

MARINER PRESS

B2B MEDIA KIT 2026 / 2027

1. Editorial Mission & Brand Position

"Mariner Press delivers high-value technical analysis, regulatory breakdowns, and market intelligence for the commercial maritime sector. As the industry faces unprecedented pressure from IMO 2050 decarbonisation mandates and tightening cybersecurity frameworks, our platform serves as the go-to technical resource for marine superintendents, ship operators, naval architects, and executive decision-makers navigating the future of shipping."

Core Editorial Pillars

Our infrastructure engine focuses sharply on three high-ticket sectors where commercial budgets are actively shifting:

Fuels & Propulsion

Deep technical coverage of alternative energy transitions including LNG/LPG, Methanol, Ammonia, Hydrogen Fuel Cells, and Wind-Assisted Ship Propulsion (WASP) hardware matrices.

Software, AI & Automation

Analysing digital efficiency infrastructures such as dynamic voyage optimization, predictive hull/machinery maintenance software, and live terminal-to-vessel Digital Twins.

Cyber Security & Connectivity

Deconstructing compliance frameworks including the new IACS UR E27 cyber mandates, LEO satellite multi-network connectivity layout systems, and maritime OT operational risk profiles.

2. Audience Footprint & B2B Demographics

Mariner Press bridges the information gap for elite corporate buyers. We track high-engagement professional reader sessions driven directly via localized industrial updates and native LinkedIn network growth frameworks.

15,000+ Monthly Page Views	8,500+ Unique B2B Visitors
2m 45s Avg. Session Duration	30+ Target Domain Authority (DA)

B2B Reader Breakdown by Sector

- 40% Ship Owners & Fleet Management Operators
- 25% Marine Engineers & Technical Superintendents
- 20% Technology Providers & Enterprise Software Vendors
- 15% Naval Architects, Insurers & Maritime Lawyers

Top Geographic Hubs

1. Singapore (APAC Commercial Hub)
2. Greece, Norway & UK (Ship-Owning Hubs)
3. United States (Port Tech & Capital Markets)

3. Commercial Advertising & Rate Card

We offer highly targeted B2B sponsorship models built around organic technical relevance. All options are billed on fixed flat-rate retainers, giving enterprise marketing directors clean, predictable lead generation frameworks.

Advertising Product / Placement	Dimensions	Flat Monthly Rate
Leaderboard Header Banner Premium sitewide exposure at the absolute top of every page view.	728 x 90 px	\$600 USD
Premium Sidebar Sticky Banner High-visibility tracking banner static alongside deep-dive analysis.	300 x 600 px	\$450 USD
In-Article Content Banner Embedded smoothly mid-text inside Tier 1 technical analysis pieces.	468 x 60 px	\$350 USD
Advertising Product / Placement	Distribution & Amplification Scope	Flat Rate Per Asset
Standard Corporate PR Posting	Published in Corporate Announcements. Includes 1 explicit sponsored link layer.	\$250 USD
Premium Amplified PR Package	Standard PR + 7 days pinned to the homepage showcase + corporate LinkedIn broadcast.	\$500 USD
Native Technical Feature (Writer-Enhanced)	Our technical maritime writer converts your raw press wire into an immersive 1,200-word exclusive product case study.	\$1,000 USD

■ Secure Your Campaign Inventory Today

Ready to position your marine clean-tech infrastructure directly in front of commercial shipping operations and procurement executives? Contact our dedicated ad-ops desk to secure flat-rate display slots or request a custom multi-channel marketing package:

■ **Commercial Inquiries:** advertising@marinerpress.com | **Web:** www.marinerpress.com