



Photo: Maid of the Mist

ADVERTISING RATE CARD THROUGH 12/31/2025

Thank you for your interest in sponsoring PVA's FOGHORN Magazine. The magazine is distributed 11 times each year and arrives by email directly to PVA members' inboxes. FOGHORN is also provided online in digital flip-book format on the FOGHORN website at foghornmagazine.com. Our magazine publication is specifically designed to address the news and issues which directly affect owners and operators of commercial passenger vessels.

Preferred advertising is sold as bundled packages, and can be purchased directly from our website. Visit foghornmagazine.com to make your purchase. Advertising packages are sold ahead of time for next year's advertising.

WHY ADVERTISE IN FOGHORN?

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

ANNUAL ADVERTISING PACKAGE RATES

Purchase a bundled package to save up to 35% by going to foghornmagazine.com.

2025 FOGHORN ADVERTISING RATES AND SPECIFICATIONS

SIZE	1x	6x	11x
Full page	\$1,775	\$1,698	\$1,593
1/2 page	\$1,411	\$1,372	\$1,306
1/3 page	\$1,213	\$1,180	\$1,136
1/4 page	\$1,080	\$1,064	\$1,014



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SPECIFICATIONS

MAGAZINE TRIM SIZE: 8.375" X 10.875"

DIGITAL REQUIREMENTS

High-resolution PDF or JPG. All ads should be at 100% of the reproduction size and should be no less than 300 dpi for images and 600 dpi for line art.

Only use RGB colors—convert spot colors to RGB. Embed all fonts.

Note: We cannot accept digital ads created in Microsoft Publisher, Microsoft PowerPoint, or Microsoft Word.

IMAGE/RESOLUTION REQUIREMENTS

All color images must be converted to RGB. Images should be a minimum of 300 dpi at actual size of reproduction.

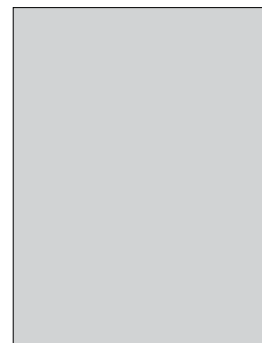
Note: Photos downloaded from web pages that have been saved at a low resolution (72-100 dpi) will not render clearly.

OTHER CHARGES

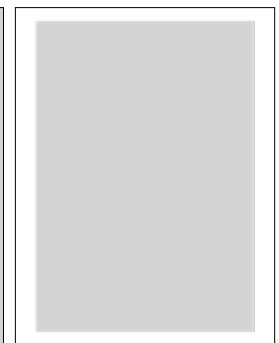
AD DESIGN & PRODUCTION: PVA can provide ad design services and can make changes to existing ads for an additional charge.

AD SIZE (WIDTH BY HEIGHT)

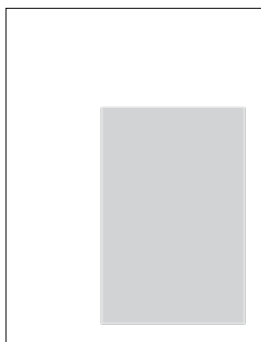
Full Page (bleed)	8.375" x 10.875"
Full Page (non-bleed)	7" x 10"
1/2-page Island	4.625" x 7"
1/2-page Horizontal	7" x 4.875"
1/3-page	4.625" x 4.875"
1/4-page Vertical	3.375" x 4.875"
1/4-page Horizontal	4.625" x 3.5"



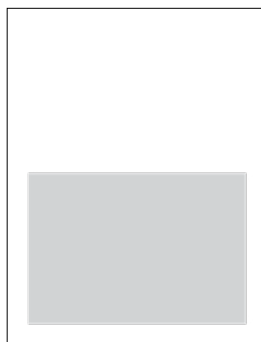
FULL PAGE (BLEED)



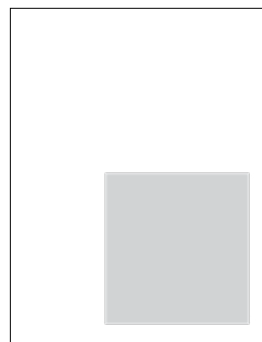
FULL PAGE (NON-BLEED)



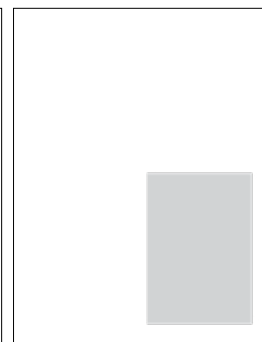
1/2-PAGE ISLAND



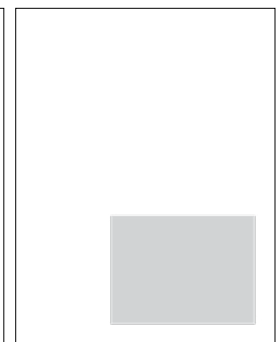
1/2-PAGE HORIZONTAL



1/3-PAGE



1/4-PAGE VERTICAL



1/4-PAGE HORIZONTAL



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2025 EDITORIAL CALENDAR

JANUARY/FEBRUARY | SALES & MARKETING

Editorial Copy Due: December 20

Ad Close: December 20

Ad Materials Due: December 27

MARCH | CONVENTION REVIEW

Editorial Copy Due: February 14

Ad Close: February 14

Ad Materials Due: February 21

APRIL | ENVIRONMENTAL ISSUES

Editorial Copy Due: March 14

Ad Close: March 14

Ad Materials Due: March 21

MAY | MARINE PROPULSION

Editorial Copy Due: April 18

Ad Close: April 18

Ad Materials Due: April 25

JUNE | OPERATIONS

Editorial Copy Due: May 16

Ad Close: May 16

Ad Materials Due: May 22

JULY | SHIPBUILDING

Editorial Copy Due: June 13

Ad Close: June 13

Ad Materials Due: June 20

AUGUST | SAFETY

Editorial Copy Due: July 18

Ad Close: July 18

Ad Materials Due: July 25

SEPTEMBER | TECHNOLOGY

Editorial Copy Due: August 15

Ad Close: August 15

Ad Materials Due: August 22

OCTOBER | HUMAN RESOURCES

Editorial Copy Due: September 19

Ad Close: September 19

Ad Materials Due: September 26

NOVEMBER | CUSTOMER SERVICE

Editorial Copy Due: October 17

Ad close: October 17

Ad Materials Due: October 24

DECEMBER | SECURITY AND VESSEL REVIEW

Editorial Copy Due: November 14

Ad close: November 14

Ad Materials Due: November 21

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