

# Fuel Oil News

BRINGING THE FUEL DISTRIBUTION COMMUNITY TOGETHER FOR OVER 46 YEARS

## MEDIA GUIDE 2024

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 is a vital channel of communication for those in distribution, storage and marketing of liquid fuel and has been at the heart of the community for over 46 years.

A communication partnership with industry trade association UKIFDA ensures the whole sector is supported with quality knowledge and information in the most effective way.

## HOW DO WE DO IT?

A hub where the community connects and shares business-critical insights, we do much more than bring 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

## CONNECT WITH PEERS AND SHARE BEST PRACTICE

Our multi-channel focus on latest sector developments, products, services and case studies enables us to challenge, inform, enable, persuade and provide timely solutions to address the areas that most affect our community daily.

Our community chooses us as the place to come together for the valuable sector insights, peer experiences, solutions and best practices that enable them to do their job effectively.

## CONNECTING SUPPLIERS TO THE SECTOR

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.

With a strong focus on sector transition and 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 of latest news and developments
- Our unique, subscriber-exclusive, daily pricing bulletin with key information on market impacts on oil prices
- A complimentary copy of our annual industry directory and terminal and storage map.
- A constantly updated website with clear signposting of core industry topics, a complete, searchable industry directory and excellent opportunities 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**

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

And don't forget to make sure you are subscribed 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

## TOP 5 JOB FUNCTIONS

MD/Owner  
Director  
Sales  
Management  
Operations

“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.”

## 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:  
4,616

**↑ 19%**

Newsletter subscribers:  
2,026

**236** new subscribers in 2023  
**44%** of subscribers open and click regularly

Website visitors: 85,075 [www.fueloilnews.co.uk](http://www.fueloilnews.co.uk)

**↑ 104%**

# 2024 MAGAZINE EDITORIAL FEATURE SCHEDULE

Every monthly issue features the latest news, interviews, people updates and voices from the sector as well as the following special focus features:

## JANUARY 2024

- ☐ 2023 The annual oil price review
- ☐ Reducing emissions now
- ☐ UKIFDA Downstream focus
- ☐ People moves
- ☐ Energy sector: prospects and challenges
- ☐ Looking forward

## FEBRUARY 2024

- ☐ Tanker market review
- ☐ 2023 Tanker of the Year
- ☐ Top 20 fuel distributors UK mainland
- ☐ Latest products focus
- ☐ Future fuels for transport
- ☐ Best value trucks
- ☐ Wellbeing in the sector

## MARCH 2024

- ☐ Top 10 fuel distributors for Northern Ireland and Republic of Ireland
- ☐ Carbon offsetting
- ☐ Irish focus issue
- ☐ Diesel rebate changes: one year on
- ☐ Rebated fuel - red or digital?

## APRIL 2024 – EXPO ISSUE

- ☐ Key challenges and opportunities facing distributors
- ☐ Preview: UKIFDA SHOW & CONFERENCE 2024
- ☐ UKIFDA Downstream focus
- ☐ People moves
- ☐ Energy supply & resilience
- ☐ Transition solutions

## MAY 2024 – EXPO ISSUE

- ☐ The community speaks
- ☐ UKIFDA SHOW 2024: Products and services to look out for
- ☐ Managing fleet costs
- ☐ Latest products focus
- ☐ Future for liquid fuel: Changing customer expectations
- ☐ Market outlook: community and solutions

## JUNE 2024

- ☐ Diversification
- ☐ Rebranding your company
- ☐ Future fuels latest updates
- ☐ Irish focus issue
- ☐ Government energy strategy
- ☐ Are there too many fuel depots?
- ☐ Customer service: industry successes

## JULY 2024

- ☐ Review: UKIFDA SHOW 2024
- ☐ Products and services highlights
- ☐ Succession planning and next generation skills
- ☐ UKIFDA Downstream focus
- ☐ People moves
- ☐ Recruitment and retention
- ☐ Fuel science innovation

## AUGUST 2024

- ☐ The top 10 fuel logistics companies: UK and Ireland
- ☐ Preview: TSA Conference
- ☐ Sector legislation: what's changed and what more is needed?
- ☐ Health & Safety
- ☐ Latest products focus
- ☐ Industry data latest

