

BUNKERSPOT



THE ESSENTIAL AND AUTHORITATIVE SOURCE OF
INFORMATION FOR MARINE FUELS PROFESSIONALS

2024 MEDIA KIT

Magazine | E-news | Bunker Price Index

www.bunkerspot.com

OVERVIEW

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

A standard subscription includes print and online versions of the authoritative and highly-respected *Bunkerspot* magazine – widely acknowledged as the bunker industry's 'journal of record'.

Subscribers also have full access to www.bunkerspot.com, which includes the industry-leading real-time news service, extensive and searchable news and feature archives, bunker prices, industry announcements and information on conferences, exhibitions, training courses, and other key events.

A premium subscription to *Bunkerspot* also includes access to the Bunkerspot Price Index (BPI), which provides daily bunker prices and historical price information across key fuel grades at 350+ ports around the world.

“ Bunkerspot is a thought-provoking and compelling news source, distributing comprehensive and articulate news stories in support of the energy and marine industries.

– Sean Lalani,
President, Eagle LNG

“ Bunkerspot is an essential source to the maritime fuel industry in providing well-researched insights and important news updates around the clock to all our markets.

– Peter Zachariassen,
CEO, Bunker One

“ A great resource of industry-leading news, providing in-depth and precise insight on the global marine fuels business.

– Albert Leyson, Marketing Director, Drew Marine USA, Inc.

MAGAZINE ADVERTISING

Rates

Per Issue

Inside front cover	£3,575
Inside back cover	£3,250
Back cover	£3,900
Guaranteed position	£2,800
Double page spread	on request
Half page spread	on request
Full page	£2,175
Half page island	£1,450
Third page island	£1,100
Quarter page	£700
Leaflet insert	£1,200

Discounts may apply to series bookings

DISTRIBUTED TO

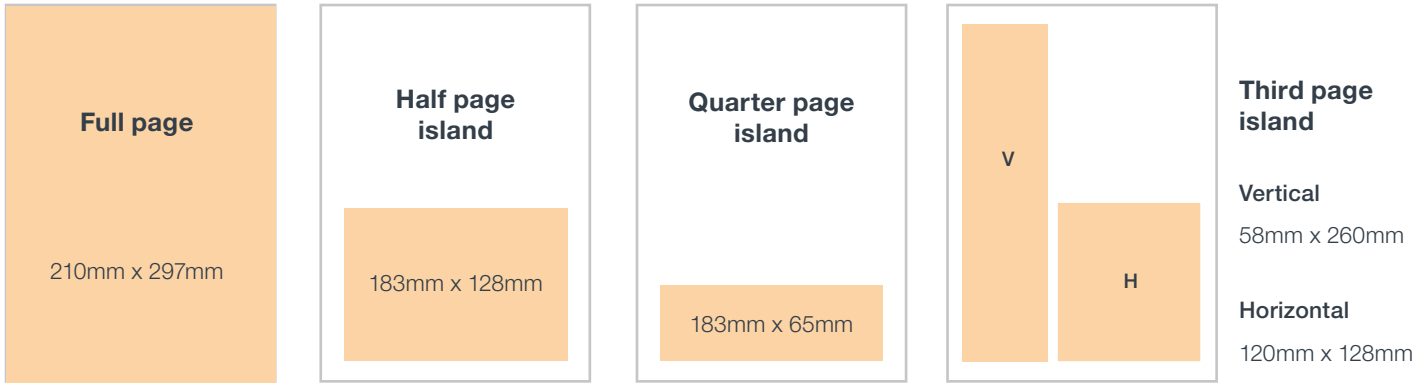
60+
Countries

6
Editions per year
bimonthly

7,000*+
Magazine print & digital

*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.

Advert Dimensions



Specifications

- All dimensions listed are width x height
- Press-ready PDF files preferred.
(Allow 3mm page bleed where appropriate)
- Other formats accepted:
TIFF and JPEG files saved at 300 dpi
- Colours must be 4 colour process – CMYK

Email files to artwork@petrospot.com

Design Services

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

All artwork must be supplied as finished artwork or
a charge may be applicable.

For further information please contact our
Advertising Sales Manager:

Steve Simpson
steve@petrospot.com

EDITORIAL & EVENT CALENDAR 2024

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 2024, 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 many new shows will be announced.

