Fuel Oil News

CELEBRATING 50 YEARS OF BRINGING THE FUEL DISTRIBUTION COMMUNITY TOGETHER

MEDIA GUIDE 2027



Valuable sector insight for all those involved in the distribution, storage and marketing of liquid fuel in the UK and Ireland

• MARKET • SUPPLY • TRANSITION • PRODUCTS • PEOPLE • COMPANIES

WHY Fuel Oil News?

Fuel Oil News: Supporting today. Informing tomorrow.

For 50 years, Fuel Oil News has been a trusted platform for the UK and Ireland fuel distribution community. We deliver essential news, expert insight and practical industry guidance.

A sector in transition

The fuel distribution industry is navigating a changing energy landscape. Addressing the industry's immediate needs, we also support our community with the knowledge needed to thrive in this essential transition to a cleaner energy future.

Partnerships

We are more than just a publication – we are a partner, a guide, and an advocate for the future of our industry.

A communication partnership with industry trade association UKIFDA ensures that the industry is supported with the highest-quality knowledge in the most effective way.

HOW DO WE DO IT?

- **A monthly industry magazine**
- **A constantly updated website**
- **Fortnightly industry newsletter**
- **Daily industry bulletins**
- **On-the-pulse social media channels**

CONNECT WITH PEERS AND SHARE BEST PRACTICE

As the hub for our community to engage, we challenge, inform and enable. We provide business-critical insight, knowledge, case studies, products and services to deliver timely solutions that directly address industry challenges.

The unique FON community brings those in fuel distribution together to obtain, and share, information critical to business growth and planning. This enables suppliers to put beneficial products and services in front of key decision makers when they are highly engaged with relevant and valuable content.



IN PRINT, ONLINE AND BY EMAIL

A subscription gives you:

- A monthly magazine with the latest updates, insights and analysis on the market, people, products and services.
- A fortnightly digital bulletin of industry news and developments
- Our unique, subscriber-exclusive, daily pricing bulletin with key market insights.
- A complimentary annual industry directory and yearbook and terminal and storage map.
- A website constantly updated with core sector developments.
- A complete, searchable online industry supplier directory.

CONNECTING SUPPLIERS TO THE COMMUNITY

This dynamic combination of communication channels brings those in fuel distribution together, enabling sector suppliers to put beneficial products and services in front of key decision makers when they are highly engaged with relevant and valuable content.

If you have news, questions, updates or feedback, we would love to hear from you: **margaret@fueloilnews.co.uk**

To arrange a subscription: **subscriptions@fueloilnews.co.uk**

To subscribe to our regular industry newsletter: **fueloilnews.co.uk/email-newsletter/**

THE FUEL OIL NEWS COMMUNITY

DISTRIBUTORS REACHED

over **85%**

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

PRIMARY ACTIVITIES

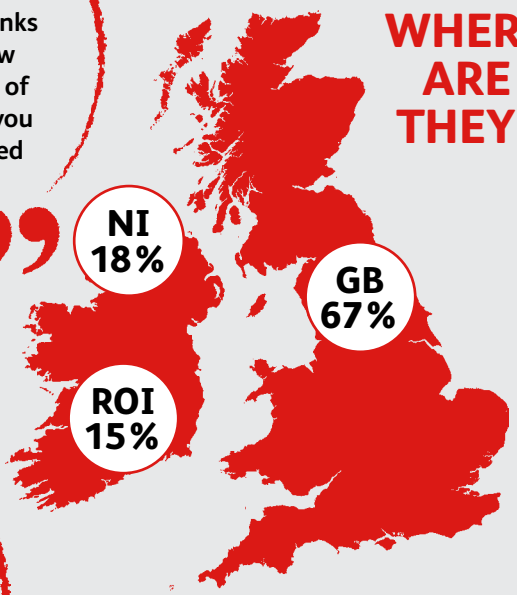
Fuel Distributor
Fuel Refiner/Wholesaler
Environmental Services
Tanker Manufacturer
Tanker / Depot Equipment
Logistics

> I really like the new FON web site – it is so much sharper and with great content and it links really well to the new design and approach of the magazine which you have clearly developed and enhanced.

TOP 5 JOB FUNCTIONS

MD/Owner
Director
Sales
Management
Operations

WHERE ARE THEY?



> Just picked up my copy and we are delighted with the professional job you did on our article.

