

# Media planning guide



# 2021

**LNG** *journal*  
The World's Leading LNG publication

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As the world's most dedicated print LNG news product, LNG Journal delivers 10 times a year on all the topics important to industry insiders. LNG Journal features in-depth News and Market Trends on LNG Shipping, Import-Export Terminal Developments, and Innovation Technologies. LNG Journal provides insight into crucial industry developments and provides an ideal reader environment for your company's advertising.

## Sponsorship Opportunities

LNG Journal is proud to work with a range of organisations. We offer various options for sponsored content. Opportunities to collaborate with LNG Journal include:

### *Magazine articles*

LNG Journal publishes ten issues a year. Features researched and written by the editorial team focus on LNG pricing and trade flows, or showcase a product, technology or company expertise. External contributors are invited to submit articles to the commissioning editor for review and publication.

### *News articles*

News articles or industry updates submitted to LNG Journal for publication.

### *White papers*

White papers submitted to LNG Journal are hosted to provide detailed information and insight to LNG Journal readers on LNG technology.

# Demographics

## Distribution by sector

Brokers & Traders

C-Class executives

Charterers

Classification Societies

Consultants

Equipment manufacturers

Equipment suppliers

Government agencies

LNG Exporters

LNG Importers

Maintenance & Repair

Ports/Harbours

Shipbuilders

State Oil & Gas Companies

Technical Directors

World LNG Carrier Fleet Owners & Operators

## Geographical distribution

Europe	46%
North America	28%
Asia/Pacific	21%
South America	3%
Middle East & Africa	2%



# Calendar 2021

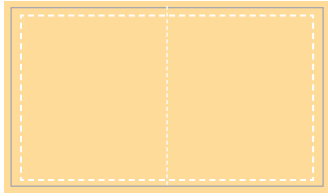
- ◆ Technical News
- ◆ Company News
- ◆ Market Trends
- ◆ LNG Shipping
- ◆ Import-Export Terminal Developments
- ◆ Innovation Technologies

LNG journal also publishes the annual LNG Shipping Review

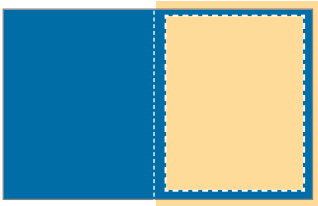
Issue		Ad copy deadline	Publication date
January	Extra distribution at SMM 2021, Digital	6th January	20th January
February		2nd February	12th February
March		2nd March	12th March
April		30th March	12th April
May		27th April	10th May
June		25th May	7th June
July/August		29th June	9th July
September	Extra distribution at Gastech 2021, Singapore	17th August	27th August
October		28th September	8th October
November/ December		2nd November	12th November

\* may be subject to change

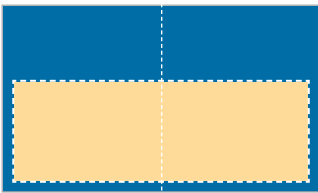
# Advertising rates and specifications



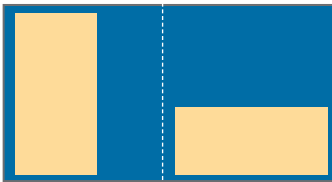
DPS



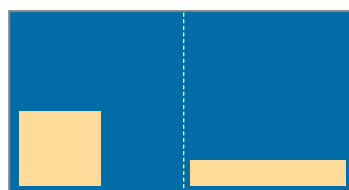
Full page/OBC



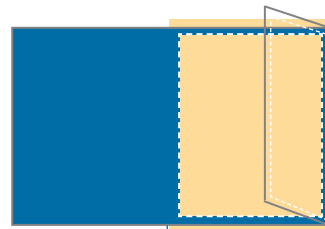
Half DPS



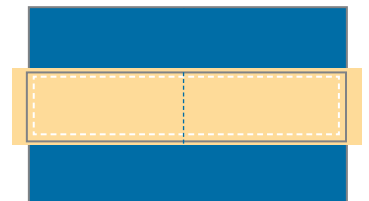
Half page



Quarter page



Gatefold



Belly band

Insertion	Bleed w x h, mm	Type area w x h, mm	Trim size w x h, mm	Full colour rate
DPS	576 x 392	546 x 352	566 x 382	GBP 6,900
Half DPS		546 x 177		GBP 4,600
Full page tabloid	293 x 392	254 x 358	283 x 382	GBP 4,300
Half page vertical		124 x 358		GBP 2,100
Half page horizontal		254 x 177		GBP 2,100
Quarter page vertical		124 x 177		GBP 1,500
Quarter page horizontal		254 x 88		GBP 1,500

Cover positions pricing on request

Agency commission at 15%

Series discounts:

from x 3 : at 17%

from x 6 : at 22%

from x 8 : at 30%

## Production

Preferred format: high resolution pdf.  
Ensure pdf (and all images used) is at 300dpi. Embed all fonts embedded, and ensure colour profile is in CMYK. Please flatten all transparencies.

## Contact us

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