

2025 Editorial Calendar*



JANUARY

Fish Finders: Fish-finding electronic devices are an indispensable tool in the commercial fishing industry. Which 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.

Alaska Fisheries Preview: A preview of spring fisheries in the state known as the Last Frontier.

PME Recap: A roundup of the more important events that took place at the Pacific Marine Expo in Seattle this past November.

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.

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.

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.

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.

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.

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.

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.

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?

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.

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
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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

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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.

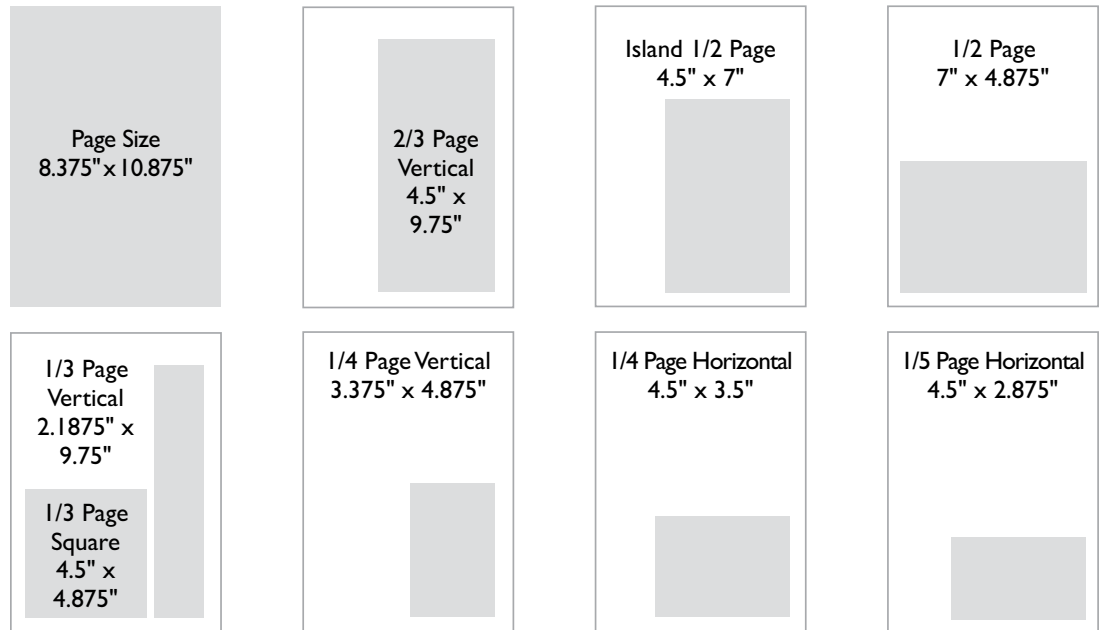
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2025 Advertising Specifications



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Photo: Raegan Cureton via unsplash



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Full Page	8.375"	10.875"
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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"

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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.

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