

electric & hybrid

marine technology international

The official publication of

electric
& hybrid marine
EXPO EUROPE
+ Autonomous Ship

electric
& hybrid marine
EXPO NORTH AMERICA

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 2025

www.electrichybridmarinetechnology.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.



Publishing schedule

APRIL 2025

- Industry-wide sustainability overview
- Hydrogen fuel cell systems – vessel case studies
- Battery chemistries, cell and pack design, ruggedization, onboard safety
- Port and harbor electrification
- Foiling

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

Editorial deadline: March, 2025

Advertisement deadline: March, 2025

SEPTEMBER 2025

- Pleasure and leisure craft marine propulsion
- Shoreside charging systems and infrastructure
- Autonomous technology and electrification
- Alternative fuels
- Inland and riverboat electrification

US show preview – bonus distribution at Electric & Hybrid Marine Expo North America

Editorial deadline: June, 2025

Advertisement deadline: June, 2025

JANUARY 2026 (PUBLISHED NOV 2025)

- Vessel testing and validation
- Hull design, coatings, propellers
- Offshore charging solutions
- Wind-assisted propulsion
- Large-scale vessel electrification

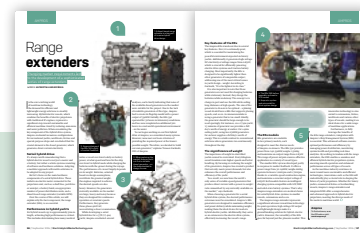
Editorial deadline:

November, 2025

Advertisement deadline:

November, 2025

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



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

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 (full data) are **£3,850 per email**

Regional/expo emails also available

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

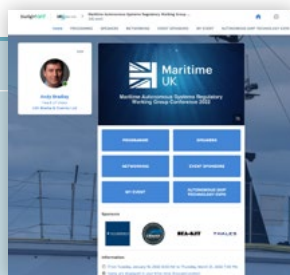
Webinars

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.

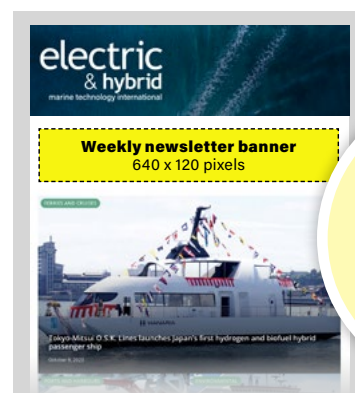


Banner dimensions

Website ▼



Newsletter ▼



Sent to
25,000
professionals
every Monday

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EXPO EUROPE
+ Autonomous Ship

JUNE 24, 25 & 26, 2025
RAI Amsterdam, Netherlands

electric & hybrid marine

EXPO NORTH AMERICA

AUGUST 20 & 21, 2025
Donald E. Stephens Convention
Center, Chicago, USA

EXHIBITING OR SPEAKING AT ELECTRIC & HYBRID MARINE EXPO?

**Promote your company's expertise to
exhibition visitors and conference
delegates – and the wider industry –
before, during and after the event:**

- Advertise and share your latest customer case study or technology innovation in an exclusive, accompanying article in an issue of your choice;
- All advertisers in the pre-show issue are guaranteed inclusion in the dedicated event preview, used by visitors to decide which companies to see at the show;
- Advertisers also benefit from daily circulation of the pre-show issue throughout the event - with copies at every entrance, on the magazine's dedicated booth, booth drops throughout the hall, etc;
- Secure an exclusive interview (limited availability) in the dedicated event preview published in the pre-show issue (with accompanying advert);
- Special cover positions available for advertisers to amplify brand awareness, new product launches and promote their booth number, etc;
- Take an ad in the official show guide – the on-site catalogue used by visitors to navigate the show, during the event;
- Send a dedicated e-blast to the full magazine database (or selected segment) before (limited availability) or after the event;
- Reserve a banner on the magazine website and/or e-newsletter before, during or after the event.
- Secure an on-site exclusive video interview (limited availability) with our editorial team, filmed by our expert video team for publication on the magazine website and promoted via the weekly e-newsletter, social channels, etc;
- Book an exclusive webinar (before or after the event) for highly targeted lead generation/brand awareness, with full e-newsletter/social media promotion included.

**PROMOTE
YOUR
COMPANY
IN THE EVENT
PREVIEW!**



**EXCLUSIVE
EXHIBITOR
INTERVIEWS
AVAILABLE!**



**LIVE VIDEO
INTERVIEWS**

**BE SEEN
IN THE
SHOWGUIDE
WITH AN
AD!**