> 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 – A GROWING COMMUNITY

Social media followers: 7,348 ↑ 10%

Newsletter subscribers: 2,090

12% average click rate | 41% of subscribers open regularly

WEBSITE VISITORS: 157,600 ↑ 68% A GROWING COMMUNITY

2027 MAGAZINE EDITORIAL FEATURE SCHEDULE

Every monthly issue features latest news, interviews, people updates and sector voices as well as special focus features as highlighted below. *(This schedule may change to reflect industry updates and market developments)*

JANUARY 2027

- 2026 ANNUAL FUEL PRICE REVIEW
- Delivering Insight: AdBlue
- Community speaks: 2026 in review and looking to 2027
- Navigating the transition: Industry view
- People moves

FEBRUARY 2027

- TANKER & DRIVER SPECIAL
- 2026 Tanker of the Year
- Top 20 UK fuel distributors
- UKIFDA Downstream
- Delivering Insight: Buying groups
- Quarterly biofuels review
- Logistics outlook
- People moves

MARCH 2027

- IRISH FOCUS ISSUE
- Top 10 fuel distributors for NI and ROI
- Delivering Insight: FAME-free gasoil
- Tanker market review 2026
- Navigating the transition: Why the energy system is changing
- People moves

APRIL 2027

- UKIFDA SHOW 2027 PREVIEW
- Quarterly fuel price review
- UKIFDA Downstream
- Delivering Insight: Marketing - what works?
- The downstream customer
- Transition solutions
- Future for liquid fuels
- People moves

MAY 2027

- UKIFDA SHOW 2027 GUIDE
- Delivering Insight: Summer utilisation
- Quarterly biofuels review
- Latest sector products and solutions
- Navigating the transition: Solutions - where do they fit?
- People moves

JUNE 2027

- WOMEN DRIVING CHANGE
- Rebranding
- Ireland Update
- Energy strategy
- Delivering insight: Depot upgrades
- Customer service: industry successes
- People moves

JULY 2027

- UKIFDA EXPO 2026 REVIEW
- Quarterly fuel price review
- UKIFDA Downstream
- Delivering Insight: Adding a heating division
- Succession planning
- Navigating the transition: Who shapes the narrative?
- People moves

AUGUST 2027

- TSA CONFERENCE PREVIEW
- Delivering Insight: Cashflow management
- Sector legislation
- Quarterly biofuels review
- Latest sector products and solutions
- Industry data latest
- People moves

SEPTEMBER 2027

- AGRICULTURE IN FOCUS
- The agricultural customer
- Delivering Insight: How do you measure success?
- Navigating the transition: rethinking growth
- Ireland Update
- People moves

OCTOBER 2027

- SOFTWARE & TELEMETRY
- Quarterly fuel price review
- UKIFDA Downstream
- Delivering Insight: Outsourcing services - does it make sense?
- The commercial customer
- Getting winter ready
- Energy outlook
- People moves

NOVEMBER 2027

- DIVERSIFICATION
- Delivering Insight: Insurance and risk management
- Navigating the transition: Adapting to change
- The TSA Conference report
- Quarterly biofuels review
- Latest products and solutions
- People moves

DECEMBER 2027

- COMMUNITY CHRISTMAS
- Reducing fleet costs
- Delivering Insight: wet vs dry
- Efficiency and sustainability
- Ireland Update
- Navigating the transition: The road ahead
- FIUK Future skills report
- People moves

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

Margaret Major, Editorial Director margaret@fueloilnews.co.uk 07786 267527

2027 ISSUE DATES & DEADLINES

COVER ISSUE	EDITORIAL DEADLINE	ADVERT BOOKING DEADLINE	ADVERT COPY DEADLINE	PUBLICATION DATE
January	04-Dec	04-Dec	08-Dec	07-Jan
February	15-Jan	15-Jan	19-Jan	04-Feb
March	12-Feb	12-Feb	16-Feb	04-Mar
April *UKIFDA Show Preview*	12-Mar	12-Mar	16-Mar	01-Apr
May *UKIFDA Show Guide*	15-Apr	15-Apr	19-Apr	06-May
June	13-May	13-May	17-May	03-Jun
July	11-Jun	11-Jun	15-Jun	01-Jul
August	16-Jul	16-Jul	20-Jul	05-Aug
September *TSA Conference*	13-Aug	13-Aug	17-Aug	02-Sep
October *Industry Map*	17-Sep	17-Sep	21-Sep	07-Oct
November	15-Oct	15-Oct	19-Oct	04-Nov
December *Industry Yearbook*	12-Nov	12-Nov	16-Nov	02-Dec

SPECIAL PROJECTS



ANNUAL TERMINAL & STORAGE MAP

The map is updated annually and published in a glossy, large format version. It is distributed to subscribers of Fuel Oil News with their October issue.

