

Marketing Solutions

Powered by Lloyd's List

Insight. Connection.
Engagement.



Think of us as extension of your marketing team or agency.

Ensuring your marketing activities reach specialist sectors in the maritime industry can be a challenge. Unlike others, Lloyd's List is informed by its expert knowledge over 20 economic cycles and evidenced by the most complete and historical maritime and vessel data. Our Marketing Solutions team will discuss our capabilities to research, reach and engage target audiences to deliver marketing plans that align to your goals.

Insight.

Our insights help you understand the maritime market and form your strategy.

Connection.

Our channels connect you to your target audience.


Engagement.

Our experts help you engage customers with content and conversations that they want to join.



Our reach

From Ship Owners to Compliance Managers. Gain access to 19,000 active subscribers across the maritime market.

350,000+ 
Total Reach



Followers
on Twitter

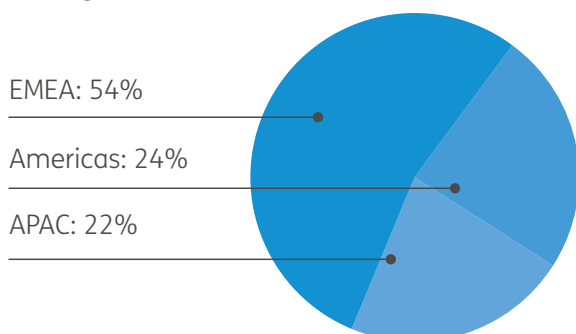
80,000

175,000

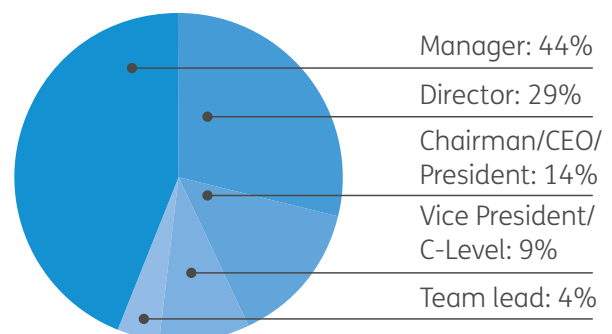


Monthly visitors
to lloydslist.com

Regional breakdown



Job title breakdown



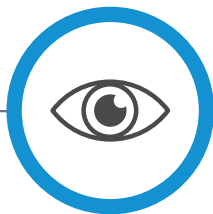


Our Channels

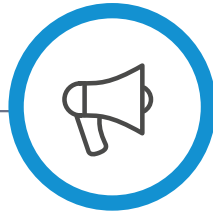
Digital advertising

Build awareness, increase engagement and expand your reach.

Our digital advertising solutions offer multi-channel access to real estate across the Lloyd's List website. Our daily email bulletins and targeted industry channels will drive traffic to your website or content and increase brand recognition.



Align your brand
with a market
leader



Reach new markets -
our podcasts have
200,000+ plays globally



Build your
presence
across the
maritime
market

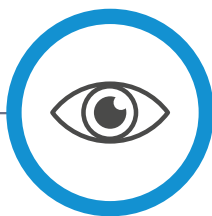


Our Channels

Print advertising

Advertise in one of the industry's most respected publications.

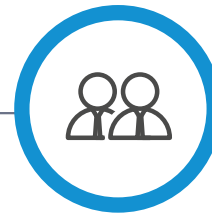
Lloyd's List special reports are distributed to 4,000 readers three times a year and are considered essential reading with a deep-dive into key topics, insight and timely reporting.



Build brand awareness and reach new markets



Align your brand with a market leading maritime publication



Build a presence at key maritime events with a highly engaged audience



Our Channels

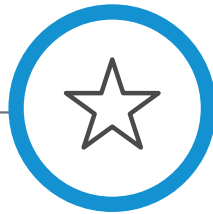
Email

Promote your content or event effectively to our audience.

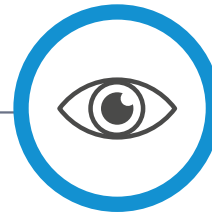
We can increase your reach, ensuring that your message is seen by a wider, targeted audience with segmentation by job industry, job title, seniority and geographic region.



Reach a wide audience



Maximising reads and event sign-ups



Build brand awareness and reach new markets



Our Services

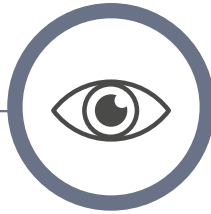
Sponsored Content

Position your organisation as thought leaders with content that information-hungry customers will want to engage with.

