

# Fuel Oil News

BRINGING THE FUEL DISTRIBUTION COMMUNITY TOGETHER FOR OVER 44 YEARS

## MEDIA GUIDE 2022

For all those involved in the distribution, storage and marketing of liquid fuel in the UK and Ireland



# WHY FUEL OIL NEWS?

Fuel Oil News is a vital channel of communication for those involved in the distribution, storage and marketing of liquid fuel and has been at the heart of the industry community for over 44 years.

## HOW DO WE DO IT?

As a hub for the industry where the community connects and shares valuable insights, we do much more than just bring you the latest news. We also provide:

- **A monthly industry magazine**
- **A constantly updated website**
- **At-a-glance daily industry updates**
- **On-the-pulse social media channels**

Through FON, the members of the community interact with fellow industry professionals, and the supply side, to obtain information critical to business activities.

## CONNECT WITH PEERS, SHARE BEST PRACTICE, AND REACH YOUR CUSTOMER BASE

Not only do we provide the latest news and information for your sector, but we also bring together communities, making it even easier for you to connect with peers. Giving the industry a place to come together to share concerns, information, experience, ideas, and best practice enables those involved to do their job most effectively.

## CONNECTING SUPPLIERS TO THE SECTOR

For those who supply the sector, our print and digital channels offer the opportunity to put relevant products and services in front of decision makers at a time when they are highly engaged with relevant and beneficial content.

With a strong focus on the sector transition and the development of future fuels, Fuel Oil News is on the same journey as the community it serves, offering updates, guidance, and insight as the route for the industry to an alternatively fuelled future is established.



## IN PRINT, ONLINE AND BY EMAIL

A subscription to Fuel Oil News gives you

- A monthly magazine with the latest industry updates on the market, people, products and services as well as in-depth analysis and insight
- A fortnightly digital bulletin with the latest news and developments
- Our unique, subscriber-exclusive, daily pricing bulletin with key information on market impacts on prices
- A complimentary copy of our annual industry directory and our annual terminal and storage map.
- A new website for 2022 with even clearer signposting of core industry topics, a complete, searchable industry directory and excellent opportunities for suppliers to connect with the sector.

This dynamic combination of communication channels offers a direct route for suppliers to the sector to present brands, products and services and to engage with all those involved in liquid fuel distribution.

If you have news, questions, updates or feedback, I would love to hear from you –  
**[margaret@fueloilnews.co.uk](mailto:margaret@fueloilnews.co.uk)**

And don't forget to make sure you are subscribed to our regular industry newsletter:  
**[fueloilnews.co.uk/email-newsletter/](https://fueloilnews.co.uk/email-newsletter/)**

# THE FUEL OIL NEWS COMMUNITY

## DISTRIBUTORS REACHED

over

**85%**

## PRIMARY ACTIVITIES

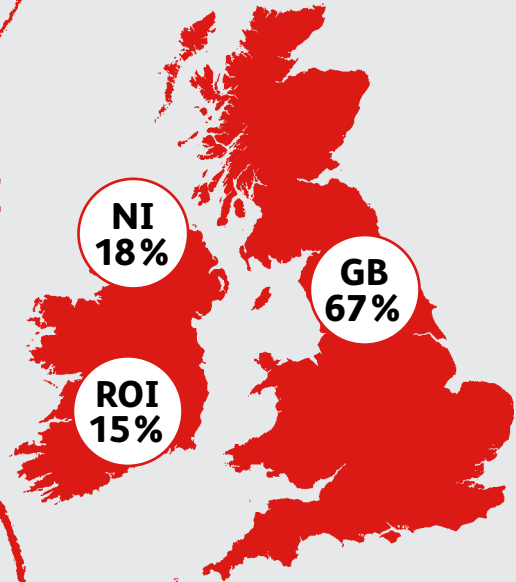
Fuel Distributor  
Fuel Refiner/Wholesaler  
Environmental Services  
Tanker Manufacturer  
Tanker / Depot Equipment  
Logistics

“ We’ve had some excellent feedback from our article and some sign-ups to the webinar directly from your readers, which was fantastic.

