



# bunkerworld

Everything you need to make informed decisions for your business.



Subscriber Services Guide

# bunkerworld

Everything you need to make informed

## Introduction

**Since its inception in 1997, we have built Bunkerworld into the world's leading provider of marine fuel information services.**

So that you can rely on thorough around the clock coverage, expertise, quality journalism and knowledge tools, we have recruited the largest team of specialist bunker market analysts and reporters from across the world. This allows us to address the issues and opportunities in our sector that are important to companies wanting to sustain and improve their operations in the market.

As the scope of contemporary issues widens and facts in the market shift, we know that you need more than to simply understand these in the context of yesterday. With Bunkerworld, you are equipped with everything you need to embrace the future and opportunities within the marine fuels sector; knowledge that is essential to stay ahead of the game.



# decisions for your business

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## Why Choose Bunkerworld?

- **Critical Intelligence**

With a wider recognition of the efficiency of shipping in transporting large volumes of products in international trade, the industry is now playing a central role in debates over the future of globalisation and the environmental sustainability of continuing economic growth. Shipping, though, continues to be challenged by volatile fuel prices, the credit crunch, and an uncertain demand for its services as global trade comes under increasing pressure during these tough economic times. In the bunkering industry, greater financial and operational risk, legislation, and issues of availability and supply are increasing the pressure and these issues will become of ever-greater importance to purchasers and suppliers. Reporting that is far-reaching and can cover all facets of bunkering as it intersects with the wider maritime industry and the international economy becomes ever more critical.

- **Value**

This widespread impact means information on the marine fuels sector is in high demand. As a consequence, at Bunkerworld, we have built the most comprehensive marine fuels information resource available. A resource that delivers relevant, essential, and global information from our offices in Europe, Asia and the Americas, 24/5. You get the best value possible.

- **Audience**

80% of the marine fuel industry's key players rely on Bunkerworld to make business decisions. We provide news and price information, archives going back more than ten years, networking opportunities (in both the real and the virtual world), as well as information tools that allow for tailored analysis. We know that to make it relevant to you, the services need to be highly timely and address the areas that will affect you. This ensures that we add value where it matters.

- **Impartiality**

We also believe that impartiality is important. Our philosophy is: what's never been looked into impartially, has never been looked into properly, because it has never been questioned properly. The approach to any news items of significance needs to be balanced and provide all views and angles. This means you'll get stories that need to be brought to the market's attention and the impartial information you need.



**The shipping industry's stakeholders, comprising over 25,000 registered users use Bunkerworld's information daily to form their opinions of the market.** Our subscribers include the world's largest ship owners, oil majors and large independent bunker suppliers, traders, brokers, investors, fuel testers and others who are indirectly, but significantly affected. We have an international audience from 210 countries; a relevant audience for you to reach new and existing customers.

80%







### Prices Module:

- Unlike other price providers, we are not reliant simply upon the broker reports being fed to us. Price collection teams in each of our offices collect price data from multiple sources, including suppliers, traders, brokers and buyers.
- Prices are collected from over 220 ports.
- Each day we offer a high price, a low price and an average price, for IFO380, IFO180, MDO and MGO, and LS180 and LS380 where those are available.
- Price changes during the day are included and reflected in the mean price and spread.
- This way, our price indication data is the most independent, up-to-date and true information that you could have access to.
- This subscription module includes Reporting Tools:
  - you have access to a range of current reporting and historical price analysis tools;
  - you are able to create your own graphs to analyse historical, daily and monthly market trends dating back to 1998;
  - price comparison tools enable you to compare current and historical prices for a range of different ports.



