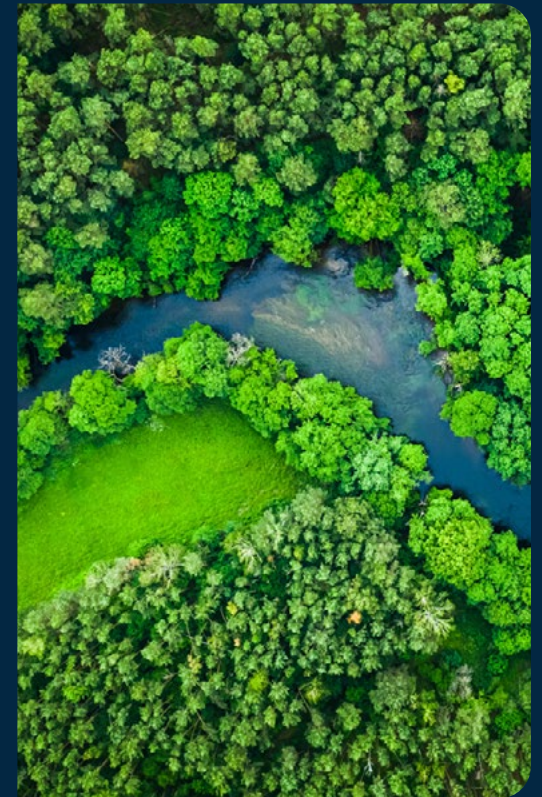




Media Pack

tracking shipping's course to a zero emissions future



About us

ship.energy is an independent publishing, training and events organisation focused on the global marine fuels market and shipping's energy transition.

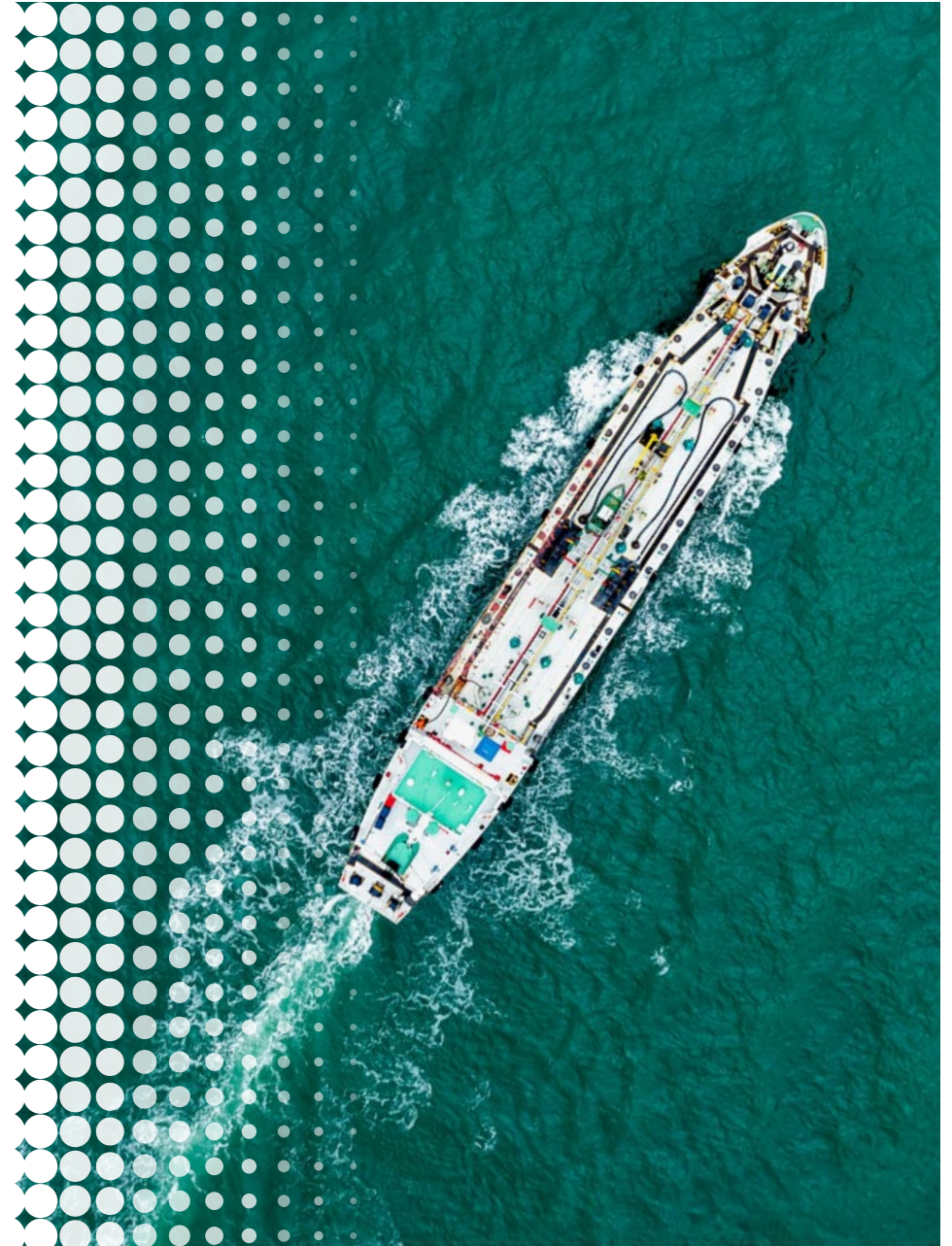
Previously known as Petrospot, the company is based in Oxfordshire in the UK and was established in May 2003 by Llewellyn Banks-Hughes (CEO & Founder). He is supported by Lesley Banks-Hughes (Managing Director) and backed by a highly professional editorial, events, sales and financial team.

