

# TANKER Operator

## Media planning guide and editorial calendar

# 2025

Helping the Tanker Operator industry solve problems since 2002



**Tanker Operator magazine helps tanker industry staff, in the office and onshore, to do their jobs better, operating vessels more safely, more environmentally friendly way, while managing costs.**

We share stories about what other people are doing in the industry, bring new technology developments, and other useful advice, including about regulations and markets.

We help the industry find ways to address its challenges, the biggest of which are probably decarbonising, recruiting and training sufficient crew, and meeting oil industry requirements such as SIRE 2.0. And operating tankers technical and commercially in today's environment is continuously getting harder.

We look regularly at specific technical issues relevant to tankers, including ballast water systems, coatings, ship to ship transfers, tank cleaning, and specialist tanker navigation topics.

We focus on digital technology which has particular value to the tanker sector, including cybersecurity, digital tools which can provide the right information at the right time, digital tools which can reduce complexity of work, and computer based training tools.

We support tanker companies to develop an operational culture which supports crew, and their continued development, and does not overburden them with procedures. A culture which takes great care not to blame crew except in very rare cases where someone intended to cause harm or was grossly negligent.

Our magazine has been published since 2002 on print, and is supported by a weekly e-mail newsletter, and live events every year in Hamburg and Athens.

All of this means that we can offer a viable marketing vehicle for companies promoting products and services in this sector.

We offer traditional print advertising, which we believe continues to be a highly effective marketing medium, even if many readers see the pdf version of the magazine.

Our editorial is original and useful, and sought after for many months after publication date, so your advertising continues to have value for many months or even years.

We offer banner advertising in our weekly e-mail newsletter, or on the website where people can read the full stories.

We offer sponsored webinars, and sponsorship of our annual events in Hamburg and Athens.

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

Contact David Jeffries

e: [djeffries@tankeroperator.com](mailto:djeffries@tankeroperator.com)

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 2025

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

**Booking deadline: Feb 7, 2025**

**Ad copy deadline: Feb 14, 2025**

**Publication date: Mar 3, 2025**

### April/May 2025

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

**Extra distribution:**

**Tanker Operator Athens,  
May 2025**

**Booking deadline: Mar 13, 2025**

**Ad copy deadline: Mar 20, 2025**

**Publication date: Apr 3, 2025**

### June/July 2025

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

**Extra distribution,**

**Nor-Shipping in Oslo, June 2-6 2025**

**Booking deadline: May 1, 2025**

**Ad copy deadline: May 8, 2025**

**Publication date: May 24, 2025**

### August/September 2025

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

**Extra distribution, Tanker Operator  
Hamburg forum, Oct 2025**

**Booking deadline: Aug 7, 2025**

**Ad copy deadline: Aug 14, 2025**

**Publication date: Aug 28, 2025**

### October - December 2025

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

**Booking deadline: Nov 13, 2025**

**Ad copy deadline: Nov 20, 2025**

**Publication date: Dec 6, 2025**

\*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

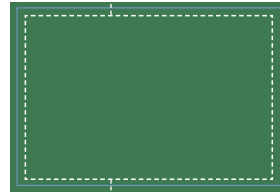
**EPS**, CMYK, 300 dpi

### 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

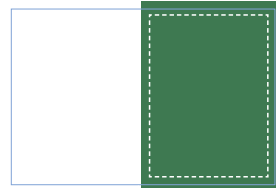


**Front Page:**

£2,500

Type area

240 x 190mm



**Full page:**

£2,100

Bleed size

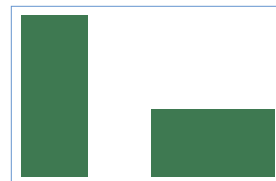
303 x 216mm

Trim size

297 x 210mm

Type area

277 x 190mm



**Half page:**

£1,160

**Landscape:**

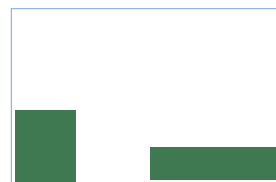
Type area

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.

