



# FISHERMEN'S NEWS

*The Advocate for the Commercial Fisherman*

**REACH, INDEPENDENCE, ADVOCACY.**  
In print, online, in person.

# 2018 Media Kit

Photo: Chris Miller

[www.fishermensnews.com](http://www.fishermensnews.com)  
[www.fnonlinenews.com](http://www.fnonlinenews.com)

Philips Publishing Group

# THE POWER OF PRINT

Print advertising leverages trusted editorial, complemented by relevant advertising, to create powerful relationships that influence and endure.

The dual immersion in trusted editorial and credible advertising provides *Fishermen's News* advertisers with the visibility and the editorial credibility of the most widely circulated commercial fishing publication on the Pacific.\*

Print media has been demonstrated to be more effective than digital, online, TV, radio or 'out-of-home'.\*\*\*

- **Print magazines are most effective in reaching influential customers**
- **Print magazines are more trusted, inspiring and more influential than other media**
- **Print magazines provide a more positive environment than other media**
- **Brands that advertise in print magazines achieve higher brand favorability, purchase intent, and ad awareness than they do online\*\***

Advertising  
in magazine  
media  
increases  
sales



\*Circulation figures taken from current Verified Audit of Circulation statements for *National Fisherman* and *Fishermen's News*. *Pacific Fishing* is unaudited. Circulation figures for *Pacific Fishing* are from USPS statements of ownership claims.

\*\*\*Sources: GfK MRI, Experian Marketing Services and Simmons Multi-Media Engagement. 2015 Magazine Media FactBook. Complete study available upon request.

"Integrated Marine Systems depends on *Fishermen's News* to deliver our message to the North Pacific commercial fleet. The editorial content is great and the advertising staff is first class."

**Kurt Ness,**  
**Integrated Marine Systems**



MER specializes in designing and building high quality custom marine power generation systems to suit your exact needs. *Fishermen's News* specializes in advocating on behalf of the Pacific Coast commercial fishermen and our ad placements in the magazine help us reach these fishermen every month!

**Bob Allen,**  
**MER Equipment**



"As manager of Seattle's Fishermen's Terminal, I appreciate *Fishermen's News*' active advocacy on behalf of the independent fishing fleet. That's the market we seek to reach, and that's why we support *Fishermen's News* with our advertising."

**Kenny Lyles, Manager,**  
**Fishermen's Terminal,**  
**Port of Seattle**



"Since it was founded, a generation ago, Blue North has subscribed to *Fishermen's News* to stay ahead of the curve with the Pacific Coast fisheries. I would strongly advise any company wanting to reach the West Coast commercial fishing fleet to advertise in *Fishermen's News*."

**Kenny Down,**  
**President & CEO,**  
**Blue North, Seattle, WA**



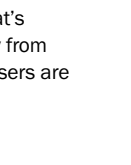
"We have subscribed to and advertised in *Fishermen's News* for many years. The publication has covered the West Coast commercial fishing industry for nearly seven decades and an ad placed in *Fishermen's News* puts Hockema & Whalen in touch with Alaska and West Coast highliners."

**Hal Hockema, Naval Architect,**  
**Hockema & Whalen Associates,**  
**Seattle, Washington**  
**Bend, Oregon**



"*Fishermen's News* is a real advocate for the fleet. That's why I actively support the paper by buying specifically from advertisers I see in *Fishermen's News*. Those advertisers are demonstrating their support of the fleet."

**Rod Murchie,**  
**Golden Gate Seafood Co.**



# QUALITY & QUANTITY

**Fishermen's News is the most widely-circulated commercial fishing publication in the nation among West Coast and Alaskan commercial fishing vessel owners and license holders.\***

**Engaged and loyal readership\*\***

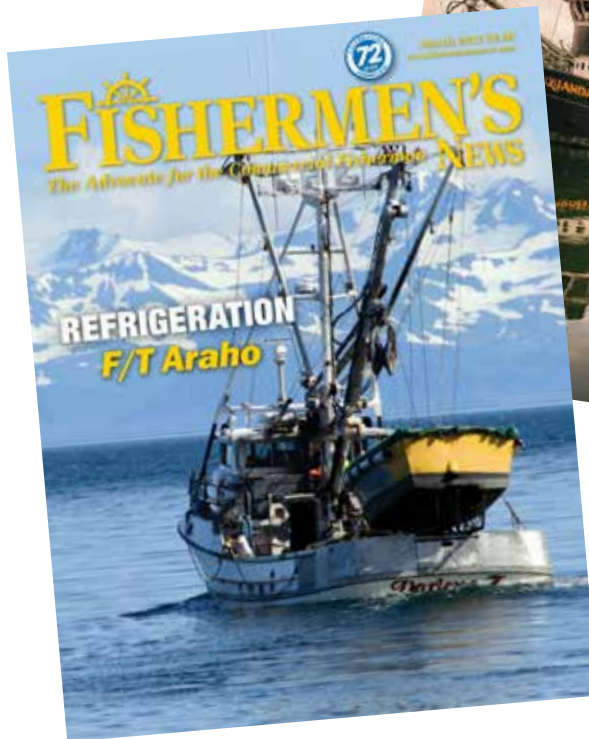
91% rely primarily or exclusively on *Fishermen's News* for news about the industry.

