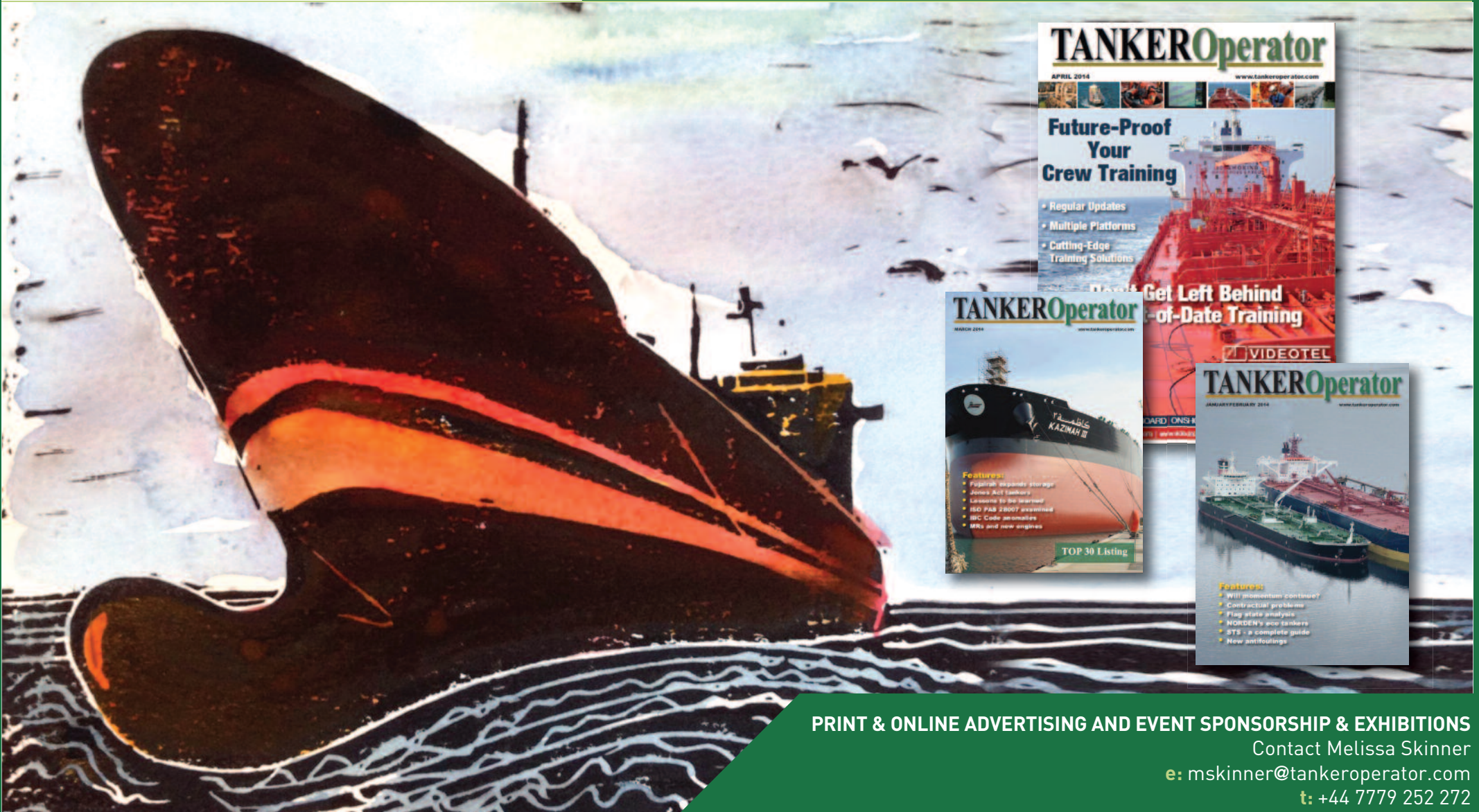


# TANKER Operator

# Media Pack | 2015



PRINT & ONLINE ADVERTISING AND EVENT SPONSORSHIP & EXHIBITIONS

Contact Melissa Skinner

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

t: +44 7779 252 272

**The tanker market is expected to see a long awaited upturn in early 2015 - which means tanker companies will have more money to spend on services, equipment and technology they might have been delaying purchasing during the recession, including energy efficiency and emissions management tools and services, software, sensors, satellite communications and training.**

There's also plenty of regulatory developments happening or likely to happen, including the Ballast Water Convention, ECAs (low sulphur fuels and scrubbers), common structural rules for tankers and the Polar Code, all driving a lot of new purchasing.

