

electric & hybrid

marine technology international

The official publication of

electric
& hybrid marine
EXPO EUROPE

BATTERY
TECHNOLOGIES / HYBRID
SYSTEMS / FUEL CELLS /
ELECTRIC MOTORS /
EMISSIONS REDUCTION
TECHNOLOGIES /
CHARGING SYSTEMS



The world's only publication solely dedicated to electric and hybrid marine charging and propulsion technologies, from pleasure craft and luxury yachts to cargo shipping and naval fleets

Media and advertising data 2024

www.electrichybridmarinetechology.com



Circulation

The world's only publication solely dedicated to marine electrification, decarbonization and GHG reduction, **Electric & Hybrid Marine Technology International** showcases the latest and next-generation electric and hybrid marine charging and propulsion technologies, energy storage systems and vessel designs. The magazine is distributed (via individual subscription) to **25,000+** shipowners and operators, boat builders, vessel designers, propulsion system designers and manufacturers, naval architects, military fleet operators/chiefs and, of course, port operators. We'll never waste an issue by sending it to someone who hasn't requested a copy. The geographical split of readers is approximately 30% North America, 40% Europe and 30% rest of the world. The April issue also benefits from additional distribution at Electric & Hybrid Marine Expo in Amsterdam.

Advertising rates

Full page**£5,500** – with up to 1,000 words for a white paper or case study (by invitation only)

Half page**£3,950** – with up to 500 words for a white paper or case study (subject to availability and by invitation only)

Advertiser guidelines for supplying material (format: Adobe PDF)

Advert type	Millimeters (width x height)	Inches (width x height)
Full page (trim size)	215 x 275	8.4646 x 10.8268
Half page (horizontal)	183 x 115	7.2047 x 4.5276
Half page (vertical)	90 x 250	3.5433 x 9.8425

Resolution: PDF files should be created at a resolution of 300dpi using CMYK color space

NOTE: When supplying a full-page advert, please add 3mm (0.1181in) of bleed on all sides of the artwork

Reader survey*

READERSHIP

55% work in propulsion
49% work in energy storage
76% are final decision makers or influencers

QUALITY OF CONTENT

99% say it's good/very good/excellent

RELEVANCE OF CONTENT

85% say the content is relevant to them and their role

FORMAT

58% read the print magazine
42% prefer to read the digital version

NEWSLETTER READERS

74% of respondents subscribe to the weekly newsletter
Of which **87%** rated the newsletter as good/very good/excellent

70%
of readers share their copy with colleagues
(on average 2-3)

86%
of readers find the magazine useful for sourcing new products

37
Net Promoter Score

*Reader survey conducted by publisher, June 2024

Publishing schedule

APRIL 2024

- Industry-wide sustainability overview
- Hydrogen fuel cell systems – vessel case studies
- Battery chemistries and ruggedization
- Port and harbor electrification
- Electrification in superyachts

European show preview – bonus distribution at Electric & Hybrid Marine Expo Europe

Editorial deadline: March 23, 2024

Advertisement deadline: March 30, 2024

SEPTEMBER 2024

- Pleasure and leisure craft marine propulsion
- Vessel certification
- Battery cell and pack design, and onboard safety
- Shoreside charging systems and infrastructure
- Electrification in cruise shipping

Editorial deadline: June 22, 2024

Advertisement deadline: June 29, 2024

JANUARY 2025 (PUBLISHED NOV 2024)

- Vessel testing and validation
- Hydrogen fuel cell systems – infrastructure and technology
- Offshore charging solutions
- Wind-assisted propulsion
- Electrification in commercial shipping

Editorial deadline:

November 2, 2024

Advertisement deadline:

November 9, 2024



*Advertisers may be able to take advantage of technical editorial opportunities, dependent on availability

Website

Average unique monthly visitors: 9,500

1.06% average banner CTR

Main menu banner 900 x 90 pixels – **£1,200 per month**

Site header banner 600 x 75 pixels – **£1,000 per month**

Large banner 300 x 300 pixels – **£650 per month**

Junior banner 300 x 150 pixels – **£400 per month**

Banners are available for a minimum of 3 months

[Click here for specifications and sizes](#)

Weekly e-newsletter banners

25% average opening rate

9% average CTR

3 months (13 emails) **£3,950**

6 months (25 emails) **£6,950**

12 months (50 emails) **£12,500**

[Click here for an example of a weekly e-newsletter](#)

Partner emails

22% average opening rate

6% average CTR

Bulk bookings

10% discount on 2 emails

15% discount on 3 emails

20% discount on 4 or more emails

International emails are **£3,500 per email**

Regional/expo emails are **£2,000 per email**

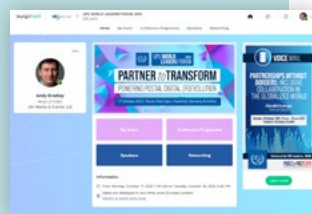
[Click here for an example of a partner email](#)

Webinars

Electric & Hybrid Marine Technology International can run and host an end-to-end digital webinar service that includes:

- Audience marketing and engagement
- Webinar delivery support
- Video and audio hosting (live and/or pre-recorded)
- Full lead generation and audience follow-up

Webinars are run on Swapcard, a robust and highly respected platform that combines the meaningful interactions of an in-person meeting with the international reach and scalability of a webinar, which can host product PDFs, case study documents and additional video content.



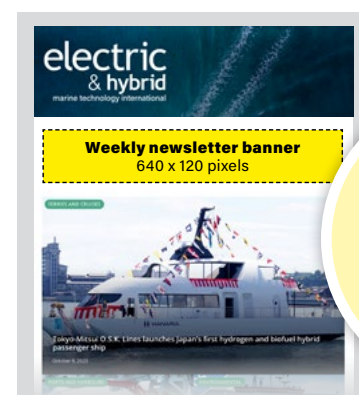
Banner dimensions

Website ▼



Website traffic:
9,500
unique monthly visitors (2023 average)

Newsletter ▼



Sent to
25,000
professionals every Monday

CONTACT DETAILS

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