

# MARINOWORLD

FUSION OF MARITIME NEWS & VIEWS

## 2017 MEDIA KIT



## IDEAL MEDIUM

**Marino World** is an ideal medium to sustain corporate growth. Strategic and creative - cost efficient to max your marketing program.

Published bimonthly or every two months by Bacani and Associates Media Services Co., **Marino World** is most preferred for maritime Information. It watches for industry trends; digests maritime news and comes up with objective frameworks.

**Marino World** abhors cut-and-paste journalism, even if practiced by others.

Research and ethical journalism are our editorial strength. We have to because our readership base are decision makers, movers of the industry: ship owners-operators-managers, manning agencies. Training schools and the academe. And maritime associations, trade unions.

Public officials and policymakers read us, so do flag-State regulators. P & I claim managers, allied industry leaders, the seafarers and their families.

**Marino World** contributes in maintaining the Philippines as one of the Global Best in the maritime industry, a great source for Filipino seafarers (now a third of the global total). Up of this, our 11th Year, we continue to influence decision-makers and stakeholders by providing valuable information on education and training, government regulations, trends and insights.

And **Marino World** is growing bigger. In range and readership - both here and overseas. We are increasing with innovative campaigns; tapping critical sectors of the maritime industry. And better distribution, on shore and abroad.

We are also on the desks and offices of ports, shipyards domestic and international shipping community, foreign diplomatic posts and agencies. We make certain that your promotions are exposed to your targeted audience.

**Marino World** is the only Philippine maritime magazine collected at the US Library of Congress. Read by movers of the industry, by policy makers of business and government.

Aside from the print edition, **Marino World** has the E-Magazine format, a ready-to-browse digital edition that gives the true color and spirit of the downloaded edition.

## EDITORIAL ANCHOR

**Marino World** is never coy on any issue; neither cover on its point.

Gumption is **Marino World**, as it entered the maritime scene.

**Bold**, as in exposing what should be known and not protecting the shawdowy.

**Objective**, as in highlighting the truth, not in pandering to a bias.

**Pro-active**, for hacking new viewpoints instead of just garnishing the jaded.

Small wonder **Marino World** is the only Philippine maritime magazine collected at the US Library of Congress. And other institutions in the Asia Pacific region.

Read by movers of the industry, by policy makers of business and government.

Not that we are the best but definitely worth your time, and the effort. For one reads what is current in the merchant marine world; what is trending in the seafaring industry. What are the aims, the aches and the angst... **Marino World** reflects the essential, the substantial.

Come, join us journey with full sails --- the blue waters to your ports, the cities for your cargo and the world for your goods, to serve and secure.

We are pragmatic soul mates: we see what is better and you do what is best. Let us carry your corporate strength, advertise in us your core expertise --- Join our patrons and be toe-to-toe with the best. Let them realize your edge in the industry. Not just with the run-of-the-mill because of goodwill but because you are world-class yourself.

Up of this, our 11th Year, we have increased our subscribers and our readership base, even diversified to sectors beyond just maritime. After all, we are covering millions of global seafarers a third of whom are Filipinos.

**Marino World** could be the precise tool for your corporate goals, for your social paybacks to the community. For your joyful celebrations of milestones, your proud and defining moments.

Leverage for your company interests the editorial grit – no paste up nor patch up, fresh facts and matrixed data. We give you dimensions of issues: ours, theirs and the in-betweens.

But no bias nor vested slant; just issues focused on maritime interest, be it global or local, be it for then, for now or the future.

Quite certainly, **Marino World** shall be there --- make it work for you!

## FREQUENCY

Bimonthly (6 times a year): Jan-Feb; Mar-Apr; May-Jun; Jul-Aug; Sept-Oct; Nov-Dec

## CIRCULATION

- Printed: 3,000 copies (50% subscribed, 50% complimentary)
- FREE Digital Edition: [www.marinoworld.com.ph](http://www.marinoworld.com.ph)
- Email Blasts: Exclusive Marino World Directory, 20,000+ contacts, local and international
- Social Media: Twitter, Facebook, LinkedIn, Issuu
- Printed copies also distributed in maritime events

## DEMOGRAPHICS

Total Average Readership 50,000

### Gender

|        |     |
|--------|-----|
| Male   | 80% |
| Female | 20% |

### Age

|           |     |
|-----------|-----|
| 40s-Above | 60% |
| 30s       | 25% |
| 20s-Below | 15% |