There is also a continuing skills shortage, driving a need for shipmanagement services, which can afford to employ larger pools of crew, training and crewing services.

It all means that there could be many tanker people looking for new suppliers in 2015. If you are involved in sales and marketing of tanker products and services, this could be a once in a decade opportunity to build new relationships.

This media guide explains in detail how we might be able to help you build your customer base, how the marketing opportunities vary, and why Tanker Operator is your best choice.

Kind regards

Karl Jeffery, publisher  
Tanker Operator Magazine  
[www.tankeroperator.com](http://www.tankeroperator.com)

Published by Future Energy Publishing, 39-41 North Road, London, N7 9DP, UK -  
[www.tankeroperator.com](http://www.tankeroperator.com) - Tel 44 208 150 5292



## Print advertising, banner advertising or event sponsorship? Here are the advantages of each magazine 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.



**Our print magazine, Tanker Operator, is published 8 times a year, and mailed to people from tanker companies who have requested to receive it in the past 2 years, past conference delegates, paying subscribers, and our advertisers. The net average circulation (print copies mailed plus pdf copies downloaded) per issue is 3,000, and the link to download each issue is sent to around 11,000 people.**

**Here is a sample list of companies who have employees who have requested, and receive, regular copies:**

Aegean Shipping Management SA, Aerio Shipmanagement Ltd, AET Shipmanagement (S) Pte Ltd, Algoma Central Corporation, Alison Management Corp, Ancora Investment Trust Inc, Andriaki Shipping Co. Ltd., Angelakos (Hellas) S.A., Anglo-Eastern Shipmanagement (S) Pte Ltd, AP Moller Maersk, Aramco, Aurora Ship Management, Azimuth Ship Management Sdn Bhd, B+H Equimar Pte Ltd, Bangladesh Shipping Corporation, BG Group - Houston, BG India, BHP Billiton Petroleum, Blue Lines Shipping, BP Shipping, BSM, Buettner- Shipping GmbH & Co.KG, BW Maritime, Campbell Shipping Pvt Ltd, Capital Ship Management Corp, Casos Shipping ApS, Centrofin Management Inc., Chemikalien Seetransport, Chemtrans Germany, Chevron, Chevron Shipping Company LLC, China LNG Shipping (International) Co. Ltd., Claus-Peter Offen Tankschiffreederei (GmbH & Co.), Columbia Ship management, ConocoPhillips, Crowley, Crude Oil Tankers LLC, CS Ship Management LLC., Cyprus Maritime, Dohle danautic, Dorian(HELLAS)S.A., Dorval Tankships Pty Ltd, Dynacom Tanker Management, E.ON Newbuild & Technology GmbH, Eagle Ocean Inc, Eastern Pacific Shipping, Eastport Maritime USA LLC, Ecoship Sdn. Bhd., EDT Offshore, Elegant Ship Management, Eletson Corporation, Emarat Maritime LLC, Enesel S.A., EOS Risk Mgt LTD, Ethiopian shipping and logistics enterprise, European Product Carriers Ltd, Executive Ship Management Ltd, Exmar Marine NV, Fairmont Shipping (Canada) Ltd, Falcon Corp., Fearngas (Singapore) Pte Ltd, fleet management, Fluvia Tanker Chartering NV, Fr8 Singapore Pte ltd, Fred Olsen, Funaco Energy, Furetank Rederi AB, GALP Energia, GasLog LNG Services, GC Tankers Pte Ltd, Gearbulk (UK) Ltd, General Maritime LLC, German Tanker Shipping GmbH, Glencore UK Ltd, Global Tanker Services, LLC, Goodwood Ship Management, Great Eastern Shipping Ltd., Great Offshore, Green Line shipping, Gulf Marine Management (Deutschland) & Co, Gulf Petroleum, Hapag-Lloyd, Hellenic Petroleum S.A., Hellenic Star Shipping Company S.A., Humboldt Shipmanagement, Husky Energy, IMS Ship Management, IMT Exxon Mobil, International Tanker Management , Interorient Navigation (Hamburg) GmbH & Co KG, Ionia Management S.A, K LINE, Khosen Shipping SDN.BHD, Kimoship Ghana Limited, Klip Marine Shipmanagement, Koch Shipping Inc, Kuwait Oil Tanker Company ( KOTC ), Kyklades Maritime, Lukoil, Maersk FPSOs, Maersk Tankers,