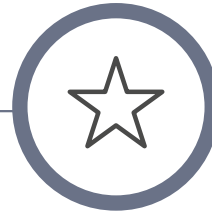
Align yourself with our highly-respected brand and leverage Lloyd's List's editorial expertise, with consultation from our internal experts on a wide range of key maritime-related topics. We distribute content for you, achieving wider market reach.



Tap into an audience,
hungry for insight



Build brand awareness
and reach new markets



Create market
leading content



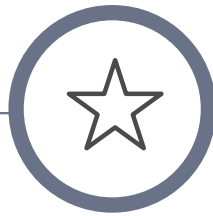
Our Services

Be part of our Webinars

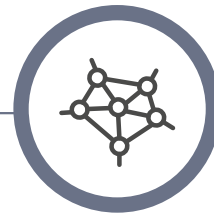
Your organisation can sponsor our editorially-led webinars, with the opportunity to have your own thought leaders on the panel.



Be part of the conversation at leading industry events



Our top performing webinar of 2021 had nearly 2,000 registrations



Establish lasting connections and create demand

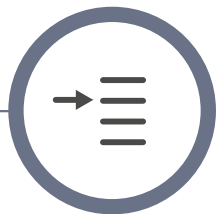


Our Services

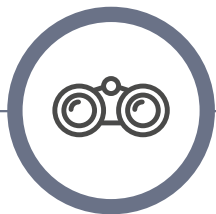
Market research

Get your questions answered and make marketing and commercial decisions based on solid market insight. Understand more about new markets and how your brand is perceived.

Our research experts build the right surveys and polls to deliver the insight you need. Reach a wider audience to increase your research results and coverage.



Understand how you are perceived in the market



Spot market trends and stay ahead of the competition



Base decisions on validated insight



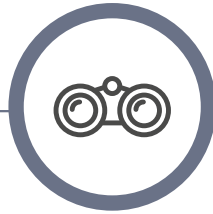
Our Services

Set out your company's vision for the Future of Shipping

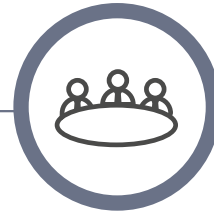
Join other senior industry leaders in the Future of Shipping series; discuss a key topic on the path towards a sustainable and profitable future via a professionally edited video curated by our expert editorial team.