It delivers the highest quality strategic information in the most comprehensive and convenient formats – via a website, podcasts, magazine, and books, or face to face in conferences, exhibitions, seminars and training courses.

ship.energy works closely with governments and industry across various countries, organising some of the most significant and prestigious shipping and bunkering events globally. In the marine fuels sector, it hosts diverse events such as Maritime Week Americas, Maritime Week Africa, Maritime Week Gibraltar, Maritime Week Las Palmas, Portugal Shipping Week, the Middle East Bunkering Convention, ARACON, the Oman Maritime, Ports and Energy Forum, the ship.energy summit, and the Marine Energy Transition Forum.

The company runs a range of well-respected training courses and in-house training around the world, including the Oxford Bunker Course, and BunkerExperience.

In the shipping sector, via Shipping Innovation, which is its joint venture partnership with Elaborate Communications, ship.energy organises one of the key events in the global shipping calendar, London International Shipping Week.



The ship.energy platform

The ship.energy platform gives shipping industry stakeholders the opportunity to learn more about cleaner marine fuels and propulsion technologies and to take part in the growing debate over how shipping and the bunker fuel and maritime technology sectors can actively and fully participate in the marine energy transition.

ship.energy is the go-to information hub for news, longer reads, interviews, reports and expert comment on conventional and future fuels, technologies and vessel efficiency. It also encourages and facilitates dynamic information exchange, allowing shipping and bunkering stakeholders to engage with energy and technology providers through polls, surveys, blogs, podcasts, and online discussions.

A ship.energy Premium Membership also gives access to the highly regarded *Bunkerspot* magazine (digital and print copies).

The website also includes a subscription-based bunker pricing service, as well as information on industry conferences, exhibitions and other key events.

ship.energy



Advertising

Magazine print advertising

Bunkerspot magazine offers in-depth, quality information for professionals in the international bunker industry, providing a comprehensive, accurate, and independent view of the global marine fuels business. We keep readers updated on innovations and trends in vessel and fuel efficiency technologies, as well as port initiatives related to the energy transition.

ship.energy Premium Membership includes print and online versions of the *Bunkerspot* magazine which is recognised as the industry's 'journal of record' and is published every two months.