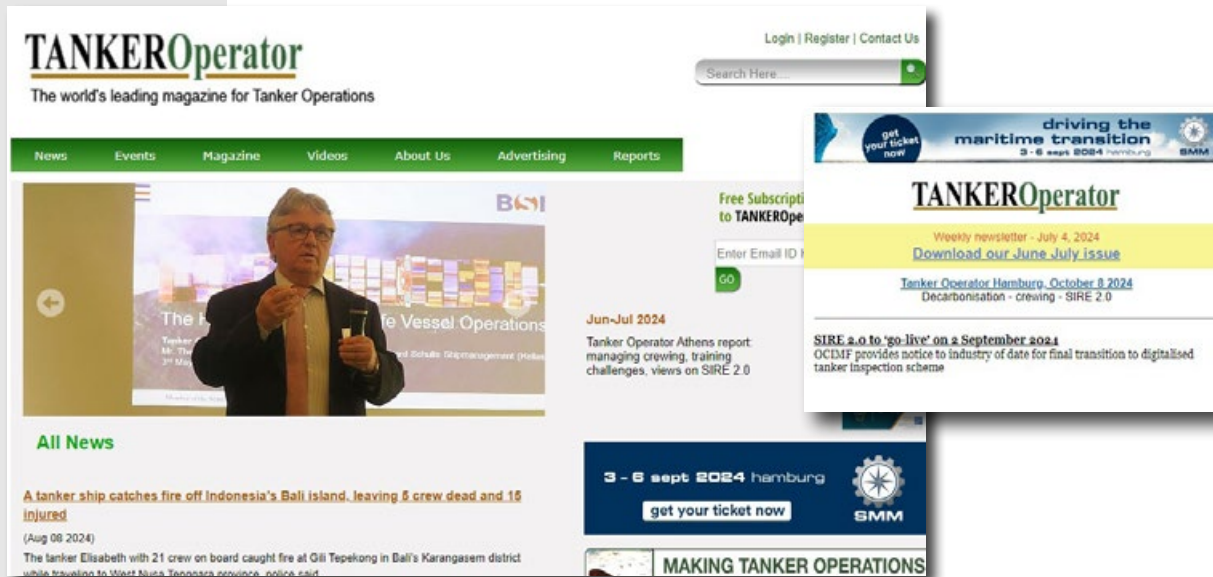
Here is some typical data.

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 events in Athens and Hamburg:

We are planning 2025 events in Athens (May 2025) and Hamburg (Oct 2025) continuing on our 2024 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

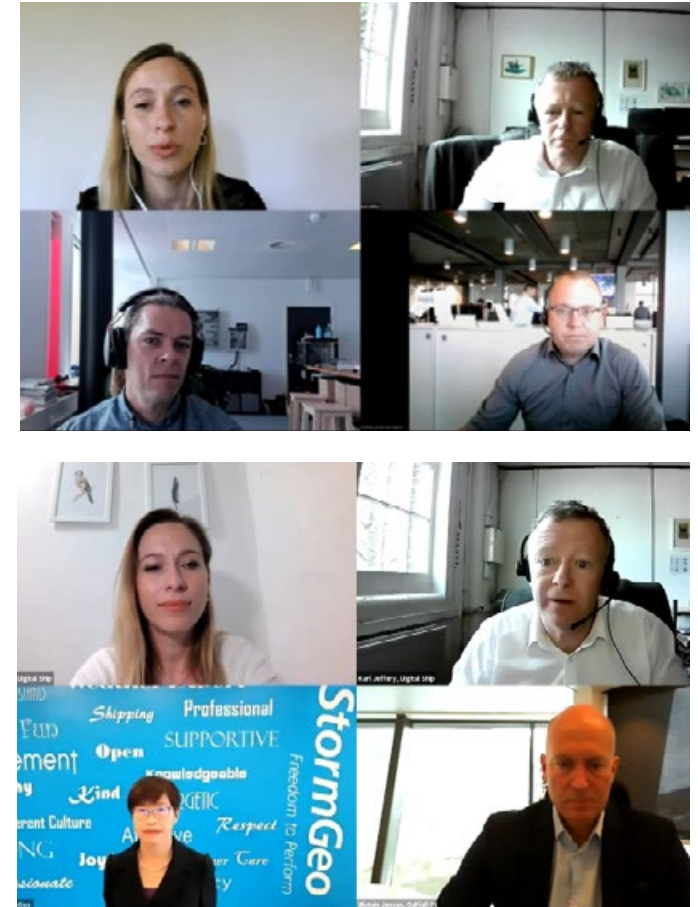
Promotion of the webinar to our entire e-mail list, including mention of the sponsorship

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 in 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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**TECHNICAL**

## Doing a tank survey by drone

A US tanker operator used a drone operated by UK company C-Bird for a 20-year internal survey of a 250m tanker, replacing a human survey using scaffolding or a raft, leading to savings of \$1m and reduced safety risk

**A**n unnamed "US oil tanker operator" recently did a 20-year internal tank survey using a drone, operated by UK company C-Bird, involving big savings in safety and cost, C-Bird reports.

