

Commercial Marine News for Canada's West Coast.

# BC SHIPPING NEWS

Volume 9

[www.bcshippingnews.com](http://www.bcshippingnews.com)

## 2019 MEDIA KIT

No other marine magazine covers  
Canada's West Coast like we do..



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# BC SHIPPING NEWS

## At a glance...

### Monthly numbers...

|                |                                 |
|----------------|---------------------------------|
| <b>16,000</b>  | <b>Print-version readership</b> |
| <b>600</b>     | <b>Digital downloads</b>        |
| <b>2,500</b>   | <b>Website visits per month</b> |
| <b>3,600</b>   | <b>Social media</b>             |
| <b>2,000</b>   | <b>Bi-monthly E-news</b>        |
| <b>24,700+</b> | <b>Total monthly audience</b>   |

Contact us today to discuss  
your marketing needs:

**Office: 604-893-8800**

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Vancouver, BC V6G 1A6

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**www.bcshippingnews.com**

### Who...

|            |  |
|------------|--|
| <b>20%</b> | <b>Ship Owners, Agents &amp; Crew</b>      |
| <b>15%</b> | <b>Manufacturers</b>                       |
| <b>14%</b> | <b>Shipyards, Repairers &amp; Services</b> |
| <b>20%</b> | <b>Ports, terminals, cargo logistics</b>   |
| <b>12%</b> | <b>Tugs, Barges &amp; Workboats</b>        |
| <b>8%</b>  | <b>Government/Navy/CCG</b>                 |
| <b>6%</b>  | <b>Other</b>                               |
| <b>5%</b>  | <b>Business services</b>                   |

### Where...

|            |                         |
|------------|-------------------------|
| <b>60%</b> | <b>British Columbia</b> |
| <b>25%</b> | <b>Rest of Canada</b>   |
| <b>10%</b> | <b>U.S.</b>             |
| <b>5%</b>  | <b>International</b>    |

**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 2018, *BC Shipping News* sponsored, attended and/or distributed magazines at:

- **Cargo Logistics Canada 2018**
- **Transas 2018**
- **Mari-Tech 2018**
- **GreenTech 2018**
- **Clean Pacific 2018**
- **Canadian Ferry Association Conference**
- **Interferry**
- **Institute of Chartered Shipbrokers Dry Bulk and Commodities Conference**
- **Maritime Security Challenges 2018**
- **Pacific Marine Expo**

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

Association of BC Marine Industries / Vancouver Maritime Arbitrators Association / International Ship Owners Alliance of Canada / Vancouver International Maritime Centre / Canadian Institute of Marine Engineering / Institute of Chartered Shipbrokers / Royal Canadian Marine Search & Rescue / International Sailors' Society Canada / Canadian Institute of Logistics and Transportation North America / Canadian Institute of Traffic and Transportation / Vancouver Shipping Industry Luncheons / Marine Insurance Association of BC

# BC SHIPPING NEWS

## 2019 Editorial calendar..

*Editorial and bonus distribution as of December 2018. Updates are provided by e-distribution (contact jane@bcshippingnews.com to be added to our distribution list)*

### FEBRUARY

#### Cargo Logistics / Shipping

- Book by: January 4
- Material due: January 10

#### **Bonus distribution:**

- Cargo Logistics Canada Expo (Vancouver)

### JULY/AUGUST

#### Shipyards

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

### MARCH

#### Training / Vessel Safety

- Book by: February 5
- Material due: February 8

#### **Bonus distribution:**

- 14th Arctic Shipping Summit (Montreal)

