



Get involved +44 (0)20 3196 4300 | contactus@stocexpo.com
stocexpo.com/en/digital-opportunities

MORE reach, MORE exposure, MORE leads!



Capitalise on our extensive digital reach to boost your brand year-round!

As a data-rich, digitally-driven company, Easyfairs, the organisers of StocExpo are uniquely placed to provide you access to a vast community of oil majors, terminals and storage professionals. Take your digital advertising capabilities to new heights to reach a highly targeted, relevant, specific and engaged audience throughout the year via StocExpo's powerful network!



Website advertising



Social media campaigns



**Newsletter advertising
& email campaigns**



**Paid advertising
campaigns**

Why StocExpo?

Data-rich, digitally-driven... and we're opening up doors for you!

Target an extensive database of relevant industry professionals. StocExpo provides a platform for the tank storage and future fuels industry that delivers valuable connections and unforgettable experiences for visitors and exhibitors alike, but maybe you're not aware that our community goes far beyond the three-day event!

Since the event'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 far-reaching community spans: cargo owners, EPCs, freight forwarders, ports and more.

Therefore, your business has the opportunity to take advantage of a year-round platform to advertise to a high-caliber audience looking to source your solutions. You'll find all digital advertising options listed in this guide. Our team is happy to help if you have any questions about these commercial opportunities or targeting options.



Our community



120,000+

Unique users per year



215,000+

Unique page views per year



40,000+

Newsletter database



40,550+

Social followers

Job title breakdown

- Business Development **15.00%**
- C-Suite/Directors/Heads **22.00%**
- EHSQ, Innovation, Safety & Security **11.00%**
- Facilities & Maintenance **10.00%**
- Procurement & Supply Chain **9.00%**
- Project Engineer & Manager **15.00%**
- Terminal, Operations & Logistics **18.00%**

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

With over 10,000 website users per month and over 215,000 pages views per year stocexpo.com offers unrivalled coverage of the latest news, industry developments and product innovations, bringing the industry together in one accessible online hub. Promote your business with a website advertising campaign by publishing your adverts to our community.

> [Preview our website advertisement options](#)

Take advantage of one of our great value packages below.

AD options	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Full width	€2,640	€1,320
Featured exhibitor	€660	€330
Featured innovation	€660	€330
Featured partner	€660	€330

Timeframe - All placement options are based on a 3-month duration.

Delivery - Banners are part of a rotating carousel.

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> Full width

> Featured exhibitor

> Featured innovation

> Featured partner

Place your brand in front of a highly engaged audience in our live stream of news and articles

StocExpo offers a wide range of up to date industry news, publishing content from our partners and the industry as a whole. Ensure your brand stands out above the rest by having your ads appear amongst our industry news content and press releases.

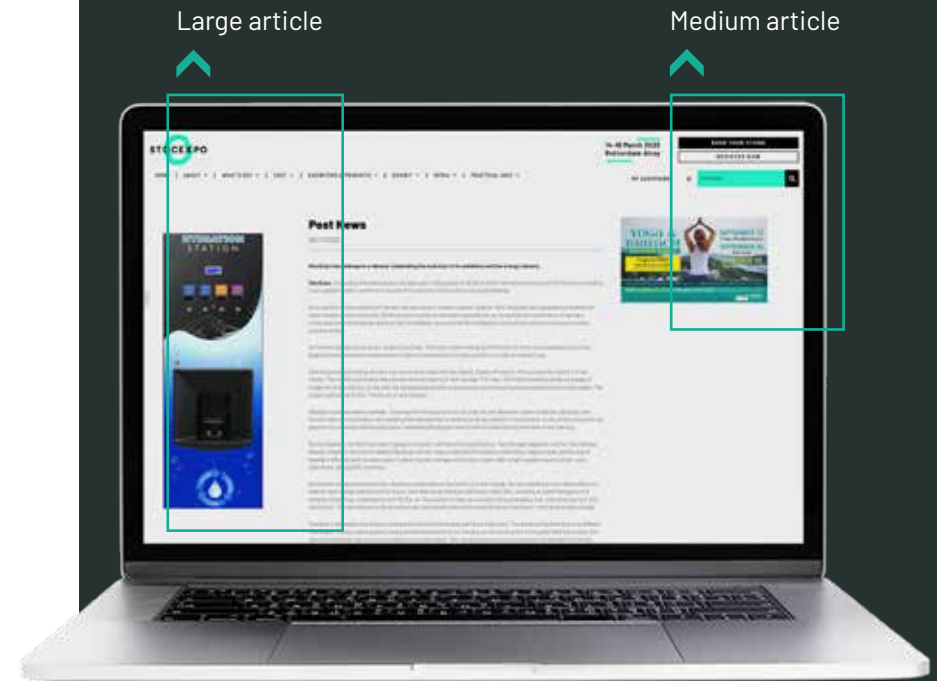
> [Preview our newsfeed advertisement options](#)

