

MJ  
maritime  
journal.com



magazine | online | events

2014 | Media

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

# Why Maritime Journal?



Maritime Journal is dedicated to the European Commercial Marine Business – inshore, offshore, coastal zone and short sea. Since 1987, it has been the respected source of business information which our clients have trusted to deliver their marketing message. It provides readers with authoritative editorial prepared by writers who are experts in their field in an easy to use layout.

Maritime Journal is available three ways, as the established monthly magazine in print, by weekly eNewsletter and online at the maritimejournal.com website. These different formats enable readers to receive news and use the information resource in a way that suits them best. It also enables advertising clients to tailor their marketing message through the most effective medium.

## MJ Magazine

By investing in identifying the key individuals who make purchasing decisions, MJ magazine provides advertising clients with access to a high quality audience which is without waste. It has a reader friendly layout and rich editorial content to ensure it is read and kept for future reference. It offers an ideal environment for reinforcing brands, products and services.



“MJ is without doubt the definitive magazine of our industry. I use it, all my customers use it, and more importantly all of the funders I work with use it. It provides great coverage of the industry and is a document I refer back to over and over again. It has helped my business and in many ways its as valuable as my iPad.”

Peter Curtis, DS Marine Finance

Front cover image courtesy of Alan Geddes

## www.maritimejournal.com

With the number of unique visitors now over 22,800 each month, the website is a trusted source of up-to-date news, a fast growing archive and a comprehensive industry directory. It also now incorporates ‘Funnelback’ search technology to enable users to intuitively find what they want, fast.

The website has a new look which incorporates ‘responsive’ designs. It can detect the device on which it is being displayed, whether desktop PC, tablet or mobile, and render with the size, layout and resolution that makes it easiest-to-read. These developments make it a great place for clients to stay ‘front of mind’ with their market.

## MJ eNewsletter

The Maritime Journal weekly eNewsletter provides a round up of the latest news directly to the in-box of more than 22,000 key decision makers. Exclusive sponsorship is available and is an ideal platform for raising company profile or launch new products or services.



“The diversity of revenue sources for our ports and harbours in Orkney demands an advertising vehicle that is all encompassing with a wide and penetrative circulation. The Maritime Journal is our preferred option for our marine advertising as it fits the bill perfectly.”

Michael Morrison, Orkney Harbours

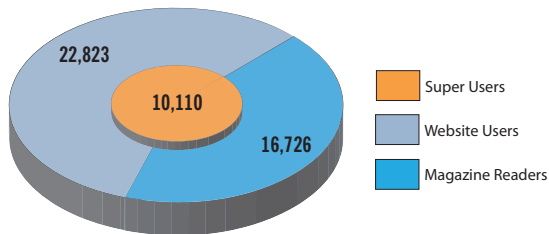
## Audience Measurement

As business-to-business communications evolve, Maritime Journal is investing in the new online technologies and techniques to help our clients communicate with their markets in the most effective way. Part of this task is to ensure that we provide a meaningful measurement of the MJ audience across the different media platforms. This analysis is for a typical month's audience across the three platforms.

|                    |        |
|--------------------|--------|
| <b>eNewsletter</b> |        |
| Total Recipients   | 22,227 |

### Print & Online Audience

|  |               |
|--|---------------|
| <b>Magazine</b>                          |               |
| Print Circulation per issue <sup>1</sup> | 6195          |
| Average readers per copy <sup>2</sup>    | 2.7           |
| Total print readers                      | 16,726        |
| <b>Website</b>                           |               |
| Unique visitors <sup>3</sup>             | 22,823        |
| <b>Total audience</b>                    | <b>39,549</b> |
| 'Super Users' read both <sup>4</sup>     | 10,110        |
| <b>Average monthly audience</b>          | <b>29,439</b> |



Source:  
<sup>1</sup>ABC certificate  
 1 January - 31 December 2012.  
<sup>2</sup>MJ Online Survey

<sup>3</sup>Google Analytics  
 1 September 2013 to 1 October 2013  
<sup>4</sup>eDigital Research survey  
 1 September-31 October 2012

Mercator Media has been working with eDigital Research to develop a better understanding of the needs and make-up of our web and online audiences. eDigital Research is one of Europe's leading independent web user research organisations. The research was carried out during September 2013 and has been used to assemble the above information.

### Main reason for visiting MJ website\*

|                        |       |
|------------------------|-------|
| Industry News          | 86.7% |
| Business opportunities | 18.3% |
| Researching a purchase | 6.8%  |
| Other                  | 9.4%  |

### Did you achieve what you wanted during your visit?

|             |       |
|-------------|-------|
| Yes         | 87.5% |
| Yes, partly | 8.6%  |
| No          | 3.8%  |

### How often do you visit MJ Online?\*

|                     |       |
|---------------------|-------|
| Once a week or more | 59.1% |
| Once a month        | 21.8% |
| Less often          | 15.3% |

### Are you involved in purchasing decision-making for your organisation?

|     |       |
|-----|-------|
| Yes | 69.2% |
| No  | 30.8% |



\*More than one choice

## Advertisement Rates

|                    | SERIES RATES – NO OF INSERTIONS |      |      | ESTG |
|--------------------|---------------------------------|------|------|------|
|                    | 1                               | 3    | 6    |      |
| <b>MAGAZINE</b>    |                                 |      |      |      |
| Double Page Spread | 4505                            | 4160 | 4055 | 3585 |
| Full Page          | 2850                            | 2670 | 2585 | 2420 |
| Half Page          | 1610                            | 1550 | 1495 | 1370 |
| Quarter Page       | 1025                            | 950  | 910  | 810  |
| Eighth Page        | 640                             | 600  | 580  | 535  |

