MEDIA KIT 2019

Leading the way in market intelligence and professional development for the global marine fuels industry

www.bunkerspot.com
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, as well as a futures contract feed from ICE for Brent Crude, WTI, NY Harbor ULSD and UK NBP Natural Gas.

**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.

<table>
<thead>
<tr>
<th>Country</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Europe</td>
<td>30%</td>
</tr>
<tr>
<td>Asia Pacific</td>
<td>15%</td>
</tr>
<tr>
<td>Mideast &amp; Africa</td>
<td>10%</td>
</tr>
<tr>
<td>North America</td>
<td>30%</td>
</tr>
<tr>
<td>South America &amp; Caribbean</td>
<td>15%</td>
</tr>
</tbody>
</table>

Bunkerspot has subscribers in over 60 countries

<table>
<thead>
<tr>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>MISCELLANEOUS</td>
<td>15%</td>
</tr>
<tr>
<td>LAWYERS, PORTS, TESTING AGENCIES, SURVEYORS, P&amp;I CLUBS ETC</td>
<td>30%</td>
</tr>
<tr>
<td>BUNKER SUPPLIERS, TRADERS &amp; BROKERS</td>
<td>55%</td>
</tr>
<tr>
<td>BUNKER BUYERS</td>
<td>19,200</td>
</tr>
</tbody>
</table>

**OPT-IN ADDRESSES**

- 18% MOBILE
- 4% TABLET
- 78% DESKTOP
- 15% ISSUES PER WEEK
- 30,600 ACTIVE USERS
- 102,770 PAGE VIEWS
MAGAZINE ADVERTISING

ADVERTISING RATES

<table>
<thead>
<tr>
<th>Per Issue</th>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Inside front cover</td>
<td>£3,300</td>
</tr>
<tr>
<td>Inside back cover</td>
<td>£3,000</td>
</tr>
<tr>
<td>Back cover</td>
<td>£3,600</td>
</tr>
<tr>
<td>Guaranteed position</td>
<td>£2,600</td>
</tr>
<tr>
<td>Double page spread</td>
<td>on request</td>
</tr>
<tr>
<td>Half page spread</td>
<td>on request</td>
</tr>
<tr>
<td>Full page</td>
<td>£2,000</td>
</tr>
<tr>
<td>Half page</td>
<td>£1,350</td>
</tr>
<tr>
<td>Third page</td>
<td>£1,000</td>
</tr>
<tr>
<td>Quarter page</td>
<td>£650</td>
</tr>
<tr>
<td>Leaflet insert</td>
<td>£1,000</td>
</tr>
</tbody>
</table>

Discounts may apply to series bookings

ARTWORK SPECIFICATIONS

<table>
<thead>
<tr>
<th>Dimensions</th>
</tr>
</thead>
<tbody>
<tr>
<td>Covers / Full page 210 x 297</td>
</tr>
<tr>
<td>Double page Spread 420 x 297</td>
</tr>
<tr>
<td>Half page Spread 420 x 128</td>
</tr>
<tr>
<td>Half page 183 x 128</td>
</tr>
<tr>
<td>Third page - horizontal 120 x 128</td>
</tr>
<tr>
<td>Third page - vertical 58 x 261</td>
</tr>
<tr>
<td>Quarter page 183 x 65</td>
</tr>
</tbody>
</table>

Dimensions are given in millimetres – width x height

CHECK CAREFULLY BEFORE SENDING ARTWORK

DESIGN SERVICES

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

For further information please contact:

Steve Simpson
Advertising Sales Manager
steve@petrospot.com
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.

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

Dimensions are given in pixels – width x height

Formats:
- JPEG or PNG files
- No larger than 150 kb

Above prices do not apply to BPi

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

Average quarterly stats:

- 30,600 active users
- 102,770 page views
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 2019, 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.

### December 2018 / January 2019

**Feature focus:**
- Hydrogen as a bunker fuel
- Bunker claims
- Fuel contamination

**Event distribution**
- LNG Bunker Summit – Amsterdam
- Lignofuels – Oslo
- Global LNG Forum – Milan
- Middle East Bunkering Convention – Dubai

**Publication date:** Friday 7 December

### February / March

**Feature focus:**
- Hybrid technology
- Environmental regulations
- Regional focus: Baltic Sea

**Event distribution**
- Panama Maritime XIV
- Greentech in Shipping – Hamburg
- Sea Asia – Singapore
- Copenhagen Shipping Summit
- CMA – Stamford
- IP Week – London
- European Fuel & Refining Strategy – Frankfurt

**Publication date:** Friday 8 February

### April / May

**Feature focus:**
- Bunker claims
- LNG
- Regional focus: South America

**Event distribution**
- IBC – Norway
- Maritime Week Americas – Fort Lauderdale
- CWC LNG & Gas Series – Austin
- 5th LNG Fuels – Hamburg

**Publication date:** Tuesday 9 April

### June / July

**Feature focus:**
- Trading platforms
- Fuel quality
- Regional focus: Africa

**Event distribution**
- NOR Shipping – Oslo
- 7th Mediterranean Ports and Shipping – Casablanca
- 8th Black Sea Ports – Constanta
- Vessel Efficiency & Fuel Management – tbc

**Publication date:** Friday 7 June

### August / September

**Feature focus:**
- Zero emission fuels
- Blockchain
- Regional focus: Mediterranean

**Event distribution**
- London International Shipping Week
- Gastech – Houston

**Publication date:** Wednesday 7 August

### October / November

**Feature focus:**
- Blockchain
- Fuel storage
- Debunkering

**Event distribution**
- Maritime Week Africa – St Louis, Mauritius
- ARACON 2019 – Rotterdam
- 3rd Baltic Ports and Shipping – Gdynia
- IBIA Annual Convention
- ADIPEC

**Publication date:** Tuesday 8 October
Our 19,200-strong maritime community receives a news e-shot five times a week. This provides you with a perfect opportunity to get your brand and 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 company website.

### E-news rates per month

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>E-news banner</td>
<td>600 x 100</td>
<td>£1,500</td>
</tr>
</tbody>
</table>

Dimensions are given in pixels – width x height

**Formats:**
- JPEG or PNG files
- No larger than 150 kb

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**Bunkerspot Price Index**

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.

In order to track the correlation between spot prices and oil futures, BPI also includes information on futures contracts: Brent crude oil traded on the International Commodity Exchange (ICE) along with West Texas Intermediate (WTI) light crude oil and NY Harbor ULSD traded on the New York Mercantile Exchange (NYMEX), as well as UK NBP Natural Gas.

BPI also offers an additional future price indication for 30+ ports, which demonstrates a useful correlation between spot prices and oil futures.

**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

<table>
<thead>
<tr>
<th>Banner Type</th>
<th>Dimensions</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>BPI regional banner</td>
<td>334 x 215</td>
<td>£1,000</td>
</tr>
<tr>
<td>BPI footer</td>
<td>1200 x 70</td>
<td>£1,500</td>
</tr>
</tbody>
</table>

Dimensions are given in pixels - width x height
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.

SUBSCRIPTION RATES

Standard subscription – BUNKERSPOT

- 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 – 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 have access to the online digital version of the magazine.

Premium subscription – BPi + Bunkerspot

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.

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.

Premium subscribers will also have access to the online digital version of the magazine, as well as access to the BPI app, which can be downloaded to a smartphone or tablet.

TERMS & CONDITIONS

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Signing up to Bunkerspot’s RSS news feed is a great way to keep in touch with breaking news on the marine fuels sector - at the office, on the move, or via your company website.