### SEPTEMBER

#### Ports

- Book by: August 6
- Material due: August 8

### APRIL

#### Cruise / Marine Engineering

- Book by: March 5
- Material due: March 8

#### **Bonus distribution :**

- Mari-Tech 2019

### OCTOBER

#### Ferries

- Book by: September 5
- Material due: September 9

#### **Bonus distribution:**

- Canadian Ferry Operators Association
- Interferry Conference

### MAY

#### Shipping (LNG, tankers, resource exports)

- Book by: April 5
- Material due: April 9

#### **Bonus distribution :**

- Council of Marine Carriers Conference

### NOVEMBER

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

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

### JUNE

#### Terminals / Environment

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

#### **Bonus distribution:**

- GreenTech 2019
- World Maritime Rescue Congress 2019

### DECEMBER/JANUARY

#### Tugs & Workboats

- Book by: November 5
- Material due: November 8

#### **Bonus distribution:**

- Pacific Marine Expo

# BC SHIPPING NEWS

## Print rates

| Ad Size (all ads are four colour)                | 1x      | 3x      | 5x      | 10x     |
|--|---------|---------|---------|---------|
| Outside Back / Inside Front and Back .....       | \$2,330 | \$2,080 | \$1,850 | \$1,700 |
| Full page.....                                   | \$1,940 | \$1,730 | \$1,540 | \$1,420 |
| 2/3 page vertical .....                          | \$1,280 | \$1,140 | \$1,020 | \$930   |
| 1/2 page horizontal .....                        | \$975   | \$870   | \$775   | \$715   |
| 1/3 page square / vertical .....                 | \$650   | \$575   | \$515   | \$470   |
| 1/4 page.....                                    | \$490   | \$435   | \$390   | \$360   |
| 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%)..... | \$3,875 | \$3,455 | \$3,075 | \$2,830 |

**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 monthly impressions: 3,000): two top banner; three right banner placements (placed top, middle and bottom) and one highlight banner (total 12 placements. 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.

**1 Month**  
\$240 per month

**3 Months**  
\$205 per month

**6 Months**  
\$180 per month

**12 Months**  
\$140 per month

**E-news ads (one ad per email): \$200** (same size as top banner ad: 730x90 pixels); Issued on the 15<sup>th</sup> and 31<sup>st</sup> of each month

**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 / Louise Kawaler: louisek@telus.net

# BC SHIPPING NEWS

## Mechanical specs...

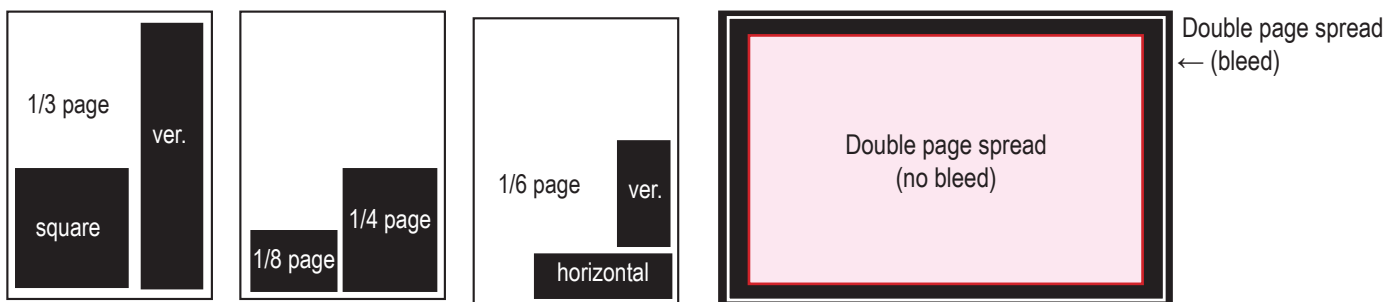
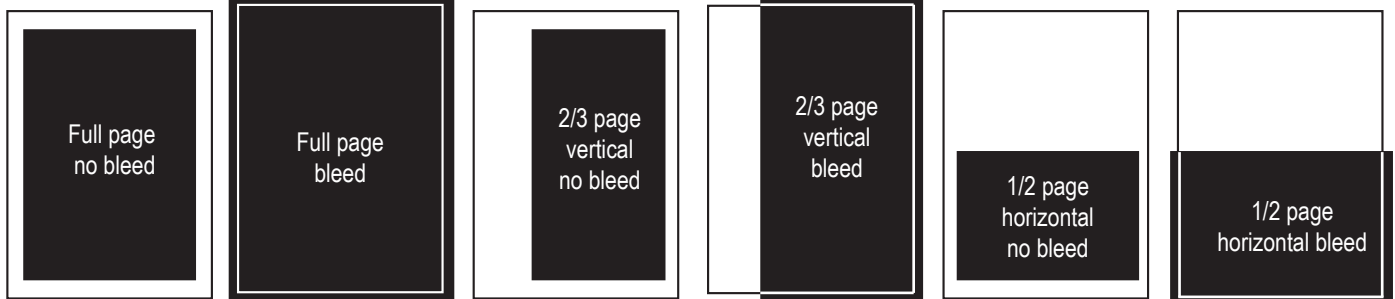
**Ad Size**  
(width x height)

**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**

| Ad Size (width x height) | Non-Bleed Size (inches) | Bleed Trim Size (please add minimum .125" to each side beyond 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](mailto: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.

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## 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](mailto: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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