All printed advertisements include an online advertisement for 4 weeks  
 5% discount for pre-payment. 10% surcharge for specific positions

### PREMIUM POSITIONS

|                      |      |
|----------------------|------|
| Front Cover          | 2970 |
| Inside Front Cover   | 2970 |
| Back Cover           | 2970 |
| ShipShot and Article | 2470 |

All premium positions include 1 week's eNewsletter sponsorship

### INSERTS

From £270 per thousand copies. Please call for more information

### ENEWSLETTER SPONSORSHIP

Sponsor our weekly eNewsletter and get your message direct into more than 20,000 inboxes 595

### MAGAZINE DIRECTORY – IN PRINT AND ONLINE

Full contact details plus 30 word description. IN PRINT 1 category. ONLINE Logo, 10 Categories. Includes exclusive Sponsored Keyword. Annual 825

### DIRECTORY – ADDITIONAL OPTIONS

Video – £195 pa; PDF brochure – £195 pa; Additional Sponsored Keywords – £100 per word pa

### CLASSIFIED ADVERTISEMENTS – ONLINE & PRINT

Magazine from £99; Online £100 per 4 weeks

For more information contact sales@maritimejournal.com or Tel: +44 (0)1329 825335

## REGULARS (Core features in every issue)

News • Vessel Launch • Tugs & Towing  
Hydrographic Survey • Marine Civils  
Contract Awards • Vessel Sales & Service  
Marine Equipment Sales • Marine Renewables  
Works in Progress • ShipShot

## JANUARY

Tugs, Towing and Salvage • Deck Equipment and Lifting Gear  
Diesel Power and Propulsion • Dredging  
Vessel Repair and Maintenance • Monitoring and Control  
[RenewableUK Wave & Tidal, 26-27 February, Belfast](#)

## FEBRUARY

Marine Renewables Extra • Diving and Underwater Services  
Pollution Control • Port, Harbour and Marine Construction  
Ship and Boat Building • Hydrographic Survey Extra  
[EWEA 2014, 10-13 March, Barcelona](#)  
[Oceanology International 2014, 11-13 March, London](#)

## MARCH

Seawork 2014 Preview • Insurance, Legal and Finance  
Navais • Navigation and Communication  
Safety, Survival and Training • Security

## APRIL

Tugs, Towing and Salvage • Deck Equipment and Lifting Gear  
Diesel Power and Propulsion • Dredging  
Vessel Repair and Maintenance • Monitoring and Control  
[International Harbour Masters Congress, 26-30 May, Bruges](#)  
[All Energy, 21-22 May, Aberdeen](#)

## MAY

Marine Renewables Extra • Diving and Underwater Services  
Pollution Control • Port, Harbour and Marine Construction  
Ship and Boat Building • Hydrographic Survey Extra  
[RenewableUK Global Offshore Wind, 11-12 June, London](#)

## JUNE

Deck Equipment & Lifting Gear • Diesel Power and Propulsion  
Dredging • Monitoring and Control • Vessel Repair & Maintenance  
Diving & Underwater Services • Pollution Control  
Port, Harbour & Marine Construction • Ship and Boat Building  
Safety, Survival & Training • Insurance, Legal & Finance  
Navais • Navigation & Communication • Security  
Tugs, Towing & Salvage • Hydrographic Survey Extra  
[Seawork 2014, 10-12 June, Southampton](#)  
[23rd International Tug & Salvage, 16-20 June, Hamburg](#)

## JULY

Seawork 2014 Review • Tugs, Towing and Salvage  
Deck Equipment and Lifting Gear • Diesel Power and Propulsion  
Dredging • Vessel Repair & Maintenance • Monitoring and Control

## AUGUST

Deck Equipment & Lifting Gear • Diesel Power and Propulsion  
Dredging • Monitoring and Control • Vessel Repair & Maintenance  
Diving & Underwater Services • Pollution Control  
Port, Harbour & Marine Construction • Ship and Boat Building  
Safety, Survival & Training • Insurance, Legal & Finance  
Navais • Navigation & Communication • Security  
Tugs, Towing & Salvage • Hydrographic Survey Extra  
[SMM, 9-12 September, Hamburg](#)

## SEPTEMBER

Marine Renewables Extra • Insurance, Legal and Finance • Navais  
Navigation and Communication • Safety, Survival and Training  
Vessel Repair and Maintenance • Security  
[Offshore Energy 2014, 28-29 October, Amsterdam](#)

## OCTOBER

Tugs, Towing and Salvage • Deck Equipment and Lifting Gear  
Diesel Power and Propulsion • Dredging • Monitoring and Control  
[RenewableUK 2014, 11-13 November, Glasgow](#)  
[METS, 18-20 November, Amsterdam](#)

## NOVEMBER

Diving and Underwater Services • Pollution Control  
Port, Harbour and Marine Construction  
Ship and Boat Building • Hydrographic Survey Extra  
[International Workboat Show, 3-5 December, New Orleans, USA](#)

## DECEMBER

Marine Renewables Extra • Insurance, Legal and Finance  
Navais • Navigation and Communication  
Safety, Survival and Training • Security  
[Wall Planner 2015](#)

### Extra Distribution at featured events

Various exhibitions added throughout the year



Marine and Towing Services Group consider advertising in *Maritime Journal* as an essential element in our company's continued growth. The staff at *Maritime Journal* are always helpful and informative with their advice on future advertising requirements. Commercial team at MTS



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magazines events online

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