

# BUNKERSPOT

# MEDIA KIT 2018

MAGAZINE | E-NEWSLETTER | APP | PRICE INDEX



[www.bunkerspot.com](http://www.bunkerspot.com)

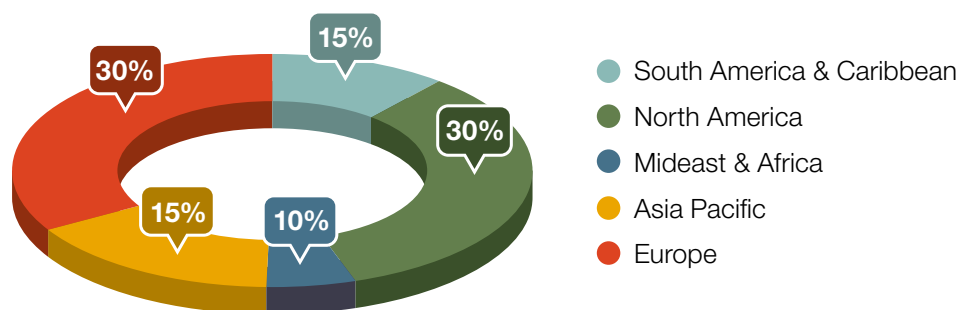
# Introduction

*Bunkerspot* is a key source of quality information for all professionals working in the international bunker industry. Our aim is to provide a comprehensive, accurate – and always independent – view of the multi-faceted global marine fuels industry, and to keep our readers up to speed on innovations and trends in vessel and fuel efficiency technologies.

Subscribers receive print, mobile app and online versions of the authoritative and highly-respected *Bunkerspot* magazine – the bunker industry's 'journal of record'. The *Bunkerspot* magazine app will give you immediate access to the news and views of industry experts, plus exciting interactive features which will give you an even more comprehensive insight into the key trends and developments in the fast-moving bunker industry.

Subscribers also gain full access to [www.bunkerspot.com](http://www.bunkerspot.com), which includes a real-time news service, comprehensive news and feature archives, bunker prices, industry announcements and information on conferences, exhibitions, training courses, and other key events.

# Demographics



Bunkerspot has subscribers in over 60 countries

# Readership & Circulation

*Bunkerspot* is published every two months with an average distribution of 7,000 copies. This figure includes: our paying subscribers; a database of carefully targeted organisations receiving free copies; and media partnership distribution to attendees of major industry events.

*Bunkerspot's* subscribers include: shipowners and charterers; ship managers; bunker suppliers; traders; brokers; ship agencies; fuel testing agencies; maritime and port authorities; maritime law firms; insurers; credit risk companies; fuel additive suppliers; technology providers and industry consultants.

15%

Miscellaneous (lawyers, ports, testing agencies, etc)

25%

Bunker suppliers, traders & brokers

60%

Bunker buyers

## E-newsletter readership

18k

Opt-in addresses

5

Issues per week

## Website traffic

7,8k

Active monthly users

30,8k

Monthly page views

# Magazine Advertising

## Rates

	Per Issue
Inside front cover	£3,300
Inside back cover	£3,000
Back cover	£3,600
Guaranteed position	£2,600
Double page spread	on request
Half page spread	on request
Full page	£2,000
Half page	£1,350
Third page	£1,000
Quarter page	£650
Sixth page	£500
Leaflet insert	£1,000

Discounts may apply to series bookings

## DESIGN SERVICES:

Advert design services are available upon advanced request. Rates apply.

## Steve Simpson

Advertising Sales Manager  
steve@petrospot.com

## PLEASE CHECK THIS SHEET CAREFULLY BEFORE SENDING ARTWORK

Dimensions are given in millimetres - width x height

## Artwork Specifications

	Dimensions
Covers / Full page	210 x 297
Double page Spread	420 x 297
Half page Spread	420 x 128
Half page	183 x 128
Third page - horizontal	120 x 128
Third page - vertical	58 x 258
Quarter page	183 x 65
Sixth page	58 x 128

### ARTWORK REQUIREMENTS:

#### Formats:

- Press ready PDF files (preferred)
- EPS, high-resolution TIFF and JPEG files
- Full page adverts and spreads must extend 3 mm beyond trim.