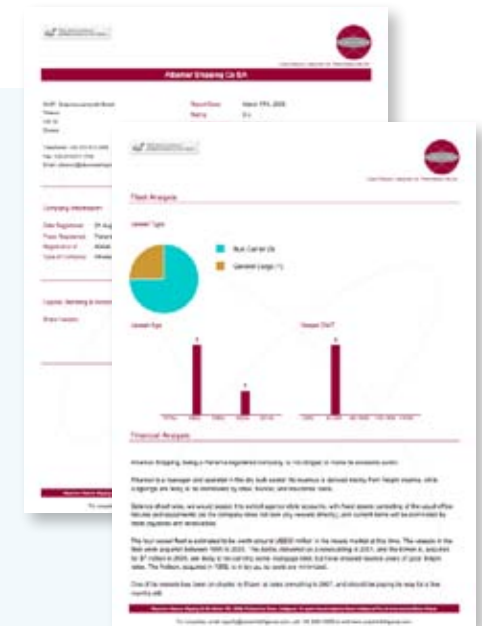
220 ports

our



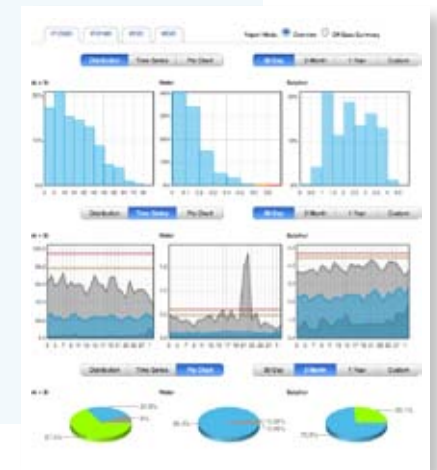
**Credit Reports Module** - a commercial counterparty risk management tool.

- Rigorous counter-party risk assessment is a must-have at a time when bunker credit risk has intensified in the face of global financial turmoil, low freight rates and tightening credit lines:
  - **stretching credit lines** as far as possible with multiple suppliers - a situation that can only be sustained when freight rates are high, enabling payment of fuel costs;
  - **increased risks**, as freight rates in parts of the shipping market have dropped considerably;
  - **extra pressures** and risk through developments in the global financial markets.
- An ideal credit risk management tool for companies providing credit to shipping and other companies active in the maritime sector.
- The Credit reports deliver company details, an operational overview, financial tables and analysis, fleet analysis, sector reports, a reputation and performance overview, an appraisal and ratings.
- The reports are rich in content and provide information in such a format as to make them easy to reference and compare.
- They are an important marketing sales lead resource.
- We have a strategic alliance with Lloyds Register Fairplay, which gives us access to its huge shipping company data resources.
- The available database of reports cover the globe, concentrating on ship owners, operators, charterers and brokers, bunker suppliers and traders, container leasing companies, commodity traders and a variety of shippers.



**Fuel Quality Module** - worldwide bunker fuel quality analysis.

- The quality information support tool has been developed for companies wanting to monitor the fuel quality parameters of fuel, allowing for more informed management decisions regarding the sourcing of quality fuel.
- The tool allows you to monitor fuel quality by region and at a port level. A regional alert system signals when you may need to consider carrying out appropriate additional fuel quality tests when bunkering.
- View graphs by fuel type, showing off-spec components and their distribution. Drill right down to to the level of individual sample results, or take in an overview of world regional information.
- Data is sourced through *Lloyd's Register Fobas*



### Directory Module - an interactive, online industry company directory

- Provides both company and personnel contact information; listing over 3,000 of the industry's key players;
- Easily find suppliers anywhere in the world, for your specialist requirements;
- A useful source for potential sales leads for your business.

### Online Conferences Module

- Access presentations of all Petromedia conferences, to view at your convenience.
- Speakers are presented with a synchronised slideshow which are displayed side by side, so that you can watch and listen.
- The speeches are delivered via high quality streaming video, complete with a downloadable PDF of presentation materials.
- You can pause or rewind to a particular section of interest, simple controls allow you to skip back and forth, using either a traditional video timeline or enabling you to progress slide by slide.
- Already contains a library of over 200 speeches, and we will keep adding speeches from Petromedia conferences year on year.



“Watch online - almost like being there!”

### Additional online resources:

- Online industry forum, including industry blogs.
- Online classifieds section.
- Daily **bunkerbulletin**: an e-mail delivering the daily headlines and prices right to your inbox.

To subscribe to one of more modules, contact an office nearest to you, or visit us online at: [www.bunkerworld.com/store/](http://www.bunkerworld.com/store/)



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Asia and the Pacific: +65 6222 5604  
The Americas: +1 604 692 2552



# Bunkerworld Magazine

In-depth analysis of the key issues and developments



Bunkerworld launched its quarterly magazine in 2004 to provide subscribers with in-depth coverage of the major issues affecting the industry. In the intervening years, Bunkerworld magazine has become one of the most well-read publications in its field and a focal point for debating ground-breaking industry topics. This year, there will be six bi-monthly editions.

