



2009 **bunkerworld** media kit

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1 | Information for **Advertisers**

The importance of effective marketing

Every month, over 42,300 marine fuel industry stakeholders and professionals visit bunkerworld.com for intelligence and insight. They rely on its fair and impartial judgement, real time reporting, and expertise to help form their opinions and succeed at work.

But reach alone is not all that matters to advertisers. Targeting not only allows their message to reach players relevant to them, it also means their advertising campaign works harder, with zero waste, providing the most efficient media-buy.

Bunkerworld's audience is the largest audience within the bunker market and its associated sectors. We offer advertisers the opportunity to effectively reach a very targeted audience: an audience of influential decision-makers.

We live in an on-demand world where clients find the immediate information they want, when they want it, and in the way they want it. The strength of online niche media, is its ability to reach ever more specialist, yet highly-engaged audiences. Advertising works well in these vehicles, as they tend to be thoroughly-read.

With a much increased demand for measurable ROI for marketing investments, the arrival of digital media provides highly-trackable advertising campaign opportunities.

bunkerworld.com is well-positioned to support its marketing partners navigate the forces of technological change and the changing media behavior of their clients.

2 | Editorial Profile

Founded in 1997, bunkerworld is an exclusively online media publication with heavy investment in technology, as our customers believe that the internet is the most efficient and cost-effective way to access news.

We provide information and intelligence to those organisations wishing to acquire a deeper understanding of the developments that are shaping their growth and success.

We aim to give our customers the best possible access to up-to-date information. We focus on providing depth and breadth through 24-5, real-time global news, daily prices and analysis. More than 13,700 stories have been published and are available through our searchable archives. With more than 10 years of writing on market conditions, company developments, legislation and regulation, quality, and oil market trends and analysis, bunkerworld.com has proved its commitment to independent, impartial and relevant journalism.

All of which makes bunkerworld.com the preferred publication for the marine fuel industry and the ideal media choice for the leading advertisers in our sector.

Editorial team:

London Office

Unni Eneimo – Senior Editor
Nick Jameson - Senior Editor
Nitya Balagopal

Vancouver Office

Guy Wilson-Robertson
Natalie Bruckner-Menchelli

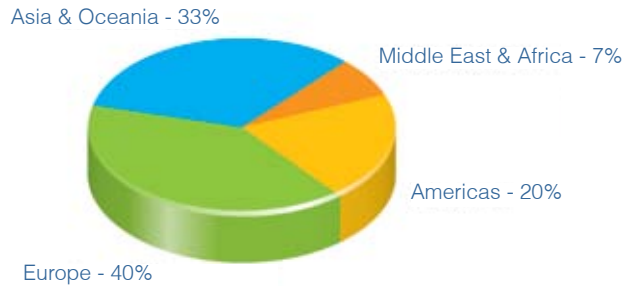
Singapore Office

Lee HongLiang
Cowan Thant Zin
Adawiah Siti

3 | Reader Profile

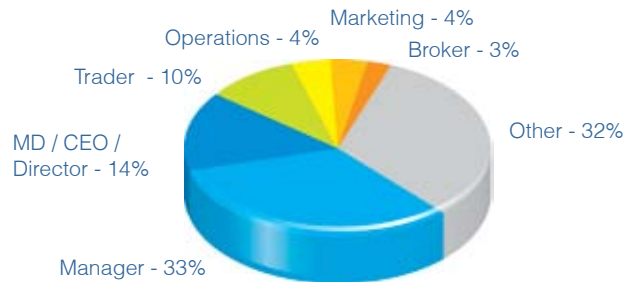
Our Online Audience - Tuning In Across The Globe

Like both the shipping and the bunkering industries, bunkerworld.com is a global publication. We have physical offices in 3 continents, and users from over 210 countries.

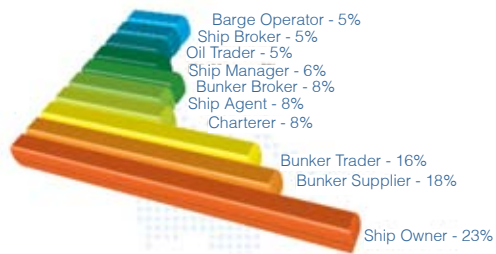


We have over 25,000 members, placing us firmly in a leadership position. More than 60% of our members are managers, directors, managing directors or CEO's. These readers are successful and influential. They make informed buying decisions and have bearing on the purchasing decisions of those around them.

80% of the marine fuels industry access bunkerworld.com on a daily basis, making it the must-buy media for reaching your market.



Over 50% of our subscribers are bunker fuel buyers, interested readers and the right target audience for your message.



4 | Online Statistics

The Web is the best medium to reach influential business leaders. Research shows that business leaders spend more time on the Web than they do with other media. And they spend the majority of their time on the Web during hard-to-reach business hours.

With an advertising campaign on bunkerworld.com you can get your message across to key industry players, even during after-office hours.

Why advertise on bunkerworld.com?

Average monthly visits:

129,349

Average monthly pageviews:

424,412

Average monthly unique visitors:

42,295

*Source: Google Analytics

**These averages are calculated over the 6-month period between February 2008 – July 2008.

**YOU ARE PRESENTED WITH MANY OPPORTUNITIES TO
GET YOUR MESSAGE ACROSS TO THE RIGHT AUDIENCE.**

5 | Online Advertising Opportunities

Bunkerworld online banners are prominent. And as we limit how many banners are allowed on one page, your message gets prime placement on pages with high traffic levels from potential customers. The format of the banners allows for dynamic content and high-level designwork, providing an opportunity to project the right messages about your business. The following screenshots provide examples of bannerpositions that you can consider. You can select global, high traffic positions, or opt for more targeted regional placements.



= Home Page



= News Page



= Prices Page

6 | Other Advertising Opportunities

- + Banner advertising on the bunker bulletin;
- + E-mail campaigns to 13,000 individuals;
- + Content sponsorship;
- + Enhanced directory listings;
- + Sponsor Bunkerworld events and conferences;
- + Magazine Advertising.

For further details please contact one of our customer consultants at the office nearest to you.



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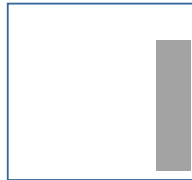
Tel: +65 6324 0920

Fax: +65 6327 8743

7 | Online Specifications

Banner Options / Technical Specs

Tower Banner
150x400 pixels



Frame Banner
920x50 pixels



File type: **jpeg, animated gif, flash movie** files all accepted.

To discuss your advertising requirements, please contact
david.post@bunkerworld.com today, or call your nearest office

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