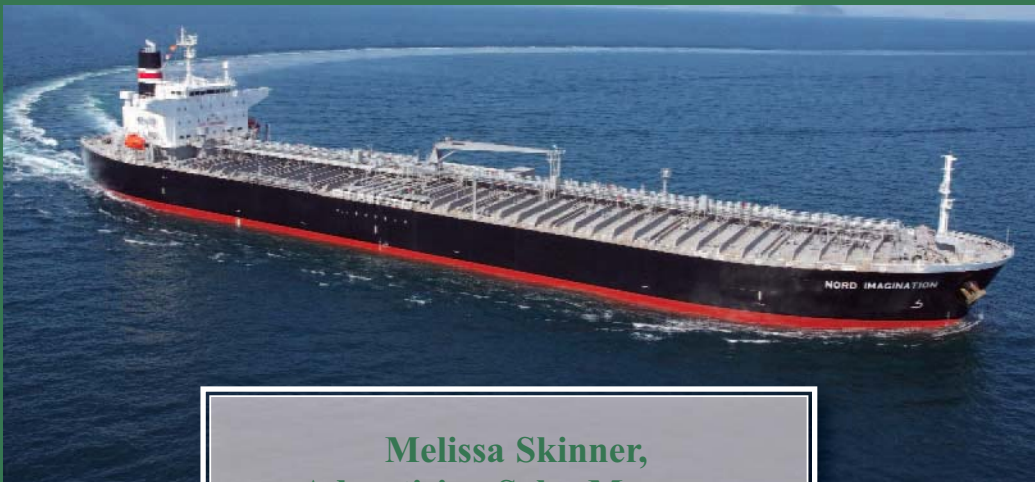


TANKER Operator

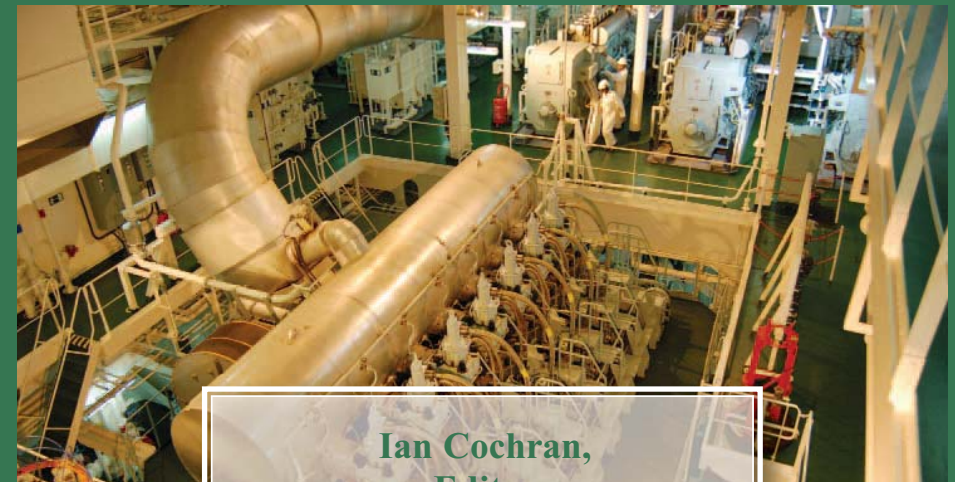
www.tankeroperator.com

Media planning guide
and editorial calendar

2012



Melissa Skinner,
Advertising Sales Manager
Tel +44 (0)7779 252272
mskinner@tankeroperator.com



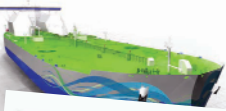
Ian Cochran,
Editor
Tel +44 (0)20 7017 3403
cochran@tankeroperator.com



Will Triality be converted to reality?

There has been a slow but steady increase in the number of vessels powered by LNG during the past decade or so. Will more to install gas burning prime movers could gain momentum in the next 10 years and beyond, according to leading class society DNV.

