



Photo: Adobe Stock

FISHERMEN'S NEWS[®]

The Advocate for the Commercial Fisherman

MEDIA KIT 2025

Advertising in Magazines Encourages Sales

***Fishermen's News* is Going Totally Digital!**

Readers will now enjoy *Fishermen's News* magazine solely as a digital issue, from a personal computer, tablet, or phone!

- The same great content and accompanying website.
- Always available from your favorite devices.
- Content/advertising packed with interactive hyperlinks capable of traffic redirection to advertiser sites/web destinations.
- Reach a wider audience, regardless of location.
- Mobile friendly, and easier to read on smaller devices.
- Access to digitized archive of prior issues.

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 (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

2025 Editorial Calendar*

JANUARY

Fish Finders: Fish-finding electronic devices are an indispensable tool in the commercial fishing industry. Which ones are among the best and most popular for at-sea fishing?

West Coast Fisheries Preview: A preview of spring fisheries from Baja California, Mexico to Neah Bay, Wash.

Working on the Water: Job Profile

Ad Reservations: 12/13/24 • **Materials :** 12/20/24 • **Live:** 12/30/24

FEBRUARY

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

Puget Sound Fisheries Outlook: A look at the status of fisheries in the Pacific Northwest.

Vessel Profile

Ad Reservations: 1/10/25 • **Materials Due:** 1/17/25 • **Live:** 1/27/25

MARCH

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

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

Job Profile

Ad Reservations: 2/7/25 • **Materials Due:** 2/14/25 • **Live:** 1/24/25

APRIL

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

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

Vessel Profile

Ad Reservations: 3/14/25 • **Materials Due:** 3/21/25 • **Live:** 3/31/25

MAY

Bridge Resource Management: Spotlighting equipment for vessel bridges, such as navigation equipment, communications devices, autopilot systems and speed & distance loggers.

Alaska Salmon Preview: A preview/forecast of at the upcoming commercial salmon harvest in Alaska and a look back at the 2024 harvest data.

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

Ad Reservations: 4/11/25 • **Materials Due:** 4/18/25 • **Live:** 4/28/25

JUNE

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.

Hawaii and Mid-Pacific Fisheries: A look at the status of fisheries in the Aloha State and the Golden State.

Job Profile

Ad Reservations: 5/9/25 • **Materials Due:** 5/16/25 • **Live:** 5/27/25

JULY

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

North Pacific Bottomfish Forecast: A preview/forecast of at the upcoming commercial bottomfish (codfish, flatfish, rockfish, etc.) and pollock projections in the North Pacific, and a look at the 2024 seasonal data.

Vessel Profile

Ad Reservations: 6/13/25 • **Materials Due:** 6/20/25 • **Live:** 6/30/25

AUGUST

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

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

Job Profile

Ad Reservations: 7/11/25 • **Materials Due:** 7/18/25 • **Live:** 7/28/25

SEPTEMBER

Vessel 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.

Vessel Profile

Ad Reservations: 8/8/25 • **Materials Due:** 8/15/25 • **Live:** 8/25/25

OCTOBER

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

Netting: Many types of fishing vessels, including trawlers, seiners and gillnetters, rely on fishing nets. What qualities are preferred in fishing nets and what are examples of some of the better ones on the market?

Job Profile

Ad Reservations: 9/12/25 • **Materials Due:** 9/19/25 • **Live:** 9/29/25

NOVEMBER: PME PRINT EDITION

Pacific Marine Expo Preview: A preview of what to expect this year at the annual commercial fishing trade show taking place in Seattle.

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.

Seafood Industry - The Path Forward: A special report on the massive changes taking place in the seafood industry, and what they mean for the future of commercial fishing.

Ad Reservations: 10/10/25 • **Materials Due:** 10/17/25 • **Live:** 10/27/25

DECEMBER

Personal Safety Gear & Technology: A look at the best personal safety gear and devices for people in the commercial fishing industry.

Rules & Regs: New Commercial Fishing Legislation Coming in 2026: Law changes at the regional, state and federal levels coming in 2026.

Vessel Profile

Ad Reservations: 11/14/25 • **Materials Due:** 11/21/25 • **Live:** 12/1/25

2025 Advertising Rates

Per Insertion

Display Ads (4-Color)

1x

3x

6x

12x

***Black & white rates available upon request

| | | | | |
|----------------|----------|----------|----------|----------|
| Full Page | \$ 3,415 | \$ 3,304 | \$3,054 | \$ 2,451 |
| 2- page spread | \$ 5,466 | \$ 5,285 | \$4,873 | \$ 3,566 |
| 2/3 | \$ 2,779 | \$ 2,634 | \$ 2,415 | \$ 2,061 |
| 1/2 | \$ 2,524 | \$ 2,470 | \$2,302 | \$ 1,875 |
| 1/3 | \$ 1,990 | \$ 1,946 | \$ 1,813 | \$ 1,441 |
| 1/4 | \$ 1,813 | \$ 1,745 | \$ 1,579 | \$ 1,226 |
| 1/5 | \$ 1,690 | \$ 1,640 | \$ 1,555 | \$ 1,153 |
| 1/6 | \$ 1,668 | \$ 1,633 | \$ 1,537 | \$ 1,079 |
| Outside Back | \$ 4,434 | \$ 4,263 | \$4,066 | \$ 3,316 |
| Inside Front | \$ 4,289 | \$ 4,093 | \$ 3,817 | \$ 3,171 |
| Inside Back | \$ 4,122 | \$ 4,040 | \$3,704 | \$3,060 |

Problem Solvers

BW

2-Color

4-Color

12x contract only

| | | | |
|------------|----------|----------|----------|
| 4.5 x 4 | | | \$6,633 |
| 4.5 x 2 | \$ 1,803 | \$ 3,028 | \$ 3,316 |
| 4.5 x 1 | \$ 1,081 | \$ 2,307 | \$ 2,596 |
| 2.1875 x 1 | \$ 613 | \$ 1,838 | \$ 2,126 |

Classified

BW

Per column inch

| | |
|-------|-------|
| 1-4x | \$ 98 |
| 5-8x | \$ 79 |
| 9-12x | \$ 67 |

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.