## TOP 5 JOB FUNCTIONS

MD/Owner  
Director  
Sales  
Management  
Operations

## WHERE ARE THEY?



“ I would like to thank you and the team at Fuel Oil News for the splendid magazine you produce, it keeps me up to date with the industry.

## PRINT MAGAZINE CIRCULATION

FON monthly magazine reaches over 85% of all fuel distributors in the UK and Ireland. This audience ranges from very large groups through to small independents and also extends to our digital audience

## AUDIENCE ENGAGEMENT

Newsletter subscribers: 1,683

Social media followers: 2,065

Website visitors: 344,366 [www.fueloilnews.co.uk](http://www.fueloilnews.co.uk)

# 2022 MAGAZINE EDITORIAL FEATURE SCHEDULE

## JANUARY 2022

- 2021 The annual industry oil price review
- Depot developments
- COP26: Industry takeaways

## FEBRUARY 2022

- TotalEnergies – annual report
- The tanker issue
- The Fuel Oil News 2021 Tanker of the Year
- Top 20 fuel distributors UK mainland

## MARCH 2022

- The transport energy mix
- Hydrogen latest
- Red diesel update
- Top 10 fuel distributors Northern Ireland and Republic of Ireland

## APRIL 2022 - EXPO ISSUE

- The key challenges and opportunities facing distributors
- What is the well-equipped distributor investing in?
- UKIFDA EXPO 2022: Special products and services to look out for

## MAY 2022

- Irish focus issue
- What are the challenges and opportunities?
- Automation in the industry
- Succession planning - how to prepare for a sale

## JUNE 2022

- Security of supply
- Industry health and safety
- Future fuels latest updates
- Product highlights from UKIFDA EXPO 2022

## JULY 2022

- Hydrogen Strategy - ongoing developments
- Succession planning and next generation skills
- The best products to assist with safer operation

## AUGUST 2022

- The top 10 fuel logistics companies – UK and Ireland
- Irish downstream update
- The downstream sector in Norway
- Acquisition in the sector
- The TSA Conference – what to expect

## SEPTEMBER 2022

- The latest developments for a greener sector
- Downstream migration from fossil fuels
- Developments in hydrogen
- Getting your customers 'winter ready'

## OCTOBER 2022

- Carbon capture and storage
- BP Energy Outlook
- Software innovations
- The Tank Storage Association – Conference report & highlights

## NOVEMBER 2022

- The future for the UK's refineries
- Depot developments
- Irish Focus – Fuels for Ireland Progress update
- Diversification – the sector, the people and the products

## DECEMBER 2022

- The changing downstream landscape
- The year in review – products and services
- Downstream – bringing in the next generation

If you have something to communicate, promote, celebrate or shout about please get in touch with **Claudia Weeks, Content Editor**

✉ [claudia@fueloilnews.co.uk](mailto:claudia@fueloilnews.co.uk)

☎ 01565 653283

# 2022 ISSUE DATES & DEADLINES

COVER ISSUE	EDITORIAL DEADLINE	ADVERT BOOKING DEADLINE	ADVERT COPY DEADLINE	PUBLICATION DATE
January	3-Dec	7-Dec	10-Dec	6-Jan
February	7-Jan	10-Jan	14-Jan	3-Feb
March	8-Feb	10-Feb	15-Feb	3-Mar
April (UKIFDA EXPO 2022)	8-Mar	10-Mar	15-Mar	7-Apr
May	7-Apr	11-Apr	14-Apr	5-May
June	6-May	9-May	13-May	2-Jun
July	8-Jun	10-Jun	15-Jun	7-Jul
August	8-Jul	11-Jul	15-Jul	4-Aug
September	8-Aug	10-Aug	15-Aug	1-Sep
October	8-Sep	12-Sep	15-Sep	6-Oct
November	7-Oct	10-Oct	14-Oct	3-Nov
December	8-Nov	10-Nov	15-Nov	1-Dec

## SPECIAL PROJECTS



### FUEL OIL NEWS ANNUAL TERMINAL & STORAGE MAP

Available in a large format glossy print version which is distributed to subscribers with the February issue of Fuel Oil News.