Maran Tankers Management, Marlow Navigation, Mercator Lines Ltd., Metrostar Management Corp, Minerva Marine, MISC, Mitsui & Co, MMS Tokyo, MOL Tankship Management (Europe) Ltd, MTM Ship Management Pte Ltd, Naftomar Shipping and Trading, National Iranian Tanker Company, Naviera Transoceanica, Navig8 Shipmanagement Pte Ltd, Navios, Neste Oil Shipping, Newlead Shipping sa, Noah Shipmanagement, NOL, Norbulk Shipping UK, Nordic Tankers, Norient Product Pool, NOS Shipmanagement, NYK, Oceangold Tankers INC, Odfjell Tankers, Oil Companies International Marine Forum, Optima Tankers, OSG Ship Management, Ostensjo Rederi, Parakou Tankers, Pertamina Shipping, Petronas Carigali (Turkmenistan) Sdn.Bhd, PETRONAS Maritime Services Sdn Bhd, Phillips66 Company, Polar Tankers, Prime Shipping, Prime tanker Management, PT. Chevron Pacific Indonesia, PT. Samudera Indonesia Ship Management, Qatargas, Rederiet Stenersen AS, Ridgebury Tankers, Royal Ocean Marine Enterprise Pte Ltd, Sasol Chemicals Pacific Ltd, Saudi Aramco, Scorpio Commercial management, Sea Team Management Ltd (A Frontline Group Company), Seabulk Tankers, Inc., Seaspam Ship Management Ltd, Seaways Shipping, Shandong Shipping Corporation, Shell, Shell Indonesia, Shipping Corporation of India, Silver Fern Shipping Ltd, New Zealand, Silversands, SOCATRA, SONAMAR, Specialised tanker services B.V, Springfield Shipping Co Panama SA, Statoil ASA, Stealthgas, Stena Rederi AB, Stolt Nielsen Singapore, Synergy Maritime, Tanker Pacific, Teekay Corporation, Thamadita Shipping, Timm Marine AS, Torm A/S, Tsakos Columbia Shipmanagement, Ultrana, Unicom Management Company (Cyprus) Ltd, Unisea Shipping Ltd., Uniships Pte Ltd, United Arab Chemical Carriers, United Chartering Pte Ltd, Univan Ship Management hk, V Ships, Valles Steamship, Van Ameyde Marine, Wallem, Westal-Larsen Management AS, Westgate Tankships Inc., Wilhelmsen Ship Management ltd., Wimbledon Shipping Pte Ltd.

Countries where we regularly send copies include Argentina, Australia, Bahamas, Bahrain, Bangladesh, Belgium, Brazil, Brunei Darussalam, Bulgaria, Cameroon, Canada, Chile, China, Croatia, Cuba, Cyprus, Denmark, Djibouti, Ecuador, Egypt, Estonia, Ethiopia, Finland, France, Georgia, Germany, Ghana, Gibraltar, Greece, Hong Kong, Iceland, India, Indonesia, Iran, Ireland, Italy, Japan, Korea, Kuwait, Libya, Malaysia, Mexico, Monaco, Montenegro, Morocco, Myanmar, Netherlands, New Zealand, Nigeria, Norway, Oman, Pakistan, Peru, Philippines, Poland, Portugal, Qatar, Romania, Russia, Saudi Arabia, Seychelles, Singapore, South Korea, Spain, Sri Lanka, Sweden, Switzerland, Taiwan, Thailand, Togo, Turkey, Turkmenistan, UAE, UK, Ukraine, United Arab Emirates, United States, Venezuela, Vietnam.

## Note on circulation audits

- We do not have a 3rd party circulation audit at Tanker Operator magazine because we believe it emphasises the size of the circulation rather than the quality.
- For example, most of our competitor's audits tell you the size of their 'non requested controlled circulation'. This simply means that the magazine was sent to someone who did not ask to receive it, in a company category which the auditor agrees is part of the tanker industry (including suppliers). It tells you nothing about the quality of the list, or whether the recipient enjoys reading in English. How is this useful information to a marketer?
- There are not large numbers of potential buyers in the tanker industry - with around 13,000 tankers, perhaps 500 different companies, a handful of decision makers in each company and a small proportion of these people who enjoy reading enough to request our magazine and update their record with us when we request them to. These are the people our magazine reaches.
- Our choice at Tanker Operator magazine is to only post print copies to people who buy or influence purchase of tanker services (ie from shipping companies, charterers, regulators, ports) and who have requested to receive it within the past 3 years. We also post copies to past conference delegates in target groups, paying subscribers and a limited circulation to potential advertisers. We focus our efforts on growing and improving this circulation.