#### Colour:

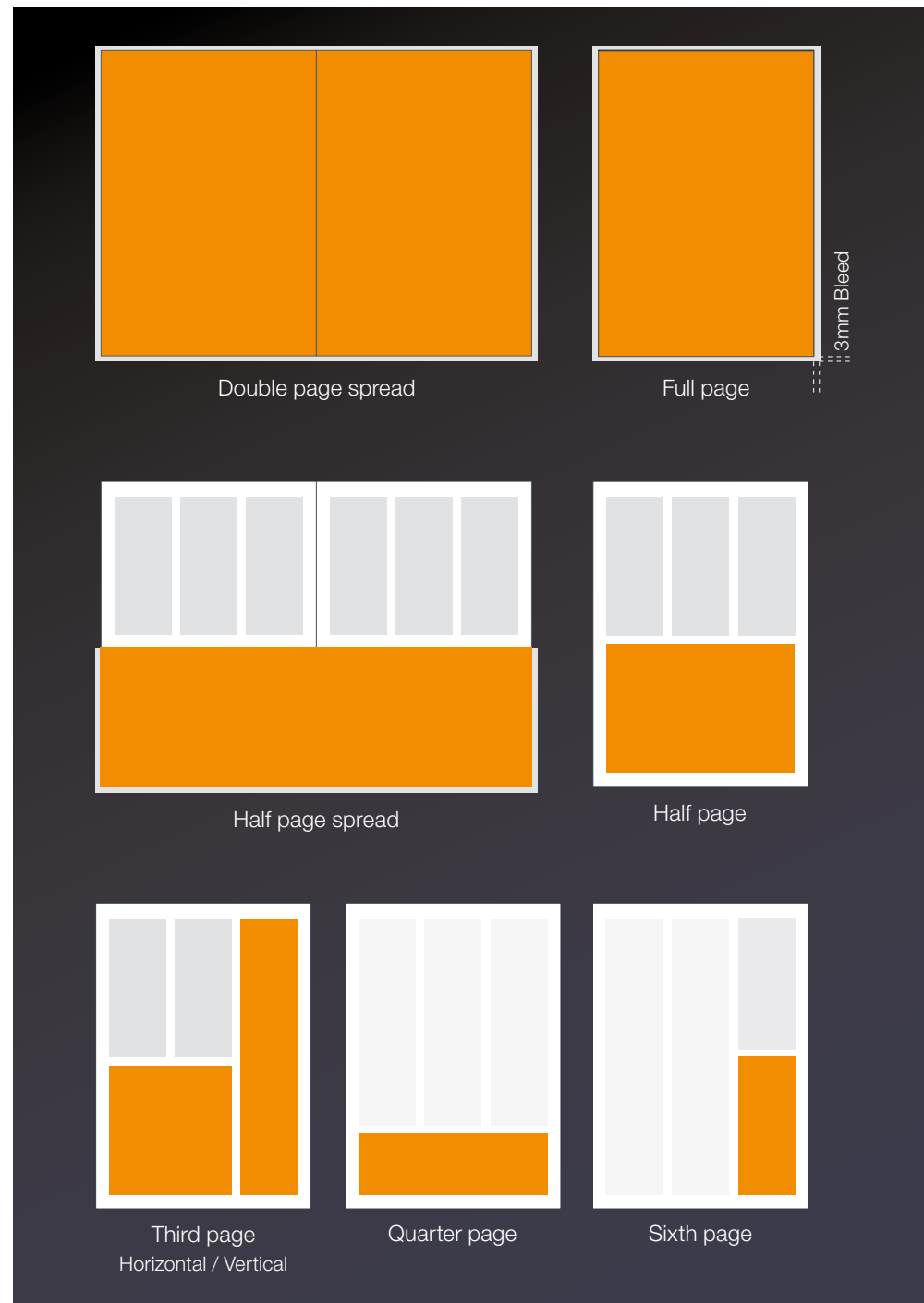
- Colours must be 4 colour process – CMYK (No RGB or Spot Colours).

#### Fonts:

- PDF: All fonts must be embedded in the file.

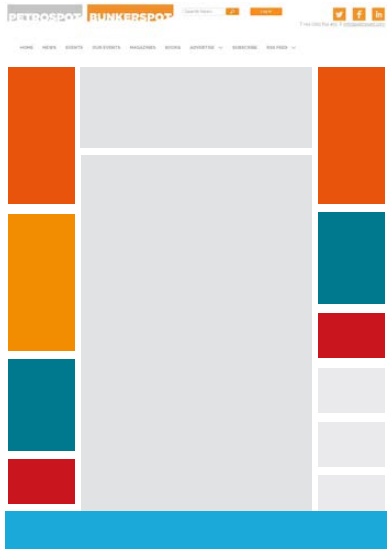
#### Images:

- If supplying separately, images must be high resolution in either JPEG or EPS format. Minimum 300 dpi.



