

# LNG *journal*

The World's Leading LNG publication

## Digital Media Pack 2020

*For Digital Advertising in*

- ◆ *LNG Journal website and newsletters*
- ◆ *LNG Unlimited*
- ◆ *LNG Shipping News*
- ◆ *LNG North America*
- ◆ *LNG China*
- ◆ *LNG Fuelling*

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## The LNG Industry magazine

LNG journal is the longest standing LNG publication with a track record of quality journalism for more than twenty years. The Journal has an international distribution and covers news from the whole LNG value chain.

LNG Journal is published in print and online with also our weekly “LNG Unlimited” and fortnightly “LNG Shipping News”, both published as online e-newspapers on LNG Journal’s website.

These publications provide analysis and news from technology options in the engineering sector, to LNG shipping projects and financing. We track commercial developments such as tenders, contracts and new projects in shipping and the construction and planning of production plants. Trending, pricing and product specification trends are highlighted. Legal developments are tracked in the fields of supply, shipping and commercial finance and insurance.



## Editorial

John McKay is Editor of LNG journal. He has worked in senior editorial positions with companies around the world, including the Financial Times newspaper in London and international financial information and data company, Bloomberg.

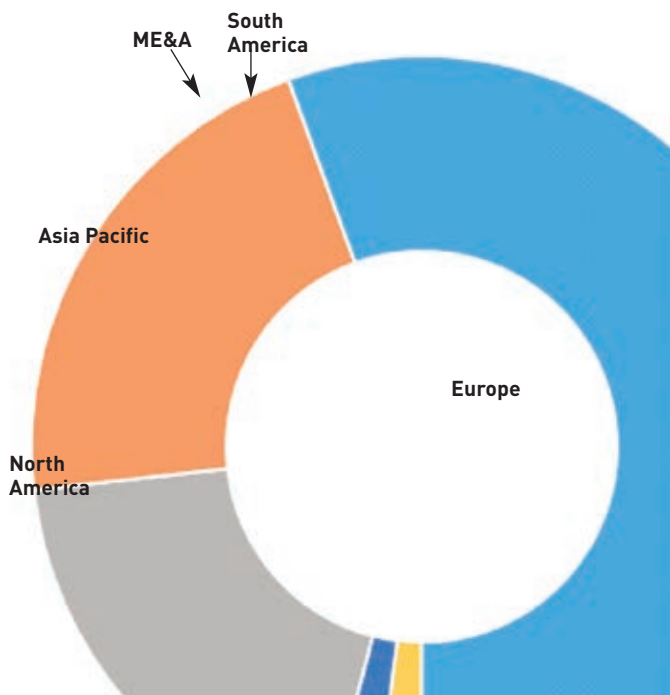
The Journal has a worldwide network of reporters who in the past years have kept our subscribers up to date with exclusive LNG reports from the United States, Australia, Japan, South Korea, the Caribbean, South America and Europe.