AD options	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Article - Large	€1,320	€660
Article - Medium	€924	€462

Timeframe - All placement options are based on a 3-month duration.

Delivery - Banners are part of a rotating carousel.

5. [Get involved](https://stocexpo.com/en/digital-opportunities) stocexpo.com/en/digital-opportunities



Get your ad front and centre and cut through the noise

Pop-ups offer a high-impact advertising tactic to make sure your brand is noticed! Available across the full website, ensure you get noticed immediately and drive leads directly to your website!

AD options	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Large pop-up	€1,320	€660
Medium pop-up	€990	€495
Small pop-up	€660	€330

Timeframe - All placement options are based on a 3-month duration.

Delivery - Pop ups are available on a page by page basis. Large right hand side banner is not displayed on mobile.



➤ Preview large



➤ Preview medium



➤ Preview small

The perfect way to get your brand directly in prospect inboxes

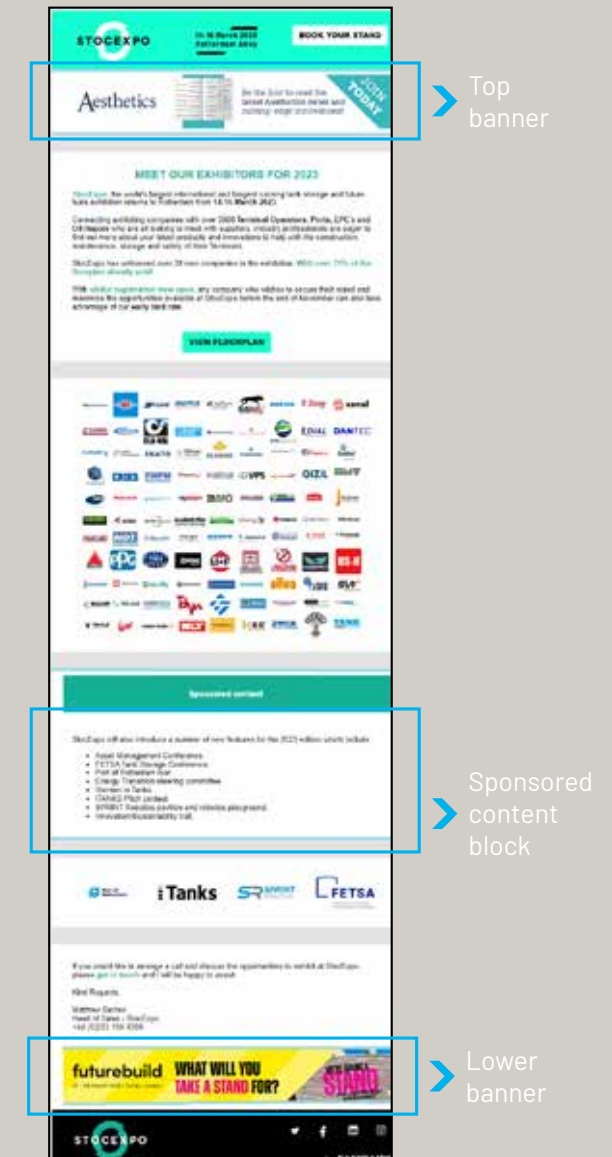
Newsletter advertising

Our monthly 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 40,000 relevant industry professionals and provide an excellent opportunity to place your brand forefront of mind.