2025 Advertising Specifications

fishermensnews.com

Photo: Raegan Cureton via unsplash

Page Size
8.375" x 10.875"

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 | 8.375" | 10.875" |
| Spread | 16.75" | 10.875" |
| 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 SIZE

8.375" x 10.875"

IMAGE/RESOLUTION REQUIREMENTS

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

2025 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 more than 2,200 subscribers. Limited to one per month.

Email Newsletter Advertising Rates

| | | |
|-----------------------------|------------------|----------|
| Top Leaderboard | 728 x 90 pixels | \$ 935 |
| Top Half Page | 300 x 600 pixels | \$ 935 |
| Top Medium Rectangle | 300 x 250 pixels | \$ 727 |
| Subsequent Half Page | 300 x 600 pixels | \$ 700 |
| Subsequent Medium Rectangle | 300 x 250 pixels | \$ 464 |
| Dedicated Email Blast | | \$ 1,288 |

Website Advertising Rates

| | | |
|-----------------------------|------------------|--------|
| Top Leaderboard | 728 x 90 pixels | \$ 935 |
| Top Half Page | 300 x 600 pixels | \$ 935 |
| Top Medium Rectangle | 300 x 250 pixels | \$ 700 |
| Subsequent Half Page | 300 x 600 pixels | \$ 700 |
| Subsequent Medium Rectangle | 300 x 250 pixels | \$ 406 |

Ask about frequency discounts

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

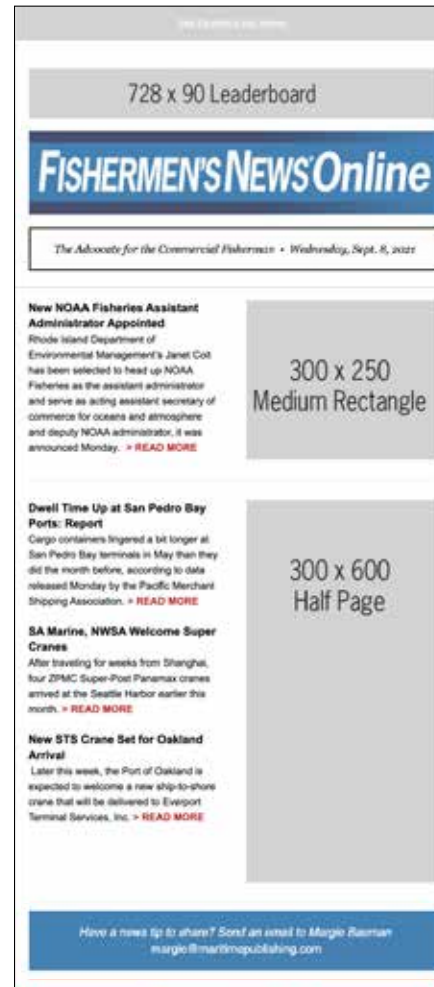
2025 Email Newsletter and Website Advertising Specifications



fishermensnews.com

Photo: Fred Wahl

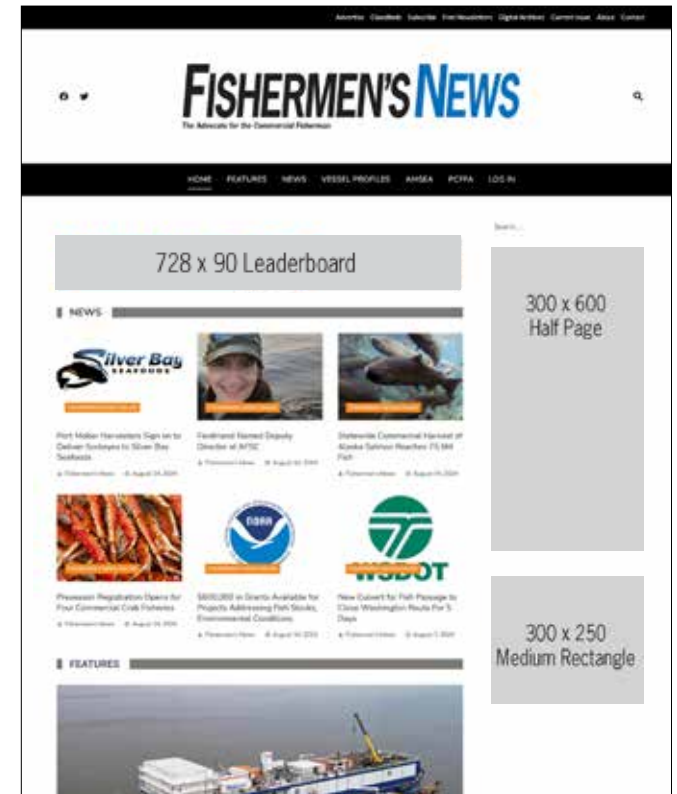
EMAIL NEWSLETTER



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 courtesy of the Melovidov family.



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.

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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.

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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.

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FISHERMEN'S NEWS[®]

The Advocate for the Commercial Fisherman

Every Coast.
Every Market Segment.

Maritime Publishing Family of Publications



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.

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®

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