

**10. PERIODICALS (Newsletters & Magazines)**

For this classification, **periodicals** are defined as color or black & white print or electronic publications (generally newsletters and magazines) that are published at least twice annually. Please send the most recent three consecutive issues for judging. *You must complete the questions on this page for each entry and include a print rendition of the submission (for judging and display purposes) and a high-resolution electronic image (see Electronic Images for details) that best depicts it for publicity purposes. Please be brief, but use as many pages as you feel is necessary to answer the questions.*

CATEGORY 1  CATEGORY 2

Type of Entry:  Printed Periodical  Electronic Periodical

Entry Title: The Virginia Maritimer  
Port Name: The Port of Virginia

*Periodicals will only be judged if three consecutive issues of the publication are provided. Printed copies of electronic periodicals must be submitted for judging purposes. Issues must have been produced between May 1, 2005 and April 30, 2007.*

- 1) Was this entry produced in-house?  by an agency?  or a combination?
  
- 2) To what audience(s) was this entry directed? The Maritimer address the users of the Port of Virginia, both national and international, those who do business at our terminals, potential customers, and people with maritime interests. Examples would include shippers, freight forwarders, steamship lines, logistics companies, truckers, companies whose products ship through our port such as Target, WalMart, and those members of the general public interested in the Maritime community.
  
- 3) What was the goal or objective of producing this entry and what were the key messages this entry intended to communicate to its target audience(s)? This magazine's goal is twofold: It keeps readers current on what is happening at The Port and it is designed to serve as a public relations piece that underscores the message that The Port of Virginia is a progressive port, a good place to do business because of our location, facilities, capabilities and services we offer. We are consistently pushing our advantages: largest cranes, most modern terminals, deepest channels on the East Coast and the future Craney Island Marine Terminal. All of which position us as one of the most modern facilities in the United States.
  
- 4) What was the overall budget and cost breakdown (research, creative, production, distribution, evaluation) of producing this entry? \$91,000/annum creative and production=\$66,000, distribution = \$24,400, evaluation= \$1,000)
  
- 5) How many printed copies were distributed, if any, of each of the three issues? 10,000
  - a) If produced for the web, how did you track readership or "visits"? This was not produced for the web. We do have it posted on the Virginia Port Authority website in pdf format. It averages around 500 downloads per month. This is the actual download number and not the hits.
  
- 6) How did you evaluate the success of this entry and what were the results? Circulation of the magazine has increased by 6 percent over the last year.