

Commercial Marine News for Canada's West Coast.

BC SHIPPING NEWS

Volume 7

www.bcshippingnews.com

2017 MEDIA KIT

Targetted advertising for a strong market

The marine industry on Canada's West Coast continues to be strong in all sectors: shipbuilding and repair, port developments, terminal upgrades, ferry fleet renewals, international shipping growth, cruise, and much, much more...



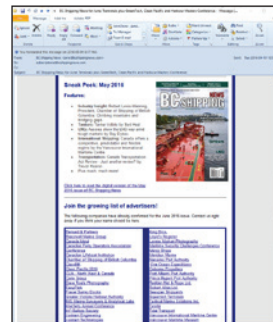
Many ways to help you reach key players in this robust market...



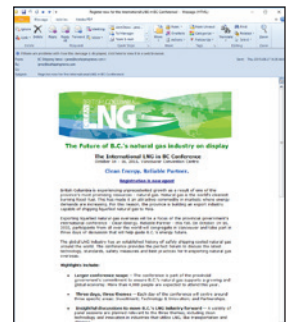
PRINT



ONLINE



E-NEWS



**PERSONALIZED
E-BLAST**

Contact: 604-893-8800

Jane McIvor: jane@bcshippingnews.com

Lesley McIvor: lesleymcivor@shaw.ca

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At a glance...

Monthly numbers...

14,000	Print-version readership
450	Digital-version download
3,500	Website visits per month
3,000	Social media
1,600	Monthly E-distribution
22,550+	Total monthly audience

Contact us today to discuss
your marketing needs:

Office: 604-893-8800

300 - 1275 West 6th Avenue
Vancouver, BC V6G 1A6

Jane McIvor: jane@bcshippingnews.com

Lesley McIvor: lesleymcivor@shaw.ca

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Who...

18%	Ship Owners, Agents & Crew
15%	Manufacturers
14%	Shipyards, Repairers & Services
20%	Ports, terminals, cargo logistics
12%	Tugs, Barges & Workboats
8%	Government/Navy/CCG
8%	Other
5%	Business services

Where...

55%	British Columbia
20%	Rest of Canada
20%	U.S.
5%	International

Includes... Marine industry professionals including senior executives and key company decision-makers / Port and terminal operators / Labour union executives and workforce / International and domestic ship owners / Shipping agents and operators / Ships' officers and crew / Marine engineers and naval architects / Shipyard operators / Marine and intermodal transportation operators / Tug, tow and barge operators / Marine pilots / Marine product manufacturers and distributors / Marine service and supply providers / Marine educational institute professionals / All levels of government (both elected officials and bureaucracy) / Naval and Coast Guard officials

Active in the industry...

In 2016, BC Shipping News sponsored, attended and/or distributed magazines at:

- **Cargo Logistics Canada 2016**
- **Cold Chain Logistics Conference 2016**
- **NGL Feedstocks & Derivatives Conference 2016**
- **Mari-Tech 2016**
- **GreenTech 2016**
- **Clean Pacific 2016**
- **Canadian Ferry Operators Association Conference**
- **Interferry**
- **Institute of Chartered Shipbrokers Dry Bulk and Commodities Conference**
- **Pacific Marine Expo**

Plus...participation at seminars, meetings and events of the following organizations:

Vancouver Maritime Arbitrators Association / Chamber of Shipping of British Columbia / Class societies: DNV GL, ABS, Bureau Veritas, Lloyd's Register / International Ship Owners Alliance of Canada / Vancouver International Maritime Centre / Canadian Institute of Marine Engineering / Institute of Chartered Shipbrokers / Clear Seas / International Sailors' Society Canada / Canadian Institute of Logistics and Transportation North America

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2017 Editorial calendar...

Editorial and bonus distribution as of December 2016. Updates are provided by e-distribution (contact jane@bcshippingnews.com to be added to our distribution list)

FEBRUARY

Cargo Logistics / Shipping

- Book by: January 6
- Material due: January 10

Bonus distribution:

- Cargo Logistics Canada Expo (Vancouver)

JULY/AUGUST

Shipyards

- Book by: June 6
- Material due: June 9

MARCH

Training / Vessel Safety

- Book by: February 6
- Material due: February 10

Bonus distribution :

- 10th Arctic Shipping Summit

SEPTEMBER

Ports

- Book by: August 7
- Material due: August 10

APRIL

Cruise / Marine Engineering

- Book by: March 7
- Material due: March 10

Bonus distribution :