## Editorial Calendar

### January/February 2015

- Middle East Report
- Ship Registries (Flag States)
- Commercial Operations
- Anti-Piracy
- Efficiency
- Coatings
- Tank Services

*Booking deadline: Jan 12 2015*

*Ad copy deadline: Jan 15 2015*

*Publication date: Feb 2 2015*

### March 2015

- US Report
- Shipmanagement
- Anti-Piracy
- Efficiency
- Chemical/Product Tankers
- STS Transfers
- Tank Services

#### Extra distribution:

Shipping 2015 (CMA) - March 23-25

#### Special Feature

Tanker Operator Top 30 companies

*Booking deadline: Feb 9 2015*

*Ad copy deadline: Feb 12 2014*

*Publication date: Mar 1 2014*

### April 2015

- Cyprus Report
- Manning & Training
- Ice Class Tankers
- Anti-Piracy
- Efficiency
- Bunkering
- Tank Services

#### Extra distribution:

Tanker Operator Athens conference

*Booking deadline: Mar 18 2015*

*Ad copy deadline: Mar 25 2015*

*Publication date: Apr 8 2015*

### May 2015

- Norway Report
- ENC's/ECDIS
- Anti-Piracy
- Manoeuvring Systems
- Condition Monitoring
- Efficiency
- Tank Services

#### Extra distribution:

Nor-Shipping June 2-5

*Booking deadline: May 5 2015*

*Ad copy deadline: May 7 2015*

*Publication date: May 25 2015*

### June/July 2015

- Denmark Report
- Ballast Water Management
- Anti-Piracy
- Emissions Control
- Anti-Piracy
- Fire Protection/Emergency Response
- Shiprepair & Maintenance
- Tank Services

*Booking deadline: Jun 15 2015*

*Ad copy deadline: Jun 18 2015*

*Publication date: Jun 29 2015*

### August/September 2015

- Singapore Report
- Shipmanagement
- Commercial Operations
- Anti-Piracy
- Efficiency
- Classification Societies
- Tank Services

#### Extra distribution:

Tanker Operator Singapore conference

Tanker Operator Hamburg conference

*Booking deadline: Jul 20*

*Ad copy deadline: Jul 23*

*Publication date: Aug 10*

### October 2015

- Germany Report
- Chemical/Product Tankers
- Propulsion Systems
- Satellite Communications
- Anti-Piracy
- Efficiency
- Underwater Maintenance
- Safety Systems
- Tank Services

*Booking deadline: Sep 21*

*Ad copy deadline: Sep 24*

*Publication date: Oct 12*

### November/December 2015

- Gibraltar Report
- Training Systems
- Navais
- Ballast Water Management
- Anti-Piracy
- Efficiency
- Bunkering
- Tank Services

*Booking deadline: Nov 16*

*Ad copy deadline: Nov 19*

*Publication date: Dec 7*

*\*All dates and features subject to change.*

## The magazine is A4 and full colour throughout

### Preferred file formats

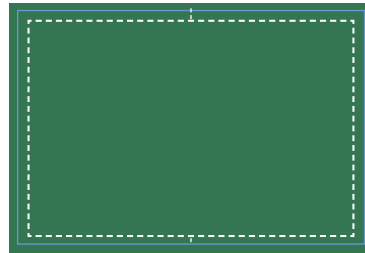
PDF, Acrobat, colour  
 JPEG, CMYK 300 dpi  
 TIFF, CMYK, 300 dpi  
 EPS, CMYK, 300 dpi

### E-mail

E-mail advertising copy to  
[wai@tankeroperator.com](mailto:wai@tankeroperator.com)

### FTP site

For large files, please use :  
 FTP name: ftp.doag.net  
 Username: fryebl476  
 Password: stuar942  
 Put files in the folder  
 marked "www"

