



TANK STORAGE

MEDIA KIT 2023/24.

Trusted. Valued. Influential.

“
We turn to Tank Storage Magazine for insight and support again and again. The publication is a wealth of information and is the leading industry publication for the terminal industry.”

Kathryn Clay, President, ILTA

GET INVOLVED > [TANKSTORAGE.COM](https://www.tankstorage.com)

by **EASYFAIRS**

WHY TANK STORAGE?

In-depth insight. Global reach

For nearly 20 years, Tank Storage Magazine has been delivering the latest news, analysis, innovation and insight to help terminal operators improve safety, efficiency and facilitate for the energy transition. Our community of tank storage professionals include: terminal managers, business development, HSE and procurement managers in the oil, gas, petrochemical and renewables markets.

With distribution at major industry events, advertising with Tank Storage Magazine will enable you to target an extensive database of relevant industry professionals.

What's more, every year, the Tank Storage Magazine team invests a significant amount of time and money into an independent audit with ABC – a leading industry-owned auditor for media products and services.

[download latest audit](#) ↗

Since the magazine's launch, we have built up an impressive database of relevant contacts that we invest a lot in cleaning, enriching and building each year for our own marketing campaigns; and we are able to give you access to this in powerful ways!

With dedicated news pages, monthly newsletters, promotional email campaigns, hosted webinars, and paid advertising through audience extension campaigns, our digital advertising opportunities give you the chance to target a relevant, engaged audience of industry professionals all year round.

Our team is happy to help if you have any questions about these commercial opportunities or targeting options.

Audience profile



3,660+ copies posted to targeted, named, terminal professionals



31,000+ digital magazine copies emailed



19,000+ page views a month



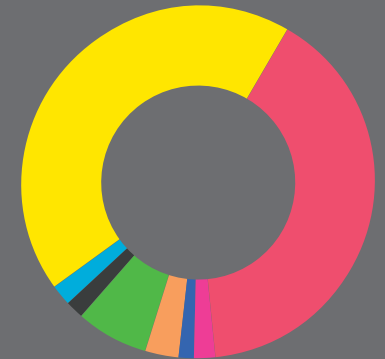
20,000+ unique users a month



13,000+ newsletter recipients

Geographical distribution

Europe	1,306
North America	1,198
Central & South America	59
Australasia & Pacific	42
Asia	88
South East Asia & Pacific Rim	206
Africa	43
Middle East & North Africa	58



HIGH QUALITY

The tank storage industry's only audited and most-focused publication

Tank Storage Magazine prides itself on delivering high-quality and exclusive editorial content.

Our articles are read and respected by terminal professionals globally and the magazine is regularly used as a source of industry knowledge by leaders in the field.

Each issue features

- ➔ Exclusive terminal operator interviews
- ➔ Current market trends
- ➔ Terminal expansion and construction projects
- ➔ The latest industry regulations and legislation
- ➔ Industry efforts towards the energy transition
- ➔ Innovative technical articles on tank products and services, led by our advertisers

Current readers



We use Tank Storage Magazine to stay up to date with the latest industry news and primarily for the green energy updates. It provides so many interesting in-depth articles, wonderful magazine.

William Vermeulen, Business & Market Intelligence Manager Europe, LBC Tank Terminals

- ✓ **ABC-audited**
- ✓ **Five editions per year**
- ✓ **North-America focused edition**
- ✓ **Distributed at all major tradeshow**

72%

of ILTA members choose to read Tank Storage Magazine

PRINT ADVERTISING

Reach thousands of terminal professionals and potential customers...

Tank Storage Magazine is independently audited, so we can back up the numbers we claim to reach. With over 3,660 named terminal professionals receiving each edition, your print advertisement is placed directly into the hands of decision-makers.

Each print advertisement can be complemented with an editorial article dedicated to your product or solution. Contact our team for a bespoke package.

Advert type	Specs WxH	Rate card
Quarter page	Horizontal: 114x120mm Vertical: 175x160mm	€1,500 / \$1,600
Half page	Horizontal: 175x120mm Vertical: 114x251mm	€2,000 / \$2,250
Full page	210x297mm	€3,000 / \$3,300
Inside front cover	210x297mm	€4,000 / \$4,500
Outside back cover	210x297mm	€5,000 / \$5,600
Double page spread	420x297mm	€5,750 / \$6,000
Front cover, belly bands and gatefolds	Available on request	Available on request

Technical info

- ➔ High resolution pdf at 300 dpi
- ➔ CMYK format required
- ➔ 3mm bleed required on full-page and double-page adverts

Official publication for StocExpo and ILTA.

- ➔ Tank Storage Magazine is handed to every visitor to both StocExpo and ILTA
- ➔ Live on-site reporting from both events
- ➔ A digital newspaper is distributed to all StocExpo attendees with on-site exhibitor interviews, visitor insights and more.



Since its conception, American Tank & Vessel (AT&V) has had the pleasure of using Tank Storage Magazine to connect with clients and industry professionals. Tank Storage Magazine distinguishes itself from other sources of direct marketing and the AT&V team is looking forward to many more years with the publication!

