

FOGHORN

FOGHORN MAGAZINE 2017 MEDIA KIT

www.foghornmagazine.com

From fast ferries to small tourboats, dinner boats to water taxis...the multi-million dollar passenger vessel market is the fastest growing segment of the U.S. commercial maritime industry.

Only FOGHORN can bring it to you efficiently and effectively.





The official publication of the Passenger Vessel Association, *FOGHORN* is the only publication specifically designed to address the issues which directly affect owners and operators of commercial passenger vessels.

Each issue contains reports by expert PVA staff members on regulatory, legislative and safety matters as they affect the passenger vessel community.

In addition, each issue of *FOGHORN* offers readers articles on and about member companies, "how-to" articles on making their operations more efficient, safer – and more profitable, and news briefs about passenger vessel operations around the country.

MONTHLY DEPARTMENTS INCLUDE:

- Regulatory Report
- Legislative Update
- Safety & Security Matters
- Member News
- Newswire
- PVA Calendar
- President’s Letter Message
- Executive Director’s Message
- And, themed articles on the issue’s Featured Focus



PVA is a “family” of owners, operators and suppliers to the industry. PVA members are extremely loyal, and prefer to do business with the manufacturers and service-providers that make up the Associate membership.

*As a member of the PVA family, you have earned the right to advertise in FOGHORN.**

I encourage you to take full advantage of your membership in PVA by making use of this unique and effective marketing tool.

*John Groundwater
Executive Director
Passenger Vessel Association*



I have been a licensed mariner for 33 years and have spent 16 years of my career working in the passenger vessel industry. In our ever changing, highly regulated industry, the FOGHORN magazine is a focused publication I have

always found to be centered on the needs of our industry. This publication is committed to addressing the most current issues and how they may impact my company. FOGHORN is the “go to” magazine for leaders in the USA passenger vessel market and if your company is not yet involved in PVA, you are definitely missing out. Now is your chance to join our membership and invest in a cost effective advertising program that will certainly get your company noticed.

*Margo Marks
President
Passenger Vessel Association*

*** Not a member?**

Download a membership application online at www.passengervessel.com or call 1-800-807-8360 to speak to someone directly.



2017 ADVERTISING RATES AND PRINT SPECIFICATIONS

COVERS

(Price includes 4-color)	1x	6x	11x
Back Cover	\$1700	\$1687	\$1514
Inside Covers	\$1606	\$1540	\$1390

DISPLAY ADS

	1x			6x			11x		
	BW	2-color	4-color	BW	2-color	4-color	BW	2-color	4-color
Full Page	\$907	\$1,177	\$1,447	\$844	\$1,114	\$1,384	\$757	\$1,027	\$1,297
1/2 Page	610	880	1,150	580	850	1,120	524	794	1,064
1/3 Page	450	720	990	422	692	962	384	654	924
1/4 Page	341	611	881	325	595	865	286	556	826

AD SIZES

Trim size 8.375" x 10.875"
(Bleed: 8.625" x 11.125")

PAGE UNIT	WIDTH X DEPTH
Full Page	7" x 10"
Island 1/2 Page	4.625" x 7"
1/2 Page	7" x 4.875"
1/3 Page	4.625" x 4.875"
1/4 Page Vertical	3.375" x 4.875"
1/4 Page Horizontal	4.625" x 3.5"



PRINT SPECIFICATIONS

MAGAZINE TRIM SIZE

TRIM SIZE: 8.375" x 10.875"
BLEED: 8.625" x 11.125"

PRINTING SPECIFICATIONS

FOGHORN is printed on an offset press using a computer- to-plate production method. Paper is 70# and 60# 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.

E-MAILING FILES

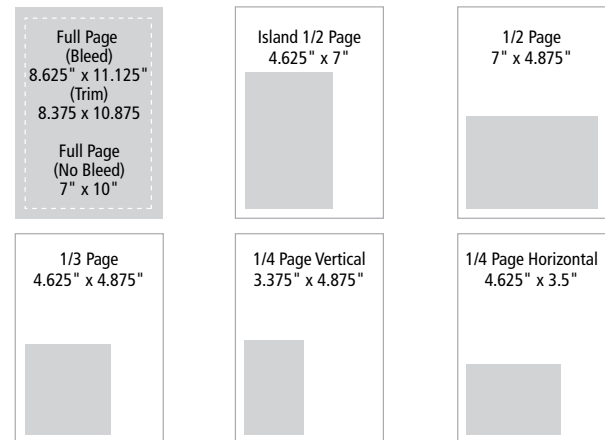
Stuffed files of 10MB and smaller can be e-mailed to: production@philippublishing.com. For files larger than 10MB please call for more information.

SHIPPING INSTRUCTIONS

All orders, correspondence or printing material should be addressed to:
FOGHORN MAGAZINE
2201 West Commodore Way, Seattle, WA 98199 USA
Telephone: 206-284-8285 • Fax: 206-284-0391
Sales e-mail: Bill Forslund: bill@philippublishing.com

Production questions call **Kathy Samuelson at 206-284-8285**
or e-mail: production@philippublishing.com

AD LAYOUT OPTIONS



OTHER CHARGES

Special Position: Earned rate plus 15%.

AD DESIGN & PRODUCTION: \$100 – includes three revisions. Additional charges will apply thereafter at \$155 per hour.

ISSUE AND CLOSING DATES

Published the first week of each month. Space reservations and copy due the 1st of the month preceding publication. Cancellations not accepted after closing date. When no acceptable copy is furnished by the closing date for space scheduled, publisher reserves the right to repeat the latest advertisement, or to charge for space reserved.

PAYMENTS AND COMMISSIONS

In accordance with AAAA Standards.

Net 30-15% discount on digital-ready art, when paid within 30 days of invoice. Payment due on receipt of invoice.

A 1.5 percent late payment charge will be assessed on all accounts after 30 days. Accounts turned over for collection will be charged the full cost of collection. No discounts on past due accounts.

2017 EDITORIAL CALENDAR

MONTH	FEATURE TOPIC	AD CLOSE	MATERIALS DUE	SUPPLEMENTAL DISTRIBUTION
January/February	Sales & Marketing	December 26	December 30	MariTrends 2017
March	Convention Review	February 10	February 17	
April	Shipyards	March 10	March 17	
May	Human Resources	April 14	April 21	
June	Operations	May 12	May 19	
July	Environmental Issues	June 9	June 16	
August	Safety	July 14	July 21	
September	Technology	August 11	August 18	
October	Marine Propulsion	September 8	September 15	
November	Customer Service	October 13	October 20	Workboat Show/Pacific Marine Expo
December	Security/Vessel Review	November 10	November 17	



PASSENGER VESSEL ASSOCIATION

www.passengervessel.com

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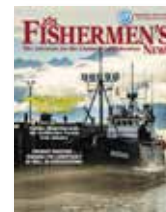
PHILIPS PUBLISHING GROUP: TWO GENERATIONS OF EXPERTISE

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.



Philips Publishing Group

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