GREEN MARINE

MAGAZINE

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 more than 4,700 subscribers – a loyal and engaged readership – and is also available on the Green Marine website.

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 publication includes 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.

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

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.
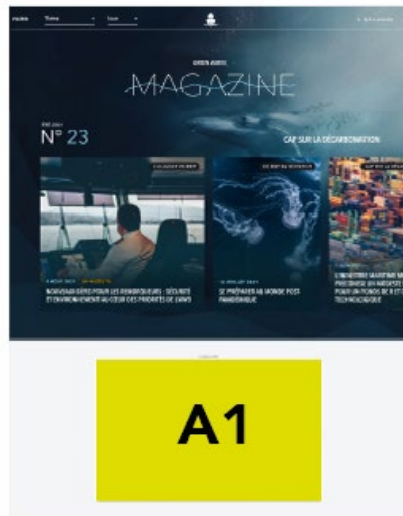
All banners are clickable and lead to a link determined by the advertiser.

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.
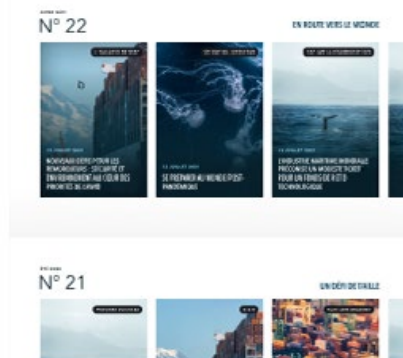
TECHNICAL DATA

Magazine home page (A1)

- Rotating banner where the featured advertising changes every time the page is refreshed*

- A maximum 5 advertisers

- Format: 800 x 500 pixels

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

TECHNICAL DATA

Magazine Articles (A2)

- Locked advertisement (for reading via computer: the ad remains anchored on the right when scrolling the article)

- Rotating banner where the advertising changes every time the page is refreshed*

- Maximum 5 advertisers

- Format: 160 x 600 pixels

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

TECHNICAL DATA

Magazine Articles (A3 and A4)
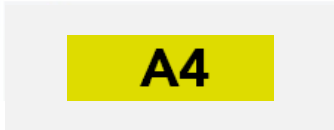
- Rotating banner where the advertising changes every time the page is refreshed*

- A3 = under the introduction

- A4 = in the middle of the text, right after the article's first section

- Maximum 5 advertisers

- Format: 800 x 500 pixels

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

RATES

FORMAT	MEMBERS	NON-MEMBERS
A1 – 1 issue	$2,500.00	$3,000.00
A2 - 1 issue	$2,000.00	$2,400.00
A3 - 1 issue	$1,500.00	$1,800.00
A4 - 1 issue	$1,000.00	$1,200.00

Get 15% off the total package when booking advertising space for two consecutive issues.

TECHNICAL SPECIFICATIONS

MUST BE CLEARLY LEGIBLE AT 100% AND AT 50%

REQUIRED A1, A3 & A4: 800x500 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%

REQUIRED A2
160x600 PX

- 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

HOW TO PLACE AN AD

It's easy! Simply fill out the online form.

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

info@green-marine.org