### Status

|            |     |
|------------|-----|
| Seafarers  | 45% |
| Managerial | 30% |
| Cadets     | 20% |
| Employees  | 5%  |

## READERSHIP

- Ship owners, operators and managers; brokers, agents and manning executives.
- Educators and trainers; the academe. Tools and teaching aid suppliers.
- Government officials; diplomats, union and association officers.
- Ship parts and service suppliers; yards and ports operators; yacht owners and leisure providers.
- Classification societies, surveyors, naval architects, maritime lawyers and consultants.
- Maritime staffers, seafarers and families, offshore and onboard.
- Media and public relations practitioners; consultants; event organizers.
- Professionals in law, medicine and health care, insurance and financial planning, realtors and property developers.

## MEDIA PARTNERSHIPS

Bonus distribution and exposure in international events. **Marino World** is a media partner of:

- Singapore Maritime Week; April 23-28, 2017, Singapore
  - Philippines Marine, Shipbuilding & Offshore Exhibition, July 12-14, 2017, SMX, Philippines
  - CrewConnect Global, November 7-8, 2017; Marriott Hotel, Philippines
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- **Marino World** is the only Philippine maritime magazine collected at the US Library of Congress.

## MAJOR DISTRIBUTION POINTS

### ORGANIZATIONS

#### Seafarers

- Associated Marine Officers and Seamen's Union of the Phils (AMOSUP)
- Philippine Seafarers Union (PSU)
- Masters & Mates Assn of the Phils (MMAP)
- Integrated Seafarers of the Philippines (ISP)
- Society of Filipino Ship Captains (FILSCAPTS)
- Assn of Marine Officers & Ratings (AMOR)
- Apostleship of the Sea (AOS)
- Luneta Seafarers Welfare Foundation (LUSWELF)
- Society of Naval Architects and Marine Engineers (SONAME)
- Phil Merchant Marine Academy Alumni Assn (PMMAAA)
- John B Lacson Alumni Association (JBLMAA)
- United Harbor Pilots Assn of the Phils (UHPAP)
- Metro Cebu Harbor Pilots' Co. Inc.
- Mariners Assn for Regional & Intl Networking Organization (MARINO)
- Mariners and Allied Transport Employees Union (MATEU)
- International Federation of Ship Masters Association (IFSMA)
- The Swedish Ship Officers Association
- The Maritime Union of Australia
- Amalgamated Union of Seafarers, H.K.
- Norwegian Union of Marine Engineers (NUME)
- Norwegian Seafarers' Union (NSU)
- Singapore Maritime Officers' Union (SMOU)
- National Union of Seafarers of India (NUSI)
- All Japan Seamen's Union (JSU)

#### Seafarer Families

- Seamen's Wives Assn of the Phils (SWAPI) Foundation
- Women in Maritime Philippines (WIMAPHIL)
- Family associations of different manning agencies

#### Employers

- Joint Manning Group (JMG)
- Filipino Assn for Mariners' Employment (FAME)
- Philippine Assn of Manning Agencies and Shipmanagers (PAMAS)

- Intl Manning Assn of the Phils (INTERMAP)
- Conference of Maritime Manning Agencies (COMMA )
- Filipino Shipowners Assn (FSA)
- Phil Inter-Island Shipping Assn (PISA)
- Philippine-Japan Manning Consultative Council (PJMCC)
- International Chamber of Shipping (ICS)
- International Shipping Federation (ISF)
- International Trade Association for Ship and Crew Management (InterManager)
- International Maritime Employers' Committee (IMEC )
- Foreign Owners Representatives and Shipmanagers Association (FOSMA)
- International Association of Independent Tanker Owners (INTERTANKO)
- Society of International Gas Tankers and Terminal Operators (SIGTTO)
- Foreign Owners Representatives and Shipmanagers Association

### **Government Agencies**

- Maritime Industry Authority
- Department of Transportation and Communications
- Department of Labor and Employment
- Phil Overseas Employment Administration
- Overseas Workers Welfare Administration
- Embassies