Displayed locations are UK & Ireland refineries and storage terminals of fuel products for domestic heating, agriculture, transport and commercial. It does not include solely import and onwards, aviation, marine, jet, LPG or chemicals.

Display Advertisements

Annual branding opportunities are subject to availability



ANNUAL INDUSTRY DIRECTORY & YEARBOOK

In print and online, this is the definitive annual industry guide. It combines an essential sector yearbook with a comprehensive directory of sector suppliers.

The yearbook compiles comprehensive data and analysis for the liquid fuel distribution industry. Providing a snapshot of the industry, as well as tracking trends and structural changes over time, it serves as a vital resource for industry businesses.

Published in a quality book format, it is distributed to subscribers of Fuel Oil News with their December issue. It is also available at the UKIFDA EXPO, TSA Conference and other industry events.

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

For full details of promotional opportunities, or to find out if your company qualifies for inclusion please turn to page 7.

2027 PRINT ADVERTS: RATES & SPECIFICATIONS

RATES

DPS	£3300
Full Page	£1900
Half Page	£1075
Quarter Page	£595

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: 297mm x 420mm
Type: 277mm x 400mm
Gutter: 26mm

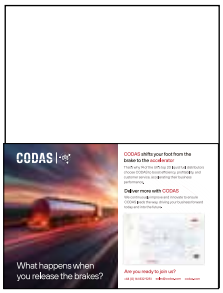
FULL PAGE



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 relevant 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	£175	Size:	45mm x 58mm
Double	£295	Size:	45mm x 120mm
Triple	£450	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.
Website links will only be recognised online if they include either www. or https://

ADVERTISING CAMPAIGNS

If you have products or services that you believe to be beneficial to those operating in this sector, please get in touch to plan your high impact, targeted marketing campaign to present your brand to this valuable audience:

Adrian Major, Commercial Manager adrian@fueloilnews.co.uk 07909 968982

INDUSTRY DIRECTORY & YEARBOOK 2028

The essential industry supplier directory for the fuel distribution community with a print version distributed free to subscribers of Fuel Oil News.



FREE BASIC LISTING

Your complimentary entry will look like this:

Prema Energy
Abney Hall, Abney Park, Manchester Road, Cheadle, Cheshire,
SK8 2PD
0161 413 0520
www.premaenergy.com

ENHANCED LISTING: BOXED LISTING WITH LOGO – £295

MAKE YOUR COMPANY STAND OUT WITH AN ENHANCED LISTING

The enhanced listing increases your visibility as it puts your entry into a stand out boxed listing (as the example to the right) Appearing in the categorised directory section of the annual industry yearbook, it includes the addition of a logo, a sentence to detail your services and a contact email, if required

inver

Inver Energy
River House, Blackpool Park, Blackpool,
Cork
T23 RSTF
Ireland
+353 21 439 6950
www.inverenergy.ie

PRINT DISPLAY OPTIONS

To reach your customers with maximum brand presence for your company throughout the year choose one of the full colour display advertisement options below or call for more details.

FULL PAGE
240mm x 170mm (h x w)



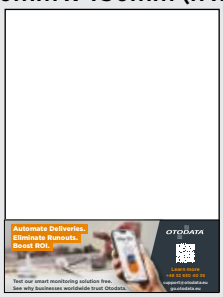
£1195

HALF PAGE HORIZONTAL
105mm x 150mm (h x w)



£750

QUARTER PAGE HORIZONTAL
50mm x 150mm (h x w)



£475

THE ONLINE DIRECTORY

For sector-relevant companies, a listing is free, with the option to make your listing stand out by upgrading to an enhanced listing.

Upgrade to an enhanced listing for greater stand out:

This includes a single category entry enhanced with the following:

- Bold border
- Company logo
- Listing above the main A-Z entries in both the full directory section and the relevant category section
- Contact email address
- Optional additional company information

The enhanced online listing is FREE when you take out an enhanced listing in the print directory.