#### Display Advertisement Rates

Annual branding opportunities are available on the large format display map with prices ranging from £1500 p.a. subject to availability



### FUEL OIL NEWS ANNUAL INDUSTRY DIRECTORY

Available in both a print and online version this is the definitive guide to products and services in the sector.

The printed directory is published in a quality A5 book format. It is distributed annually to subscribers as well as being available at UKIFDA EXPO, the key industry event.

#### DIRECTORY ADVERTISEMENT RATES

##### Enhanced listings:

Boxed Entry with logo / image  
£250

##### Display Adverts

Full Page	£1100
Half Page	£650
Quarter Page	£375

It offers excellent and long-lasting exposure for those involved in the sector.

# 2022 PRINT ADVERTS: RATES & SPECIFICATIONS

## RATES

DPS	£3150
Full Page	£1825
Half Page	£1010
Quarter Page	£545

### Premium Positions

Inside Front	+15%
Inside Back	+15%

### Other Packages

Front Cover	POA
Inserts	POA

Advertorial By Arrangement

## SPECIFICATIONS Height x Width in mm

### DOUBLE PAGE SPREAD



Bleed: 303mm x 426mm  
Trim: 97mm x 420mm  
Type: 277mm x 400mm  
Gutter: 26mm

### FULL PAGE



Bleed: 303mm x 216mm  
Trim: 297mm x 210mm  
Type: 277mm x 190mm

### HALF PAGE HORIZONTAL

Trim: 125mm x 190mm



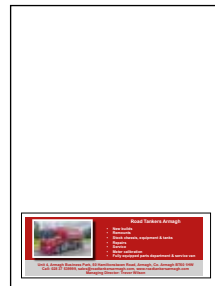
### HALF PAGE VERTICAL

Trim: 270mm x 90mm



### QUARTER PAGE HORIZONTAL

Trim: 62.5mm x 190mm



### QUARTER PAGE VERTICAL

Trim: 125mm x 90mm



## PRODUCT & SERVICES DIRECTORY

In a premium and prominent position on the outside back cover of the monthly magazine the product and services directory provides the opportunity to advertise products and services in an eye-catching but highly affordable way.

Rates are per insertion with a min. 12 insertions  
Dimensions: Height x width

Single	£125	Size: 45mm x 58mm
Double	£245	Size: 45mm x 120mm
Triple	£365	Size: 45mm x 190mm

All advertising rates are exclusive of VAT

All adverts for the monthly print magazine should be supplied as a PDF with a resolution of 300dpi at print dimensions with all fonts embedded.

## ADVERTISING CAMPAIGNS

To plan your high impact, targeted marketing campaign and present your brand, services and products to this valuable audience please get in touch with

Adrian Major, Sales Manager

✉ adrian@fueloilnews.co.uk

☎ 07909 968982

# 2022 DIGITAL RATES AND SPECIFICATIONS

## WEBSITE RATES Height x Width in px

### ONLINE

With the latest news, a searchable industry directory, a terminal and storage map and vital information relating to the fuel oil sector, the website is visited by in excess of 4,500 unique visitors monthly making it an excellent place to raise brand awareness.