Reach a wide audience
of key decision-makers



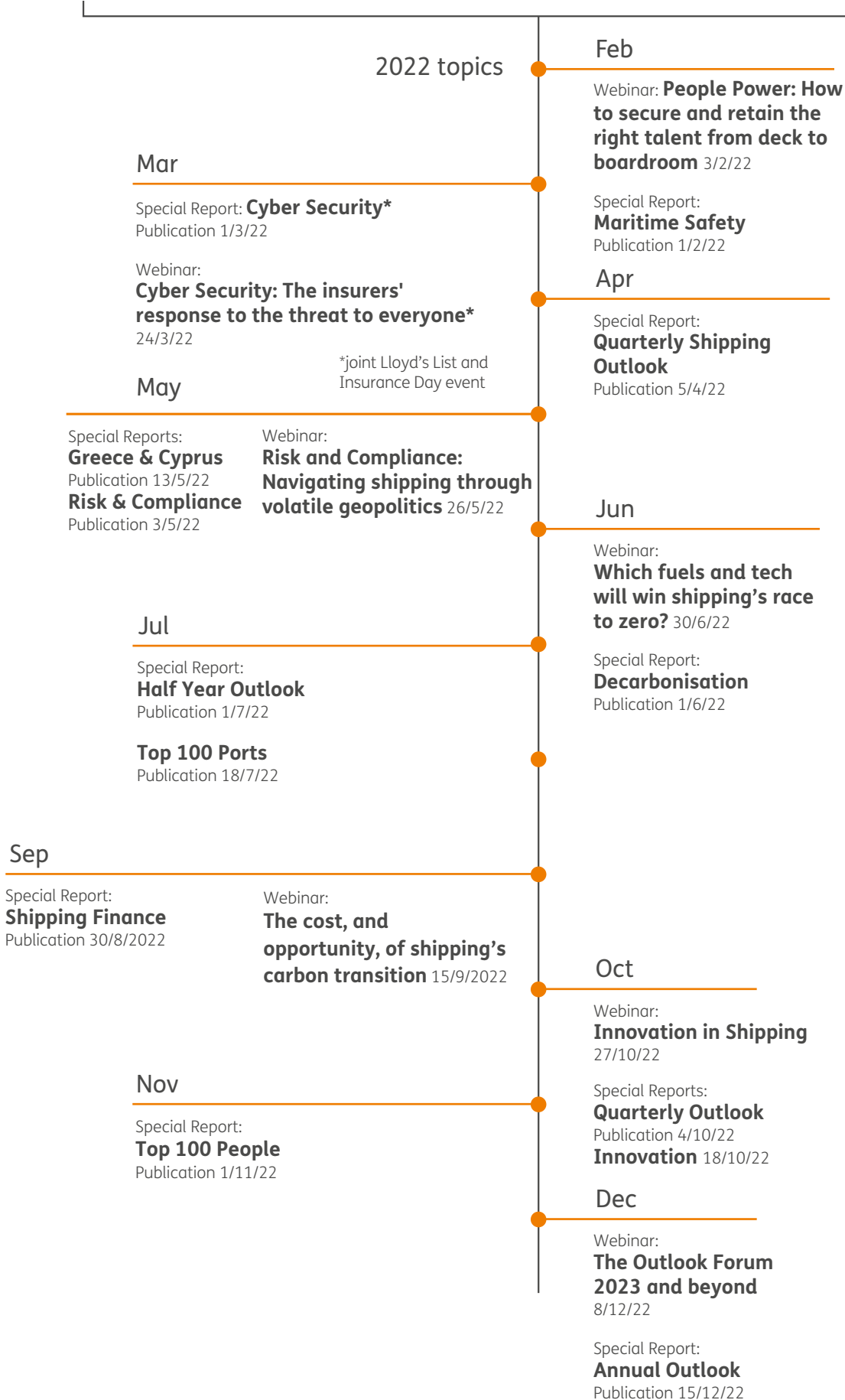
Present your views on
the Future of Shipping



Be a central part of the
industry conversation

Our sponsorship calendar

Maximise brand awareness, showcase your expertise and position your organisation as thought leaders with a presence at the industry's most respected events. Leverage sponsorship opportunities in editorially-led webinars, roundtables and special reports.



Price worksheet

Our product offering

Product	Price	Notes
Sponsored Article	£2,500 / \$3,375 / €2,750	Client-supplied article, formatted by Informa
Sponsored Article with embedded video	£3,500	Article & video supplied by client, formatted by Informa
Webinar Sponsorship	£7,500 - £15,000	
Lloyd's List podcast advertising	£3,000 for (minimum) 4 podcast package	Price scalable for volume
Sponsored podcast	£5,000	Client-led agenda
Whitepaper Promotion (2 x sponsored articles with link to promote paper)	£4,000	
Classifieds	£POA (£1,000+ internal)	
Expert Focus Videos	£7,500	Editorially led interview with subject matter expert from the company

Digital and print advertising

Website banner advertising	Daily briefing advertising	Print advertising
Leaderboard (£50 cpm)	Top banner (£1000 p/w)	Full page print: £3,000 / \$4,050 / €3,300 Full page digital: £2,500 / \$3,375 / €2,750
Expandable banner leaderboard (+20%)	MPU (£1000 p/w)	IFC/IBC/OBC print: £3,600 IFC/IBC/OBC digital: £3,000
MPU (£50 cpm)	Bottom banner (£800 p/w)	
Expandable banner MPU (rectangle) (+20%)		
Double MPU (+20%)		

Premium marketing services activity

Product	Price	Notes
State of the Market Research	£17,000 minimum scalable by volume of questions	
Industry insight	£12,000 minimum	
Executive roundtable (virtual)	£12,000	1 x article, 1 linked to whitepaper, max 8 at table, max 3 observers
Executive roundtable (physical)	£20,000	same as virtual + catering and venue costs
Content Amplification	£7,000	

To find out more about our
Lloyd's List Marketing Solutions,
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www.lloydslistintelligence.com/marketingsolutions

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Lloyd's List is part of Informa plc, one of the largest
information companies in the world, constantly investing
in technology, people and customer solutions.



FTSE 100
listed company



£2.7bn
turnover



£8.47bn market
capitalisation



11,000
employees