**Unmatched purchasing authority\*\***

79% are directly involved in the purchasing decision.

## 99%

of our subscribers are active in the commercial fishing industry.\*



## 95%

of our subscribers live and work on the West Coast.\*

# REACH

*Fishermen's News* is the most widely-circulated commercial fishing magazine on the US West Coast. We reach more commercial fishermen, from San Diego to St. Paul Island, than any other fishing publication.\*

We know your advertising decisions are not taken lightly, and we back up our circulation claims with objective third-party verification.

Each year, *Fishermen's News*' circulation is audited by Verified Audit Circulation, an independent third-party circulation auditing firm. Their logo in the magazine and at the bottom of this page means you can be confident that the circulation claims made in this media kit are accurate.

If a publication is not audited, you should ask why.

## 66%

of our subscribers are license holders and/or captains.

# ADVOCACY

For seventy-two years, only *Fishermen's News* has consistently advocated on behalf of commercial fishermen.

We are a second-generation, family-run business, locally-owned and operated from our offices in Seattle in the Fishermen's Terminal neighborhood. Our independence allows us to offer the US West Coast commercial fisherman a voice. We tackle issues our corporate competitors won't touch.



\*Circulation figures taken from current Verified Audit of Circulation statements for *National Fisherman* and *Fishermen's News*. *Pacific Fishing* is unaudited. Circulation figures for *Pacific Fishing* are from USPS statements of ownership claims.

\*\*Readex Reader Survey, October, 2016. Complete documents upon request.

# 2018 Editorial Calendar

www.fishermensnews.com

## JANUARY

### Deck Machinery

New, improved reels, cranes, winches, power blocks and other deck machinery needed for fishing

**Ad Close: November 22, 2017**

**Materials Due: December 1, 2017**

## FEBRUARY

### Boat Prep

Tips from the experts on getting your boat ready for the season

**Ad Close: December 29, 2017**

**Materials Due: January 5**

## MARCH

### Refrigeration

Innovations in refrigeration equipment; an in-depth look at the technologies available for preserving the quality of the catch

**Ad Close: January 19**

**Materials Due: January 26**

BONUS DISTRIBUTION\*

Port of Bellingham, Wild Seafood Exchange, Bellingham, WA



## APRIL

### Bering Sea Fisheries, Processing & Fish Transport

The Bering Sea and Distant Water Fleets and how they get their catch to the end user

**Ad Close: February 16**

**Materials Due: February 23**

BONUS DISTRIBUTION\*

Bering Sea Fisheries Conference  
COMFISH, Alaska



## MAY

### West Coast Ports

A look at the homeports of the West Coast commercial fleet

**Ad Close: March 23**

**Materials Due: March 30**

## JUNE

### Annual Safety Issue

Survival training and equipment

**Ad Close: April 20**

**Materials Due: April 27**

## JULY

### Marine Propulsion

What's new in propulsion, from engines and gearboxes to propellers and jets

**Ad Close: May 25**

**Materials Due: June 1**

## AUGUST

### Trawl Technology

What's new in electronics for your boat and gear systems

**Ad Close: June 22**

**Materials Due: June 29**

## SEPTEMBER

### All About Crab

Preview, and review, of all crab markets from California to Alaska

**Ad Close: July 20**

**Materials Due: July 27**

BONUS DISTRIBUTION\*

Fishermen's Fall Festival, Seattle, WA

## OCTOBER

### Boatyard Issue

Boatbuilding, Repowers & Retrofits

**Ad Close: August 24**

**Materials Due: August 31**

## NOVEMBER

### Crewman's Special

Clothing, raingear, on-board amenities and comforts to help all those aboard feel more at home

**Ad Close: September 21**

**Materials Due: September 28**

BONUS DISTRIBUTION\*

Pacific Marine Expo

2019 *Fishermen's News* Calendar

## DECEMBER

### Annual Pacific Fisheries Review Issue

### Processing Equipment

A look back at everything that's happened in West Coast fisheries during the previous year, as well as innovations in processing equipment and technologies

**Ad Close: October 26**

**Materials Due: November 2**



**Chris Phillips,**  
Managing Editor  
editor@fishermensnews.com  
206-284-8285

**Bill Forslund,**  
Advertising Manager  
bill@philippublishing.com  
206-284-8285

**FISHERMEN'S**  
The Advocate for the Commercial Fisherman **NEWS**

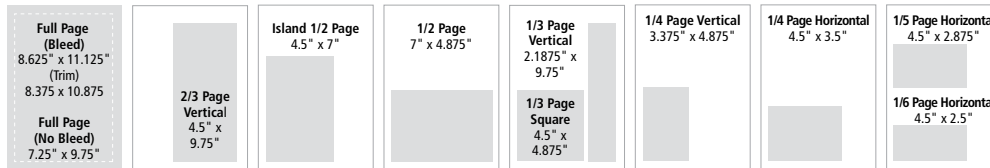
\* Conference topics and dates tentative until confirmed.