### ADVERTISING OPTIONS

**Masthead: £1250 per month**

*Dimensions: 90px high x 728px wide  
(Mobile 50px high x 320px wide)*

**Leaderboard: £750 per month**

*Dimensions: 90px high x 970px wide  
(Mobile 250px high x 300px wide)*

**MPU: £750 per month**

*Dimensions: 250px high x 300px wide  
(Mobile 50px high x 320px wide)*

### ENHANCED AND FEATURE ONLINE DIRECTORY LISTINGS

**Enhanced £250 per year**

*(no charge if enhanced option taken in print directory)*

**Featured £500 per year**

*(£250 if enhanced option taken in print directory)*

## ENEWS RATES Height x Width in px

### BY EMAIL

Produced twice monthly, the Fuel Oil News e-news is delivered to over 2,200 subscribed individuals and enjoys a high level of engagement.

With an open rate of 30% and between 23% and 29% of recipients actively engaging with the contents, the newsletter represents an excellent opportunity to raise your profile and engage with those who have a wide ranging and active interest in the sector.

### ADVERTISING OPTIONS

**Standard Banner £750 for 2 mailings**

*Dimensions: 75px x 600px*

**Square £400 for 2 mailings**

*Dimensions: 200px x 200px*

Web and email adverts should be supplied as GIF, JPEG or PNG files and should be supplied in RGB colour. GIFs must have no more than three rotations.



# 2022 DIGITAL RATES AND SPECIFICATIONS

## FuelOilNews

WEBSITE

**FuelOilNews MASTHEAD**

MARKET • SUPPLY • TRANSITION • PRODUCT • SPOTLIGHT • DIRECTORY • CURRENT ISSUE • MORE • Q

**Latest**

- Survey finds Midland's supply standards remain high**  
As one of the UK's largest independent fuel marketers and distributors, Midland is proud of...
- COP26 FOM blog 5: Downstream challenges**  
Challenges & opportunities for downstream fuel distribution: a COP26 blog post by Fuel Oil News. Includes Midland's views, COP26 and its relevance to the sector.
- Government confirms all new HGVs will be zero emission by 2040**  
Transport Day at COP26 brought news of Government commitment to all new heavy goods vehicles in UK being zero-emission by 2040.
- Key Jiffy site near refinery is transfer ready**  
Following a complete knock-down and re-build, many months of preparation, Jiffy is...
- Shou Egan returns in 2022**  
Shou Egan returns to give members of the Bulk Fuel Storage Industry a much-needed leadership...
- COP26 search for 'decarbonisation' highlights 'P100'**  
England's UK will focus on decarbonisation in advance for the legislative industry strategy from COP26...
- COP26 Blog 3: A just energy transition**  
Continuing with the exclusive Blog for Fuel Oil News, here from COP26, Jonathan Manning, Jiffy...

**LEADERBOARD 1**

**MPU**

**MPU**

**MPU**

**LEADERBOARD 1**

**Further Reading**

- Call for certainty on renewable based fuel**  
Appointment of the expert on the representative liquid fuel solutions in the planning of grid forms leading to...
- Response to Ireland's Climate Action Plan**  
The liquid fuel distribution industry believes that the Government should not agree to the plan...
- Green fuel demand seen Crown Oil expand**  
Rising customer demand for alternative cleaner fuels sees Crown Oil expand with investment in a...
- MPV success adds flexibility at Moorland Fuels**  
Moorland Fuels transport manager, Claron Hill, shares HGV Licence giving additional driver flexibility.
- New TSA Charter to cover energy transition**  
The TSA has formally launched a new Energy Transition Charter affecting the bulk energy storage...
- 1300,000 investment announced for fuel**  
The liquid fuel trading industry has today announced the second phase of its liquid fuel...