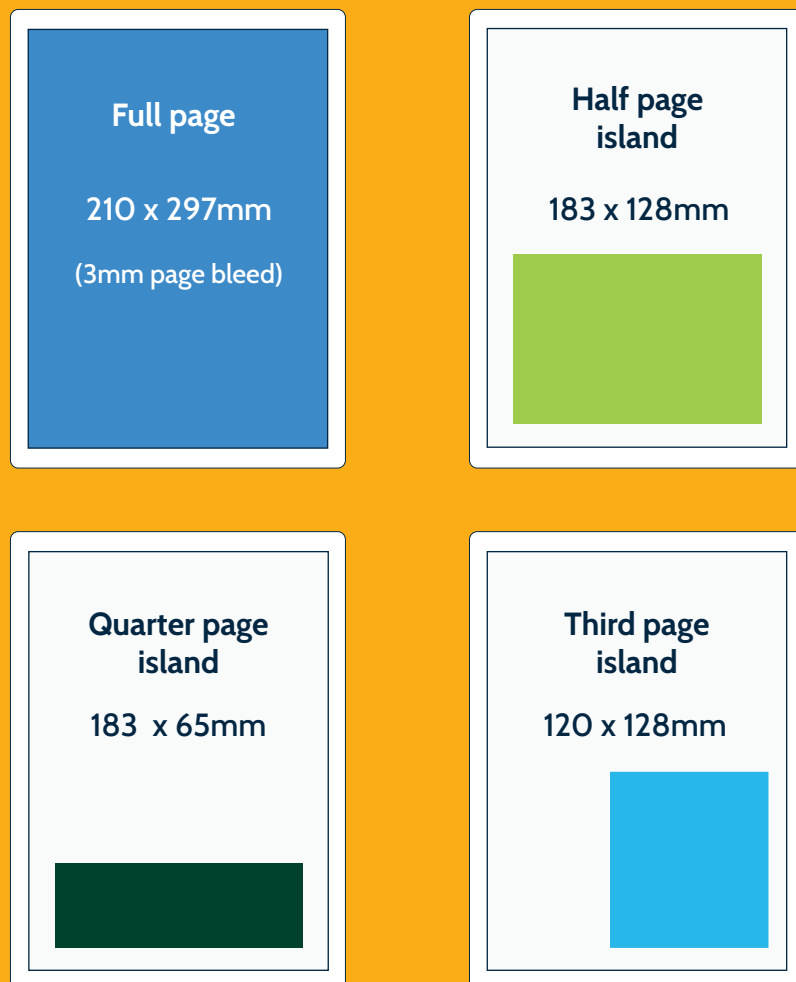
Our distribution includes paying subscribers, targeted organisations receiving free copies, and via partnerships with major industry events.

Subscribers span various sectors including shipowners, charterers, port authorities, class societies, bunker suppliers, traders, and maritime law firms.

Bunkerspot ensures industry professionals stay informed about the latest developments and technologies, making it an essential resource for those in the marine fuels sector.



Advert Dimensions



Rates

Per Issue

Inside front cover	£3,575
Inside back cover	£3,250
Back cover	£3,900
● Full page (210 x 297 mm + 3mm)	£2,175
● Half page island (183 x 128 mm)	£1,450
● Third page island (120 x 128 mm)	£1,100
● Quarter page (183 x 65)	£700
Guaranteed position (full page)	£2,800
Double page spread	on request
Half page spread	on request
Leaflet insert	£1,200

Dimensions are given in millimetres – width x height.
Discounts may apply to series bookings.

Design Specifications

- Press-ready PDF files with fonts embedded
- TIFF or JPEG saved at 300 dpi
- Colours are set to 4-colour process - CMYK (No RGB or spot colours)
- Full page and spread adverts must extend 3mm beyond trim

Editorial & Event Calendar 2025

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 2025, 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

- ship.energy Annual Survey
- Market Focus: Americas
- Marine Lubricants

Event distribution:

Maritime Week Africa
Singapore Maritime Week

Materials due:
**Tuesday
4 February**

Press date:
Friday 11 February
Digital date:
Thursday 13 February

April / May

- Market Focus: North Europe
- Bunker Fuel Specifications
- LNG Marine Fuel

Event distribution:

Oman Maritime, Ports and Energy Forum
Madeira Maritime Week
Maritime Week Americas
Coastlink Conference
Global Maritime Decarbonisation 2025
Nor-Shipping
ship.energy summit

Materials due:
**Tuesday
1 April**

Press date:
Tuesday 9 April
Digital date:
Friday 11 April

June / July

- Market Focus: Mediterranean
- Bunker Credit
- Wind Propulsion

Event distribution:

6th European Conference Hydrogen & P2X
Japan Energy Summit & Exhibition
Decarbonizing Shipping Forum