## SEPTEMBER 2024

- ☐ Latest developments for a greener sector
- ☐ Preview: TSA Conference
- ☐ Diversifying distributors: new fuels or new technologies?
- ☐ Industry voices
- ☐ Irish focus issue
- ☐ CCS: clusters and hubs

## OCTOBER 2024

- ☐ Carbon capture and storage
- ☐ Software innovations
- ☐ UKIFDA Downstream focus
- ☐ Latest telemetry developments
- ☐ Getting winter ready
- ☐ People moves
- ☐ Energy outlook: emerging markets

## NOVEMBER 2024

- ☐ The future for the UK's refineries
- ☐ The Tank Storage Association Conference report
- ☐ Diversification – the sector, the people and the products
- ☐ Latest products focus
- ☐ Hydrogen Strategy – ongoing developments

## DECEMBER 2024

- ☐ Depot developments
- ☐ Reducing fleet costs
- ☐ The year in review
- ☐ Looking forward to 2025
- ☐ Irish focus issue
- ☐ FIUK Future skills report
- ☐ Christmas in the sector

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

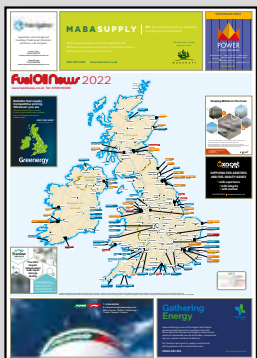
 [claudia@fueloilnews.co.uk](mailto:claudia@fueloilnews.co.uk)

 07436 338241

# 2024 ISSUE DATES & DEADLINES

COVER ISSUE	EDITORIAL DEADLINE	ADVERT BOOKING DEADLINE	ADVERT COPY DEADLINE	PUBLICATION DATE
January	05-Dec	05-Dec	07-Dec	05-Jan
February	10-Jan	10-Jan	12-Jan	01-Feb
March	14-Feb	14-Feb	16-Feb	07-Mar
April	13-Mar	13-Mar	15-Mar	04-Apr
May (UKIFDA EXPO 2024)	10-Apr	10-Apr	12-Apr	02-May
June	15-May	15-May	17-May	06-Jun
July	12-Jun	12-Jun	14-Jun	04-Jul
August	10-Jul	10-Jul	12-Jul	01-Aug
September	14-Aug	14-Aug	16-Aug	05-Sep
October	11-Sep	11-Sep	13-Sep	03-Oct
November	16-Oct	16-Oct	18-Oct	07-Nov
December	13-Nov	13-Nov	15-Nov	05-Dec

## SPECIAL PROJECTS

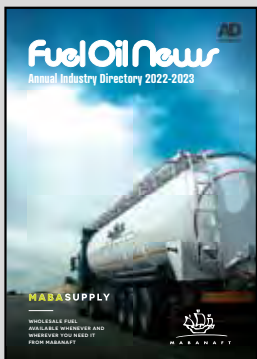


### FUEL OIL NEWS ANNUAL TERMINAL & STORAGE MAP

Available in a large format glossy print version which is distributed to subscribers with the September 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 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.

To become a Fuel Oil News subscriber and ensure you receive your complimentary copy please contact: [subscriptions@fueloilnews.co.uk](mailto:subscriptions@fueloilnews.co.uk)



# 2024 PRINT ADVERTS: RATES & SPECIFICATIONS

## RATES

DPS	£3300
Full Page	£1900
Half Page	£1075
Quarter Page	£575

### 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



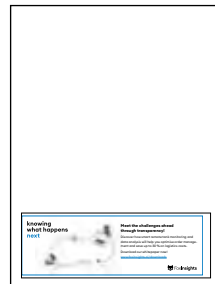
### HALF PAGE VERTICAL

Trim: 270mm x 90mm



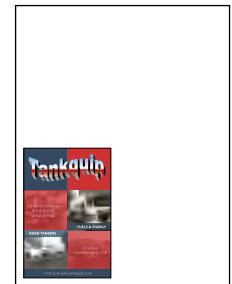
### QUARTER PAGE HORIZONTAL

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 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	£140	Size:	45mm x 58mm
Double	£265	Size:	45mm x 120mm
Triple	£400	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, Sales Manager

 [adrian@fueloilnews.co.uk](mailto:adrian@fueloilnews.co.uk)

