



## Marketing Solutions

Powered by Lloyd's List

Reach specialist maritime sectors and align your brand with Lloyd's List

# Align your brand with Lloyd's List, the leading maritime publication

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.

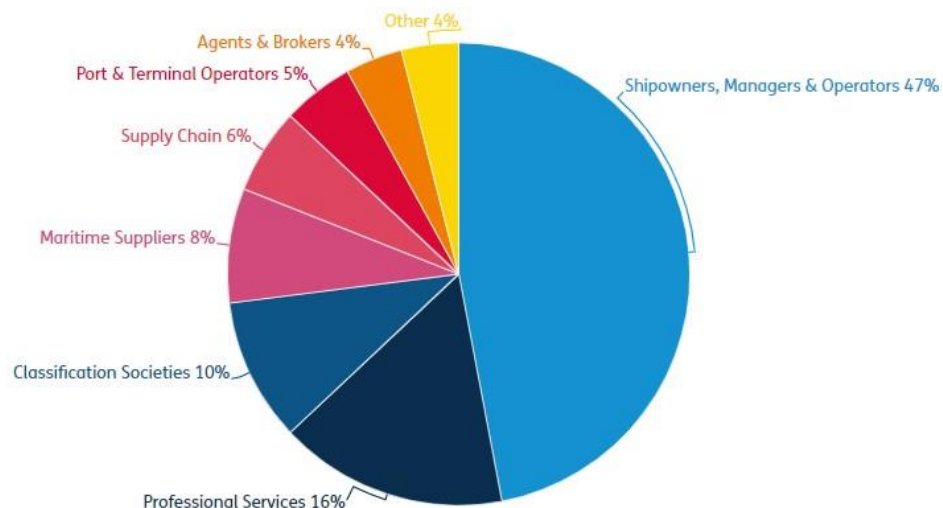
## Engagement.

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

# Our reach

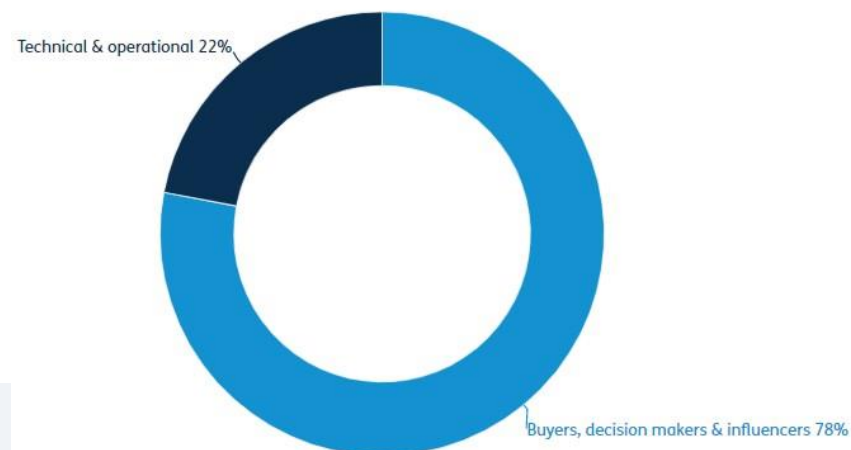
From Ship Owners to Compliance Managers. Gain access to 19,000 active subscribers across the maritime market

## Audience breakdown



### Typical job titles

- CEO/Director
- Commercial Manager
- Global Head of Transportation
- Head of Finance and Legal
- Operations Manager
- Compliance Manager
- Analyst/Researcher