- Mari-Tech 2017
- Cruise Season Opening Reception

OCTOBER

Ferries

- Book by: September 6
- Material due: September 11

Bonus distribution:

- Canadian Ferry Operators Association
- Interferry Conference

MAY

International Shipping / Resources

- Book by: April 7
- Material due: April 10

Bonus distribution:

- Nautical Institute BC Branch Conference

NOVEMBER

“Service” (Navy/Coast Guard/SAR/Spill Response)

- Book by: October 6
- Material due: October 10

JUNE

Terminals / Environment

- Book by: May 5
- Material due: May 10

Bonus distribution:

- GreenTech 2017
- Clean Pacific 2017

DECEMBER/JANUARY

Tugs & Workboats

- Book by: November 6
- Material due: November 10

Bonus distribution:

- Pacific Marine Expo

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Print rates (Effective January 1, 2017)...

Ad Size (all ads are four colour)	1x	3x	5x	10x
Outside Back / Inside Front and Back	\$2,315	\$2,065	\$1,840	\$1,625
Full page	\$1,850	\$1,650	\$1,470	\$1,300
2/3 page vertical	\$1,235	\$1,095	\$975	\$875
1/2 page horizontal	\$925	\$825	\$735	\$665
1/3 page square / vertical	\$620	\$550	\$490	\$440
1/4 page	\$465	\$415	\$370	\$330
1/6 page horizontal / vertical	\$350	\$315	\$290	\$245
1/8 page square (min. 5 insertions)	n/a	n/a	\$185	\$165
Double page spread (cover position add 20%)	\$3,695	\$3,295	\$2,865	\$2,550

Mechanical Inserts and Polybag quotes available upon request.

****All print advertisers are included in our e-mail advisories for upcoming issues (text with hyperlink) at no extra charge.**

Online...

Based on:

- All four sizes (current average total impressions: 3,000): one top banner; three right banner placements (placed top and bottom). See mechanical specs page for dimensions.
- Random rotation (refreshed with each new visit).
- Link to advertisers website unless otherwise requested.
- Monthly statistics: overall website traffic plus impressions and click-throughs (upon request).

1 Month
\$230 per month

3 Months
\$200 per month

6 Months
\$175 per month

12 Months
\$115 per month

E-news ads (one ad per email): \$200 (size options are the same as online banners)

Personalized e-blasts (includes promotion through social media): \$500

General Policy

Commission: 15% to recognized agencies.

- Rates quoted are for space only. Additional charges may apply if material requires alteration.
- Proofs for correction will not be provided except on pub-set copy and ads on which publication strips in major elements.
- Ads must run within 6 months of first insertion to earn frequency discounts. (Multiple ads in one issue qualify for frequency discounts.)
- Publisher will not be responsible for ad material beyond 12 months after publication.
- Advertising is non-cancelable after closing date.
- Rates do not include applicable taxes.

Terms of Payment: Net 30 days. Issued insertion orders must be signed and returned by the Material Deadline.

Contact: 604-893-8800

Jane McIvor: jane@bcshippingnews.com / Lesley McIvor: lesleymcivor@shaw.ca

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Mechanical specs...