AD options	Price per campaign	
	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
Top banner	€858	€429
Lower banner	€528	€264
Sponsored content block	€660	€330
Sponsored content block+ post on website	€858	€429
Newsletter takeover (exclusive rights to advertising)	€1,650	€825
Solus email campaign (your branded HTML)	€1,980	€990

Contact our team for detailed data information and targeted send options. We will provide you with post-campaign open and click through statistics.

7. **Get involved** stocexpo.com/en/digital-opportunities



Leverage the power of social networks

The StocExpo content team is highly active on social channels, attracting a highly engaged and fully interested audience of engineering professionals.

As such, our posts are seen by thousands of followers every day, providing you the opportunity to promote your products and services to a targeted audience of professionals as they engage with their social feeds. Select a format and frequency below to target our social community with your own advertising via posts and stories.

AD options	Price per campaign	
	Premium 3 months before event (limited opportunities)	Standard (Year round, excluding 3 months prior to event)
1 post on all 4 channels	€1,320	€660
1 post & 1 story on all 4 channels	€2,310	€1,155
Takeover	€1,980	€990



StocExpo

2,400+

followers



StocExpo

35,300+

followers



@StocExpo

2,000+

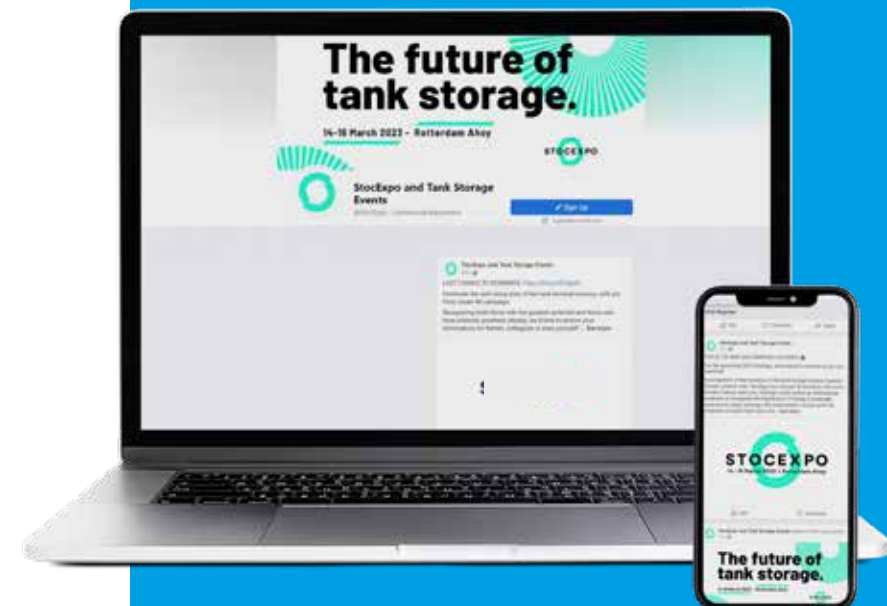
followers



@StocExpoTankStorage

800+

followers



Get involved stocexpo.com/en/digital-opportunities

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 StocExpo 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 EPC's who visit the StocExpo website.

Impressions (views)		
Impressions (Views)	CPM (cost per thousand)	Cost
250,000	€33	€8,250
500,000	€330	€16,500
750,000	€33	€24,750
1,000,000	€28	€27,500



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!

Make sure you make an impact with a multi-channel package

As a marketing professional, you know that impact is only made by multiple touchpoints and reinforcing your message and brand. Therefore, taking advantage of our packages across all channels will ensure your brand has lasting and meaningful visibility, leaving an impression and gaining you leads for the long term!