FEBRUARY / MARCH

- Bunkerspot Annual Survey
- Market Focus: North Europe
- Mass flow metering

Event distribution:

CMA Shipping	StocExpo
International LNG Congress	Green Ports & Shipping Congress
Global LNG Bunkering Summit	Maritime Week Africa
Managing CII & Associated Challenges	Middle East Bunkering Convention

Materials due:

Friday 2 February

Press date:

Friday 9 February

Digital Publication date:
Monday 12 February

APRIL / MAY

- Market Focus: Americas
- Vessel optimisation
- Biofuels

Event distribution:

Maritime Week Americas	Singapore Maritime Week
Portugal Shipping Week	Asia Pacific Maritime
International Bunker Conference	ShipTek Maritime Conference & Awards
International LNG Congress	Posidonia

Materials due:

Tuesday 2 April

Press date:

Tuesday 9 April

Digital Publication date:
Wednesday 10 April

JUNE / JULY

- Market Focus: Mediterranean
- Bunker credit
- Green shipping

Event distribution:

Maritime Week Las Palmas
Decarbonising Shipping Forum

Materials due:

Wednesday 29 May

Press date:

Wednesday 5 June

Digital Publication date:
Thursday 6 June

AUGUST / SEPTEMBER

- Market Focus: Asia Pacific
- Marine lubricants
- Alternative marine fuels

Event distribution:

SMM
Argus Biofuels Europe Conference & Exhibition
Argus Methanol Forum
Oman Maritime, Ports & Energy Forum

Materials due:

Tuesday 30 July

Press date:

Tuesday 6 August

Digital Publication date:
Wednesday 7 August

OCTOBER / NOVEMBER

- Market Focus: Africa
- Shore power
- Emissions trading

Event distribution:

SIBCON	LNGgc
Marine Energy Transition Forum	Monaco Ship Energy Forum
	ARACON

Materials due:

Friday 27 August

Press date:

Friday 4 October

Digital Publication date:
Monday 7 October

DECEMBER / JANUARY 2025

- Market Focus: Caribbean
- CII compliance
- Fuel trends

Event distribution:

Maritime Week Africa

Materials due:

**Wednesday
27 November**

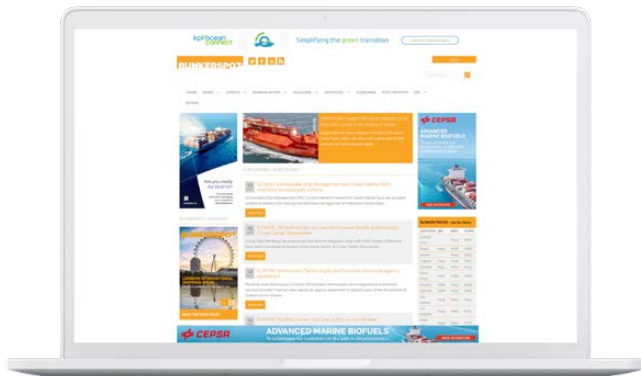
Press date:

Wednesday 4 December

Digital Publication date:
Thursday 5 december

WEBSITE ADVERTISING

Website banners are prime advertising positions so early booking is advised.



- Advertising via the *Bunkerspot* website 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 or marketing 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.

Header		1200 x 70	
Top Tower	Towers (Left & Right) 230 x 380	Top Tower	
Tier 2 Tower		Tier 2 Tower	
Tier 3 Tower		Tier 3 Tower	
Mini		Mini	
Small		Small	
Mini Tower 230 x 250			
Small Banner 230 x 125			
Footer		1200 x 70	

Banner Type	Rate
Header	£3,300
Top Tower	£2,200
Tier 2 Tower	£1,050
Tier 3 Tower	£600
Mini Tower	£390
Small Banner (Per Annum)	£2,200
Footer	£2,200
Partnership Logo	£2,200

Above prices are per month unless indicated and do not apply to BPI. The Mini tower and Small banner do not appear on the home page.

File format

- Sizes are in pixels – width x height
- JPG or PNG – rgb, no larger than 400kb

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.



DAILY E-NEWS REPORT

This provides you with a perfect opportunity to get your brand and advertising message in front of the marine fuels community at exactly the right time.