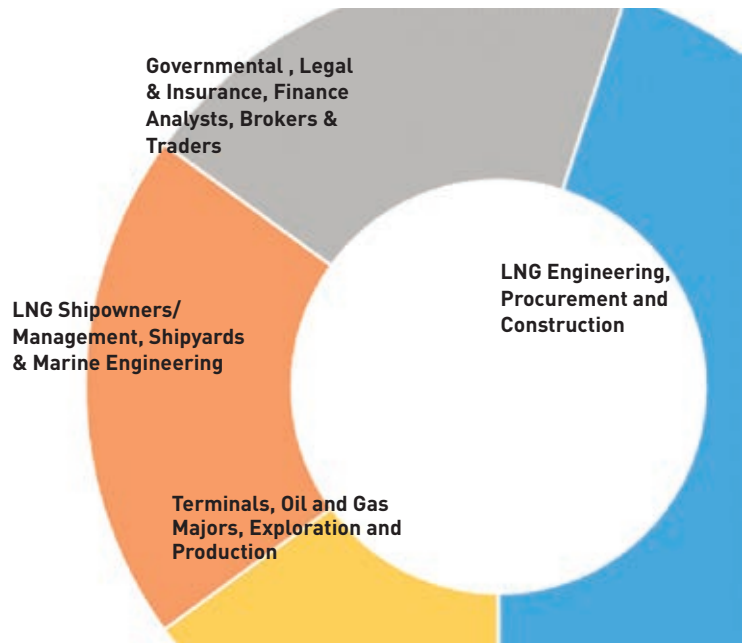
### READERSHIP

Our subscribers and readers are made up of industry insiders, from Chief executives to Project Engineers and Shipowners. Many of the CEOs, Engineers and Senior Executives have also contributed papers to the Journal, writing about major developments and strategies across the LNG value chain from production to shipping.

#### By region



#### By industry



Europe 55%

North America 21%

Asia Pacific 19%

Middle East & Asia 2%

South America 2%

LNG Engineering, Procurement and Construction 45%

LNG Shipowners/Management, Shipyards & Marine Engineering 20%

Terminals, Oil and Gas Majors, Exploration and Production 20%

Governmental, Legal and Insurance, Finance Analysts, Brokers & Traders 15%

#### Website statistics

Average unique visits per month (appx.)	6,000
Average recipients of daily newsletter (appx.)	2,000



### ONLINE OPTIONS



#### Website Banners

Average unique visits per month (appx.) **6,000**

#### E-publications Ads

LNG Unlimited, LNG Shipping News, LNG North America and LNG Fuelling are e-publications that are distributed weekly, fortnightly, monthly and quarterly respectively.

#### Daily E-newsletter Banners

Recipients of daily newsletter (appx.) **2,000**

To find out more about our online advertising options, please visit or contact:

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## Website Banners



Leaderboard banner

Right side banners (top and bottom)

Small banner

Sticky banner

## E-newsletter Banners



Top banner

insertion banner

### Online rates

#### Website banners

Average unique visits per month 6,000 (approx.)

	width	height	1 month	3 months	6 months	12 months
Leader board banner	728 px	90 px	£4,600	£10,600	£17,600	£25,600
Right side top	160 px	300px	£4,600	£10,600	£17,600	£25,600
Right side bottom	160 px	300px	£3,800	£6,900	£12,500	£20,700
Small banner	160 px	100 px	£2,000	£3,500	£5,900	£9,500
Sticky banner	728 px	90 px	£4,600	£10,600	£17,600	£25,600
Video			£6,600	£12,200	£20,900	£31,900

We reserve the right to rotate banners between up to three advertisers

#### E-newsletter banner

Sent out to 2,000 (approx.) LNG professionals every day

	width	height	1 month	3 months	6 months	12 months
Top banner	590 px	60 px	£3,000	£5,200	£8,200	£12,500
Insertion banner	390 px	130px	£2,000	£4,100	£6,900	£10,500

#### E-publications advertisements

	width	height	1 issue	3 issues	6 issues	12 issues
LNG Unlimited (weekly)						
full page	210 mm	297 mm	£1,800	£3,400	£5,100	£7,800
half page	190 mm	130 mm	£1,000	£1,800	£3,100	£5,200
LNG Shipping News (fortnightly)						
full page	210 mm	297 mm	£1,800	£3,400	£5,100	£7,800
half page	190 mm	130 mm	£1,000	£1,800	£3,100	£5,200
LNG North America (monthly)						
full page	210 mm	297 mm	£1,800	£3,400	£5,100	£7,800
half page	190 mm	130 mm	£1,000	£1,800	£3,100	£5,200
LNG Fuelling (quarterly)			1 issue	2 issues	3 issues	4 issues
full page	210 mm	297 mm	£1,800	£2,800	£3,600	£4,200
half page	190 mm	130 mm	£1,000	£1,700	£2,400	£2,900