350,000+



Total Reach



85,000

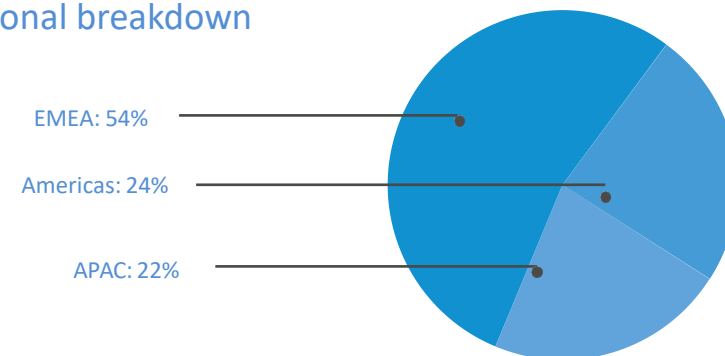
Followers on Twitter

175,000



Monthly visitors  
to lloydslist.com

## Regional breakdown







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

Join other senior industry leaders in the Future of Shipping podcast series; discuss a key topic on the path towards a sustainable and profitable future via a professionally edited podcast 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

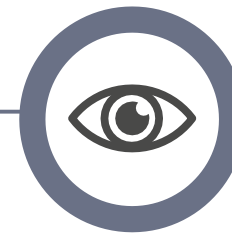


## Create engaging content

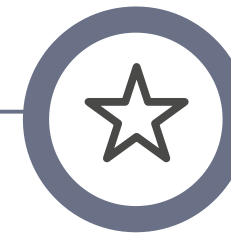
Align yourself with our highly-respected brand and leverage Lloyd's List's editorial expertise, with consultation from our internal experts on a wide range of key maritime-related topics. We distribute content for you, achieving wider market reach.



Tap into an  
engaged  
audience



Build brand  
awareness and  
reach new  
markets



Create market  
leading content

# Our channels: Digital Advertising



## Build brand awareness and expand your reach

Our digital advertising solutions offer multi-channel access to real estate across the Lloyd's List website. Our daily and weekly 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 300,000+ plays annually



Build your presence across the maritime market





## Advertise in 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



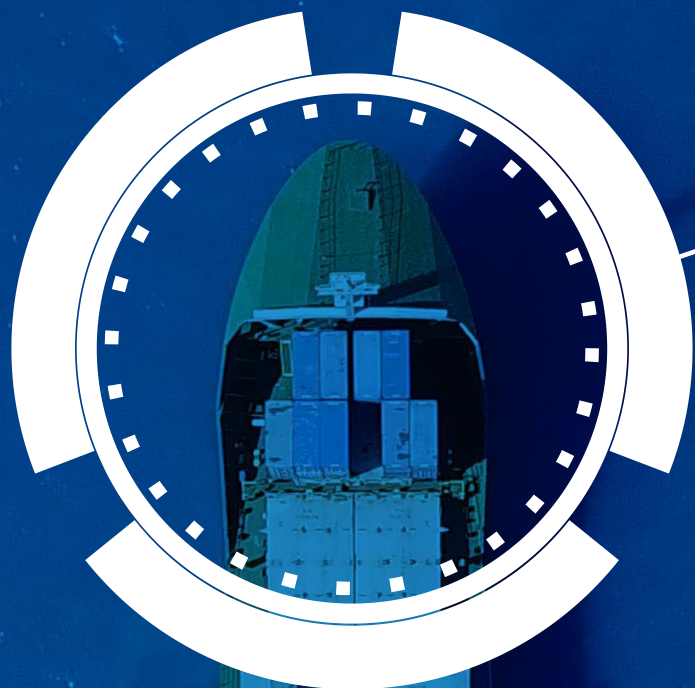
Build a presence at key maritime events with a highly engaged audience

# Our sponsorship calendar 2024

We have sponsorship and advertising opportunities in editorially-led podcasts, webinars and special reports







# For prices and options, please contact our team:

[marketingservices@lloydslistintelligence.com](mailto:marketingservices@lloydslistintelligence.com)

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Lloyd's List is part of Maritime Insights & Intelligence Limited, providing transparent and actionable maritime data and analytics that power decisions to help drive the safe, efficient, and lawful movement of seaborne trade.

Lloyd's List Intelligence 

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Trusted by 60,000 professionals  
across the globe.

We are the industry experts delivering actionable maritime insight, data, and analytics trusted by 60,000 professionals to drive commercial advantage, evaluate risk, and support the efficient and lawful movement of seaborne trade. Our advanced analytics, artificial intelligence, and expertise transform unparalleled data into powerful insight through data services, news and commentary, and publications.

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