All options are limited and available only on a first come first served basis.
To arrange your package now and ensure prime exposure all year round, please contact:
Adrian Major, Commercial Manager adrian@fueloilnews.co.uk 07909 968982

2027 DIGITAL RATES AND SPECIFICATIONS

WEBSITE RATES Height x Width in px

With all the latest news, an industry directory and map and vital sector insight, the website is visited by more than 7,200 visitors monthly – an excellent place to increase brand awareness.

ADVERTISING OPTIONS

Masthead: **£1250 per month**
Dimensions: 100px x 320px

Leaderboard: **£875 per month**
Dimensions: 90px x 970px plus Mobile 250px x 300px)

MPU: **£625 per month**
Dimensions: 100px x 320px

ONLINE DIRECTORY OPTIONS

Enhanced £175 per year
(Free if enhanced option taken in print directory)

SPONSORED ARTICLE

An advertorial website article, with relevant links. It is supported with social media and a 'featured news' industry newsletter slot: **£975**

GUARANTEED ARTICLE PUBLICATION

Your press release shared in full on the website with relevant links: **£245**

SPONSORED LINK

A commercial link added to a published website article: **£95**

All above are subject to content agreement

ENEWS RATES Height x Width in px

BY EMAIL

Produced twice monthly, the Fuel Oil News digital newsletter is delivered to over 2,000 subscribed individuals and enjoys a very high level of engagement.

With an open rate of 44 % and between 23 % and 29 % of recipients actively engaging, the newsletter offers an excellent opportunity to raise your brand profile and engage with those who have a wide-ranging and active interest in the sector.

ADVERTISING OPTIONS

Leaderboard **£1000 for 2 mailings**
Leaderboard **£575 for 1 mailing**
Dimensions: 75px x 600px

Standard Banner **£750 for 2 mailings**
Standard Banner **£395 for 1 mailing**
Dimensions: 75px x 600px

Square **£400 for 2 mailings**
Square **£250 for 1 mailing**
Dimensions: 200px x 200px

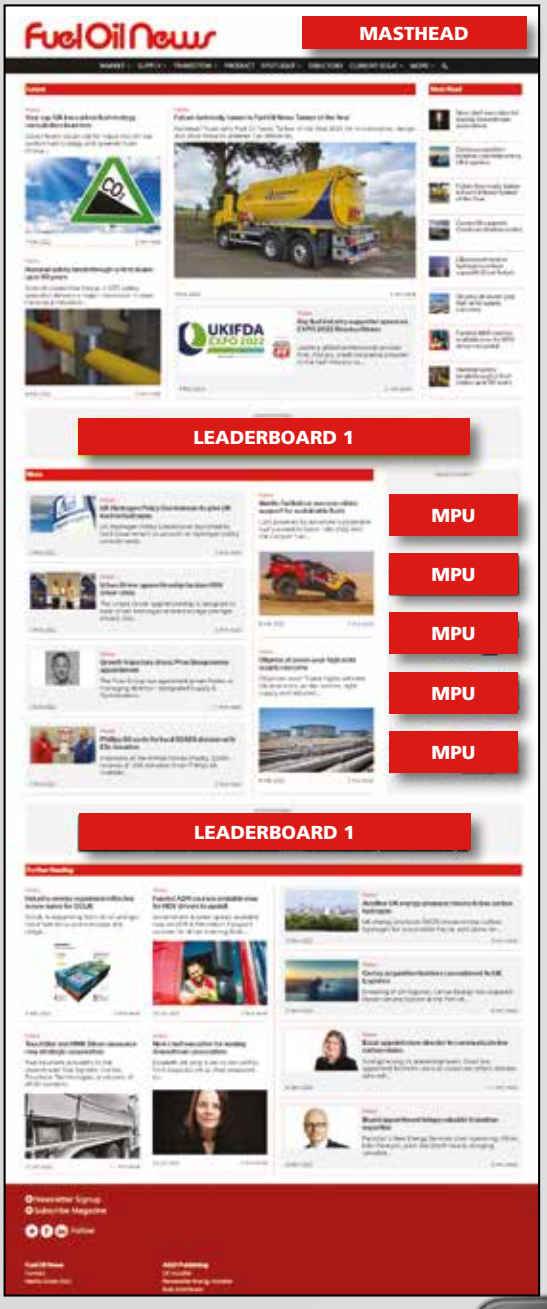
Web and email adverts should be supplied as GIF, JPEG or PNG files and should be supplied in RGB colour. GIFs must have no more than three rotations.

