

# TANKER Operator

## Media planning guide and editorial calendar

# 2024

Helping the Tanker Operator industry solve problems since 2002



**Tanker Operator magazine tells the story of the evolving tanker shipping industry, how it is continuing to improve operations and safety, facing and meeting challenges with crewing, and moving towards decarbonisation.**

We look at the big picture with international industry initiatives such as from IMO and OCIMF, we look at developments with technologies, and present perspectives from people from tanker operating companies.

A big strength of Tanker Operator magazine is that it focusses only on tankers.

Much of our coverage comes under the topic which is now known as 'ESG', including decarbonisation (E), effort to improve quality of life for seafarers (S), and schemes to better manage / govern the worldwide tanker industry (G) such as from OCIMF and industry groups.

Also a wide range of technologies and developments to improve safety and environmental impact in many ways, provide better support and training for crew and help companies be better managed (E S and G). We also discuss ways that ESG can be communicated to stakeholders.

Since January 2023, all shipping companies have been subject to CII reporting requirements, leading to a grading with penalties attached if they do not achieve certain grades, which will lead to more interest in products which promise decarbonisation.

So there is a great deal of change happening in the industry, particularly with carbon regulations, OCIMF initiatives and crew shortages. But if you sell products and services to the sector, it should mean that people are more open to discuss new products and services which may help them.

We offer you a unique way to reach the global tanker industry, through our magazine distributed on print and pdf, and our weekly e-mail newsletter.

Some people question the value of print advertising in a world where people read so much on smart phones. Our answer is that if our magazine is relevant and worthwhile reading for our audience, they will find a way to read it – and we do as much as we can to make it easy to do, however people prefer.

From an advertiser's perspective, there are advantages to print, with large spaces for the advertiser's message mixed with the editorial, and the staying power, as print magazines can be kept or circulated around an office. The pdf versions of the magazine are available free of charge online, including full archive.

Further detail about Tanker Operator, how it works and what we offer, is contained in this media guide.

**PRINT & ONLINE ADVERTISING AND EVENT SPONSORSHIP & EXHIBITIONS**

Contact David Jeffries

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t: +44 208 150 5293

## Print advertising, banner advertising or event sponsorship? Here are the advantages of each marketing vehicle as we see it:

- Print / pdf advertising - large printed (or pdf) page to demonstrate what your company offers in full colour. Clients are probably in a more relaxed and absorbing mindset when reading a magazine than reading e-mail. Print advertising can have a long shelf-life, if magazines are passed around a company, kept in a library, or people download pdfs long after initial publication.
- Banner advertising (on website or newsletter) - fast results - book an ad on Monday, it can go online on Monday, to our global audience.
- Event sponsorship - get a physical connection with your customer, build on your promotional efforts with personal conversation, associate your brand with an exciting conference, gain additional marketing exposure from event publicity, know exactly who is in the room, choose an event that attracts an audience which closely matches your target customers, make product demonstrations at your stand, (in certain circumstances) present your company's services as part of a 30 minute speaker slot.

The next few pages will explain our offerings in more detail.



## Editorial Calendar

### January - March 2024

- Ship Registries (Flag States)
- Efficiency
- Coatings
- Ship Management Report
- STS Transfers
- Monitoring – sensors and gauges

**Booking deadline: Feb 7, 2024**

**Ad copy deadline: Feb 14, 2024**

**Publication date: Mar 3, 2024**

### April/May 2024

- Manning & Training
- Ballast water
- Satellite communications
- Bunker management
- Crew management
- Rust blasting equipment
- Navigation technology

**Extra distribution:**

**Tanker Operator Athens,  
May 2024**

**Booking deadline: Mar 13, 2024**

**Ad copy deadline: Mar 20, 2024**

**Publication date: Apr 3, 2024**

### June/July 2024

- Greece Report
- Ballast Water Systems
- Weather routing / passage planning
- Salvage
- Port services
- Inert gas systems
- Anchors

