



ship.energy

tracking shipping's course to a zero emissions future

MEDIA KIT 2023

www.ship.energy

ship.energy

Introduction

The free to access **ship.energy platform** was launched in late 2019 to provide an essential bridge between the traditional and new stakeholders in the maritime and energy industries who will make shipping's energy transition a reality.

The sister publication to the highly respected and authoritative marine fuels news site and magazine, *Bunkerspot*, **ship.energy** has already built a strong reputation as a key information hub, delivering impartial, up-to-the-minute news, interviews and longer reads on the alternative fuels, technologies and industry initiatives that will enable shipping to comply with IMO decarbonisation goals.

It also looks at the 'whole ship' in terms of energy efficiency and emissions reduction, including developments in vessel design,

onboard energy management and the ship-to-shore interface.

The platform includes information on regional and national initiatives that are designed to accelerate the journey to low carbon shipping, as well as on R&D collaborative programmes between industry and academic institutions, white papers and funding provision.

As shipping heads out to new horizons, much of the regulatory, legal and safety framework that underpins it will have to be revised or written anew. Again, **ship.energy** reports back on these important changes

ship.energy's podcasts are also recognised as a go-to source for information and views provided by some of maritime's key thought leaders and energy, technology and finance experts.

PETROSPOT **BUNKERSPOT**

The **ship.energy** platform also provides a 'library' of key reports and studies on shipping's decarbonisation, as well as a useful diary section, with information on industry and academic conferences, seminars, new publications and online events.

As well as its digital platform, **ship.energy** delivers industry-leading events. In 2020, it hosted highly successful virtual **ship.energy summits**, roundtables and webinars, and in 2022 it will be organising the first in-person **ship.energy summit** in Valencia, Spain.

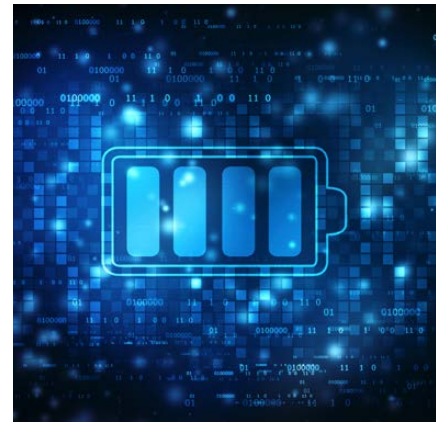
ship.energy has the support of key and proactive industry stakeholders across shipping, academia, ports, industry and

the marine fuels sector, and is actively seeking engagement and partnership with all players involved in the discussion over shipping's future energy sources.

ship.energy's unique value proposition is its long and trusted relationship with the bunker, ship owner and ship operator communities, and its strong ties with stakeholders in the new energy and technologies sectors.

ship.energy was founded on the basis of a deep knowledge of shipping's energy supply infrastructure and has already established itself as one of today's key providers of information on the industry's challenging and dynamic energy transition.

Sign up to ship.energy to be part of the marine energy debate.





ship.energy facts - a snapshot

ship.energy is an open access platform with registered subscribers drawn from over 2,000 companies across 85 countries

By region:

Africa

5%

Americas

20%

Asia

11%

Europe

58%

MidEast

6%

Readership -Top 10 Countries:

- | | |
|-------------------|----------------|
| 1. United Kingdom | 6. Japan |
| 2. Singapore | 7. Netherlands |
| 3. United States | 8. Belgium |
| 4. Norway | 9. Greece |
| 5. Denmark | 10. Germany |

How people find us:

| | | |
|--------|--------|----------------|
| Direct | Email | Organic Search |
| 36% | 21% | 19% |
| Other | Social | Referral |
| 11% | 10% | 3% |

ship.energy sends out daily reports on the following topics: energy, technology, knowledge, policy and podcasts

Average daily open rate 29%

Click through rate 5.8%

A **ship.energy** weekly round-up of content is sent to **21,500 individual users**

Average open rate 15.5%

Click through rate 3.5%

Visitor traffic - A monthly average of...

Returning customers 65%

New visitors 35%

The ship.energy podcast

The **ship.energy** podcasts are available via the website and also on the following platforms: Apple, Google, Spotify, Amazon Music, Stitcher and Tunein



Readership - by industry sector:

Marine Energy
Suppliers

13%

Ship Owners /
Operators

23%

Maritime Services
& Storage

18%

Brokers /
Traders

9%

Universities,
Research & Media

6%

Legal &
Finance

15%

Government &
Industry Associations

11%

ship.energy undertakes a collaborative approach to reporting on the industry's energy transition. As such, partners are able to provide input on an ad hoc basis but also benefit from the branding and communications opportunities the platform offers.

Partners

- There is a maximum of 12 Partnership packages available for the web-based service.
- We are offering a targeted group of brands the opportunity to partner with **ship.energy** for a full 12-months.
- The Partner's logo will appear on the **ship.energy** home page and will be listed and promoted on the dedicated industry partner page, both for a full 12-month period. The logo directs readers to any chosen area of the partner's website.
- Each Partner will have the opportunity to submit three sponsored content articles which will be published on the website during this 12-month period.
- The logo will also appear on e-shots sent to the entire **ship.energy** database throughout the 12-month period.
- There will also be the opportunity to submit additional material for publication and take part in relevant **ship.energy** events.

Investment

The total investment for a 12-month period is £7,000.

Advertising opportunities

1. Header: £2,500 pcm

This is a static banner which is displayed as a header on the homepage and all category and article pages throughout the site. This location is exclusive to a single sponsor.

- Size: 1200 (w) x 150px (h)

2. Homepage Carousel: £1,250 pcm

The homepage carousel will display up to three sponsor advertisements in a continuous slideshow. The advertisements will be randomly ordered and will only be displayed on the homepage. The homepage carousel could be used alongside the header and footer locations for maximum visibility.

- Size: 1200 (w) x 150px (h)

3. Footer: £1,250 pcm

This is a static banner which is displayed as a footer on the homepage and all category and article pages throughout the site. This location is exclusive to a single sponsor.

- Size: 1200 (w) x 150px (h)

4. News Block: £1,250 pcm

News blocks are displayed on category and article pages. News blocks will display advertisements at random from a pool of current sponsors.

- Size: 370 (w) x 300px (h)

E-shot Advertiser

In addition to the partner logos there will be one dedicated E-shot Advertiser.

This will cost £1,500 pcm and will be sent to the entire database of 21,500 industry opt-in contacts.

- Size: 600 (w) x 100px (h)

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| Artwork: Image Type: Static jpeg/png/gif are accepted Max File Size: 200kB Please send banner artwork and URL to artwork@petrospot.com |
|--|

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