E-news rates per month

Banner Type	Dimensions	Rate
Tier 1 banner	600 x 100	£2,500
Tier 2 banner	600 x 100	£1,250
Tier 3 banner	600 x 100	£950

File format

- JPG or PNG – rgb, no larger than 700kb
- Sizes are in pixels – width x height

12,108+

SUBSCRIBERS

REPORTS
PER WEEK

5

OPEN RATE

22.8%

Tier 1 banner

BUNKERSPOT



NOON REPORT

Latest News

Magazine

Bunker Price Index



AFRICA: Monjasa announces 'single most important tanker acquisition ever'

Tier 2 banner

AMERICAS: FMC's Sola calls for a new alternative fuels coalition

In an open letter to US President Joe Biden, Federal Maritime Commissioner Louis Sola has called for the private sector to form an alternative marine fuels coalition to determine the appropriate standards and benchmarks for seeking progress in decarbonisation, which should also receive government financial support.

GLOBAL: Hapag-Lloyd's 2023 results so far 'significantly below the prior-year level'

Hapag-Lloyd has announced that its profits for the first nine months of 2023 are 'significantly below the prior-year level due to the severe change in market conditions'

Tier 3 banner

Get noticed with Bunkerspot

In today's competitive maritime environment, advertising via Bunkerspot will enable you to deliver your company message directly to your target market in a highly cost-effective and dynamic way.

For subscription and advertising options, contact:
Steve Simpson, Advertising Sales Manager
Tel: +44 1295 814455 x 203 | Email: steve@petrosport.com

OCTOBER / NOVEMBER 2023 ISSUE



BPi
Bunkerspot
Price•Index

The data hub for marine fuel professionals

The Bunkerspot Price Index (BPI) provides daily bunker prices and historical price information across the key fuel grades at 350+ ports around the world.

Updated daily, spot prices are supplied by local and global physical suppliers, traders and brokers.

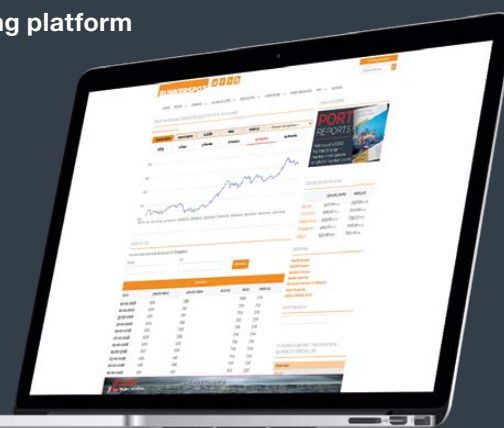
BPI also provides next-day price forecasts at over 40 key ports and features bunker price information for IMO 2020-compliant 0.50% very low sulphur fuel oils which are becoming commercially available at global ports.

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



BUNKERSPOT IN NUMBERS

48,997

ACTIVE USERS PER MONTH



78%

DIRECT ENGAGEMENT

MAGAZINE PASS ALONG
READERS PER ISSUE

2.7

117,279



PAGE VIEWS PER MONTH

62%

SOCIAL MEDIA ENGAGEMENT

75%

REFERAL

322

DIGITAL MAGAZINE VIEWS
PER MONTH

60,458

ARCHIVED ARTICLES
AVAILABLE IN SEARCH

12,108

DAILY E-NEWS SUBSCRIBERS



We only chose Bunkerspot to advertise and create brand awareness since their platforms reach tens of thousands of industry players who regularly turn to their magazine and newsite to get the latest, in-depth and highly relevant news stories.

– Gunnar Kjeldsen, Global Business Development Manager,
Marine Fuel Service, Bureau Veritas