DNV's research shows that LNG powered vessels will become the dominant type of vessel in the next 10 years. The company says that LNG powered vessels will be used for a wide range of applications, including offshore supply, tugs, and ferries. DNV also notes that LNG powered vessels will be used for a wide range of applications, including offshore supply, tugs, and ferries.



The first vessel to be built with a different hull form for different parts of the hull.



TANKEROperator can deliver something which, we believe, nobody else can - the tanker industry.

That's a bold claim to make - but where else can you meet the tanker industry? Can you think of any trade show or conference which the worldwide tanker industry goes to? The tanker industry is all over the world - and people are sitting at our desks, reading papers and looking at computers.

If you have more target customers in the tanker industry then your sales people can telephone or visit, then consider reaching them with advertising in our print and online magazine, e-mail newsletter and website.

We believe we have a deeper reach into the industry than any other publication serving the tanker industry sector - because unlike (we believe) our competitors, we only send our magazine to people who have specifically asked for it and confirmed they want it within the past three years.

This is independently verified by the Audit Bureau of Circulation. So we know that our readers are interested, welcome the magazine and are still in their jobs.

Every time we ask our readers if they would like to continue receiving the magazine, we usually get some pleasant comments from around the world and we're copying some of them below for you to see.

Contact our ad sales manager Mel Skinner now to discuss special rates for 2012, on miskinner@tankeroperator.com

Our readership is 37% Europe, 18% North America, 14% Asia (not SE Asia), 17% SE Asia, 6% Middle East / North Africa, 4% Central and South America, 3% Africa, 1% Australasia.

By job role our readers are from shipping companies 24%, seafarers 13%, vendors 13%, charterers and brokers 11%, consultants 10%, finance / law 6%, students 5%, regulators 5%, educators 4%, press 3%, shipyards 2%, crewing / recruitment 2%, ports 2%.

Our magazine goes to 4,600 people (average 2010 distribution confirmed by ABC). Our e-mail newsletter goes to 10,000.

“ Thank you very much for a very interesting and useful magazine. **TANKEROperator** is a high quality professional publication. - professor, institute of economic forecasting, Moscow ”

TANKEROperator's Review of the Year is published with the March issue and contains a review of the world's top tanker operators. It is intended to be kept on office desks during the year as a ready reference source by charterers and tanker operators. We also encourage people to download it during the year, as a pdf, with links from our e-mails and website.

Worth bidding your time before investing?

Overseas Shipholding Group (OSG) (11.4 mill dwt, plus 1.1 mill dwt newbuildings)



Sovcomflot Group (SCF) (11.02 mill dwt, plus 2.07 mill dwt newbuildings)

Taking the usual format, this list has been compiled in descending order of deadweight tonnage per company. The figures have been taken from company websites, the Equisis database, other sources and the companies themselves. Not included FPSOs, FSOs, LPG carriers, or LNGCs in the total. With the picture of newbuildings delivered last year and the amount of tonnage to come, there has been and still will be changes in fleet compositions during the couple of years, which has and will result in some companies having a higher program in the future editions. For example, NITC has claimed that once its massive VLCC newbuilding programme has been completed, the company will attain second, or third place in terms of total deadweight tonnage.

AET Tankers (10.7 mill dwt, plus 2.8 mill dwt newbuildings)

TANKEROperator



- Off to Stamford
- Outsourcing can save money
- Ballast water system maze
- Hull condition assessment
- IPTA looks at ESPH

Incorporating: The TANKEROperator Annual Shipping Review

TOP 30 TANKER COMPANIES
TANKEROperator's
Top 30 owners and operators

FRONTLINE (19.3 mill dwt, plus 1.8 mill dwt newbuildings)

