



GREEN MARINE

MAGAZINE

2025 MEDIA KIT

SPOTLIGHT ON ENVIRONMENTAL EXCELLENCE

[Green Marine Magazine](#) is a must-read to stay up to date with Green Marine's progress and the maritime industry's environmental initiatives – particularly those being undertaken by the program's members. In June 2022, the Magazine shifted to a fully digital format for its 24th issue. The Magazine is circulated to almost 5,000 subscribers – a loyal and engaged keen readership – and is also available on the Green Marine website.

In 2025, Green Marine Magazine transitioned from an issue-based model to a monthly article drop model to increase visibility throughout the year.

This unique communication tool responds to the maritime community's keen interest in learning more about the environmental initiatives of ports, terminals, shipyards and ship owners locally and throughout North America. The digital platform offers stories on scientific breakthroughs, innovations in green technologies, and best management practices. By purchasing ad space in the magazine, you are now also directly supporting Green Marine, with all profits from magazine revenue being reinvested in the environmental certification program's further development.



A NEW MODEL!

For its 30th issue, in 2025, Green Marine Magazine transitioned from an issue-based model to a monthly article drop model to increase visibility throughout the year.

Monthly recurring publications, every 3rd Wednesday of the month, encourage:

- Increased engagement and visibility (more frequent content updates can increase visits and interest)
- Topicality (editorial can address time-sensitive topics of interest)
- Tailor-made visibility - placement options to suit all budgets, ranging from one month to an entire year.



READERSHIP

- ❖ Canadian and U.S. ports
- ❖ Canadian and U.S. terminals
- ❖ Domestic and international ship owners
- ❖ Shipyards
- ❖ Seaway management corporations
- ❖ Canadian and U.S. marine associations
- ❖ Governments and government agencies
- ❖ Suppliers of products, services and technologies
- ❖ Environmental groups
- ❖ Marine classification societies
- ❖ Independent verifiers and verification firms
- ❖ Shippers, fleet managers and logistics services
- ❖ Canadian and U.S. pilotage authorities
- ❖ Energy sector enterprises
- ❖ Environmental consultants
- ❖ Consulting engineers and naval architects
- ❖ Research and development institutes and firms
- ❖ Training institutes and facilities
- ❖ Research, education and conservation organizations
- ❖ Green Marine Europe's network of members



FLEXIBLE AD PLACEMENT

Green Marine Magazine offers two main types of advertising placement:

- On the magazine's home page, where the topics of all the magazine issues are displayed.
- Alongside one of the issue's articles, where there are several ad placement options.

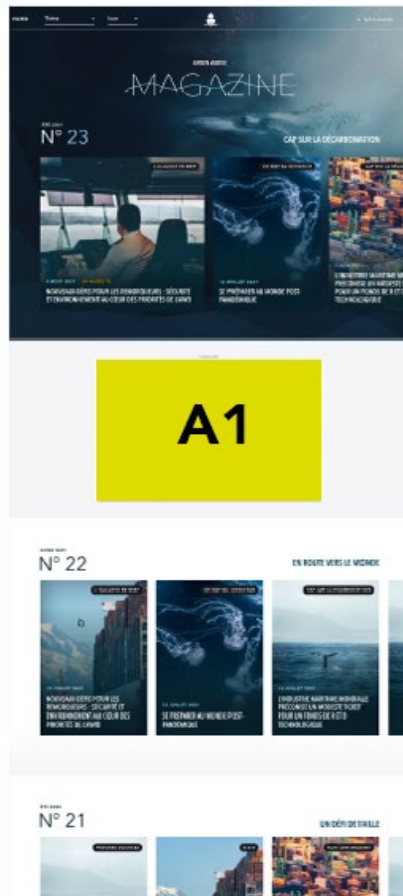
All banners are clickable and lead to a link determined by the advertiser. **This ad can be updated at any time** during the advertising period by sending Green Marine a new visual.

Please note that your ad will be posted in the English and French online Magazine. Therefore, you can either submit to us an advertisement with adapted content in each language, a bilingual ad, or simply one in the language of your choice.



TECHNICAL DATA

Magazine home page (A1)



- Rotating banner where the featured advertising changes every time the page is refreshed*
- Maximum of 5 advertisers
- Format: 800 x 500 pixels

* Readers consulting previous digital issues will, in the future, see the advertisements featured in the magazine's current edition.



TECHNICAL DATA

Magazine Articles (A2)



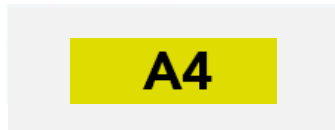
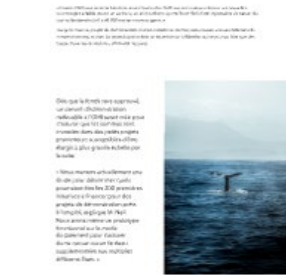
- Locked advertisement (the ad remains anchored on the right when scrolling the article)
- Rotating banner where the advertising changes every time the page is refreshed*
- Maximum of 5 advertisers
- Format: 160 x 600 pixels

* Readers consulting previous digital issues will, in the future, see the advertisements featured in the magazine's current edition.



TECHNICAL DATA

Magazine Articles (A3 and A4)



- Rotating banner where the advertising changes every time the page is refreshed*
- A3 = Below the article's introduction
Format: 800 x 500 pixels
- A4 = In the middle of the article, below the 1st section
Format: 800 x 250 pixels
- Maximum of 5 advertisers per level of banner

* Readers consulting previous digital issues will, in the future, see the advertisements featured in the magazine's current edition.



RATES

<u>FORMAT</u>	1 month	3 months	6 months	Full year	Members discount (20% off each rate)
A1	\$500	\$1,425	\$2,700	\$5,000	
A2	\$400	\$1,150	\$2,200	\$4,000	
A3	\$300	\$850	\$1,600	\$3,000	
A4	\$200	\$575	\$1,100	\$2,000	

**Prices are in CAD, US advertisers will be billed at the ongoing conversion rate, upon the magazine's online posting.*



TECHNICAL SPECIFICATIONS

**MUST BE CLEARLY LEGIBLE
AT 100% AND AT 50%**

REQUIRED
A1, A3:
800x500 PX
A4:
800x250 PX

32 PX ⚠

MUST BE CLEARLY LEGIBLE AT 100%
AND AT 50%

24 PX 🚫 **MINIMUM SIZE**

Must be clearly legible at 100%
and at 50%

- 800 x 500-pixel banner
- PNG or JPG formats
- Maximum size: 1Mb
- Refer to the notes on the image to the left to ensure a clear display regardless of the media device (e.g., desktop, laptop, tablet, cell phone)
- Minimum text size: 24 pixels



TECHNICAL SPECIFICATIONS

**MUST BE
LEGIBLE
AT 100%
AND AT 83%**

- 160 x 600-pixel banner
- PNG or JPG formats
- Maximum size: 1Mb
- Refer to the notes on the image to the left to ensure a clear display regardless of the media device (e.g., desktop, laptop, tablet, cell phone)
- Minimum text size: 12 pixels

**REQUIRED A2
160x600 PX**



HOW TO PLACE AN AD

It's easy! Simply fill out the [online form](#).

Please contact Green Marine for any questions regarding the Green Marine Magazine and/or ad placement.

info@green-marine.org

