

# MARINOWORLD

FUSION OF MARITIME NEWS & VIEWS



**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). Now on our 14th 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.

Now on our 13th 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 Editions: [www.marino-world.com](http://www.marino-world.com) and <https://issuu.com/search?q=marino%20world>
- Email Blasts: Exclusive Marino World Directory, 20,000+ contacts, local and international
- Social Media: Facebook, LinkedIn, Twitter, Instagram
- Printed copies also distributed in maritime events, local and international
- **Marino World** is the only Philippine maritime magazine collected at the US Library of Congress.

## 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:

- 10th Phil Ports and Shipping Conference, Sofitel Philippine Plaza, Philippines, Feb 19-21, 2019
- 5th Mastech and Intl Marine Technical Conference, Dubai, March 27, 2019
- Sea Asia, Marina Bay Sands, Singapore, April 9-11, 2019
- 10th ShipTek Intl Conference on Maritime/Offshore and Oil & Gas and International Awards, Dusit Thani Hotel, Dubai, April 16-17, 2019
- SBMA Chairman's Cup Regatta, April 25-30, 2019, Subic Bay, Philippines
- Future of Maritime Conference and Showcase, Hong Kong, June 10-11, 2019
- Future of Maritime Workshop, Singapore, June 12, 2019
- China (Shanghai) International Boat Show, Natl Exhibition & Convention Center, June 20-23, 2019
- Philippines Marine, Shipbuilding & Offshore Exhibition, SMX, Philippines, June 27-29, 2019
- The Maritime Standard Awards 2019, Atlantis, the Palm, Dubai, October 21, 2019
- The Maritime Standard Tanker Conference, Atlantis, the Palm, Dubai, October 22, 2019
- The Maritime Standard Ship Finance and Trade Conference, Sofitel Abu Dhabi Corniche, Abu Dhabi, UAE, November 6, 2019
- The Offshore & Marine at the Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC), Abu Dhabi National Exhibition Centre, November 12-15, 2019
- CrewConnect Global, Sofitel, Philippine Plaza, Philippines, November 18-20, 2019

## 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 (PMMAAAI)
- John B Lacson Alumni Association (JBLMAA)
- United Harbor Pilots Assn of the Phils (UHPAP)
- Organization of Chief Marine Engine Officers of the Phils
- Mariners Assn for Regional & Intl Networking Organization (MARINO)
- Positibong Marino Phils (PMP)
- The Maritime League
- Seamanpreneurs Consumers Cooperative (SeaCoop)
- Mariners and Allied Transport Employees Union (MATEU)
- International Federation of Ship Masters Association (IFSMA)
- The Swedish Ship Officers Association
- The Maritime Union of Australia
- Amalagamated 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)
- International Transport Workers Federation (ITF)
- International Committee on Seafarers' Welfare (ICSW)
- Sailors' Society
- Mission to Seafarers
- The Nautical Institute
- International Seafarers' Welfare & Assistance Network
- Seamen's Wives Assn of the Phils (SWAPI) Foundation
- Women in Maritime Philippines (WIMAPHIL)
- National Union of Seafarers of India (NUSI)

#### Manning, Education and Training

- Joint Manning Group (JMG)
- Filipino Assn for Mariners' Employment (FAME)
- Philippine Assn of Manning Agencies and Shipmanagers (PAMAS)
- Philippine-Japan Manning Consultative Council (PJMCC)
- Phil Assn of Maritime Training Centers (PAMTCCI)
- Phil Assn of Maritime Institutions (PAMI)
- Association of Administrators in Hospitality, Hotel & Restaurant Management Educational Institutions
- International Association of Maritime Universities

## **Shipping, Ports and Logistics**

- Association of International Shipping Lines (AISL)
- Visayan Association of Ferryboat and Coastwise Service Operators (VAFCSO)
- Philippine RORO Operators Association (PROA)
- United Trampers Association of the Philippines (UTAP)
- Baltic and International Maritime Council (BIMCO)
- Intl Manning Assn of the Phils (INTERMAP)
- Conference of Maritime Manning Agencies (COMMA )
- Filipino Shipowners Assn (FSA)
- Phil Inter-Island Shipping Assn (PISA)
- Phil Ship Agents Association (PSAA)
- Phil. Assn of Service Exporters (PASEI)
- International Chamber of Shipping (ICS)
- International Shipping Federation (ISF)
- InterFerry
- Worldwide Ferry Safety Association
- International Trade Association for Ship and Crew Management (InterManager)
- International Maritime Employers' Council (IMEC )
- Foreign Owners Representatives and Shipmanagers Association (FOSMA)
- International Association of Independent Tanker Owners (INTERTANKO)
- Society of International Gas Tankers and Terminal Operators (SIGTTO)
- Philippine-Italian Association
- Foreign Owners Representatives and Shipmanagers Association
- Port Users Confederation, Inc.
- Phil. Multimodal Transport and Logistics Association
- Phil. Exporters Confederation
- Japan Ship Machinery and Equipment Association (JSMEA)

## **Government Agencies**

- Maritime Industry Authority
- Department of Transportation
- Department of Labor and Employment
- Phil Overseas Employment Administration
- Overseas Workers Welfare Administration
- Department of Tourism
- Bureau of Fisheries and Aquatic Resources
- Embassies

## **Others**

- International Maritime Organization (IMO)
- International Labor Organization (ILO )
- Maritime Lawyers Assn (MARLAW)
- Maritime Clinics & Doctors Assn of the Philippines (MARCDOC )
- International Christian Maritime Association (ICMA)
- Japan International Cooperation Agency (JICA)
- Phil Coast Guard Auxiliary (PCGA )
- Phil. Swimming League (PSL)
- Nordic Chamber of Commerce of the Phils (NORDCHAM)
- 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