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 & advertising data 2024

www.electrichybridmarinetechnology.com
ELECTRIC & HYBRID MARINE TECHNOLOGY INTERNATIONAL

The world’s only publication solely dedicated to electric and hybrid marine technologies, Electric & Hybrid Marine Technology International showcases the latest and next-generation electric and hybrid marine charging and propulsion technologies, energy storage systems and motor technologies, and focuses heavily on the increasing need to improve the electrification of vessels. Written by the industry for the industry, content includes case studies, interviews and features on forthcoming trends and services. Electric & Hybrid Marine Technology International also includes a major focus on technological developments to enable vessels of all shapes and sizes to operate in the IMO’s Environmental Control Areas.

Circulation

Electric & Hybrid Marine Technology International is distributed to 23,000+ shipowners and operators, boat builders, vessel designers, propulsion system designers and manufacturers, naval architects, military fleet operators/chefs and of course port operators. The April issue also benefits from additional distribution at Electric & Hybrid Marine World Expo in Amsterdam.

Furthermore, the circulation database has been built entirely in-house and consists of only the top tier of marine industry figures – decision makers only. Not one issue will be wasted by sending it to someone who hasn’t requested a copy. The geographical split is 30% in North America, 40% in Europe and 30% sent to the rest of the world.

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)

Advertising rates

Advertising rates

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

US show preview – bonus distribution at Electric & Hybrid Marine Expo North America
Editorial deadline: November 2, 2024
Advertisement deadline: November 9, 2024

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

www.electrichybridmarinetechnology.com

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.

Website

Average monthly impressions 9,500
1.06% average banner CTR

- Header menu 900 x 90 – £1,200 per month
- Site header 600 x 75 – £1,000 per month
- Large 300 x 300 – £650 per month
- Junior banner 300 x 150 – £400 per month

Banners are available for a minimum of 3 months

Click here for specifications and sizes

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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

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