READERSHIP & CIRCULATION

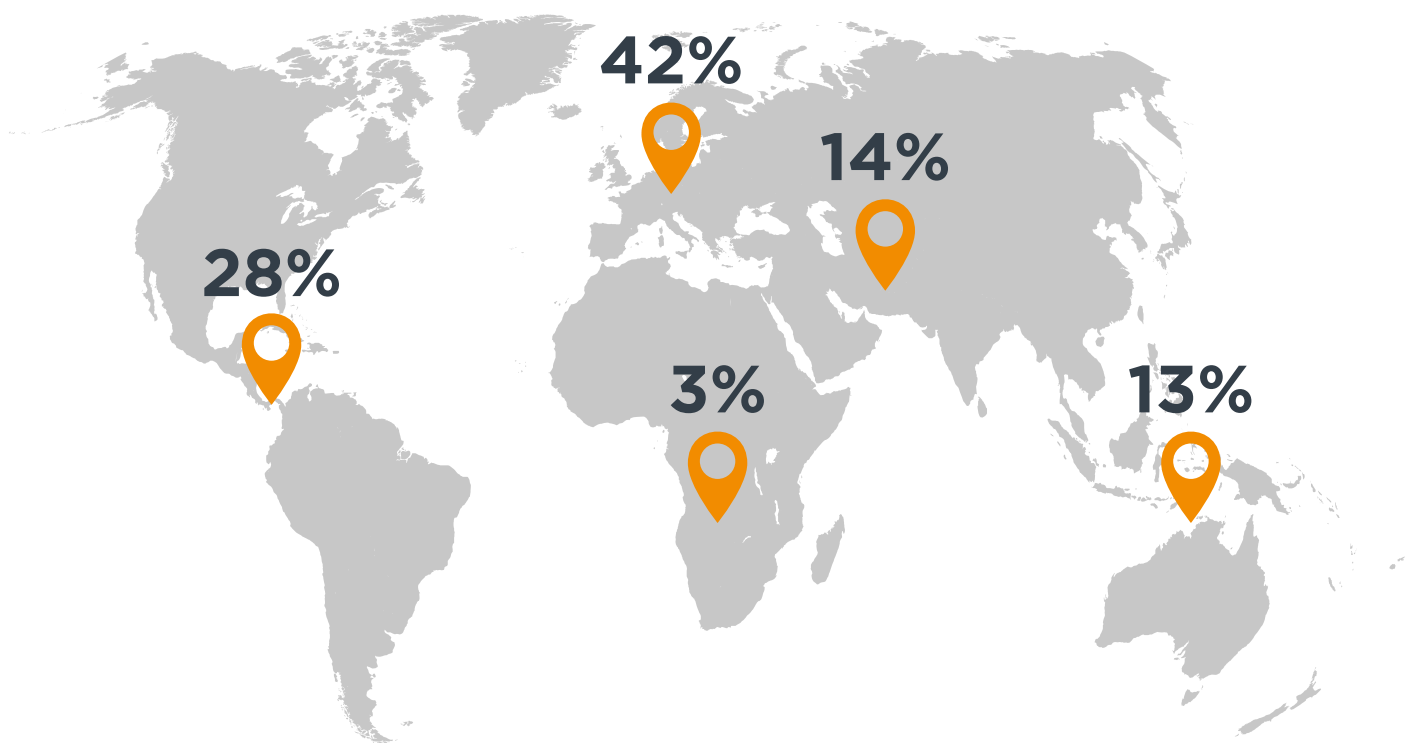
BUSINESS OR INDUSTRY

- Shipowners/Operators
- Charterers
- Ship Managers
- Bunker Suppliers
- Traders
- Banking & Finance
- Ship Agencies
- Fuel Testing Agencies
- Port Authorities
- Maritime Law Firms
- News & Politics
- Credit Risk Companies
- Fuel Additive Suppliers
- Technology Providers
- Refiners/Fuel Producers

TOP 12 COUNTRIES

UK	USA	Finland	Denmark	Netherlands	UAE
Singapore	France	Greece	Norway	Colombia	Canada

WORLDWIDE BREAKDOWN



“

Bunkerspot magazine helps us stay relevant by providing insight into the market and challenges steering towards IMO 2020 and beyond. The articles are informative, current, diverse and focus on a broad spectrum of challenges and industry views.

– Cem Saral, CEO, Cockett Group

SUBSCRIPTION RATES

STANDARD SUBSCRIPTION – BUNKERSPOT

£295 per year

- **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 in both hard copy and digital format.
- **Unlimited access to 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 have access to the online digital version of the magazine.

PREMIUM SUBSCRIPTION – BPI + BUNKERSPOT

£1,550 per year / Up to five users per office

In addition to a subscription to *Bunkerspot*, a premium 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.

This product gives the user access to relevant sector-specific data in a way which allows a degree of analytics and comparison. It allows 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.

Premium subscribers also have access to the online digital version of the magazine.

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 advert creation will not be accepted after the advert due date. Changes to supplied artwork will be subject to a £50 production fee. No design changes will be accepted after the 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 the most recent company 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. The advertiser indemnifies the publisher against any claims relating to unauthorised use of content. The publisher accepts no responsibility for typographical errors. All materials supplied must meet the requirements for printing as described in our artwork specifications. The publisher reserves the right to reject advertisement materials at any time, at its absolute discretion.

Payment terms

For print advertising, payment terms are 28 days from the date of invoice. Where series advertisements have been booked, advertisements will not be run unless all prior invoices in the series have been paid in full.

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

BUNKERSPOT

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