained at a certain level?

Ad Reservations: 9/27/24 • **Materials Due:** 10/4/24

DECEMBER

Health & Wellbeing Tips for Fishermen: Tips and advice for commercial anglers regarding ways to be & stay well in mind, body and spirit while on the job.

Pacific Marine Expo Recap: A summary of the more important happenings at the annual commercial fishing trade show in Seattle.

Rules & Regs: New Commercial Fishing Legislation Coming in 2024: Law changes at the regional, state and federal levels coming in 2025.

Ad Reservations: 10/18/24 • **Materials Due:** 10/25/24

2024 Print Advertising Rates

Per Insertion

Display Ads (4-Color)

1x

3x

6x

12x

***Black & white rates available upon request

Full Page	\$ 3,192	\$ 3,088	\$2,854	\$ 2,291
2-Page Spread	\$ 5,108	\$ 4,939	\$4,554	\$3,333
2/3 Page	\$ 2,597	\$ 2,462	\$2,257	\$ 1,926
1/2 Page	\$ 2,359	\$ 2,308	\$ 2,151	\$ 1752
1/3 page	\$ 1,860	\$ 1,819	\$ 1,694	\$ 1,347
1/4 page	\$ 1,694	\$ 1,631	\$ 1,476	\$ 1,146
1/5 page	\$ 1,579	\$ 1,533	\$ 1,453	\$ 1,078
1/6 page	\$ 1,559	\$ 1,526	\$ 1,436	\$ 1,008
Outside Back	\$ 4,144	\$ 3,984	\$3,800	\$3,099
Inside Front	\$ 4,008	\$ 3,825	\$ 3,567	\$2,964
Inside Back	\$ 3,852	\$ 3,776	\$3,462	\$2,860

Problem Solvers

BW

2-Color

4-Color

12x contract only

4.5 x 4			\$ 6,199
4.5 x 2	\$ 1,685	\$ 2,830	\$3,099
4.5 x 1	\$ 1,010	\$ 2,156	\$ 2,426
2.1875 x 1	\$ 573	\$ 1,718	\$ 1,987

Classified

BW

Per column inch

1-4x	\$ 92
5-8x	\$ 74
9-12x	\$ 63

Other Charges

SPECIAL POSITION: Earned rate plus 15%.

AD DESIGN & PRODUCTION: \$100 – includes three revisions. Additional charges will apply thereafter at \$155 per hour.

INSERTS ACCEPTED: Rates furnished upon request. No discount on past due accounts. 1.5% per month finance charge on past due accounts.

2024 Print Advertising Specifications

fishermensnews.com

Photo: Keith Grebe

Full Page
(Bleed)
8.625" x 11.125"
(Trim)
8.375" x 10.875"

Full Page
(No Bleed)
7.25" x 9.75"

2/3 Page
Vertical
4.5" x
9.75"

Island 1/2 Page
4.5" x 7"

1/2 Page
7" x 4.875"

1/3 Page
Vertical
2.1875" x
9.75"

1/3 Page
Square
4.5" x
4.875"

1/4 Page Vertical
3.375" x 4.875"

1/4 Page Horizontal
4.5" x 3.5"

1/5 Page Horizontal
4.5" x 2.875"

PAGE UNIT (by inches)

	Width	Depth
Full Page (trim)	8.375"	10.875"
(live area)	7.25"	9.75"
(bleed)	8.625"	11.125"
Full Page (non-bleed)	7.25"	9.75"
Spread (trim)	16.75"	10.875"
(live area)	15.5"	9.75"
(bleed)	17"	11.125"
2/3 Page	4.5"	9.75"
Island 1/2 Page	4.5"	7"
1/2 Page	7"	4.875"
1/3 Page Square	4.5"	4.875"
1/3 Page Vertical	2.1875"	9.75"
1/4 Page Horizontal	4.5"	3.5"
1/4 Page Vertical	3.375"	4.875"
1/5 Page	4.5"	2.875"

• Unlisted sizes accepted. Please call.

MAGAZINE TRIM SIZE

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

PRINTING SPECIFICATIONS

Fishermen's News Magazine is printed on an offset press using a computer- to-plate production method. Paper is 67.6# coated stock using 150 line screen.

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, JPG

SOFTWARE PROGRAMS NOT ACCEPTED

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

E-MAILING FILES

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

Katie Higgins at katie@maritimepublishing.com.

For files larger than 10MB please call for more information:

206-914-4248 (mobile).

ADVERTISING SALES Katie Higgins • katie@maritimepublishing.com • 206-914-4248

2024 Email Newsletter and Website Advertising Rates

Email Newsletter and Website

Fishermen's News offers digital and online products to help your company maximize its exposure to the West Coast commercial fisherman.

The weekly news blast reaches the West Coast highliners with an industry leading open rate of 29%!

Not a compilation of old news, but fresh weekly stories written specifically about and for the West Coast fishing fleet, *FN Online* covers breaking news affecting Pacific Coast fishermen, and our cost-effective and efficient ad placements link those subscribers directly with advertiser websites.

Dedicated Email Blast

Single advertiser "owns" content sent to entire *Fishermen's News* email newsletter list of ~3,000 subscribers. Limited to one per month.