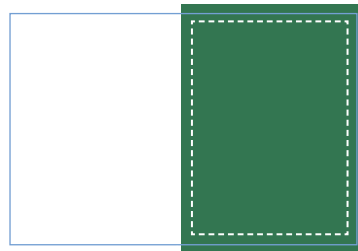


### RATES

**Double page spread:**  
 £2,600

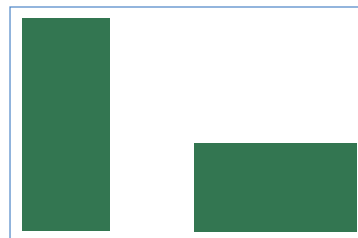
### DIMENSIONS

	Height x width
Bleed size	303 x 426mm
Trim size	297 x 420mm
Type area	277 x 400mm



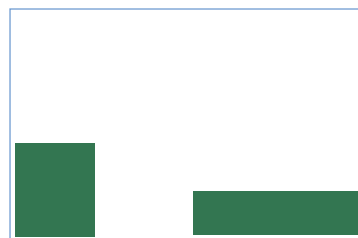
**Full page:**  
 £2,100

Bleed size	303 x 216mm
Trim size	297 x 210mm
Type area	277 x 190mm



**Half page:**  
 £1,160

<b>Landscape:</b>	
Type area	139 x 190mm
<b>Portrait:</b>	
Type area	277 x 93mm



**Quarter page:**  
 £850

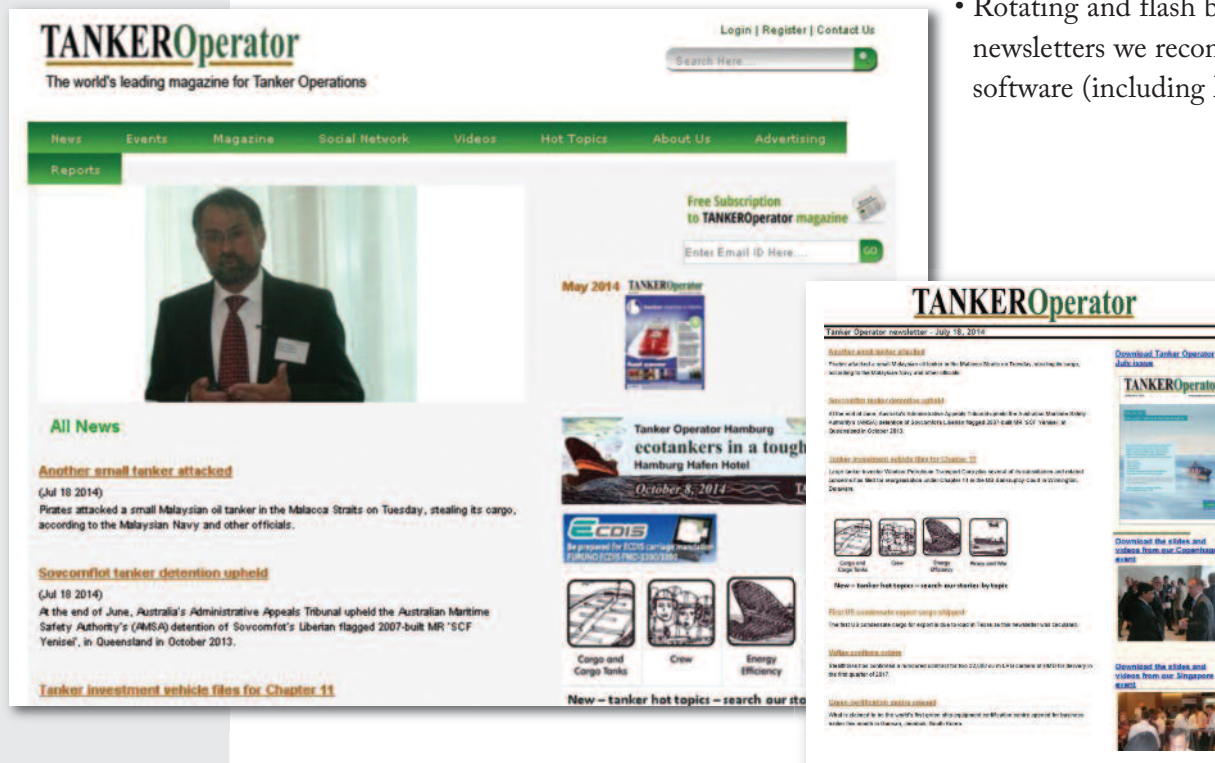
<b>Landscape:</b>	
Type area	70 x 190mm
<b>Portrait:</b>	
Type area	139 x 93mm



## Overview

- The Tanker Operator e-mail newsletter is sent every Friday to 11,000 people, and typically sees 2000-2,500 opens and 500-900 clicks.
- The Tanker Operator website sees around 3,300 user sessions per month from around 2,300 unique users (Google Analytics). The top 10 countries are UK (22%), US, Canada, Germany, Australia, India, Norway, South Korea and France (3%).
- We have no file size limit but recommend keeping file sizes low (around 50kb) - the longer it takes your banner to download, the more likely people are to click to another web page before they see it.