**Extra distribution,**

**Posidonia in Athens, June 3-7**

**Booking deadline: May 1, 2024**

**Ad copy deadline: May 8, 2024**

**Publication date: May 24, 2024**

### August/September 2024

- Shipmanagement
- Bunker management services
- Class societies report
- Hull performance management
- Monitoring – sensors and gauges
- Tank cleaning
- Ropes

**Extra distribution:**

**SMM in Hamburg,  
Sept 3-6**

**Booking deadline: Aug 7, 2024**

**Ad copy deadline: Aug 14, 2024**

**Publication date: Aug 28, 2024**

### October - December 2024

- Safety Systems
- Ship Registry Report
- Ballast Water Management
- Gibraltar Report
- Training systems
- Coatings
- Pumps report

**Booking deadline: Nov 13, 2024**

**Ad copy deadline: Nov 20, 2024**

**Publication date: Dec 6, 2024**

\*All dates and features subject to change

## The magazine is A4 and full colour throughout

### Preferred file formats

**PDF**, Acrobat, colour

**JPEG**, CMYK 300 dpi

**TIFF**, CMYK, 300 dpi

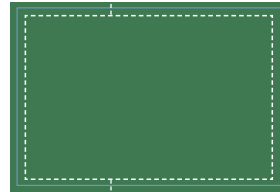
**EPS**, CMYK, 300 dpi

### E-mail

E-mail advertising copy

to Laura Jones at

[laura@veryvermilion.co.uk](mailto:laura@veryvermilion.co.uk)



### RATES

**Double page spread:**

£2,600

### DIMENSIONS

**Height x width**

Bleed size

303 x 426mm

Trim size

297 x 420mm

Type area

277 x 400mm

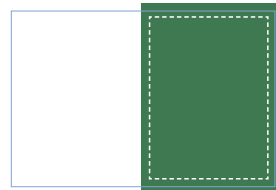


**Front Page:**

£2,500

Type area

240 x 190mm



**Full page:**

£2,100

Bleed size

303 x 216mm

Trim size

297 x 210mm

Type area

277 x 190mm



**Half page:**

£1,160

**Landscape:**

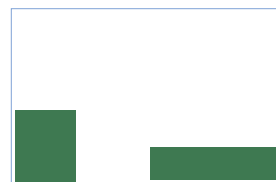
Type area

139 x 190mm

**Portrait:**

Type area

277 x 93mm



**Quarter page:**

£850

**Landscape:**

Type area

70 x 190mm

**Portrait:**

Type area

139 x 93mm

## Overview

Tanker Operator offers marketing opportunities in its weekly e-mail newsletter and website.

Here is some typical data.

The newsletter is sent to about 3200 people (calculated as 'sent' minus 'bounces') and typically sees about 1600 opens (= people who download the images)

The website has average sessions of 6100 a month, and average pages per session of 2.3.

The top 10 countries visiting the website are UK (17%), US (16%), France (13%), Singapore (5%), Greece (5%), India (5%), Germany (5%), Norway (2%), Japan (2%), Netherlands (2%).

The geographical breakdown of the newsletter circulation is similar.



## Banner sizes available

- Website: 728 x 90 (leaderboard, at the top of the page) - £2,000 per month.
- 375 x 100 pixels (right hand side), £1,000 per month, 180 x 60 (right hand side). £300 per month
- Newsletter: 375 x 100 pixels, midway in the news, £1,000 per month for 4 insertions.

## Our planned 2024 events in Athens and Hamburg:

We are planning 2024 events in Athens (May 2024) and Hamburg (Oct 2024) continuing on our 2023 theme of "Making Work Easier in Tanker Operations". We anticipate continued focus on SIRE 2.0, seafarer shortages and decarbonisation.

Full details about our past events, including videos, presentations and attendee lists, is available free on

**[www.tankeroperator.com](http://www.tankeroperator.com) under events / past events**



**A Coffee Break Sponsors**

2 Inclusive Delegate Tickets for employees or clients  
**£1,000.00**

**B Exhibition Stand**

3 Inclusive Delegate Tickets for employees or clients  
**£1,500.00**

**C Lunch Break Sponsors**

Exhibition Stand, 4 Inclusive Delegate Tickets for employees or clients  
**£1,600.00**

**D Conference Sponsors**

Exhibition Stand, 5 Inclusive Delegate Tickets for employees or clients  
**£1,850.00**

The specific offering at each event will vary - please contact our sponsorship sales manager David Jeffries for a proposal for a specific event on [djeffries@tankeroperator.com](mailto:djeffries@tankeroperator.com)

**Note** all packages may include a presentation slot subject to agreement by conference chairman that your proposed talk will increase appeal of the conference to delegates

## A sponsored webinar provides your company with an opportunity to tell its story and engage directly with the audience.