# Website Banners

- Advertising via the *Bunkerspot* website or daily news e-shot gives your company all-important, high visibility across the marine fuels community.
- Your advert can be linked to your company website or directed to a specific corporate website marketing or product campaign.
- You can monitor visitor footfall to your advertisement through click rate statistics.
- Advertising via the *Bunkerspot* website gives you wide market exposure across highly flexible calendar slots at very competitive rates.
- Website banners are prime advertising positions so early booking is advised.



All dimensions are given in pixels - width x height

The above prices do not apply to BPI.

Banner Type	Dimensions	Rate
● <b>Tower</b> (per month)	230 x 380	£1,000
● <b>2nd Tier Tower</b> (per month)	230 x 380	£750
● <b>Footer</b> (per month)	1200 x 70	£1,500
● <b>Mini Tower</b> (per month)	230 x 250	£550
● <b>Small</b> (per year)	230 x 125	£2,000



# E-newsletter Advertising

Our 18,000-strong maritime community receive a news e-shot five times a week. This provides you with a perfect opportunity to get your brand & advertising message in front of this community at exactly the right time.

- E-news adverts include one non-animated PNG or JPEG
- Click-through to your website.

## E-news Rates per month

Banner Type	Dimensions	Rate
E-news banner	600 x 100	£1,000

All dimensions are given in pixels - width x height

## WEBSITE AND E-NEWS BANNERS ARTWORK REQUIREMENTS:

### Formats:

- JPEG or PNG files
- Banners should be **non-animated**

### Size:

- Resolution set at 90 dpi or higher
- No larger than 150 kb

### Email artwork to:

- [artwork@petrospot.com](mailto:artwork@petrospot.com)

**Steve Simpson**

Advertising Sales Manager  
[steve@petrospot.com](mailto:steve@petrospot.com)



# App and Digital Magazine

The *Bunkerspot* digital magazine offers advertisers an interactive platform that allows readers to link through to company web pages, corporate product information, videos, webinars, dynamic graphics, Twitter feeds, etc. The ability to deliver in-depth, focused information on your company's products and activities gives real added value to your advertising spend.

You can even change the links following the publication of the digital magazine to allow you to target delegates attending a specific industry exhibition or conference as we secure official distribution at many key maritime events.

## App Banner Rates per issue

Banner Type	Dimensions	Rate
Home banner	1378 x 300	£1,750

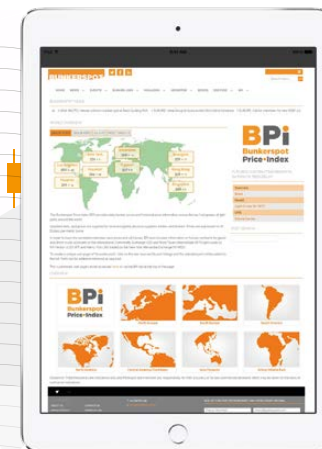
Dimensions are given in pixels - width x height



# BPi

## Bunkerspot Price Index

### The data hub for marine fuel professionals



The **Bunkerspot Price Index** offers spot bunker prices in over 350 ports, updated daily and with easy to see tracked price changes.

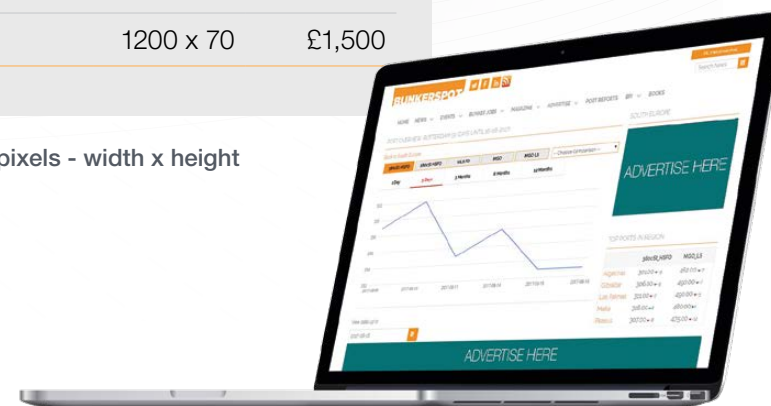
The BPI also features quotes on oil and LNG futures contracts from the Intercontinental Exchange (ICE) and the New York Mercantile Exchange (NYMEX).

**This innovative bunker price offering provides a premium advertising platform for delivering information on your company's products or services.**

## BPi Banner Rates per month

Banner Type	Dimensions	Rate
BPi regional banner	334 x 215	£1,000
BPi footer	1200 x 70	£1,500

Dimensions are given in pixels - width x height





# 2018 Media Calendar

*Bunkerspot* is the official publication, sponsor or strategic partner at many of the key industry events each year. Below is a provisional events list for 2018, along with some of the spotlight features we are currently looking to run in each issue. Some events may change location/date or be cancelled and new shows may be announced.