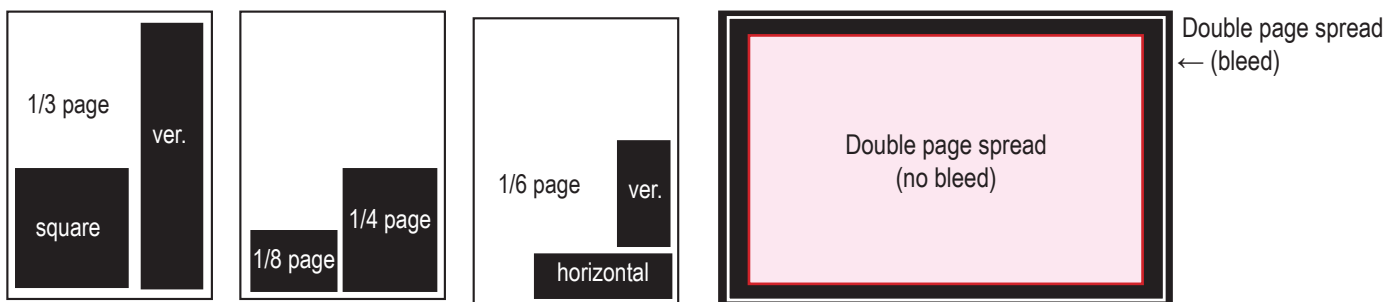
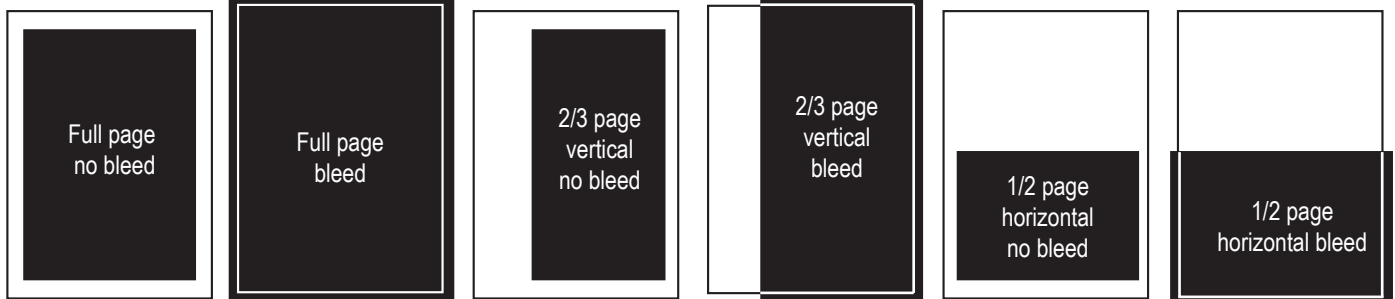
Ad Size
(width x height)

Non-Bleed Size
(inches)

Bleed Trim Size
(please add minimum .125"
to each side beyond trim)

TRIM SIZE (7.875 x 10.875 inches) - live copy must be at least .2" inside trim

Full page	7.125 x 10.125	7.875 x 10.875 (incl. bleed: min. 8.125 x 11.125)
2/3 page vertical	4.6875 x 10.125	5.0625 x 10.875 (incl. bleed: min. 5.1875 x 11.125)
1/2 page horizontal	7.125 x 5.059	7.875 x 5.4375 (incl. bleed: min. 8.125 x 5.6)
1/3 page square	4.6875 x 4.9375	n/a
1/3 page vertical	2.25 x 10.125	n/a
1/4 page	3.4688 x 4.9375	n/a
1/6 page horizontal	4.6875 x 2.3	n/a
1/6 page vertical	2.25 x 4.9375	n/a
1/8 page	3.4688 x 2.38	n/a
Double page spread	15 x 10.125	15.75 x 10.875 (incl. bleed: min. 16 x 11.125)



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Mechanical specs (cont'd)...

Printing process: Web offset

Binding Method: Saddle-stitched

Digital Ad Material:

Preferred file format: High res PDF (optimized for Press Output).

Ads are accepted in the following formats: All elements must be converted to CMYK colour in the native software before file is sent. TIFF, JPEG, EPS or INDD, Photoshop or Illustrator files are also acceptable. Minimum resolution for quality reproduction is 300 dpi.

Filed under 8 mb can be e-mailed to jane@bcshippingnews.com. FTP file transfer information available upon request. Files also accepted by CD and DVD (Forward to: 300 – 1275 West 6th Avenue, Vancouver, BC V6H 1A6). Flash drives are accepted but will not be returned.

Creative Services:

BC Shipping News and Mclvor Communications Inc. can provide complete creative services, including design, production and photography. An estimate will be prepared for approval prior to commencement of work. Advertisers assume responsibility for proofing and accuracy of information.

Web Mechanical Specifications (in pixels)

Ad Size (width x height) in pixels

Top banner 730 x 90

Right banner 300 x 600 / 300 x 400 / 300 x 200 (Note: right-side banners are placed in top and bottom positions.)

Please supply all sizes.



Top banner (730x90)



Right banner (300x600)



Right banner (300x400)



Right banner (300x200)

Material:

Preferred file format:

Ads are accepted in the following formats: All graphics should be in RGB colour mode and supplied as JPEG, GIF or FLASH (up to Version 10 is acceptable). Resolution for quality reproduction should be 72dpi at 100% scale.

Files can be e-mailed to jane@bcshippingnews.com. FTP file transfer information available upon request. Files also accepted by CD and DVD (Forward to: 300 – 1275 West 6th Avenue, Vancouver, BC V6H 1A6). Flash drives are accepted but will not be returned.

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