



Reach decision makers wherever they are.

Professional Mariner readers hold positions of senior responsibility as vessel owners and operators – both shoreside and on-board professionals – working at small and large North American vessel-operating businesses.

Job positions include:
43% Owner, executive
43% Captain
14% Engineer, first mate

Job responsibilities include:
70% Vessel operations
52% Vessel maintenance and support
35% Purchasing

Delivering to more than 50,000 of the maritime industry's leading onboard and onshore decision makers.

Professional Mariner readers work in dozens of industry segments. Your advertising reaches into thousands of nooks and crannies.

Professional Mariner reader question:

Which of the following types of vessels does your organization operate?

Tugs/Towing

- 47.2 %** Total (net)
- 16.1 %** Inland river
- 27.8 %** Coastal/harbor
- 21.8 %** Oceans
- 14.9 %** Ship assist
- 24.4 %** Barge
- 7.0 %** Marine construction
- 4.4 %** Other

Government

- 16.5 %** Total (net)
- 0.6 %** Army
- 1.6 %** USCG
- 0.6 %** NOAA
- 4.1 %** MSC
- 2.2 %** Navy
- 1.3 %** Corps of Engineers
- 1.3 %** Fire/police
- 3.8 %** Research
- 3.8 %** Other

Passenger

- 22.2 %** Total (net)
- 10.4 %** Ferry
- 5.7 %** Head/tour boat
- 0.6 %** Casino
- 3.8 %** Cruise ship
- 2.8 %** Sail vessel
- 3.8 %** Other

Cargo

- 29.1 %** Total (net)
- 8.9 %** Bulk carrier
- 8.5 %** Containership
- 18.0 %** Tanker/petroleum

- 7 %** Tanker/other products
- 1.3 %** LPG carrier
- 1.9 %** LNG carrier
- 4.7 %** Break bulk
- 7.3 %** Ro-ro
- 4.1 %** Heavy lift
- 1.3 %** Other

Offshore oil services

- 6.3 %** Total (net)
- 3.2 %** Offshore supply vessel
- 2.5 %** Crew boat
- 3.2 %** Anchor handling tug
- 1.6 %** Drillship/rig

Private/Corporate Yacht

- 10.4 %** Total (net)
- 7.9 %** 99' or smaller
- 2.8 %** 100' or larger

Commercial Fisheries

- 3.2 %** Total (net)

Professional Mariner readers are at the peak of their careers and are primary decision makers.

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Average age

84%

Attended/graduated college

76%

Professional Mariner readers hold one or more maritime licenses.

Readers are licensed and need continued education and training.