## February / March

### Feature focus:

UAE  
Hybrid Technology

### Event distribution

LPG Europe – Lisbon, Portugal  
IP Week – London, UK  
CMA – Stamford, USA  
Middle East Bunker Conference – Dubai  
LNG Summit – Houston, USA

Publication date: 8 February

## April / May

### Feature focus:

Exhaust Gas Abatement Systems  
France

### Event distribution

International Bunker Conference – Oslo, Norway  
Singapore Maritime Week  
LNG Fuel Summit – Amsterdam  
Black Sea Ports – Varna, Bulgaria  
Maritime Week Americas – Panama  
Med Ports – Livorno, Italy

Publication date: 12 April

## June / July

### Feature focus:

Trading Platform  
Training

### Event distribution

Vessel Maintenance & Fuel Management – London, UK  
ASEAN Ports & Shipping – Johor, Malaysia  
LNG Fuel Summit  
POSIDONIA – Piraeus, Greece  
Maritime Week Africa – Accra, Ghana

Publication date: 8 June

## August / September

### Feature focus:

LNG infrastructure  
Fuel measurement

### Event distribution

SMM Hamburg – Germany  
Gastech – Barcelona  
Baltic Ports & Shipping – Riga, Latvia  
SIBCON – Singapore

Publication date: 7 August

## October / November

### Feature focus:

ARA overview  
Fuel quality

### Event distribution

CWC World LNG & Gas Series: 10th Asia Pacific Summit – Singapore  
ARACON – Rotterdam, Netherlands  
Tank Storage – Hamburg, Germany

Publication date: 8 October

## December / January

### Feature focus:

Iberian overview  
Bunker claims

### Event distribution

LNG Bunker Summit – Amsterdam  
Vessel Efficiency & Fuel Management Summit – London

Publication date: 7 December

These are just a few of the events at which *Bunkerspot* will have distribution – many more will be added throughout the year.

# Subscription Rates

## BUNKERSPOT - Basic subscription

- **Six issues of *Bunkerspot* magazine** – this authoritative and well respected ‘journal of record’ provides incisive, high quality features and news coverage of the major issues impacting the marine fuels sector.
- **Unlimited access to [www.bunkerspot.com](http://www.bunkerspot.com)** – this enables you to view all the latest news stories as they emerge and read the comments and opinions from the bunker industry’s key players.
- A searchable archive featuring thousands of news stories and features.
- A listing of **global industry events, seminars, workshops and conferences**
- **Daily bunker prices** from 22 key ports.

Subscribers will also receive a digital version of the magazine, as well as access to the *Bunkerspot* app, which can be downloaded to a smartphone or tablet.

**Price: £250 per year**

## Premier subscription

### Bunkerspot Price Index and Bunkerspot

In addition to a subscription to *Bunkerspot*, a premier subscription package includes a log-in to the **Bunkerspot Price Index**.

#### Bunkerspot Price Index

The **Bunkerspot Price Index** offers spot bunker prices in over 350 ports, updated daily and with easy to see tracked price changes.

The BPI also features quotes on oil and LNG futures contracts (with a 10-minute delay) from the Intercontinental Exchange (ICE) and the New York Mercantile Exchange (NYMEX). This provides the user with highly useful reference points to track a correlation between daily settlement prices and market indications.

This product gives the user access to relevant sector specific data in a way which allows a degree of analytics and comparison. As the platform develops, it will also allow the user to customise the data feed to create a streamlined, time efficient and, above all, useful tool which complements *Bunkerspot*'s in-depth news coverage of the global marine fuels market.

**Price: £1,500 per year**  
(up to five users per office)

# Advertising terms & conditions

**Cancellations:** Cancellations accepted with written or e-mail notice if received 28 days prior to the issue closing. Cancellations received less than 28 days prior to publication will be billed at the full rate. With the exception of Guaranteed Positions, contracts may be terminated by either party on 28 days’ notice before closing date.

**Production:** Files for ad creation will not be accepted after Advert Due Date. Changes to supplied artwork will be subject to a £50 production fee. No design changes will be accepted after Advert Due Date. Advert placement is at the sole discretion of the publisher, unless a Guaranteed Position rate has been agreed.

In the event that no acceptable copy is furnished, the Publisher reserves the right to repeat latest advertisement for the scheduled space.

All advertisements are accepted and published as represented by the advertiser, who is authorised to grant the right to publish the entire contents including artwork and photographs. Advertiser indemnifies Publisher against any claims relating to unauthorised use of content. Publisher accepts no responsibility for typographical errors. All materials supplied must meet the requirements for printing as described in our Artwork Specifications. Publisher reserves the right to reject advertisement materials at any time, at its absolute discretion.