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## FuelOilNews

NEWSLETTER

**FuelOilNews LEADERBOARD**

**LEADERBOARD**

**Government confirms all new HGVs will be zero emission by 2040**  
Transport Day at COP26 brought news of Government commitment to all new heavy goods vehicles in UK being zero-emission by 2040.  
[Read more...](#)

**Distributor acquires new site as demand for green fuel soars**  
Rising customer demand for green fuels sees Crown Oil expand with investment in new sites for continued growth.  
[Read more...](#)

**STANDARD BANNER**

**New storage charter covers energy transition impacts and new fuels**  
The Energy Transition Charter affirms sector strategy and commitment to advanced zero.  
[Read more...](#)

**Challenges ahead for downstream sector**  
Our final exclusive COP26 blog reflects on challenges and opportunities for the downstream fuel industry.  
[Read more...](#)

**STANDARD BANNER**

**Survey highlights growing interest in future fuels**  
2021 Midland survey highlights increased interest in new fuels and high standards of safety.  
[Read more...](#)

**HGV success adds flexibility at Moorland Fuels**  
Moorland Fuels transport manager, Claron Hill, shares HGV Licence giving additional driver flexibility.  
[Read more...](#)

**EVENTS LATEST**

Stocks, 8 March 2022, Rotterdam, Netherlands  
UKPDA, 27-28 April 2022, Liverpool, UK

**BOX BANNER**   **BOX BANNER**   **BOX BANNER**

SUBSCRIBE TO OUR MONTHLY MAGAZINE

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# CONTACT & PRODUCTION DETAILS

## Fuel Oil News

### COPY DETAILS – WEBSITE AND NEWSLETTER

We can accept artwork via email to: [ann@andpublishing.co.uk](mailto:ann@andpublishing.co.uk)

Adverts should be RGB, supplied digitally in one of the following formats: JPEG, PNG or GIF. If you send an animated GIF please set the number of rotations to three. We also require the URL to which you want the advert to link. Any artwork supplied incorrectly may incur additional costs.

### COPY DETAILS – PRINT

Adverts should be supplied digitally in one of the following formats: JPEG, TIFF, EPS or press PDF with all fonts embedded. Images should be no less than 300dpi at print dimensions and CMYK with no spot colours.

We can accept artwork via email and by file transfer. Any artwork supplied incorrectly may incur additional costs. Advert copy to be set by ourselves can be supplied by email as a single Microsoft Word document with images and/or logos as separate attachments at no less than 300dpi at print dimensions and CMYK with no spot colours.

Publication is monthly and artwork should be supplied by the 15th of the month preceding publication.

**AMENDMENTS & NEW ARTWORK** Once copy has been received it will be deemed to be the final and complete information. Alterations to copy will be accepted at our discretion. Changes to copy should be supplied without application from us. In the event of the copy instructions not being received by the copy date we reserve the right to repeat the copy last issued.

**CANCELLATION** You may be liable for payment in full for any adverts cancelled or for which copy has not been received by the artwork deadline date.

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If you have something to communicate, promote, celebrate or shout about please get in touch with


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### ADVERTISING CAMPAIGNS

To plan your high impact, targeted marketing campaign and present your brand, services and products to this valuable audience please get in touch with

Adrian Major, Sales Manager  [adrian@fueloilnews.co.uk](mailto:adrian@fueloilnews.co.uk)

 07909 968982

# TERMS & CONDITIONS

## CURRENT CONDITIONS OF ACCEPTANCE OF ALL ADVERTISEMENTS OR OTHER INSERTED MATERIALS

The term ADVERTISER as used in these conditions means the party who books the space in the publication and is responsible for payment. The term PUBLISHER as used in these conditions means Ashley and Dumville.

These conditions shall apply to all advertisements appearing in or distributed with the publication and any supplementary or ancillary publication produced by the PUBLISHER. Where specific conditions apply this will be stated

1) The copyright in all advertisements shall belong to the ADVERTISER who hereby indemnifies the PUBLISHER against any claim, damage or expenses arising from any claim for breach of copyright in respect of any advertisement inserted in space booked by the ADVERTISER.

2) All advertisements must comply with the British Code of Advertising Practice.

3) The PUBLISHER reserves the right to refuse, withdraw or otherwise deal with an advertisement submitted to them at their absolute discretion and without explanation.