Tanker Operator's webinar format is a 1 hour duration event, with an introduction, 25 minutes of presentations, and time for questions. Tanker Operator's event moderation team has also run webinars over the past 2 years, which can be viewed on line (see the Digital Ship page on YouTube and the past videos page on [findingpetroleum.com](http://findingpetroleum.com)).

### Our standard webinar package includes:

Your company as sole sponsor of a webinar

Working with you to develop a compelling title and story which would appeal to tanker operators

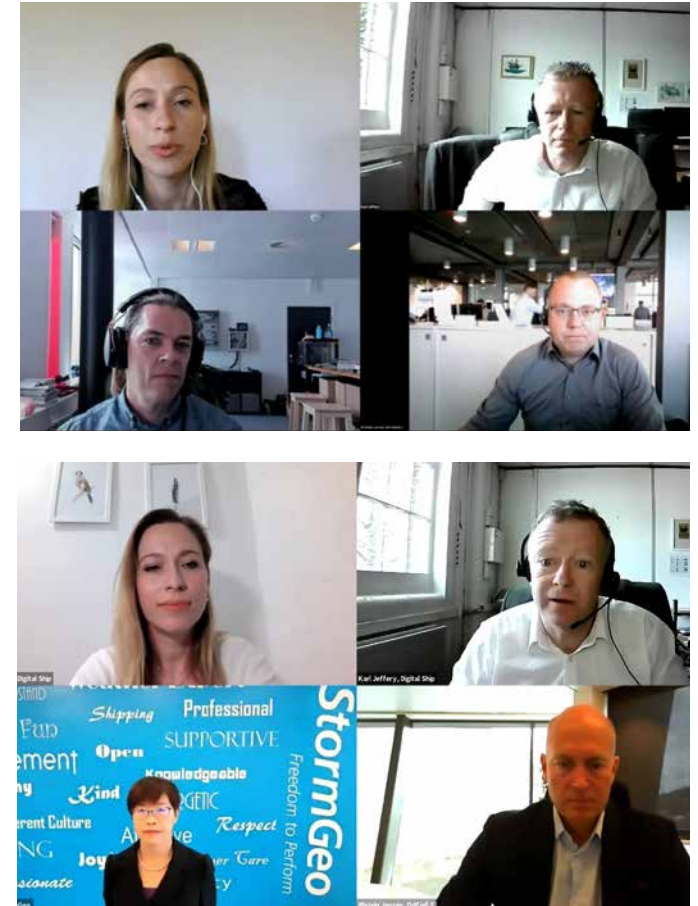
Promotion of the webinar to our entire e-mail list, including mention of the sponsorship

Operating the webinar with our skilled moderators

Providing you with a video of the webinar on our cloud servers, which you can post on your own website

Providing you with names, e-mail addresses, job titles, companies of attendees where they have given permission for this data to be shared (where no permission is given we provide just job title and company).

**Cost = GBP 2000**



Screenshots from Digital Ship Vessel Performance Optimisation webinars



**Tanker Operator magazine was launched in 2001. We publish a print magazine (5 issues a year), a website and email newsletter, and conferences every year in Athens and Hamburg.**

Tanker Operator magazine is edited by Karl Jeffery, a maritime journalist since 1998, also founder of Digital Ship magazine and Digital Energy Journal, an author of books about digital technology for organisations, and a graduate chemical engineer.

Tanker Operator magazine is published by Future Energy Publishing Ltd, based near London. We also publish Carbon Capture Journal (about carbon capture and storage), Digital Energy Journal (about digital technology in upstream oil and gas), and organise 30 conferences a year.

### Contact us

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