John Fredriksen's Frontline is the world's largest operator of VLCC's with 20 on its books, plus five newbuildings. In addition, the company operates eight FPSOs and 21 Suezmaxes and has another two Suezmaxes on order. The total includes those commercially managed by Frontline and, credited to subsidiary independent tankers Co. Several are bareboat and timechartered out for long periods. Frontline's policy is not to undertake regular management of its fleet, but rather to let third party management concerns. This is undertaken by several shipmanagement companies, including oil majors BP, Chevron and Shell, which have several vessels on bareboat charter. Other independent shipmanagement companies used include V Shipy (UK, Norway) and V Share management FIM, Sea Tank. Earlier this year, Frontline also had sold its 2006, the VLCC "Yan Shantai" for \$91.21 million. As part of this transaction, Frontline has chartered vessels for two years at a daily fee of \$25,000. More recently, Frontline sold its 1.1 million dwt VLCC, which had been chartered to Shell.

What will 2011 hold?

Global economic recovery is underway, supported by robust emerging markets growth. The strength and resiliency of the global economic recovery thus far has been a welcome surprise.

During the course of 2010 the world economy continued to post impressive gains and has withstood significant challenges to date, such as the Greek and Irish sovereign debt crises, and S&P's downgrading of the US credit rating.

Industry watchers continue to warn of the possibility of downside risks, but for now, a positive even robust economic backdrop can be taken as the planning cue. The IHS Global Economic Outlook in October 2010 projected global economic growth at 1.2% in 2011, now it expects 1.7% expansion.

tanker demand measured in tonne-miles grew an estimated 2.9% in 2010 over 2009 levels but only 2.7% from 2009 levels. The majority of demand resides in the VLCC sector at over half of total tanker tonne-miles recorded, the consultancy said.

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ANNUAL REVIEW - MARKETS

A TANKEROperator supplement

Tanker shipping review

March 2011



- Contents
- Markets - the future I
 - Top 30 listings IV
 - Fuel - who pays? XV
 - Counteracting piracy XVIII

“ Many thanks for your good work in bringing Tanker information to us. You have really updated us in what is happening in the marine world around the world. ”
- CEO, energy company, Nigeria

January/February

- Cyprus Report
- Ballast Water Management
- Ship Registries (Flag States)
- Coatings
- Tank Services

Booking deadline: Jan 13

Ad copy deadline: Jan 17

Publication date: Jan 27

March

- US Report
- Shipmanagement
- Chemical/Product Tankers
- STS Transfers
- Tank Services

Special supplement:

Tanker Operator Annual Review

Extra distribution:

- ◆ Chemical/Product Tanker Conf, London, March 6-7
- ◆ Asia/Pacific Maritime, S'pore, March 14-16
- ◆ CMA, Stamford (Conn), March 19-21

Booking deadline: Feb 17

Ad copy deadline: Feb 21

Publication date: Feb 28

April

- Middle East Gulf Report
- Manning & Training
- Classification Societies
- Bunkering
- Tank Services

Extra distribution:

- ◆ INTERTANKO Annual Event (tbc)
- ◆ Arctic Shipping Summit, Helsinki, April 12-14

Booking deadline: Mar 23

Ad copy deadline: Mar 27

Publication date: Apr 3

May

- Greece Report
- Electronic Charts/ECDIS
- Manoeuvring Systems
- Condition Monitoring
- Anti-piracy/Security
- Tank Services

Extra distribution:

- ◆ Posidonia, Athens, June 4-8

Booking deadline: May 4

Ad copy deadline: May 8

Publication date: May 15

June

- UK Report
- Norway Report
- Emissions Control
- Fire Protection/Emergency Response
- Shiprepair & Maintenance
- Tank Services

Booking deadline: Jun 22

Ad copy deadline: Jun 26

Publication date: Jul 3

August/September

- Germany Report
- Third Party Shipmanagement
- Commercial Operations
- P&I
- Ice Class Tankers
- Tank Services

Extra distribution:

- ◆ SMM, Hamburg, Sept 4-7

Booking deadline: Aug 3

Ad copy deadline: Aug 7

Publication date: Aug 20

October

- Denmark Report
- Chemical/Product Tankers
- Propulsion Systems
- Satellite Communications
- Underwater Maintenance
- Safety Systems
- Tank Services

Booking deadline: Sep 21

Ad copy deadline: Sep 25

Publication date: Oct 6

November/December

- Sweden Report
- Training Systems
- Navais
- Ballast Water Management
- Vapour Control
- Bunkering
- Tank Services

Booking deadline: Nov 9

Ad copy deadline: Nov 13

Publication date: Nov 26

“ Many thanks for sending the *TANKEROperator* magazine to my place. The magazine is well received and found issues in all issues.
- chief officer, Greek tanker operator ”

**All dates are subject to change*

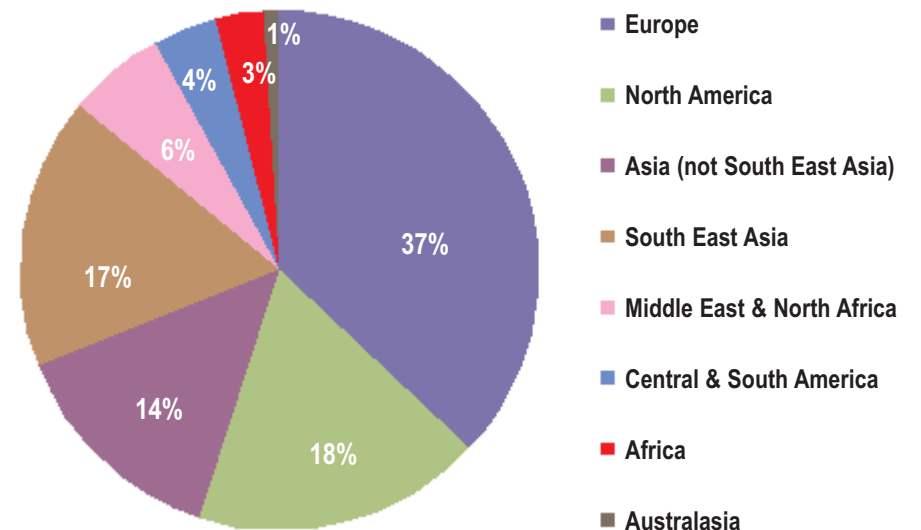
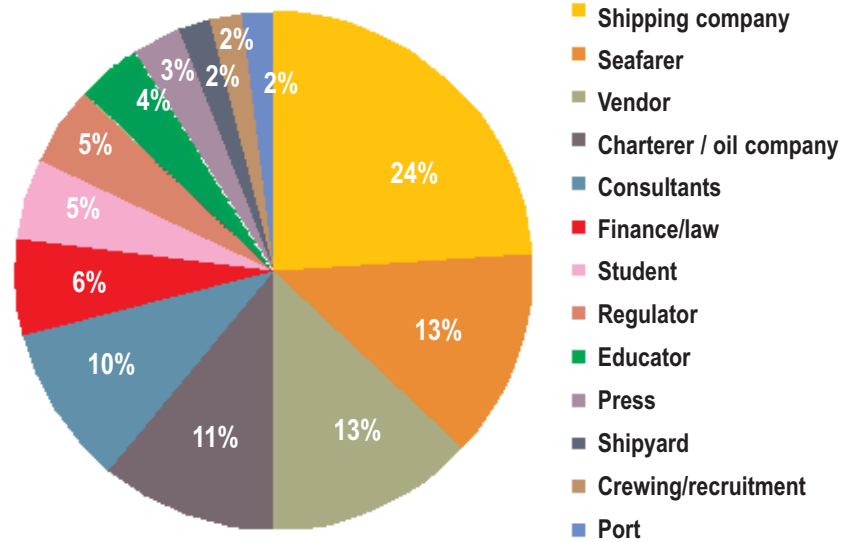


TANKEROperator's circulation (print and electronic) is 4,600, with copies going to company executives, captains, students, consultants, chief officers, superintendents, operations managers, chief engineers, technical managers, surveyors, shipbrokers, fleet managers, chartering managers, naval architects, port captains, CFOs, safety officers, crew managers.