# 2018 PRINT ADVERTISING RATES AND SPECIFICATIONS

(per insertion)

DISPLAY ADS	1x		3x		6x		12x	
	BW	4-CLR	BW	4-CLR	BW	4-CLR	BW	4-CLR
Full Page	\$1,910	\$2,440	\$1,830	\$2,361	\$1,651	\$2,182	\$1,411	\$1,751
Spread		3,904		3,775		3,481		2,802
2/3 page	1,453	1,984	1,352	1,883	1,194	1,724	1,082	1,442
1/2 page	1,273	1,804	1,234	1,764	1,114	1,644	948	1,339
1/3 page	891	1,421	859	1,390	764	1,295	664	1,030
1/4 page	764	1,295	716	1,246	597	1,128	560	876
1/5 page	677	1,207	642	1,172	581	1,111	503	824
1/6 page	661	1,192	637	1,167	568	1,098	484	772

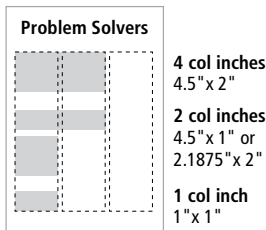
COVERS (prices include 4-color)	1x	3x	6x	12x
Outside Back	\$3,167	\$3,045	\$2,905	\$2,369
Inside Front	3,064	2,924	2,726	2,266
Inside Back	2,944	2,886	2,647	2,266



PAGE UNIT (by inches)	Width	Depth
Full Page (trim)	8.375"	10.875"
(live area)	7.25"	9.75"
(bleed)	8.625"	11.125"
Full Page (non-bleed)	7.25"	9.75"
Spread (trim)	16.75"	10.875"
(live area)	15.5"	9.75"
(bleed)	17"	11.125"
2/3 Page	4.5"	9.75"
Island 1/2 Page	4.5"	7"
1/2 Page	7"	4.875"
1/3 Page Square	4.5"	4.875"
1/3 Page Vertical	2.1875"	9.75"
1/4 Page Horizontal	4.5"	3.5"
1/4 Page Vertical	3.375"	4.875"
1/5 Page	4.5"	2.875"
1/6 Page	4.5"	2.5"

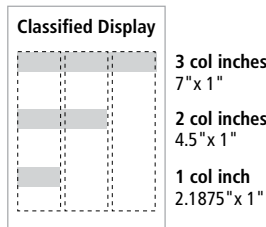
## PROBLEM SOLVER ADS (Business Card Ads, 12x contract only)

COLUMN INCHES WIDTH	BW	2-CLR	4-CLR
8 Column Inches (4.5" x 4")			\$4,738
4 Column Inches (4.5" x 2")	\$1,288	\$2,163	2,369
2 Column Inches (4.5" x 1")	772	1,648	1,854
1 Column Inch (2.1875" x 1")	438	1,313	1,519



## CLASSIFIED DISPLAY ADS

FREQUENCY RATE FOR CLASSIFIED DISPLAY	
1-4 X	\$70 column inch
5-8 X	\$57 column inch
9-12 X	\$49 column inch



1 Column Inch = 2.1875 inches wide x 1 inch deep

COLOR CHARGES: 4-color process - \$515; 2-color process: \$268  
 Advertisements with ruled borders appearing in the classified section. Rates are based on one-column inch.

## OTHER CHARGES

SPECIAL POSITION: Earned rate plus 15%.

AD DESIGN & PRODUCTION: \$103 - includes three revisions. Additional charges will apply thereafter at \$155 per hour.

INSERTS ACCEPTED: Rates furnished upon request. 15% discount for digital ready art when paid in full within 30 days of invoice. No discount on past due accounts. 1.5% per month finance charge on past due accounts.

## MAGAZINE TRIM SIZE

8.375" x 10.875" (add .25" for bleed)

## PRINTING SPECIFICATIONS

Fishermen's News is printed on an offset press using a computer-to-plate production method. Paper is 67.6# coated stock using 150 line screen.

## DIGITAL REQUIREMENTS

Digital ads are required when supplying advertising material. All ads should be built at 100% of the reproduction size and should be no less than 266 dpi for scanned images and 600 dpi for line art.

## IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to CMYK. Scanned images should be 266-300 dpi at actual size of reproduction. Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not print clearly.

## GRAPHIC FORMATS ACCEPTED

HIGH RESOLUTION PDF, JPG

## SOFTWARE PROGRAMS NOT ACCEPTED

We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint or Microsoft Word.

## FISHERMEN'S NEWS 2019 CALENDAR SPONSORSHIPS

<b>RATE: \$2300</b>
Sponsorship space at the bottom of each month measures 10 inches wide x 1.875 inches tall.

## E-MAILING FILES

Stuffed files of 10MB and smaller can be e-mailed to:

**bill@philipspublishing.com**

For files larger than 10MB please call for more information.

## SHIPPING ADDRESS

Philips Publishing Group  
 4257 24th Avenue W, Seattle, WA 98199  
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## Bill Forslund, Advertising Manager

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 bill@philipspublishing.com

## Production Questions

Tel 206-284-8285  
 production@philipspublishing.com



www.fishermensnews.com  
 www.philipspublishing.com

## Regular Contributors Include:

### Terry Dillman

Veteran newsman Terry Dillman reports on commercial fisheries issues in Oregon and Northern California. A seasoned writer, editor and photographer with 34 years of newspaper and magazine experience, Terry is based in Salem and Newport, Oregon.

### Karen Robes Meeks

Karen Robes Meeks spent several years covering the ports of Los Angeles and Long Beach, California for the *Long Beach Press-Telegram* before taking the opportunity to expand her commercial fishing industry experience as our California correspondent.

### John Hurwitz

California fisherman John Hurwitz, who produces a monthly column as well as special features, has been fishing off the California Coast for 40 years. His current vessel, a 30-foot Island Hopper, the *F/V Irene Marie*, fishes salmon and crab out of Half Moon Bay.

### Kathy A. Smith

Kathy Smith is a 20-year freelance writer, based in Victoria, British Columbia, with more than 60 published articles in newspapers and magazines across North America. Her interest in the maritime industry has resulted in articles published in US and international fishing and maritime trade journals.



### EDITORIAL

#### MARGARET BAUMAN, Alaska Bureau Chief

Margaret Bauman is an Alaska journalist and photographer with extensive background in Alaska's industries and environmental issues related to those industries. A long time Alaska resident, she has also covered news of national and international importance in other states on the staff of United Press International, the Associated Press and CBS News.



### ADVERTISING

#### BILL FORSLUND, Advertising Sales Manager

With a background as a commercial fisherman, charter boat captain and ship's agent, Bill Forslund has worked the waters between Puget Sound, Alaska and Hawaii for more years than he'd like to mention. He now spends his days running skiff for *Fishermen's News* from our offices in the Fishermen's Terminal neighborhood of Seattle. Bill knows the commercial fishing industry and he knows how to reach it.

For help in designing an advertising program to reach the Pacific Coast commercial fishing market – or just to share sea stories – contact Bill at 206-284-8285 or [bill@philipspublishing.com](mailto:bill@philipspublishing.com).

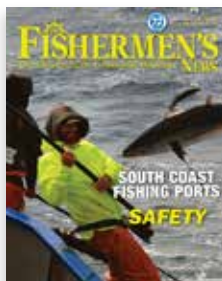
### PHILIPS PUBLISHING GROUP: TWO GENERATIONS OF EXPERTISE

Philips Publishing Group produces magazines for the commercial maritime and commercial fishing markets. Titles include *Pacific Maritime Magazine*, aimed at West Coast commercial vessel and terminal operators, *Fishermen's News*, the oldest commercial fishing publication on the Pacific Coast and *FOGHORN* for the Passenger Vessel Association.

Philips Publishing Group also produces directories and in-house publications for companies and associations in the transportation, maritime, hospitality, tourism and transit markets.

Association clients include the Passenger Vessel Association, the Seattle Propeller Club, the Tacoma and Seattle Transportation Clubs and the Society of Port Engineers of Los Angeles.

Corporate clients include: American Seafoods, Black Ball Ferry Lines, Catalina Express, Clipper Navigation, Coastal Transportation, TOTE and Washington State Ferries.



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206-284-8285

**FISHERMEN'S**  
The Advocate for the Commercial Fisherman **NEWS**

### CONTACT INFORMATION

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[www.philipspublishing.com](http://www.philipspublishing.com)

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### Alaska Correspondent

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### Production Department

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### To subscribe to

**Fishermen's News online go to**  
**[www.fishermensnews.com](http://www.fishermensnews.com)**

### INDUSTRY ADVOCATES

The best way to stay abreast of developments in the industry is to participate. The *Fishermen's News* staff is involved through a variety of professional associations, including:



**Society of Port Engineers**