Materials due:
**Thursday
29 May**

Press date:
Wednesday 11 June
Digital date:
Tuesday 13 June

August / September

- Market Focus: Mideast & Africa
- Methanol Marine Fuel
- HFO & MGO Trends

Event distribution:

Marine Energy Transition Forum
London International Shipping Week
Gastech

Materials due:
**Wednesday
6 August**

Press date:
Tuesday 12 August

Digital date:
Thursday 14 August

October / November

- Market Focus: Asia Pacific
- Digitalisation & Bunkering
- Biofuels

Event distribution:

ARACON
7th European Conference Future of Biofuels
The Bunkering & Sustainability Forum -
Tenerife
Zero Emissions Cruising 2025 Conference
The Motorship Propulsion & Future Fuels

Materials due:
**Tuesday
30 September**

Press date:
Monday 6 October

Digital date:
Wednesday 8 October

December / January 2026

- Market Focus: Caribbean
- Shore Power
- Ammonia Marine Fuel

Event distribution:

TBC

Materials due:
**Thursday
27 November**

Press date:
Friday 5 December

Digital date:
Tuesday 9 December

Website Advertising

Prices are per month.
Discounts may apply to series bookings.

Leaderboard banners

Header	£4,250
Podcast header	£2,750
Centre home page	£3,000
Footer	£5,500

Banner size: 1712 x 150px

News banners

News	£1,750
News sector	£1,250
(Energy / Policy & regulation / Finance / Technology)	

Banner size: 400 x 311px

Latest News	£1,250
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Banner size: 549 x 107px

PLEASE NOTE

Two versions of the Leaderboard artwork will be required to ensure optimal display across devices. One version should be designed for desktop viewing, and the other for mobile.

Menu banners

News.....	£2,500
Conference & Training.....	£2,500
Publications	£2,000
Podcasts.....	£2,000

Banner size: 335 x 260p

Focused banners

News story.....	£1,550
Podcasts.....	£1,550
Publications	£1,550

Banner size: 622 x 350px

Design Specifications

- png or jpeg in RGB
- Resolution set at 72 dpi

Design Dimensions

Dimensions are given in pixels - width x height

Leaderboard banner

Desktop: 1712 x 150 px & Mobile: 380 x 200 px

News & news sector banner

400 x 311 px

News - Latest News banner

549 x 107 px
Non-animated

Menu banner

335 x 260 px
Non-animated

Focused banner

622 x 350 px

Digital Advertising

Dimensions are given in pixels - width x height

Daily e-news report

Tier 1 banner	£2,250
Tier 2 banner	£1,750
Tier 3 banner	£1,250

Banner size: 600 x 100px. Non-animated

E-campaigns

E-shot to our subscriber database	£2,750
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HTML files to be supplied - extra will be charged for editing.