Westleigh Cutts, American Tank & Vessel

CONTENT CALENDAR

Published five times a year, Tank Storage Magazine is the leading publication in the tank storage and terminals industry.

Every edition brings readers high quality and exclusive content, with a 365 approach to offer online features year-round.

EDITION	EDITORIAL CONTENT	FOCUS	DISTRIBUTION	DEADLINE
WINTER 2023/24	<ul style="list-style-type: none"> Storage Outlook to 2024 Future fuels storage Digitalisation & cybersecurity Ports focus Tank maintenance Terminal safety 	Innovation	<ul style="list-style-type: none"> International Energy Week, UK StocExpo 2023 VIPs EPCA 2023 attendees 	8 December 2023
SPRING 2024	<ul style="list-style-type: none"> StocExpo Preview Terminal automation Vapour recovery Leak detection Drones/Robotics Pumps & valves 	Europe	<ul style="list-style-type: none"> Official publication for StocExpo 2024, Netherlands UKIFDA, UK ChemUK, UK NISTM Orlando, USA 	9 February 2024
SUMMER 2024	<ul style="list-style-type: none"> Tank roofs Fire safety/prevention Biofuels Pumps Digitalisation 	The Americas	<ul style="list-style-type: none"> ILTA 2024, Texas, USA - Official media partner, exclusively in all delegate bags PGLC, TBC 	5 April 2024
TANK MAP 2024	<ul style="list-style-type: none"> Independent tank terminal map 	Global	<ul style="list-style-type: none"> All Elite Members 	22 July 2024
NORTH AMERICA 2024	<ul style="list-style-type: none"> Crude/petroleum prices Energy policy update ILTA update API update Future fuels & hydrogen 	North America	<ul style="list-style-type: none"> API Storage Tank Conference & Expo, Colorado, USA Gastech, Texas, USA All ILTA 2024 delegates NISTM Woodlands, Texas, USA 	19 August 2024
AUTUMN 2024	<ul style="list-style-type: none"> Chemical Storage Supplement Terrorism & Security Future fuels Innovation & robotics Tank Inspection Vapour Recovery Pumps & valves 	MENA region & Asia	<ul style="list-style-type: none"> 58th Annual EPCA Meeting, Germany ADIPEC, Abu Dhabi Asian Downstream Summit, Singapore Tank Storage Association Conference, UK VIII Med Hub Day, Spain Hazards 33, UK World Hydrogen Week, Netherlands 	9 September 2024

WEBSITE ADVERTISING

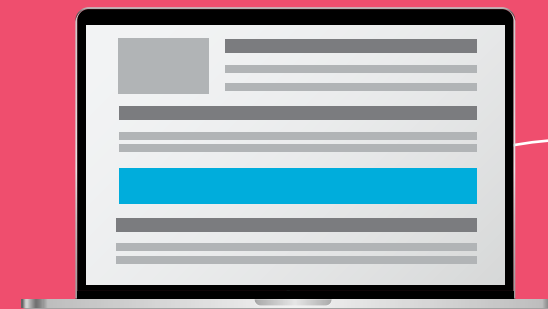
Your gateway to industry professionals 365 days a year...

With an average of 20,000+ users and 30,000+ page views a month, our website offers unrivalled coverage of the latest news, developments and analysis in the tank storage sector.

As the market-leading media outlet in the tank storage industry, tankstorage.com is updated daily with the latest news, press releases and regulatory updates.

Advertising options

Ad type	Position	Size	Price (per quarter)
Super Leader-board	Top of every page	728x90 px	€3,500
Full-width banner	Homepage	2000x320 px	€3,000
Skyscraper	Homepage, Individual content posts (news, features, videos) with direct links from social media	394x960 px	€3,000
MPU	Homepage, News pages, Features list	300x250 px	€2,500
Advertorial	Partner News section with social media boost	up to 800 words	€1,000 per article



EMAIL ADVERTISING

Get your brand directly into prospect inboxes every week

Our weekly newsletter presents an ideal opportunity to advertise your business alongside a roundup of the latest news and thought-provoking content. The mobile-friendly newsletters are received by over 13,000 relevant industry professionals and provide an excellent opportunity to place your brand at the forefront of the industry.

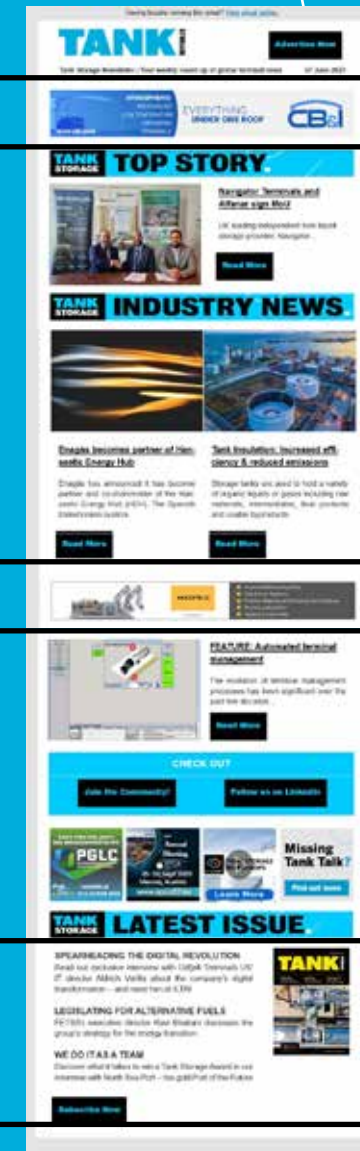
Limited spaces available.