 07909 968982

# INDUSTRY DIRECTORY 2024 – 2025

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

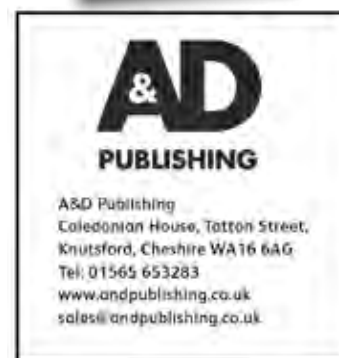
Your complimentary entry will look like this:

A&D Publishing  
Caledonian House, Tatton Street,  
Knutsford, Cheshire WA16 6AG  
Tel: 01565 653283  
www.andpublishing.co.uk

## BOXED LISTING WITH LOGO – £275

## 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 both the categorised and alphabetised sections the enhanced listing includes the addition of a logo, a sentence to detail your services and a contact email if required



## 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 123mm x 185mm (w x h)



£1150

### HALF PAGE HORIZONTAL 123mm x 90mm (w x h)



£675

### QUARTER PAGE HORIZONTAL 123mm x 45mm (w x h)



£395

## THE ONLINE DIRECTORY

For sector-relevant companies, a listing is free, with various options available to make your listing stand out with logos, feature positions and more.

### Enhanced listing:

This includes a single category basic entry enhanced with the following:

- ☐ Company logo
- ☐ Contact email address
- ☐ Optional additional company information
- ☐ Optional additional category basic entry

Enhanced online listing free when you take out an enhanced listing in the print version

### Feature listing:

As the enhanced listing plus:

- ☐ A bold border
- ☐ Listing above the main A-Z entries in both the full directory section and the relevant category section

Featured online listing just £300 extra when you take out an enhanced listing in the print version

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, Sales Manager**

✉ adrian@fueloilnews.co.uk

☎ 07909 968982

# 2024 DIGITAL RATES AND SPECIFICATIONS

## WEBSITE RATES Height x Width in px

### ONLINE

With latest news, industry directory, terminal and storage map and vital information for the fuel distribution sector, the website is visited by more than 4,330 visitors monthly making it an excellent place to increase brand awareness.

### ADVERTISING OPTIONS

**Masthead: £1250 per month**

Dimensions: 100px high x 320px wide

**Leaderboard: £875 per month**

Dimensions: 90px high x 970px wide

(Mobile 250px high x 300px wide)

**MPU: £625 per month**

Dimensions: 100px high x 320px wide

### ONLINE DIRECTORY OPTIONS

**Enhanced £275 per year**

(Free if enhanced option taken in print directory)

**Featured £575 per year**

(£300 if enhanced option taken in print directory)

### SPONSORED ARTICLE

A sponsored advertorial style article with links. Hosted on the website it is supported with social media posts and a 'featured news' slot with banner advert on a digital newsletter (subject to content).

**£975**

## ENEWS RATES Height x Width in px

### BY EMAIL

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

With an open rate of 38 % 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.

