

The Publication

Ocean Economy was founded and is edited by Aileen Torres-Bennett, a journalist who was the managing editor for 13+ years of *Sea Technology* magazine, a leading ocean technology B2B that published from 1963 to 2025. She has an M.S. in journalism from Columbia University and 20+ years of professional experience, including as a stringer for AP and Reuters around the world.

Ocean Economy publishes one news or feature article Monday through Thursday. The readership is rooted in business, technology, science, and policy, from mid- to senior/executive-level roles. The audience is global, with the largest concentration in the US, followed by Europe and Asia-Pacific.

Ocean Economy launched on October 21, 2025. It has 1,600+ email subscribers. They receive the *Ocean Economy: Weekly Briefing* every Friday morning, with links to the week's news and features on the website.

Advertising opportunities are available via display ads, sponsored content, and newsletter sponsorship. Rates are subject to change as the publication grows.

Display Ads:

- Homepage banners: mid-page and footer
- Sidebar ads on article pages
- Footer banners on article pages

Placement & Rates

Placement	Format	Specs	30-Day Rate	90-Day Rate (10% Off)	180-Day Rate (20% Off)
Homepage Mid-Page Banner	Standard	728×90	\$325	\$878	\$1,560
Homepage Mid-Page Banner	Billboard	970×250	\$475	\$1,283	\$2,280
Homepage Footer Banner	Standard	728×90	\$125	\$338	\$600
Article Sidebar Ad	Standard	300×250	\$250	\$675	\$1,200
Article Sidebar Ad	½ Page	300×600	\$350	\$945	\$1,680
Article Footer Banner	Standard	728×90	\$125	\$338	\$600

Ad File Requirements

- **JPG, PNG, GIF**
- Maximum file size: **200 KB**

Sponsored Content

- **\$500 per article**
- 500–750 words (provided by the advertiser and edited by *Ocean Economy*)
- Permanent URL
- Appears on the homepage for 5 days
- Clearly labeled as sponsored content

Newsletter Sponsorship

Ocean Economy: Weekly Briefing goes out to 1,600+ email subscribers on Friday.

1 issue: \$350

4 issues: \$1,100

(\$275 per issue)

8 issues: \$2,000

(\$250 per issue)

12 issues: \$2,700

(\$225 per issue)

Specs

- Banner size: 600 × 150 px (PNG or JPG)
- File size: ≤ 150 KB
- Static image (no animation)

Contact

For inquiries, email:

contact@oceanconomy.news