All dimensions are height x width

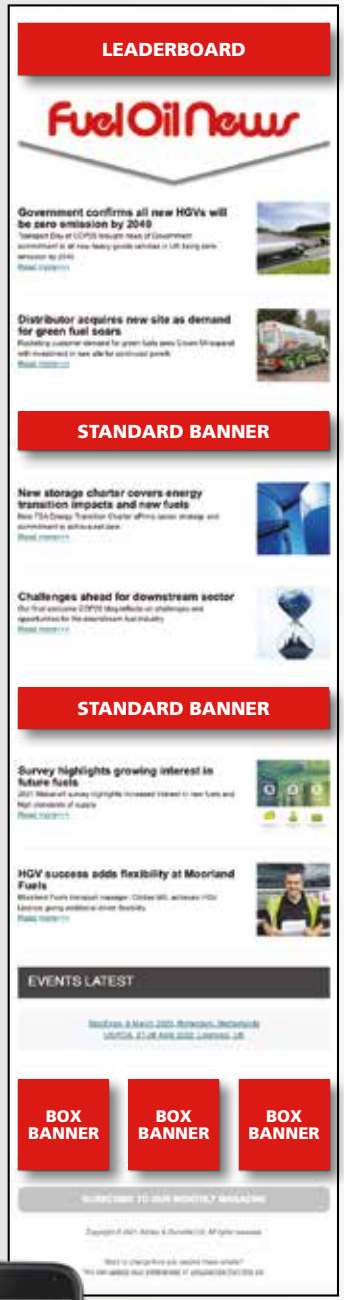


2027 DIGITAL RATES AND SPECIFICATIONS

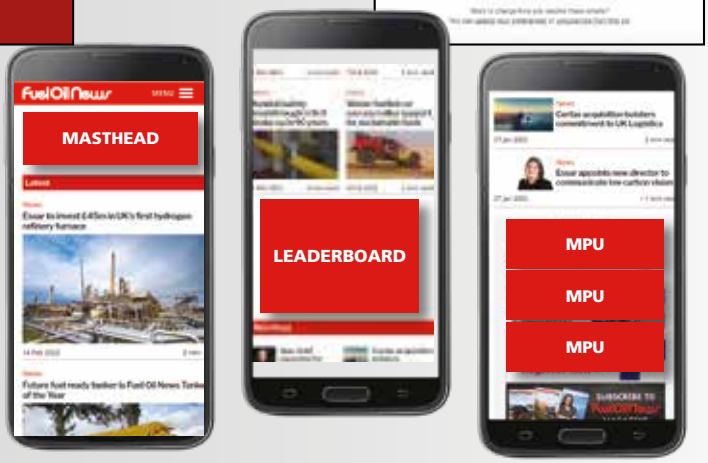
WEBSITE



NEWSLETTER



MOBILE



PRODUCTION & CONTACT DETAILS

Fuel Oil News is published by :
Ashley & Dumville Ltd
Registered in England No. 227716
Tel: +44 (0)1565 653283

DIGITAL COPY DETAILS – WEBSITE AND NEWSLETTER

We can accept artwork via email to: adrian@fueloilnews.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 the advert should link. Any artwork supplied incorrectly may incur additional costs.

PRINT COPY DETAILS

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. 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 stated deadline. Any artwork supplied incorrectly may incur additional costs.

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.



Editorial Director
Margaret Major
margaret@fueloilnews.co.uk

Content:
Community Content Lead
Claudia Weeks
claudia@fueloilnews.co.uk

Advertising:
Commercial Manager
Adrian Major
adrian@fueloilnews.co.uk

Subscriptions and Accounts:
Marketing Director
Rhian Burge
rhian@fueloilnews.co.uk

EDITORIAL

If you have something to communicate, promote, celebrate or contribute please get in touch with:

Margaret Major, Editorial Director — margaret@fueloilnews.co.uk — 07786 267527
Claudia Weeks, Community Content Lead — claudia@fueloilnews.co.uk — 07436 338241

ADVERTISING CAMPAIGNS

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

Adrian Major, Commercial Manager — 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 & Dumville Ltd,
Registered in England No. 227716
Vat Registration No. 318251419



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