### **Others**

- International Transport Workers Federation (ITF)
- International Committee on Seafarers' Welfare (ICSW)
- International Maritime Organization (IMO)
- International Labor Organization (ILO )
- Phil Assn of Maritime Training Centers (PAMTCI)
- Phil Assn of Maritime Institutions (PAM I)
- Maritime Lawyers Assn (MARLAW)
- Maritime Clinics & Doctors Assn of the Philippines (MARCDOC )
- Joint Filipino-Norwegian Maritime Unions (FIL-NOR)
- International Christian Maritime Association (ICMA)
- Japan International Cooperation Agency (JICA)
- Sailors' Society
- International Seafarers' Welfare & Assistance Network
- Rotary Club International (RCI)
- National Union of Seafarers of India (NUSI)
- Phil Coast Guard Auxiliary (PCGA )
- Port Users Confederation, Inc.
- OFW Family Club
- Maritime Journalists Assn of the Phils (MJAP)
- Volunteers Against Crime and Corruption (VACC)
- US Library of Congress

### **Supporters**

Maritime and non-maritime companies offering products and services for the maritime sector

## ADVERTISING CONTRACT

This confirms the placement of our Advertisement with **MARINO WORLD** Magazine with the following details:

Issue Dates: \_\_\_\_\_

Please check preferred size of insertion:

### PESO AD RATES FOR SINGLE INSERTION

| PRIME PAGE                                  | RATE      | INSIDE PAGE                        | RATE      |
|---|-----------|------------------------------------|-----------|
| <input type="checkbox"/> Gatefold           | PHP60,000 | <input type="checkbox"/> Full Page | PHP25,000 |
| <input type="checkbox"/> Center Spread      | PHP50,000 | <input type="checkbox"/> 1/2 Page  | PHP15,000 |
| <input type="checkbox"/> Back Cover         | PHP35,000 | <input type="checkbox"/> 1/4 Page  | PHP 8,000 |
| <input type="checkbox"/> Inside Front Cover | PHP32,500 | <input type="checkbox"/> 1/8 Page  | PHP 5,000 |
| <input type="checkbox"/> Inside Back Cover  | PHP30,000 |                                    |           |

### LONG-TERM PACKAGE

20% Discount on total ad cost for more than one placement.

### MECHANICAL DETAILS

AD MEASUREMENTS IN CENTIMETERS

#### FULL PAGE

18.46 cm x 27.16 cm (Normal Image Size)  
21.6 cm x 30.6 cm (Full Page with 3mm bleed)

#### 1/2 PAGE

18.46 cm x 13.62 cm (Normal Image Size)  
21.6 cm x 15.6 cm (Half Page with 3mm bleed)

#### 1/4 PAGE

9.23 cm x 13.62 cm (Normal Image Size)  
21.6 cm x 8.2 cm (with 3mm bleed)

#### 1/8 PAGE

9 cm x 6 cm (Normal Image Size)  
10.6 cm x 7.6 cm (with 3mm bleed)

Advertising materials provided by the advertisers should be in PDF, JPEG or TIFF (CMYK) format and in actual size based on the ad measurement tables.

### TERMS & CONDITIONS

50% Downpayment, Balance after publication.  
Check should be payable to BACANI & ASSOCIATES MEDIA SERVICES, CO.  
BDO Paco, Manila, Philippines  
Savings Account No. 001650215892  
Swift Code: BNORPHMM

## ADVERTISER'S INFORMATION

Advertiser: \_\_\_\_\_

Tel. No(s): \_\_\_\_\_ Fax No(s): \_\_\_\_\_

Address: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Position: \_\_\_\_\_

Email address: \_\_\_\_\_

Signature: \_\_\_\_\_ Date Signed: \_\_\_\_\_

Approved and Accepted by:

MARINO WORLD Representative



## MARINO WORLD 2017 EDITORIAL CALENDAR

### **JANUARY-FEBRUARY**

- 9th Philippine Ports and Shipping
- Subic Bay as Maritime Hub

*Ad material deadline: January 25*

### **MARCH-APRIL**

- PMMA 197th Foundation and Grand Alumni Homecoming 2016
- Singapore Maritime Week

Ad material deadline: March 24

### **MAY-JUNE**

- Day of the Seafarer Special Edition

*Ad material deadline: May 25*

### **JULY-AUGUST**

- Philippine Ports Authority 42nd Anniversary
- 4th Marine Philippines conference and exhibition

*Ad material deadline: July 25*

### **SEPTEMBER-OCTOBER**

- CrewConnect Global Conference & Exhibition, Pre-event
- National Maritime Week celebrations
- *Marino World* 12th Anniversary Special Edition

*Ad material deadline: September 25*

### **NOVEMBER-DECEMBER**

- CrewConnect Global Conference & Exhibition, Post-event
- Panama Republic Day
- Company Christmas Parties

*Ad material deadline: December 12*

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*Note: The editorial concepts for every issue may still change depending on the decision of the editorial board.*