

electric & hybrid

marine technology international

The official publication of

electric & hybrid marine
EXPO EUROPE

electric & hybrid marine
EXPO NORTH AMERICA

BATTERY
TECHNOLOGIES / HYBRID
SYSTEMS / FUEL CELLS /
ELECTRIC MOTORS /
EMISSIONS REDUCTION
TECHNOLOGIES /
CHARGING SYSTEMS



The world's only publication that is 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 2024

www.electrichybridmarinetechology.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/chiefs 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 only consists of 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% reaching Europe and 30% being 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)

Advertiser guidelines for supplying material (Format: Adobe PDF)

Advert Type	Millimeters (mm)	Inches (")
Full page (trim size)	215mm(width) x 275mm(height)	8.4646" (w) x 10.8268" (h)
Half page (horizontal)	183mm (width) x 115mm (height)	7.2047" (w) x 4.5276" (h)
Half page (vertical)	90mm (width) x 250mm (height)	3.5433" (w) x 9.8425" (h)

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 (0.1181 inches) of bleed on all sides of the artwork.

Publishing schedule

APRIL

- Industry-wide sustainability overview
- Hydrogen fuel cell systems – vessel case studies
- Battery chemistries and ruggedization
- Port and harbour electrification
- Electrification in superyachts

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

Editorial deadline – 23rd March

Advertisement deadline – 30th March

SEPTEMBER

- Pleasure and leisure craft marine propulsion
- Vessel certification
- Battery cell and pack design, and onboard safety
- Shore-side charging systems and infrastructure
- Electrification in cruise shipping

Editorial Deadline – 22nd June

Advertisement deadline – 29th June

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

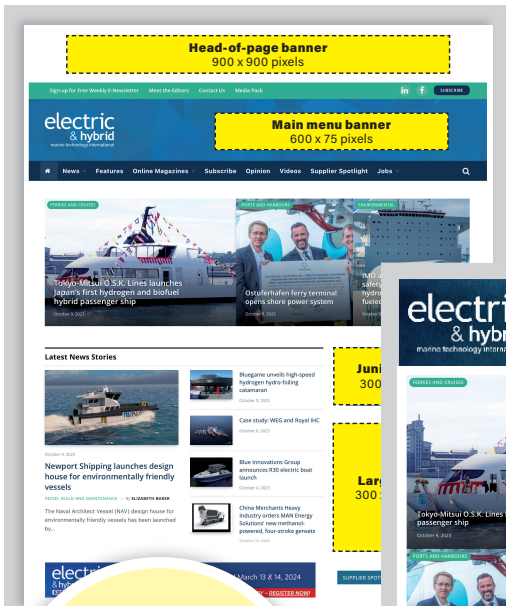
US show preview – bonus distribution at Electric & Hybrid Marine Expo North America

Editorial deadline – 2nd November

Advertisement deadline – 9th November

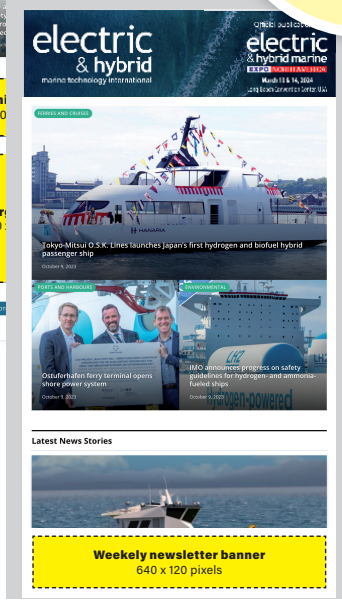
*Advertisers may be able to take advantage of technical editorial opportunities, dependent on availability





Sent to
28,500
professionals
every Friday

Worldwide
circulation to
29,000
key industry
professionals



Webinars

EHM 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

EHM 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 900x90 - **£1,200 GBP per month**
- Site Header 600x75 - **£1,000 GBP per month**
- Large 300x300 - **£650 per month**
- Junior banner 300x150 **£400 GBP per month**
- Banners are available for a minimum of 3-months
- [Specifications and sizes - Advertiser Guidelines Link](#)

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 GBP per email**
- Regional/expo emails for **£2,000 GBP per email**

[Email Sample Link](#)

Weekly Newsletter Banners

- 25% average opening rate
- 9% average CTR
- 3-months (13 emails) **£3,950 GBP**
- 6-months (25 emails) **£6,950 GBP**
- 12-months (50 emails) **£12,500 GBP**

[Weekly Newsletter Sample link](#)

CONTACT DETAILS

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