Newsletter banners

Banner options	Price per month
Top banner	€2,500
Lower banner	€2,000
Sponsored content	€2,000

Want a more personal approach?

Our opt-in database of more than 12,000 subscribers provides an efficient way to expand your prospect universe. Starting from €3,000 you can tailor the content and messaging to our highly engaged audience. Speak to your account manager for the options.



→ Top banner

→ Lower banner

→ Sponsored content block

Delivered to: **13,000** Open rate: **24%** Banner CTR: **3%**

MULTI-CHANNEL PACKAGES

Reinforce your brand across print and digital

As a marketing professional, you know that the best way to make an impact is with multiple touchpoints reinforcing your message and brand.

Take advantage of our packages spanning print and digital media to ensure your brand has lasting and meaningful visibility, leaving an impression and generating leads for the long term!

ESSENTIALS
Print: Full page advert 3x magazines
Email: Newsletter MPU Sponsored content
Website: Skyscraper banner
€5,000 (usually €9,500)

COVER STAR
Print: Front cover 2-page editorial Full page advert Up to 30x magazines
Email: Newsletter MPU Sponsored content
Website: Superleaderboard
€10,000 (usually €25,000)

PLATINUM 365
Print: 5x full page adverts 3x full page editorial 10x copies per edition
Email: Newsletter MPU
Website: MPU banner Sponsored webinar
€20,000 (usually €50,000)

THE DIGITAL
Email: Newsletter MPU SOLUS Email
Website: Superleaderboard Sponsored webinar
€8,500 (usually €17,500)



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William Vermeulen, Business & Market Intelligence Manager Europe, LBC Tank Terminals

WEBINARS

Get your message out to our community

Tank Storage is leading the way in content-based marketing. We can host your webinar via our Tank Talk platform to ensure a dedicated, engaged audience.

What's included



Speaker and content

- Published content
- 30-minute speaking slot and QandA
- Survey creation and results
- Feature piece and newsletter story



Social media

- 4x social posts across all platform



Email and newsletter

- Headline news piece
- E-shot to global database



Website

- Dedicated company news piece
- Horizontal banner
- Webinar hosted on-demand



Lead generation

- Data from all registrants*

*All that allow data to be shared

260
registrants

48%
attended live

55
minutes average
duration



Tank Storage Magazine is one of the leading magazines in our industry. It is a pleasure to publish in a magazine that offers relevant information about the storage industry, enabling the readers to keep abreast of the latest technical news and upcoming events.

Elodie Zausa, Business Development Manager,
Geosol



Tank Storage Magazine is an essential tool for any professional in the storage sector, like Tepsa. It has an impressive variety of content that is always topical and undeniably relevant, making the publication an important source of information.

Nuria Blasco, General Manager, Tepsa

AUDIENCE EXTENSION

Get broader reach for your brand to the community right across the web

Paid advertising through search networks and social channels is a booming business! But to really capitalise on the power of this opportunity, you need to have the basis of an extensive database. This is where Tank Storage comes in!

We are able to offer you a far wider reach across the internet by using our database, our website traffic, our social channels and the power of our vast network to advertise your products and services when they browse sites across the web. Using tracking technology we showcase your brand by retargeting our community of industry professionals on search and social networks they visit.

Target professionals in the key sectors including leading Terminal Operators, Oil Majors, Ports and EPCs who visit the Tank Storage website.

Impressions (Views)	CPM (cost per thousand)	Cost
250,000	€50	€12,375
500,000	€50	€24,750
750,000	€50	€37,125
1,000,000	€44	€44,000



Timeframe

Audience extension campaigns are sold on an impression/view basis.

Volume

Minimum volume that can be purchased is 250,000 impressions.

Duration

Campaign length is dependent on the number of impressions purchased.

Ask the team for case studies on audience extension so you can see how these campaigns can contribute to the promotion of your business!

READY TO MAKE YOUR BRAND FLY?

Whether you know what package you want to book or want to find out a little more, our team is here to help you. Please get in touch today!

Does an advertising package include editorial?

Yes! You can promote your brand with an article, both in print (for print advertising) and online. This will form part of your advertising package with us and will give your product/brand even more reach. Showcase new projects, case studies, products or helpful advice to the tank storage community.

Do you provide reporting? How can I check the success of my digital campaign?

We advise partners to include UTM links on all advertising directing to your websites – this means you can track website traffic and leads in your Google Analytics in real time over any date range. We can provide reporting for solus email campaigns – these will be distributed post campaign.

How can I book a campaign?

We can't wait to get your campaign live! Give our team a call and book in the campaign or package you are looking to advertise with. We will let you know when the next available launch date is and inform you of the timeline and process of getting your adverts live.

Contact the team



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