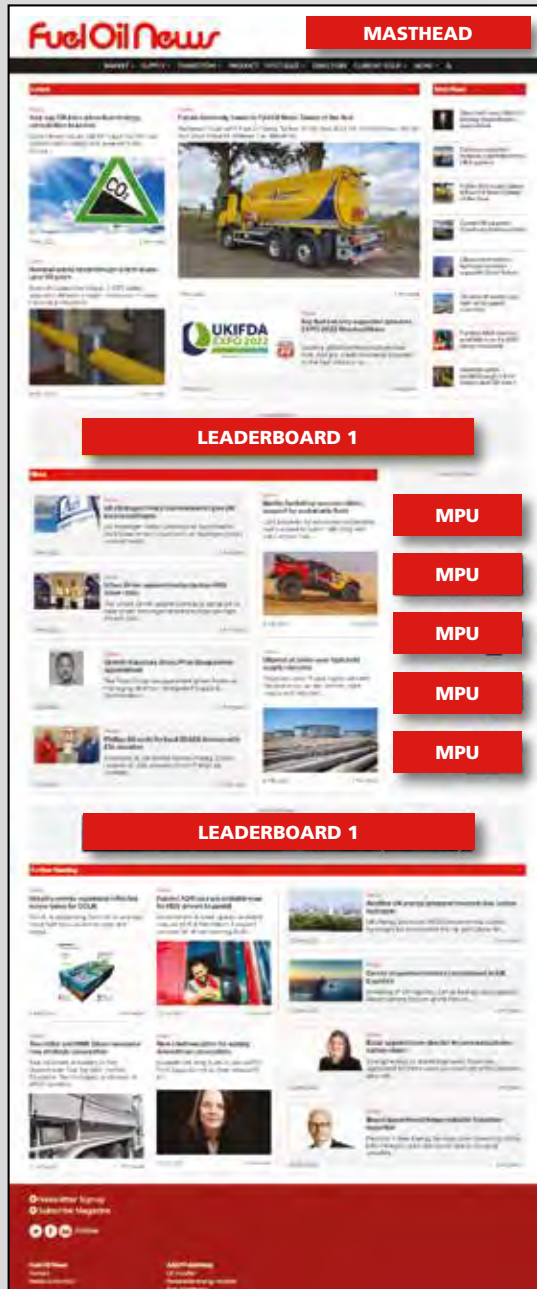




# 2024 DIGITAL RATES AND SPECIFICATIONS

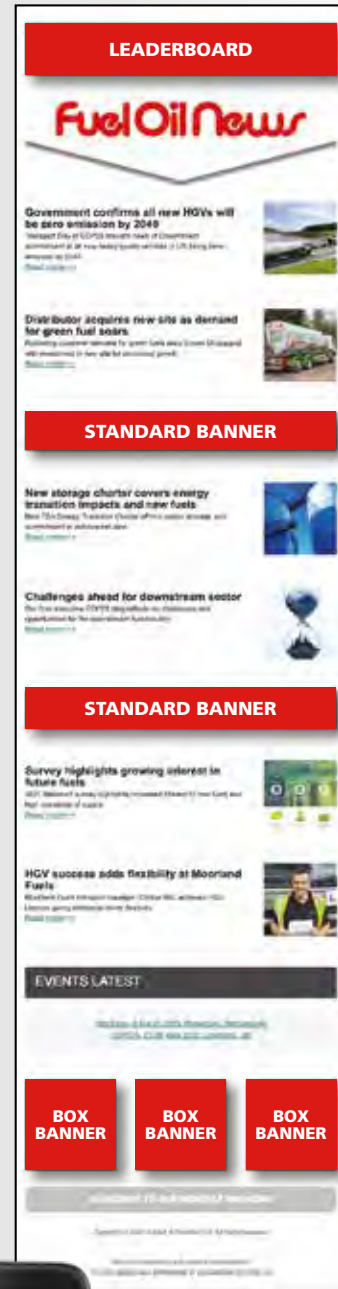
FuelOilNews

WEBSITE



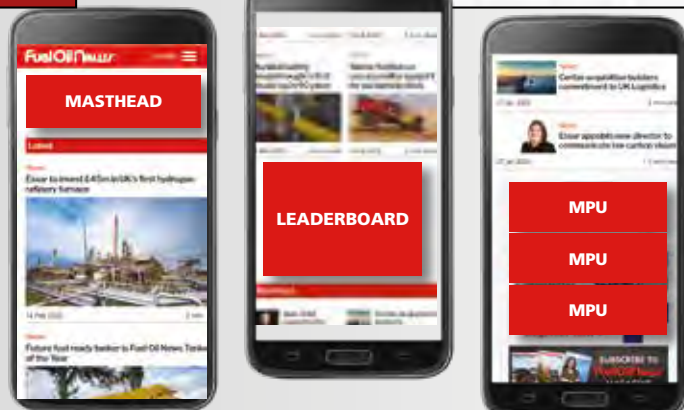
FuelOilNews

NEWSLETTER



FuelOilNews

MOBILE



# PRODUCTION & CONTACT DETAILS



## 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 the advert should 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. 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.

Fuel Oil News is published by :  
**Ashley & Dumville Ltd**  
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**Digital Content Editor**  
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**Adrian Major**  
[adrian@fueloilnews.co.uk](mailto:adrian@fueloilnews.co.uk)

### Subscriptions and Accounts:

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**Rhian Burge**  
[rhian@fueloilnews.co.uk](mailto:rhian@fueloilnews.co.uk)

## EDITORIAL

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

Margaret Major, Publishing Director  
Claudia Weeks, Community Content Lead



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



07786 267527  
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](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**





□ MARKET □ SUPPLY □ TRANSITION □ PRODUCTS □ PEOPLE □ COMPANIES