Email Newsletter Advertising Rates

Top Leaderboard	728 x 90 pixels	\$ 874
Top Half Page	300 x 600 pixels	\$ 874
Top Medium Rectangle	300 x 250 pixels	\$ 679
Subsequent Half Page	300 x 600 pixels	\$ 654
Subsequent Medium Rectangle	300 x 250 pixels	\$ 434
Dedicated Email Blast		\$ 1,204

Website Advertising Rates

Top Leaderboard	728 x 90 pixels	\$ 874
Top Half Page	300 x 600 pixels	\$ 874
Top Medium Rectangle	300 x 250 pixels	\$ 654
Subsequent Half Page	300 x 600 pixels	\$ 654
Subsequent Medium Rectangle	300 x 250 pixels	\$ 379

Ask about frequency discounts

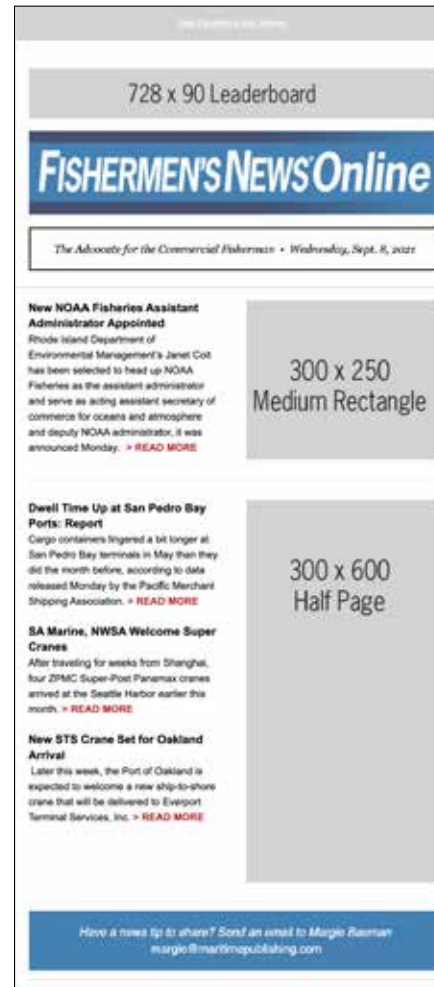
ADVERTISING SALES Katie Higgins ▪ katie@maritimepublishing.com ▪ 206-914-4248

2024 Email Newsletter and Website Advertising Specifications

fishermensnews.com

Photo: Mado El Khoully via Unsplash

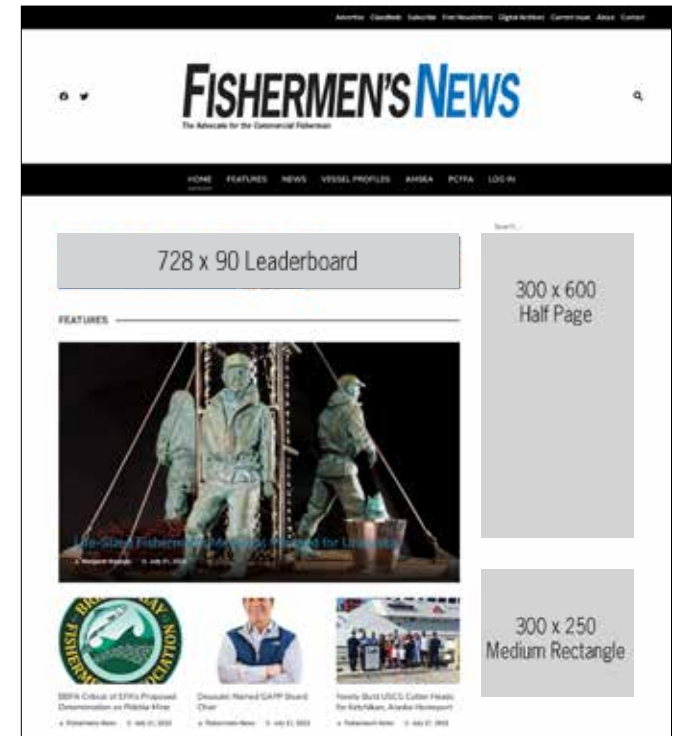
EMAIL NEWSLETTER



Email Newsletter Banner Sizes

Top Leaderboard	728 x 90 pixels
Half Page	300 x 600 pixels
Medium Rectangle	300 x 250 pixels

WEBSITE



Formats accepted: JPG, GIF, PNG

Dedicated email: Supply content as html (600 px wide) or provide copy and images/graphics.

Website Banner Sizes

Top Leaderboard	728 x 90 pixels
Half Page	300 x 600 pixels
Medium Rectangle	300 x 250 pixels

Editorial and Advertising



fishermensnews.com

Photo: NOAA



MARK NERO, MANAGING EDITOR

Mark Nero is a veteran maritime journalist who has written for numerous publications over the years, including *Fishermen's News* and *Pacific Maritime Magazine*. He was named managing editor of *Fishermen's News* in March 2021.

mark@maritimepublishing.com



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.

margie@maritimepublishing.com



KAREN ROBES MEEKS, REGIONAL EDITOR

Fishermen's News regional 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 *Pacific Maritime Magazine*.

karen@maritimepublishing.com



KATIE HIGGINS, ADVERTISING SALES

Katie Higgins has been in the publishing industry for more than 20 years. She has an extensive background in working with hunting/fishing and outdoor lifestyle magazines. She became advertising manager for *Pacific Maritime Magazine* in January 2020 and began managing *Fishermen's News* in March 2021.

katie@maritimepublishing.com or (206) 914-4248

FISHERMEN'S NEWS®
The Advocate for the Commercial Fisherman

Every Coast.
Every Market Segment.

Maritime Publishing Family of Publications



Print. Digital. Classifieds.

Fishermen's News magazine content focuses on the commercial sectors of the West Coast fishing Industries. If you sell products and services to mariners, port facilities, shipyards, or vessel owners, you'll want advertising exposure in our well-respected print and digital platforms. Contact Katie Higgins to set up an advertising program to help you reach the maritime marketplace along the Pacific Coast.

katie@maritimepublishing.com or (206) 914-4248
fishermensnews.com/advertise

FISHERMEN'S NEWS®

The Advocate for the Commercial Fisherman

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