**Payment terms:** For print advertising, payment terms are net 28 days from date of invoice. In the event of non-payment of invoices, the Publisher may terminate the contract without notice.

For online advertising, payment is on receipt of invoice. Online advertisements will not be displayed on the website before receipt of full payment.

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# BUNKERSPOT

... is published by Petrosport Limited, a dynamic publishing and events company focused on providing information resources for the transportation, energy and maritime industries.

# BUNKERSPOT

Be kept up-to-date by *Bunkerspot*,  
the international bunkering 'journal of record'

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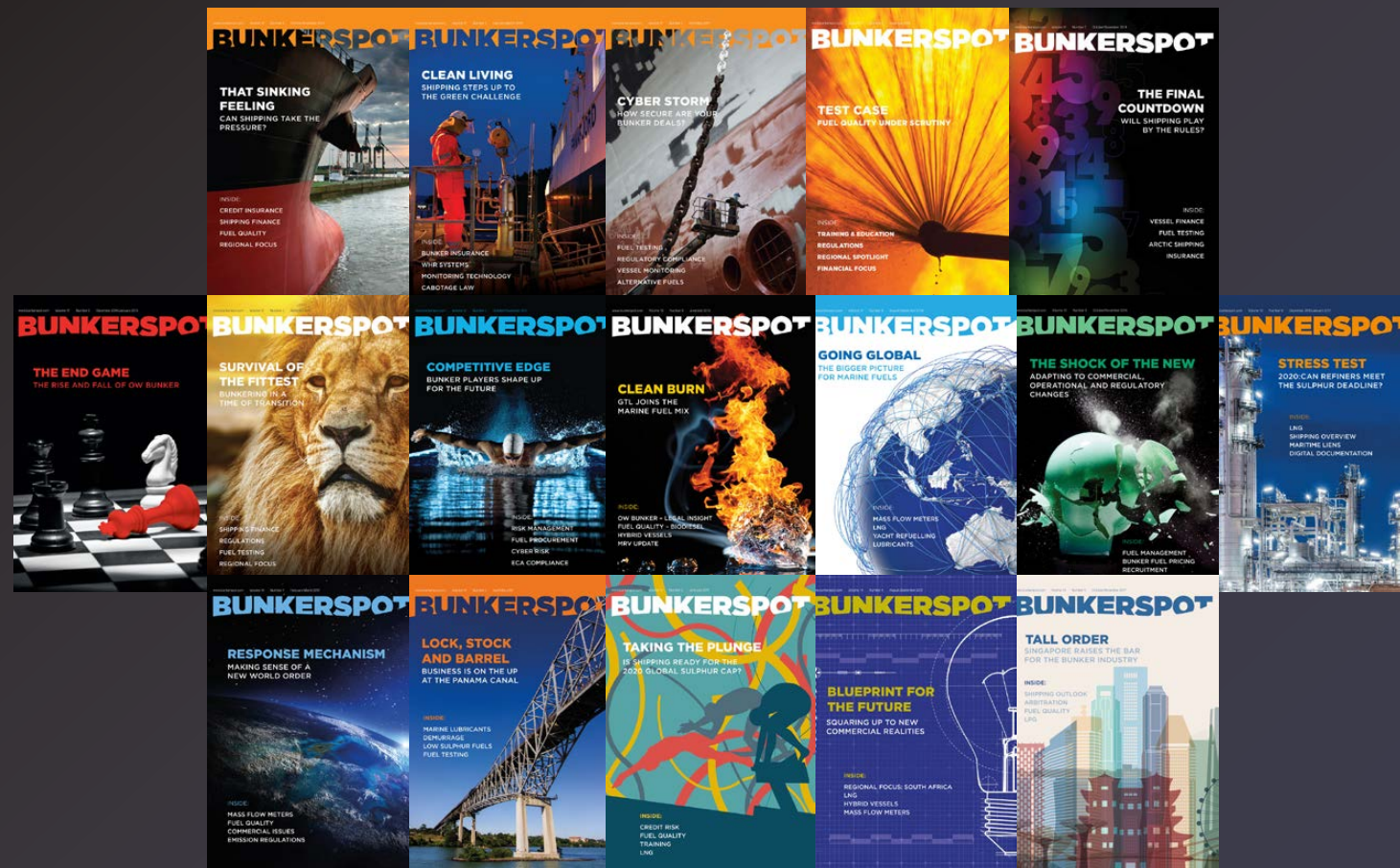
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