

FISHERMEN'S NEWS

The Advocate for the Commercial Fisherman



2019
MEDIA
KIT



REACH,
INDEPENDENCE,
ADVOCACY.



IN PRINT,
ONLINE,
IN PERSON.

“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 Director of Fishing and Commercial Operations at the Port of Seattle, 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, Director of Fishing and Commercial Operations, Port of Seattle

“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.

Advertising in magazine media increases sales

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****



*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.

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**

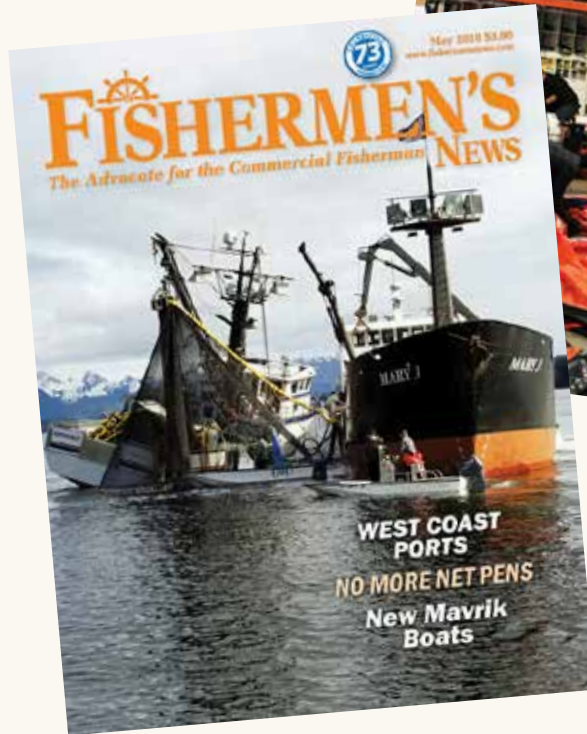
91% rely primarily or exclusively on *Fishermen's News* for news about the industry.

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.

70%

of our subscribers are license holders and/or captains.

ADVOCACY

For seventy-three 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.



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**READEX® Reader Survey, October, 2016. Complete documents upon request.

2019 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 26, 2018

Materials Due: November 30, 2018

FEBRUARY

Boat Prep

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

Ad Close: December 28, 2018

Materials Due: January 4

MARCH

Refrigeration

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

Ad Close: January 25

Materials Due: February 1

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 22

Materials Due: March 1

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 29

Materials Due: April 5

JUNE

Annual Safety Issue

Survival training and equipment

Ad Close: April 26

Materials Due: May 3

JULY

Marine Propulsion

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

Ad Close: May 24

Materials Due: May 31

AUGUST

Trawl Technology

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

Ad Close: June 28

Materials Due: July 8

SEPTEMBER

All About Crab

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

Ad Close: July 26

Materials Due: August 2

BONUS DISTRIBUTION*

Fishermen's Fall Festival, Seattle, WA

OCTOBER

Shipyards Issue

Boatbuilding, Repowers & Retrofits

Ad Close: August 30

Materials Due: September 6

NOVEMBER

Crewman's Special

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

Ad Close: September 27

Materials Due: October 4

BONUS DISTRIBUTION*

Pacific Marine Expo

2020 *Fishermen's News* Calendar

DECEMBER

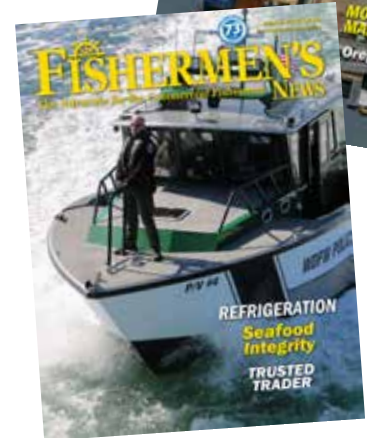
Annual Pacific Fisheries Review Issue

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 25

Materials Due: November 1



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

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

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

* Conference topics and dates tentative until confirmed.

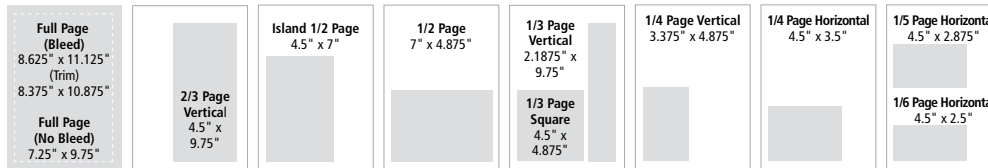
2019 PRINT ADVERTISING RATES AND SPECIFICATIONS

(per insertion)

DISPLAY ADS	1x		3x		6x		12x	
	BW	4-CLR	BW	4-CLR	BW	4-CLR	BW	4-CLR
Full Page	\$1,967	\$2,513	\$1,885	\$2,432	\$1,700	\$2,247	\$1,453	\$1,804
Spread		4,021		3,888		3,585		2,886
2/3 page	1,497	2,044	1,393	1,939	1,230	1,776	1,114	1,485
1/2 page	1,311	1,858	1,271	1,817	1,147	1,693	976	1,379
1/3 page	918	1,464	885	1,432	787	1,334	684	1,061
1/4 page	787	1,334	737	1,284	615	1,162	577	902
1/5 page	697	1,243	661	1,207	598	1,144	518	849
1/6 page	680	1,228	656	1,202	585	1,131	499	795

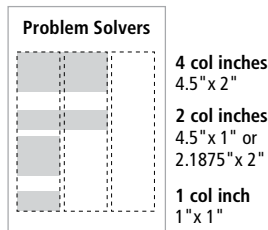
COVERS (prices include 4-color)	1x	3x	6x	12x
Outside Back	\$3,262	\$3,136	\$2,992	\$2,440
Inside Front	3,156	3,012	2,808	2,334
Inside Back	3,032	2,973	2,726	2,334

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"



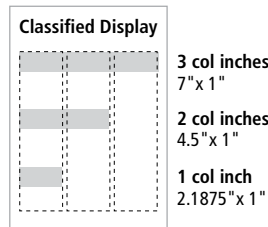
PROBLEM SOLVER ADS (Business Card Ads, 12x contract only)

COLUMN INCHES WIDTH	BW	2-CLR	4-CLR
8 Column Inches (4.5" x 4")			\$4,880
4 Column Inches (4.5" x 2")	\$1,327	\$2,228	2,440
2 Column Inches (4.5" x 1")	795	1,697	1,910
1 Column Inch (2.1875" x 1")	451	1,352	1,565



CLASSIFIED DISPLAY ADS

FREQUENCY RATE FOR CLASSIFIED DISPLAY	
1-4 X	\$72 column inch
5-8 X	\$59 column inch
9-12 X	\$50 column inch



1 Column Inch = 2.1875 inches wide x 1 inch deep

COLOR CHARGES: 4-color process - \$530; 2-color process: \$275
 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: \$100 - 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 2020 CALENDAR SPONSORSHIPS

RATE: \$2,400

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@philippublishing.com

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

SHIPPING ADDRESS

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www.fishermensnews.com
 www.philippublishing.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.

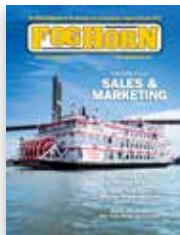
PHILIPS PUBLISHING GROUP: TWO GENERATIONS OF EXPERTISE

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 LA/Long Beach.

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



Philips Publishing Group

www.philipspublishing.com

206-284-8285

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To subscribe to

Fishermen's News online go to
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