“ Thank you for sending this to me regularly, so far. I wish to continue receiving **TANKEROperator**. ”
 - Superintendent of fleet personnel, oil company based in Dubai

CIRCULATION BREAKDOWN

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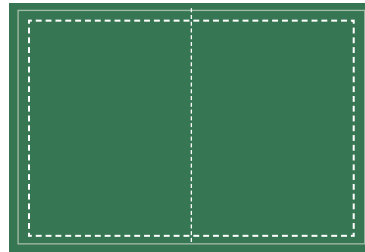
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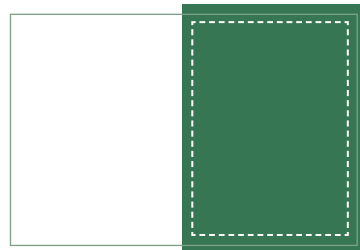


RATES

Double page spread:
 £2,600

DIMENSIONS

	Height x width
Bleed size	303 x 426mm
Trim size	297 x 420mm
Type area	277 x 400mm



Full page:
 £2,100

Bleed size	303 x 216mm
Trim size	297 x 210mm
Type area	277 x 190mm



Half page:
 £1,160

Landscape:	
Type area	139 x 190mm
Portrait:	
Type area	277 x 93mm



Quarter page:
 £850

Landscape:	
Type area	70 x 190mm
Portrait:	
Type area	139 x 93mm

ONLINE OPTIONS

As well as advertising in our magazine, we can offer advertising on our website, newsletter and online social network.

In the newsletter, we can offer a large banner advert (350 x 150)* which appears right at the top, beneath our logo but before the news, which links directly to your website. We can also offer small banner adverts (180 x 60) at the side.

On our website, we can offer a large banner advert (468 x 60) across the top of our home page and small banner adverts (180 x 60) at the side. The same advert will also appear whenever anyone reads a full news story, and on many other pages of the site.

** All measurements are in pixels*

TANKEROperator

Tanker Operator newsletter August 13th 2010

Increased tonne/miles expected to boost dirty tanker demand
(Aug 13 2010)
- Dirty tanker demand this year is poised to grow by 2.2% year-on-year. [>>more](#)

Teekay bites the bullet
(Aug 13 2010)
- Teekay Corp has reported an increased adjusted net loss of \$26.1 mill for the second quarter 2010 and a GAAP net loss of \$153.1 mill. [>>more](#)

NAT sees lower income and cash flow
(Aug 13 2010)
- Nordic American Tanker Shipping (NAT) reported net income for 2Q10 of \$7.9 mill, compared to \$9.5 mill in 1Q10. [>>more](#)

Knightsbridge looks good
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- VLCC and Capesize owner Knightsbridge Tankers reported net income of \$13.4 mill for the second quarter of 2010. [>>more](#)

Crude carriers starts off on the right foot
(Aug 13 2010)
- Newly listed Crude Carriers Corp reported net income for 2Q10 of \$5.7 mill. [>>more](#)

Ridgebury to start with Aframaxes
(Aug 13 2010)
- Ridgebury Tankers is to invest in Aframaxes should its current IPO be successful. [>>more](#)

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Website per month:

Small banner	£700
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Skyscraper banner	£2,500

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Skyscraper banner	£3,000
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Eitzen Chemical sees an upturn
(Aug 13 2010)
- Eitzen Chemical reported EBITDA of \$6.3 mill for the 2nd quarter of 2010, compared to EBITDA of \$5.5 mill in the previous quarter. [>>more](#)

Euronav sells VLCC
(Aug 13 2010)
- Euronav has confirmed that it has sold its oldest double hulled VLCC.

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