4) Series discounts apply to advertisement orders placed in advance and completed within 12 months of date of first insertion. Failure to complete a series may result in a surcharge.

5) The PUBLISHER may where necessary stipulate special charges and conditions for special requirements.

6) In no circumstances does the placing of an order confer the right to renew on similar terms.

7) The advertisement rates quoted are net of any tax that may be chargeable, which will be added.

8) The PUBLISHER reserves the right to increase the advertisement rates at any time or to amend the terms of contract as regards space or frequency of insertion. In such event the ADVERTISER has the option of cancelling the balance of a contract without surcharge. If the ADVERTISER cancels the balance of a contract except in the circumstances of an increase in

advertisement rates all unearned series discount will be surcharged. The PUBLISHER reserves the right to surcharge in the event of insertions not being completed within the contractual period.

9) The PUBLISHER reserves the right to refuse stop-orders, cancellations or transfers unless they are received by 4.00 p.m. on the day before the copy deadline stated at the time of booking. The PUBLISHER reserves the right to make a 50 % charge for advertisements cancelled on this day and 100 % charge for advertisements cancelled after the copy date. The PUBLISHER also reserves the right to refuse stop-orders, cancellations or transfers of loose inserts unless they are received not less than 3 days before the date of dispatch of the publication.

10) Where the ADVERTISER has undertaken to supply inserts which have been accepted and approved by the PUBLISHER, the PUBLISHER reserves the right to charge the rate agreed if they fail to arrive at the agreed time and place for insertion. Furthermore, unless the ADVERTISER has agreed to pay any excess postage, the PUBLISHER reserves the right to withdraw the insert in the event of a higher postage rate being applied. When a PUBLISHER does refuse to accept inserts the cost incurred in producing inserts shall be borne by the ADVERTISER

11) Copy must be supplied without application from the PUBLISHER. In the event of the copy Instructions not being received by the copy date the PUBLISHER reserves the right to repeat the copy last Issued.

12) The PUBLISHER cannot accept responsibility for changes in dates of insertion and copy unless these are confirmed in writing and in time for the changes to be made. The PUBLISHER reserves the right to charge for any additional expense involved in such changes.

13) Copy matter provided for journals printed by litho and photogravure must conform to the PUBLISHER'S requirements and any additional work involved may be charged for.

14) Provided copy is received by the stipulated copy date the PUBLISHER will provide a proof of black and white display advertisements if it is practicable to do so. Any extra proofs will be charged for. Colour proofs will only be supplied at the request of the advertiser and these will be charged for.

15) One voucher copy will be provided for each display advertisement.

16) The ADVERTISER shall be responsible for the Insurance of all blocks artwork, and other advertisement material delivered by them to the PUBLISHER and the PUBLISHER cannot accept any liability for any loss or damage. After six months the PUBLISHER reserves the right to dispose of artwork, films and other advertisement material, with or without prior notification to the ADVERTISER or their agent. THE PUBLISHER may exercise this right without giving further notice to the ADVERTISER.

17) Credit terms (account holders only) are net and must be settled by the last day of the month following the date of invoice. Advertisements for non-account holders must be prepaid. If an account is overdue the PUBLISHER reserves the right to suspend insertions. The PUBLISHER also reserves the right to charge interest at the rate of 1.5 % per month for each month or part of a month for which an account is overdue.

18) Failure by advertising agents to pay accounts in accordance with our terms and conditions will make the following reductions in commission otherwise allowed to agencies:

a) 3 per cent, on the gross rate where the sum has not been paid by the due date

b) A further 2 per cent making a total of 5 per cent on the gross rate where the sum owing remains unpaid one month or more after the due date.

19) Complaints regarding reproduction of advertisements must be received in writing within one calendar month of the cover date.

**Ashley and Dumville Ltd,**  
**Registered in England No. 227716**  
**Vat Registration No. 318251419**