ASSOCIATION OF PACIFIC PORTS

2027 MEDIA PLANNER

Magazine, E-News, & Sponsorship Opportunities

Effective marketing and promotional initiatives focused on ports and port stakeholders throughout the Pacific Ocean.

1. Pacific Ports Magazine

Now 100% digital, Pacific Ports Magazine is published three times per year and distributed to ports and port stakeholders across the Pacific Ocean.

2. Semi-monthly E-News

Direct emails with current news, event promotions and member activities...

3. Events

Two conferences per year (Winter and Summer) attracting port commissioners/directors, senior management, and operations personnel as well as stakeholders and supporters within the Pacific Port community.



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www.PacificPorts.org / www.PacificPortsConference.com

ASSOCIATION OF PACIFIC PORTS

ABOUT THE ASSOCIATION OF PACIFIC PORTS

The Association of Pacific Ports (APP) is a nonprofit organization that connects Pacific Rim ports and maritime industry leaders to share knowledge, strengthen partnerships, and advance safe, sustainable, and resilient port operations.

The overarching goal of the Association of Pacific Ports (APP) is to build a strong community of ports and supporting stakeholders that fosters collaboration, strengthens relationships, and advances the interests of the maritime industry as a whole. Bringing together expertise across all three pillars of port control — governance, management, and operations — the APP's robust communication and outreach efforts are focused on sharing knowledge, building connections, and promoting greater efficiency, resiliency, and success for ports and harbors.

As you develop your communication and marketing plans for the coming year, we invite you to explore the many opportunities to engage with APP members, connect with industry leaders, and showcase your organization to the Pacific ports community.













PACIFIC PORTS

ABOUT PACIFIC PORTS DIGITAL MAGAZINE

The flagship digital publication of the Association of Pacific Ports and the Pacific's port and maritime community.

Pacific Ports Magazine delivers timely, relevant and insightful content to the people, businesses and organizations that keep our ports moving and our Pacific region connected. We highlight industry trends, innovation, leadership and the people behind the progress.

With a focus on the Pacific Rim, our magazine is a trusted source of information for port executives, policymakers, industry partners and stakeholders across the global supply chain.





ABOUT OUR E-NEWS

Stay visible, stay connected...

Put your organization in front of the Pacific port community twice every month. The APP E-News reaches more than 3,000 maritime stakeholders with timely industry news, member updates, events and information relevant to today's port industry.

With targeted banner advertising, the E-News provides an affordable, consistent way to build brand awareness, promote your products and services, and connect with port decision-makers across the Pacific. It is an ideal digital complement to Pacific Ports Magazine, APP conferences and other Association marketing opportunities.

Editorial content includes APP news, member announcements, industry information, press releases and links to articles and resources — giving advertisers an environment that is directly relevant to their target market.



Photo above: Port Alberni Port Authority, British Columbia -- Visit Website

Association of Pacific Ports News
September 3, 2026

IN THIS ISSUE:

- **SAVE THE DATE! APP's 2027 Winter Conference**
  - Sponsorship opportunities now available
  - Attention Associate Members! Sign up now for a Lightning Round!
  - Presentation proposals hit a record high!
- **FROM PACIFIC PORTS MAGAZINE JULY 2026 ISSUE**
  - Port Leadership: Leading through change -- Terry Umatum takes the helm at the Don Young Port of Alaska
  - New Member Profile: P2S -- Engineering the future of Pacific ports
  - New Member Profile: Sintela brings next-generation infrastructure security to Pacific ports
- **MEMBER NEWS:**
  - PCC Harbormasters kick off new Leadership event — October 27-28 at Port of Everett
  - The Pasha Group appoints industry veteran Ray Fitzgerald President and COO
  - Black & Veatch launches BVInfraIQ, an AI-enabled digital infrastructure intelligence platform
  - Port of Long Beach champions cargo security at summit
  - Port Authority of Guam Board reviews FY2026 progress, approves FY2027 budget and continues with port modernization
  - Port of Grays Harbor earns clean audit from State Auditor
  - Canada's West Coast Ports are leading the way to doubling non-US trade
  - Baird welcomes Ron Heffron as Global Lead – Marine Terminals
  - Port of Everett partners with Sound Experience, Boys & Girls Clubs to give students inside look at maritime careers



APP NEWS

SAVE THE DATE!
APP'S 2027 WINTER CONFERENCE
January 27 to 29, 2027 -- Kahala Resort & Hotel, Honolulu



Join us in the middle!