20-year surveys of tanks are typically done by building scaffolding in the tank which a surveyor can walk on, or filling it up with water so the surveyor can survey the tank from sitting in a small boat.

Using scaffolding has safety risk, both to personnel erecting it and to personnel working it, working at heights in a confined space.

There is a risk of scaffolding clips or tools being accidentally left in the tanks and getting later sucked into cargo pumps, causing extensive damage and downtime. The cost of erecting and dismantling scaffolding can be as much as \$1m.

If rafting is used, there are also safety challenges, and the cost of disposing of a large volume of oil contaminated water.

By using the drone, there was "minimal to no" personnel entry into the hull required, including the need to carry drone equipment into and out of tanks.

C-Bird said the vessel was 250m long (the size of an A190) classed by American Bureau of Shipping (ABS), and dry docked in Southeast Asia, doing a 20-year periodic survey.

Class inspectors confirmed that the drone data was sufficient to agree to renew class certificates.

The client was described as a "robotic innovation champion in the marine industry," having also worked with C-Bird's hull inspection services and drone inspections for a number of years.

The drone pilot was Malcolm Connolly, CEO and founder of C-Bird.

The temperature in the tank reached 45 degrees C during the survey, but it did not trouble the drone.

**Elios 3 and Inspector 4**

The drone used was the "Elios 3" manufactured by Flyability, headquartered in Switzerland. The Elios 3 is described by Flyability as "the first mapping and inspection indoor drone".

Mr Bird had previously used an earlier drone model, the Elios 2, for tank inspections.

The advantage of the Elios 3 was that it could offer a live LiDAR (laser scanning) map for navigation. This is useful where the pilot is unable to see the drone. The "live map" also helps ensure that all areas of the tank are covered.

The laser records high resolution video and a 3D laser scan of structures simultaneously.

The data is processed using Flyability's "Inspector 4" software, which removes any uncertainty about what has been surveyed, or the location of any anomalies.

By being able to accurately pinpoint the location of the drone when images were being taken, and taking multiple periodic scans, it is possible to monitor the change in conditions over the time, repeating the survey precisely. By knowing the rate of change in condition it may be possible to predict how fast the condition will degrade.



**Data from the Elios 3 inspection - laser scan and visual video**



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January - March 2024 • TANKER Operator

### SEACONVERSION

## Seacoat's super smooth coating – 4-12% fuel saving

Seacoat of Finchley, UK, claims that shipping companies using its super-smooth coating save between 4 and 12 per cent on fuel. It is also very hard, so not damaged by cleaning.

**S**eacoat of Finchley, Essex, produces a coating for ship hulls, known as Seacoat Super Smooth. It is a two-part epoxy resin system, which is applied to the hull in a dry-dock facility. The coating is applied in a dry-dock facility, where the hull is prepared and cleaned. The coating is applied in a dry-dock facility, where the hull is prepared and cleaned. The coating is applied in a dry-dock facility, where the hull is prepared and cleaned.



**Company background**

Seacoat was founded in 1988 by Peter Seacoat, who was previously involved in the shipbuilding industry. The company has a long history of producing high-quality coatings for the marine industry.



**Seacoat Super Smooth**

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### SEAFARERS AND TECHNOLOGY

## Pradeep Chawla – how seafarers can be motivated to learn

Pradeep Chawla, former head of QMS and training with Anglo Eastern Ship Management, and now founder of digital learning company MarineAL, explains how to create an organisational culture which supports learning.

**I**f you want an organisation where people are motivated to learn, you need to create a culture where learning is seen as a natural part of the work. This is not always easy, but it is essential for the success of any organisation.

**Pradeep Chawla, former head of QMS and training with Anglo Eastern Ship Management, and now founder of digital learning company MarineAL, explains how to create an organisational culture which supports learning.**



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