

GREEN MARINE

MAGAZINE

2026 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. It also features stories on scientific breakthroughs, innovations in green technologies, and best management practices.

The Magazine is circulated to nearly 5,000 subscribers – a **loyal, engaged, and keen readership** – and is also available on the Green Marine website. The digital platform reaches a niche, highly specialized readership aligned with Green Marine's member network, generating more than 21,000 users and 51,000 sessions in 2025 alone.

Articles continue to be consulted long after publication, creating a reusable content library for newsletters, social media, and events. By advertising 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.



+21K users / +51K sessions

READERSHIP & PERFORMANCE

KEY METRICS (2024 VS. 2025)

	2024 (2 periodical issues, 16 articles)	2025 (Punctual story drops, 8 articles)
Users	23,382	21,230
Sessions	54,551	51,641
Avg. session duration	5:00 min	4:47 min
Pages viewed per session	2.68	2.38
Total pages viewed	3,893	3,292
Homepage views	1,262	755

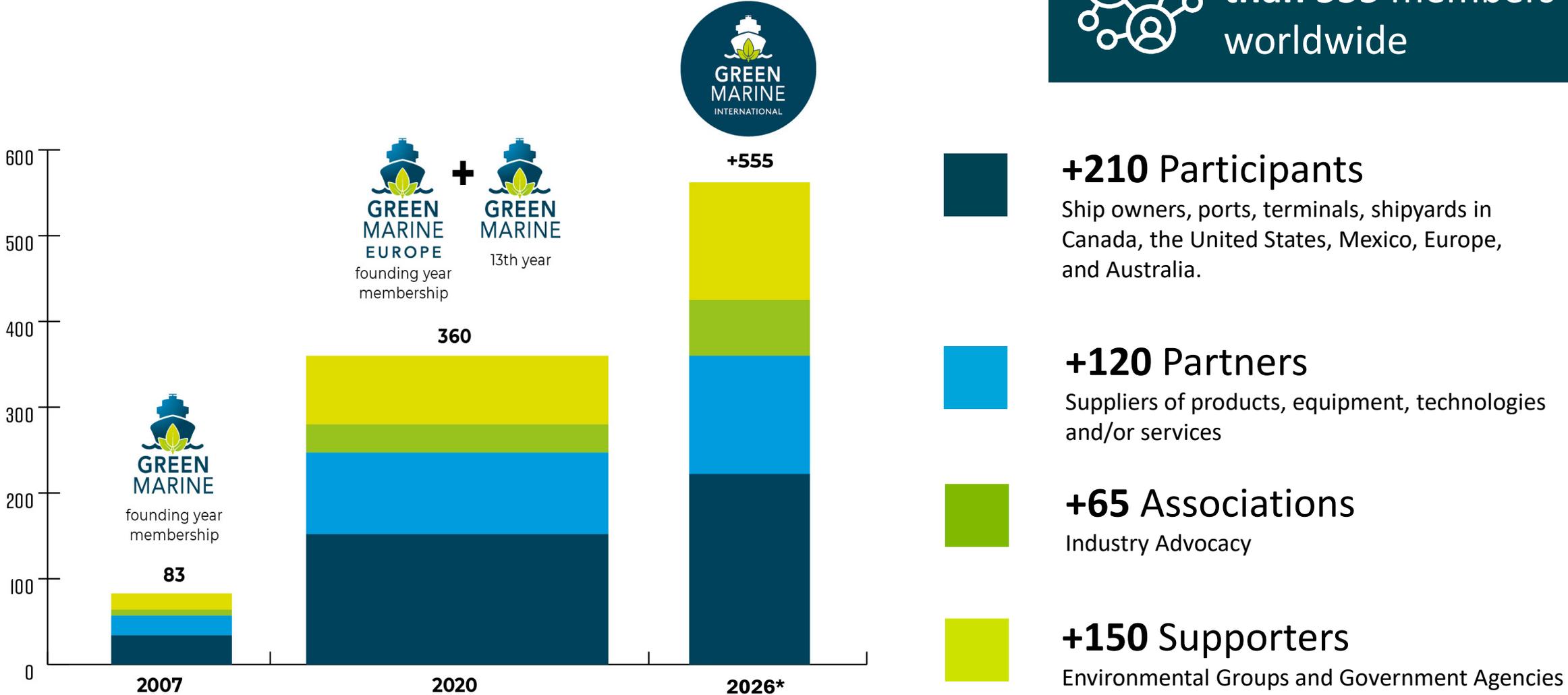


These figures reflect a **stable, loyal audience** with **strong engagement** with in-depth content such as case studies and technical features.

The new punctual articles model offers greater visibility and exposure.

MEMBERSHIP AND NETWORK

 A network of **more than 555 members** worldwide



**Membership counts as of spring 2026 (numbers that are always growing)*

WHY ADVERTISE?



POSITIONING

Your ad appears alongside member success stories and thought leadership on decarbonization and port innovation, positioning your brand as an environmental leader.



MISSION SUPPORT

Profits are reinvested directly into the Green Marine certification program and contribute to the shipping industry's progress toward environmental excellence.



EXTENDED REACH

High-value content is repurposed across newsletters and LinkedIn (~9,000 followers), multiplying impressions with the same decision-makers.



FLEXIBLE AD PLACEMENT

Choose from a variety of flexible ad packages to fit your needs and budget, from quick one-month campaigns to full-year exposure.

ADVERTISEMENT OPPORTUNITIES



Green Marine Magazine offers two main types of advertising placement:

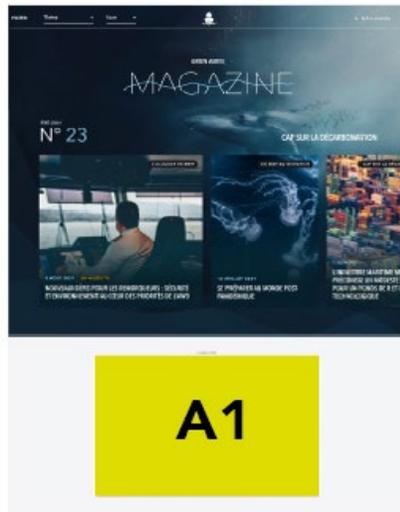
- On the magazine's home page, where the topics of all the magazine issues are displayed.
- Alongside one of the issue's articles, where there are several ad placement options.

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

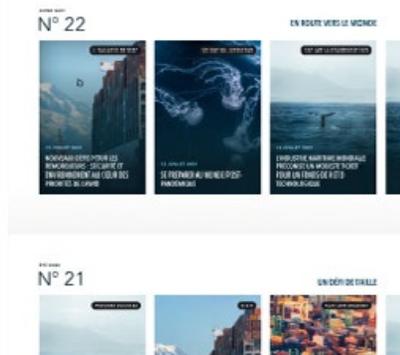
Please note that your ad will be posted in the English and French online Magazine. Therefore, you can either submit to us an advertisement with adapted content in each language, a bilingual ad, or simply one in the language of your choice.

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)

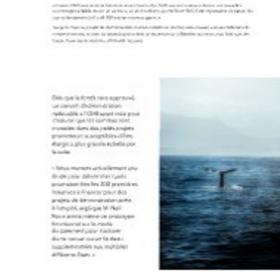


- Locked advertisement (the ad remains anchored on the right when scrolling the article)
- Rotating banner where the advertising changes every time the page is refreshed*
- Maximum of 5 advertisers
- Format: 160 x 600 pixels

* 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