Join port leaders, industry experts, policymakers and maritime professionals for an engaging program focused on the opportunities and challenges shaping Pacific ports. Gain valuable insights, exchange ideas and best practices, build new partnerships, and strengthen relationships across the Pacific port community. Set against the backdrop of Honolulu, the conference offers the perfect combination of strategic discussion, professional networking and Pacific hospitality. Make your plans now and be part of APP's 2027 Winter Conference—where Pacific ports connect, collaborate and prepare for the future.

Sponsorship Opportunities now available -- click here for more information.

Attention Associate Members! Sign up now for a Lightning Round spot
The introduction of "Lightning Rounds" was very successful at the Guam Conference -- so much so, it's back by popular demand! These two-to-three minute presentations spaced throughout the conference are an exclusive benefit for Associate Members. Spaces are limited so we encourage you to email Jane McIvor (jane@pacificports.org) to reserve your spot asap!

Presentation proposals already at a record level!
We've received a record number of proposals for agenda sessions. If you have an idea for a presentation, tell us as soon as possible (email jane@pacificports.org) and we'll add it to the list for consideration.

ABOUT OUR CONFERENCES

An opportunity to directly engage with those shaping the future of Pacific ports...

The APP hosts two major conferences each year — a Winter Conference in Hawaii and an Annual Conference hosted by a different port each year. Together, these events provide a unique forum for port leaders, commissioners, executives, maritime professionals, industry suppliers and other stakeholders from throughout the Pacific to connect, learn, share ideas and build lasting relationships.

Sessions at both conferences address current issues affecting port governance, management and operations, including infrastructure, technology, sustainability, workforce development, security, financing, supply chains and emerging opportunities.

Just as important is the peer-to-peer exchange. Port representatives have opportunities to discuss challenges, compare approaches and share lessons learned with colleagues facing many of the same issues. For industry and Associate Members, the conferences provide a valuable opportunity to meet directly with port decision-makers, understand emerging port priorities and introduce new products, technologies and services.

ASSOCIATION OF PACIFIC PORTS

Welcome to APP's 112TH Annual Conference

HOSTED BY

Inafa'maolek:
Strengthening Our Shared Pacific

AUDIENCE

Reaching decision-makers in the Pacific port community



Port Executives & Staff
Senior management, commissioners and directors, operations, finance, engineering and operations teams



Government & Regulators
Federal, state/provincial, local and international agencies and policymakers



Industry Partners
Terminal operators, logistics, shipping, technology, equipment, consulting and service providers

EDITORIAL

Real stories. Relevant topics. Lasting impact.



Port & Operations
Projects, infrastructure



Sustainability
Environmental stewardship, resilience



Work & Leadership
Talent, diversity, safety and governance



Innovation
Technology, best practices, solutions



Trade & Economy
Supply chains, regional growth and markets



Policy
Regulations, legislation, strategic planning

2,500 +

QUALIFIED READERS

ACROSS THE PACIFIC REGION AND BEYOND

ADVERTISING OPPORTUNITIES

Put your brand in front of the Pacific port community...