- Rotating and flash banners are fine for website use - for e-mail newsletters we recommend a static banner because not all e-mail software (including Microsoft Outlook) will rotate banner ads.



## Banner sizes available

- **Website:** 728 x 90 (leaderboard, at the top of the page) - £2000 per month. 375 x 100 pixels (right hand side), £1000 per month, 180 x 60 (right hand side). £300 per month
- **Newsletter:** 375 x 100 pixels, midway in the news, £1000 per month for 4 insertions.

## "Hot topics" - Tanker Operator website

- The Tanker Operator website has a new section "hot topics," where tanker executives can search for the latest articles by topic - for example, Threats, market issues, vessel maintenance, costs, fuel and crew.
- We offer you the opportunity to promote your company next to stories about a relevant topic. So for example if you have a service related to vessel maintenance, your advertisement can appear next to all vessel maintenance articles, so they will be seen to people searching for new information regarding vessel maintenance.
- The advertising space available is large - 550 x 778 pixels - so you can also use your advertisement designed for magazine use in this section.
- Indicative pricing: £500 per month for your ad to appear exclusively on a hot topic; £300 for your ad to share the slot with other relevant companies.

## Display + banner adverts - sample combination packages

Front cover full page advertisement + masthead citation + full page inside advertisement **£4,500**

Full page advertisement + 4 weeks leaderboard banner on website **£4,000**

Leaderboard banner on 4 issues of newsletter + e-mail blast **£5,000**

Contact us to request a package relating to your specific interests

*A page from our 'fuel energy and environment' hot topic. The list of recent magazine articles appears next to an advertisement for fuel testing services.*



**Our Tanker Operator conferences, held every year in Hamburg, Athens, Singapore and Copenhagen, are for sharing ideas and experiences about better ways to run tankers.**

- The difficult business conditions of the past few years have driven a large amount of innovation in areas such as motivating crew and shore staff, managing crewing costs, telling your story to oil companies and improving operational excellence.
- We attract a high level group of tanker executives at this events - and also offer marketing opportunities, including as event sponsors, exhibitors, and (subject to relevance to the aims of the conference) speaker slots.
- We publish delegate lists of all past events on our website so you can see who we typically attract - to view, please go to the relevant past event web page on [www.tankeroperator.com](http://www.tankeroperator.com) (search under events / past events).

## Draft 2015 Event Calendar

**March** - Copenhagen - Ecotankers

**April** - Athens - Making Money in a Tough Market

**October** - Hamburg - Making Money in a Tough Market

**October** - Singapore - Making Money in a Tough Market



**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 Melissa Skinner for a proposal for a specific event on [miskinner@tankeroperator.com](mailto:miskinner@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

Tanker Operator magazine was launched in 2001. We publish a print magazine (8 issues a year), a website and e-mail newsletter, and hold conferences every year in Athens, Singapore, Hamburg and Copenhagen.

- Tanker Operator magazine is edited by Ian Cochran, who has 50 years experience as a maritime journalist, including working on Tradewinds, Lloyds List and Lloyds Ship Manager.
- 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. Our focus is on keeping energy supplies affordable and climate sustainable.



**TANKER Operator**  
APRIL 2014  
www.tankeroperator.com

**Future-Proof Your Crew Training**

- Regular Updates
- Multiple Platforms
- Cutting-Edge Training Solutions

**Don't Get Left Behind with Out-of-Date Training**

**VIDEOTEL**  
Continuing to Meet Your Training Needs

The World's Leading Multi-Media Producer of Maritime Safety Training Solutions

CBT | ONLINE | VIDEO | BOOK  
Training Products & Services for IMO, ISM & ISGW Standards

ONBOARD | ONSHORE | ONLINE  
sales@videotel.com | www.videotel.com | +44 (0) 207 259 1800