Marine Fabricator

5,000
CIRCULATION

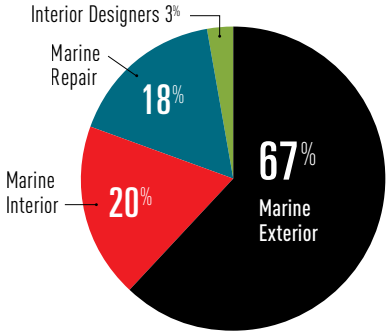
13,700
READERSHIP

6 PRINT ISSUES /// WEBSITE

Marine shop professionals rely on *Marine Fabricator* to learn superior craftsmanship skills and build successful marine enterprises. *Marine Fabricator* will celebrate its 20th year in 2014, marking a significant milestone in the industry.

IN PRINT: Access more than 13,700 marine fabricator professionals and craftsmen. Six issues provide the primary resources to meet their business needs for education and information.

ONLINE: Align with visitors receiving easy-to-navigate information about products and projects and a searchable Buyer's Guide. Search engine optimized enhancements and cross-linking with the Marine Fabricators Association provide increased traffic.

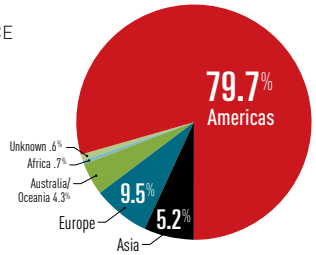


Marine Fabricator
READER PROFILE

> Advertising in *Marine Fabricator* magazine opened doors we would have had a hard time opening otherwise.—Alan Prelutsky, MarChem CFI, Maryland Heights, Mo.

MarineFabricatorMag.com

ONLINE AUDIENCE



AVERAGE MONTHLY TRAFFIC

VISITS 5,969

PAGEVIEWS 13,068

IMPRESSIONS 124,484

MARKET REPORT

THE U.S. AND CANADIAN MARINE FABRIC MARKET IMPROVED SIGNIFICANTLY IN 2012; GROWTH IN THE U.S. MARINE END PRODUCT MARKET IN 2012 REACHED ABOUT 7%, WHICH COMES OFF THE HEELS OF 4% GROWTH IN 2011.

Source: IFAI State of the Industry, 2013

NET* Print Rates: Marine Fabricator

Price listed is per month

AD SIZE	ISSUE FREQUENCY 6x	4x	1x
Full page	$3,275	$3,760	$4,085
2/3 vertical	$2,970	$3,450	$3,775
1/2 island	$2,615	$3,050	$3,285
1/2 horiz	$2,225	$2,615	$2,995
1/3 page	$1,750	$2,095	$2,395
1/6 page	$1,280	$1,530	$1,765
Cover 2	$4,075		
Cover 3	$3,605		
Cover 4	$4,225		
Center spread	$7,070		
Page 1	$3,760		
TOC 1, 2	$3,760		
Edit (2/3 page)	$3,760		

NET* Digital Rates: MarineFabricatorMag.com

Price listed is per month

Website (*exclusive)	3 mo	6 mo	12 mo
Home page banner*	$1,332	$1,166	$1,083
Home page video*	$932	$883	$833
Banner ad	$532	$416	$333
Text ad	$299	$249	$200
Footer button	$232	$216	$166

Website Bundle	3 mo	6 mo	12 mo
1 Site-wide banner ad 1 Site-side text ad 1 footer button	$832	$733	$666

*All prices reflect a 15% discount
See page 21 for advertiser discounts.
All other special positions, add 10%

MARINE FABRICATOR EDITORIAL CALENDAR

Editorial calendar and bonus distribution subject to change

Jan/Feb

Fabricating with technology
Fabricator profile: Success through product innovation
New product showcase
MFA Time Standards Manual

Ad Close: Nov 17, 2013
Materials Due: Dec 3, 2013

BONUS DISTRIBUTION
MFA National Convention 2014
NECPA Expo 2014/MFA upper Atlantic Regional Workshop/PAMA meeting
CMCFA 2014 Convention
Miami Intl Boat Show 2014

Mar/Apr

Adding graphics to your projects
Repair or replace? Having "the talk" with customers
Quoting and estimating
MFA Excellence Awards (Exterior and Interior categories)

Ad Close: Jan 17, 2014
Materials Due: Feb 3, 2014

BONUS DISTRIBUTION
Outlook Conference 2014
IFAI Expo Canada 2014

May/Jun

Interior/Exterior carpeting
Warranty/Guaranty resolutions
Moving your shop
How to set up a mobile shop

Ad Close: Mar 17, 2014
Materials Due: Apr 3, 2014

BONUS DISTRIBUTION
Specialised Textiles Association 2014 Expo
OFPANZ 2014

Jul/Aug

New trends in cushions (loose, exterior, interior)
Labor-saving techniques
Recycling/Eco issues in the shop
Learning the craft: On-the-job training vs. trade school

Ad Close: May 17, 2014
Materials Due: Jun 3, 2014

Sept/Oct

Obtaining government/military contracts
Liability insurance for shop owners
Dealing with "odd/crazy" customer requests
Repairs at sea/on the water

Ad Close: Jul 17, 2014
Materials Due: Aug 3, 2014

BONUS DISTRIBUTION
IBEX 2014
IFAI Specialty Fabrics Expo 2014 & Advanced Textiles Expo 2014

Nov/Dec

BUYER'S GUIDE
A complete product and service resource used throughout the year for buying decisions.

Ad Close: Sep 17, 2014
Materials Due: Oct 3, 2014

ADVERTISE