	Essentials	RECOMMENDED Boost	Plus	Community
	<ul style="list-style-type: none"> ✓ Website: Industry news large ✓ Social: Post package ✓ Email: Sponsored content block ✗ Audience extension: N/A 	<ul style="list-style-type: none"> ✓ Website: Full width banner ✓ Social: Post & story package ✓ Email: Newsletter takeover ✗ Audience extension: N/A 	<ul style="list-style-type: none"> ✓ Website: Industry news medium & featured partner ✓ Social: Post & story package ✓ Email: Top banner ✓ Audience extension: 250,000 impressions 	<ul style="list-style-type: none"> ✓ Website: Full width banner & industry news large ✓ Social: Post & story package ✓ Email: Newsletter takeover & solus email ✓ Audience extension: 250,000 impressions
Standard Year round, excluding 3 months prior to event	€1,320 (Normal price €1,650)	€2,640 (Normal price €3,300)	€7,438 (Normal price €10,626)	€8,580 (Normal price €13,200)
Premium 3 months before event (limited opportunities)	€2,640 (Normal price €3,300)	€5,280 (Normal price €6,600)	€9,101 (Normal price €13,002)	€11,798 (Normal price €18,150)
	20% OFF	20% OFF	30% OFF	35% OFF

Specifications for artwork

Website	
Type	Dimensions PX
Full width	2000x320
Featured exhibitor	300x250
Featured innovations	300x250
Featured partner	300x250
Article large	300x800
Article medium	476x249

Pop-up	
Type	Dimensions PX
Large	300x600
Medium	476x249
Small	300x250

Email	
Type	Dimensions PX
Full banner primary	1490x180
Full banner top	1490x180
Full banner middle	1490x180 1490x180
Featured content image	280x175
Featured content text	+200 word
MPU top	300x250
MPU bottom	300x250
Newsletter takeover (exclusive rights to advertising)	234x150

Social	
Type	Dimensions PX
Facebook post	1200x628
Facebook story	1080x1920
Instagram post	1080x1080
Instagram story	1080x1920
Linkedin post	744x400
Linkedin story	1080x1920
Twitter image	800x418

Leaderboard	
Type	Dimensions PX
Banner	468x60
Leaderboard	728x90
Top banner	930x180
Large leaderboard	970x90
Billboard	744x400
Skyscraper	
Skyscraper	800x418
Wide skyscraper	160x600
Half-page	300x600
Portrait	300x1050
Square and rectangle	
Small square	120x600
Vertical rectangle	240x400
Square	250x250
Triple widescreen	250x360
Online rectangle	300x250
Large rectangle	336x280
Netboard	580x400
Mobile	
Mobile banner	300x50
Mobile banner	300x50
Large mobile banner	300x100

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!

FAQs

1. Do you provide reporting? How can I check the success of my 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 provide reporting for (a) solus email campaigns – these will be distributed post campaign.

(b) audience extension campaigns – you will be given an automated reporting link for audience extension campaigns to monitor impressions and clicks throughout.

Outside of this reporting will rely on the UTM tracking links you provide.

2. What is the difference between standard and premium pricing?

Premium pricing is reserved for the 3 months prior to our live event – this is because we see an influx of engagement from our community during this time frame.

Standard pricing refers to any time of year excluding the 3 months before our event, you will target the same community throughout the year but your promotion won't be part of the extensive marketing campaign we execute before our events.

3. 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.

Looking forward to hearing from you,
The StocExpo team!

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Matthew Barlow

Senior Sales Manager
matthew@stocexpo.com
+44 (0)20 3196 4380



David Kelly

International Sales Manager
david@tankstoragemag.com
+44 (0)20 3196 4401



Nathan Stovell

Senior Marketing Executive
nathan.stovell@easyfairs.com
+44 (0)20 3196 4253



Chloe Cruttenden

Digital Advertising Coordinator
chloe.cruttenden@easyfairs.com
+44 (0)20 3196 4287