Focus is on providing you with specialist, impartial journalism, covering market intelligence and all major shifts taking place in major bunkering ports around the world.

The programme of topics aims to explore the key issues shaping the development of the marine fuels industry. Each issue will include special reports and market features, putting the spotlight on a different region. In addition to this regular content, we will continue to include feature stories on new developments, port coverage, VIP profiles of key industry personalities, technical commentary, and special sections on emissions issues and the lubricants market.



# Conferences

## Innovative topic-led events...

Since 2005, Petromedia has been running successful topic-led events. We have built experience and a deep understanding of the issues and developments and with this sound foundation will continue to develop and host conferences, forums and training workshops. Our focus is on getting you in front of the high level speakers and experts and interacting with complementary and well-matched delegates.

And unlike so many other events in the industry, Petromedia focuses on the real and high-profile issues facing the sector.

## SustainableShipping

SustainableShipping Events, part of Petromedia Events, continues to define the debate and discussion surrounding shipping, bunkering, and their environmental legacy. If you are a bunker supplier, trader, broker, ship operator or charterer, logistics company, regulator, technology company, NGO, environmental group, then the environment will be a key issue for your business. Sustainable Shipping was the first and remains the ONLY place for debate and discussion on the real issues of SOx, NOx, CO2, PM emissions, regulations, solutions, impacts, regional trends, technologies and more....

## Other events....

With events covering topics such as price risk management and fuel costs, and offering perspectives from the refiner to the ship owner, Petromedia has built a reputation for producing impactful and exciting agendas that get to the heart of the matter, resulting in forums that are well-attended by a wide and varied audience. We have won plaudits for finding quality speakers discussing real issues in a well-served environment.

## Unique Opportunity

Through market penetration combined with topic-led debates, Petromedia events offer you a unique opportunity to profile your company or organisation in front of key industry stakeholders as they debate and discuss the issues that affect them.

To find out more, or register for one of our events, visit:

[www.bunkerworld.com/events](http://www.bunkerworld.com/events)

Highly-regarded, innovative, topic-led events created to reflect the latest issues surrounding the marine and energy sectors

## What Our Customers Say About Us

**Cory Phillips, ConocoPhillips**



"I have been extremely pleased with both my Bunkerworld subscription and support from my account manager at Bunkerworld. I hope to be a long-term customer. I always enjoy reading publications that are able to pull together a complex industry and organize it into a clear, concise, factual set of articles. Bunkerworld serves as this resource for me.

I recently attended Sustainable Shipping "Marine Fuel Sustainability" forum in Long Beach and I was impressed with the amount of resourceful information and networking at the event. I will definitely attend the next conference. Finally, I want to comment on one of the best sources of market information published by Bunkerworld which is the annual "Complete Guide to the Bunker Fuel Market". Overall, my experience has been rewarding. Keep up the excellent work!"

**Peninsula Petroleum**



"I would recommend using Bunkerworld's comprehensive and accurate benchmark values as core referencing indicators. The site's unique interactive pricing tools enable port-to-port price comparisons and historic price graphing to be done quickly and easily."

**Daniel Kane, Propulsion Dynamics**

(attended as an exhibitor as well as a delegate)

The logo for Propulsion Dynamics, featuring a blue, stylized arrow shape pointing to the right with the words "PROPULSION DYNAMICS" in white, uppercase, sans-serif font inside it.

PROPULSION DYNAMICS

"Attendance and participation at the Marine Fuel Sustainability conference was well worth my time and efforts. Being able to speak face to face with the leaders in emissions matters as well as foster relationships with ship operators has been fruitful. The information presented was also important for me to convey to our customers within the context of vessel hull condition, both from an environmental point of view as well as economic point of view."

**Mr Alex Yim, Purchasing Department, Hyundai Merchant Marine**

"As a company, management of bunker bills to minimize shipping overheads is a critical component. With escalating fuel prices, it is prudent to have constant, reliable and updated market information such as Bunkerworld News and Prices to make the right choices."