Social Media

3 LinkedIn posts	£2,250
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Text and banner to be supplied.



Our Digital Footprint

16,282

ACTIVE USERS - 30 DAYS

65,073+

ARCHIVED ARTICLES AVAILABLE
IN SEARCH

101,320

PAGE VIEWS - 30 DAYS

322

DIGITAL MAGAZINE VIEWS
PER MONTH

9,225

SUBSCRIBERS

Bunkerspot Noon Report

Sent to our maritime community five times a week

436,295

Total recipients
in last 30 days

Click rate

5.52%

Open rate

28.4%

Engagement

46.8%

REFERAL

30.1%

EMAIL

32.6%

DIRECT

36.3%

SOCIAL MEDIA ENGAGEMENT

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

USA

India

UK

Norway

Ireland

Sweden

Singapore

Japan

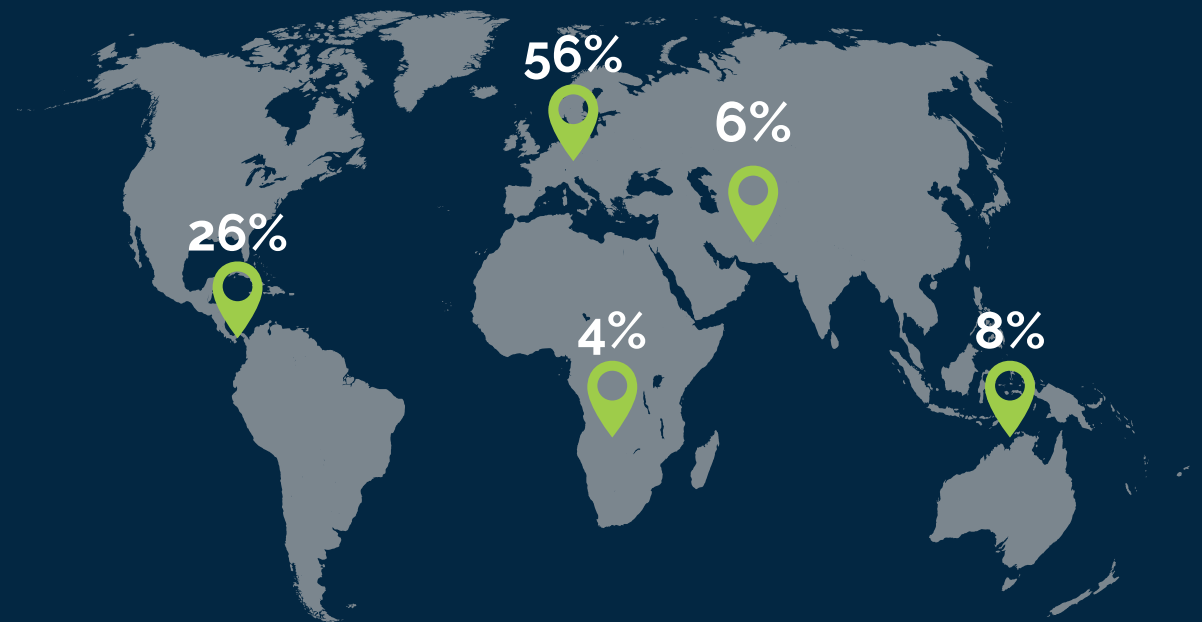
Netherlands

Canada

Germany

UAE

Worldwide breakdown



Partnership options

Industry Partner

Becoming a ship.energy industry partner gives you sponsorship at a ship.energy event of your choice during the partnership year, which includes:

- One delegate pass and a speaking opportunity at the selected event
- Additional benefits included in the 'Silver Package'
- A further speaking opportunity at any other ship.energy event throughout the year.

Access to premium news stories and industry insights and a subscription to *Bunkerspot* magazine

The partner's logo will be featured on the ship.energy homepage and listed on the dedicated industry partner page, both for a full 12-month period. The logo will link directly to a chosen section of the partner's website.

Each partner will have the opportunity to submit three sponsored content pieces (articles or podcasts), which will be published on the ship.energy website during the 12-month partnership.

The partner's logo will also be included in e-shots sent to the entire ship.energy database over the course of the year, ensuring continued exposure to our audience.

£7,000 per year

Industry Media Partner

What we offer:

- A full-page ad in *Bunkerspot* magazine – reaching a targeted audience of maritime and energy professionals.
- Your event featured under Industry Events on the ship.energy website for enhanced visibility.
- Dedicated coverage in our daily e-news report, reaching our entire subscriber base.
- Your event banner displayed on ship.energy news pages for added exposure.

Your Deliverables:

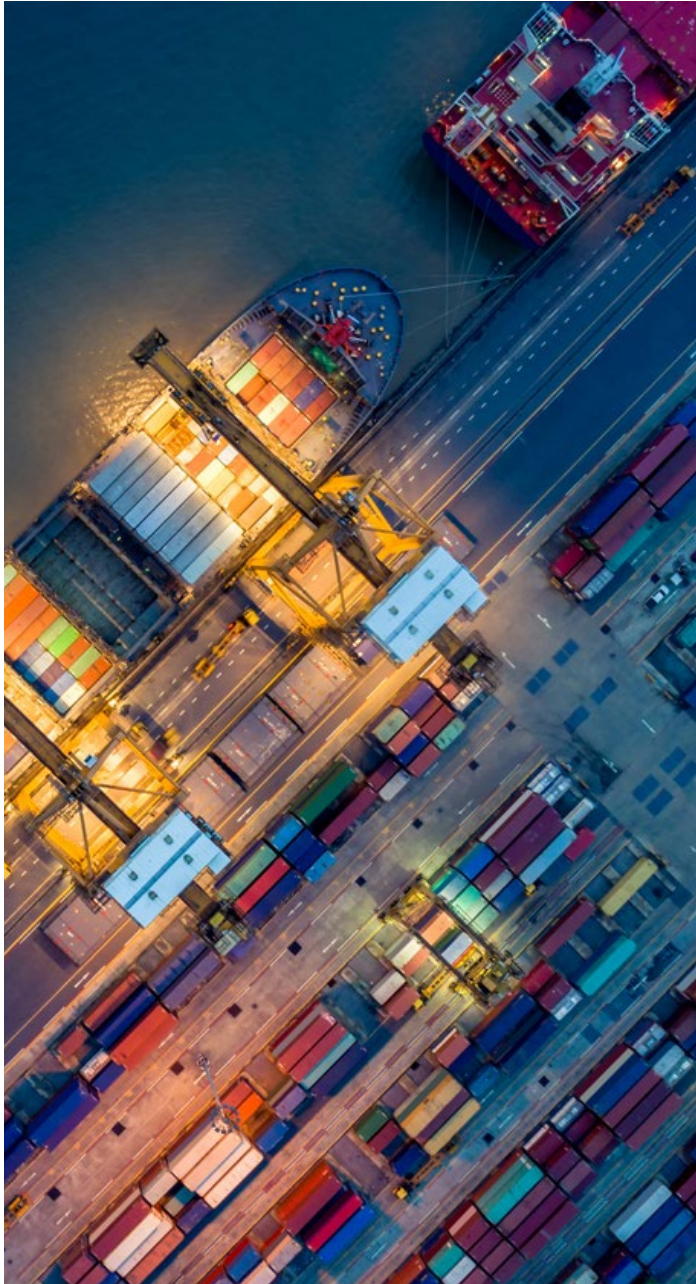
- Provide 1–2 complimentary passes for ship.energy representatives to attend and network.
- Facilitate distribution of *Bunkerspot* magazine at your event – connecting attendees with the latest insights.
- Display the ship.energy logo on your event website as an official Media Partner.

Artwork Banner size: 938 x 726 px

Please supply jpg

Discounted add-on promotional opportunities:

- **E-Campaigns:** £1,250 per e-shot. Standalone email sent to our full subscriber list – ideal for high-impact, targeted promotion.
- **Social Media Posts:** £750 per post. Promotional content shared via ship.energy's LinkedIn channel, reaching our engaged professional network.
- **E-News Banners:** £950 per banner. Banner placement in the daily ship.energy report, delivered directly to our full subscriber list.



Membership options

Standard membership includes:

- Free access to all news stories (current and in the news archive) on the ship.energy website
- Free access to all ship.energy podcasts
- The ship.energy daily news report, delivered to your inbox
- A listing of global industry events, seminars, workshops and conferences
- Daily bunker prices from 6 key ports

Registration is Free.

Bunkerspot Price Index:

- The Bunkerspot Price Index (BPi) offers spot bunker prices in over 350 ports, updated daily and with easy to see tracked price changes.
- This cost-effective Index gives access to port/fuel specific data in a way which allows a degree of analytics and comparison. Users can customise the data feed to create a streamlined, time efficient and, above all, useful tool which complements ship.energy's in-depth news coverage of the global marine fuels market.
- One registration allows (for up to five users in the same office)

£1,250 per year
for up to five users in the same office

Premium membership includes:

- Unlimited access to all news stories (current and in the news archive) and podcasts on the ship.energy website.
- Exclusive access to ship.energy industry insights, online longer reads and analysis.
- Six issues of *Bunkerspot* magazine per year.
 - *Bunkerspot* is the authoritative 'journal of record' for the marine fuels industry, providing high quality articles and expert commentary on all the developments and changes impacting the marine fuels and technology sectors as global shipping meets the challenges of decarbonisation.
- Subscribers have access to both digital and hard copy versions of the magazine.
- Premium members will also be able to take advantage of a 10% discount on the delegate rates for our Maritime Week Americas and ARACON conferences and a 5% discount on the delegate rates for all of ship.energy's other conferences and training courses

Discounts are solely for the named subscriber and are non-transferable: not in conjunction with any other discounts

£295 Per year

REGISTER HERE





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