PACIFC PORTS MAGAZINE

AD SIZE	DIMENSIONS (WXH)	RATE (USD) with frequency discount for multiple issues (price per issue)
Full Page	7.125" x 10.125" Bleed Trim: 7.875" x 10.875" plus add .3" beyond bleed	$1,850 / $1,650 / $1,550
1/2 Page (horizontal)	7.125" x 5.059"	$1,125 / $1,025 / $930
1/3 Page (square / vertical)	4.688" x 4.938" / 2.25" x 10.125"	$815 / $730 / $660
1/4 Page	3.4688" x 4.938"	$680 / $620 / $560
1/6 Page (horizontal / vertical)	4.688" x 2.3" / 2.25" x 4.938"	$425 / $385 / $350

Special notes
- APP members receive a 10% discount on the above rates.
- To receive multiple-issue discounts, ads must be booked in advance

APP E-NEWS (TWO PER MONTH)

DIMENSIONS (PIXELS - WXH)	RATE (USD)
730 X 90 at 96 dpi	$200 per issue

Note: E-news editions are issued on the 1st and 15th of each month (or as close to, avoiding weekends and holidays) with interruptions expected two weeks prior and two weeks following conferences.

Contact Philippe Critot: +1 323-578-2452
philippe@pacificports.org

CONFERENCE SPONSORSHIP

Build brand awareness. Generate opportunity.

ALL SPONSORS RECEIVE:

- Logo on www.PacificPortsConference.com and www.PacificPorts.org.
- Name recognition on all communications leading up to the conference.
- Logo on conference agenda and on-site signage (including PowerPoint).
- Insert in delegate bag.
- Conference attendee contact list.



Fleet Admiral ($10,000)
- Title Co-sponsor for dinner
- Full-page advertisement in on-site agenda
- Pop-up banner display



Admiral ($5,000)
- Title sponsor for lunch, welcome reception or golf
- Full-page advertisement in on-site agenda
- Pop-up banner display



Commodore ($4,000)
- Title sponsor for breakfast
- Half-page advertisement in on-site agenda
- Pop-up banner display



Captain ($3,000)
- Title sponsor for break / networking session
- One-third-page advertisement in on-site agenda



Lieutenant ($2,000)
- General sponsor (paired with events above)
- One-quarter-page advertisement in on-site agenda



Crew ($1,000)
- General sponsor (paired with events above)
- One-sixth-page advertisement in on-site agenda

2027 CONFERENCES

Winter Conference
January 27 to 29
Kahala Resort, Honolulu, HI

Annual Conference
October 5 to 8, 2027
Stockton, CA

SPECIAL NOTES

Sponsorships do not include conference registration.

Additional opportunities (e.g., higher levels or value-adds such as lanyards, delegate bags, etc.) are available.

We're happy to work with sponsors to tailor a unique package for optimal exposure.

CONTACT

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ADVERTISING SPECS

We make it easy to get your message in front of a targetted audience...

FILE REQUIREMENTS

Preferred file format:

- **Pacific Ports Digital Magazine** ads should be 300 dpi at 100% and are acceptable in the following formats: JPEG or PDF.

- **Enews** ads are accepted in the following formats: All graphics should be in RGB colour mode and supplied as JPEG or GIF. Resolution for quality reproduction should be 96dpi at 100% scale.

Files can be e-mailed to jane@pacificports.org.

For technical questions, please contact Jane McIvor (1+604-893-8800 / jane@pacificports.org).

DEADLINES

Pacific Ports Digital Magazine:

	March/27	**July/27**	**November/27**
Book by:	March 5, 2027	July 9, 2027	November 12, 2027
Ad material due:	March 12, 2027	July 16, 2027	November 19, 2027
Released by:	March 19, 2027	July 23, 2027	November 26, 2027

Semi-monthly APP Enews:

Book by:	The 1st for the mid-month Enews; The 15th for the month-end Enews
Material due:	Three days prior

CONTACT

We'd be happy to help you develop a full marketing strategy for the year that includes advertising and editorial content in the digital magazine, plus e-news advertising and conference sponsorship.

To discuss, contact:

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Philippe Critot, Sales & Marketing
+1 323-578-2452 / philippe@pacificports.org

ASSOCIATION OF
PACIFIC PORTS

LET'S CONNECT

Discover how APP can help you reach the people, partnerships and opportunities that power the Pacific.

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