

FUEL OIL NEWS

Serving The Deliverable Fuels Industry

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2025

MARKETING AND ENGAGEMENT GUIDE



90

YEARS IN THE FUEL INDUSTRY

WHY ADVERTISE WITH *FUEL OIL NEWS*?

The Deliverable Fuels industry — marketers of fuels for residential and commercial heating and other uses—has a long, proud history. The same goes for Fuel Oil News, which has published continuously since 1935. The mission of the magazine today is critical, as the industry is undergoing seismic changes. Fuel marketers are acquiring other fuel marketers. The composition of the fuel itself is changing, and manufacturers are responding with redesigned equipment.

Fuel Oil News works hard to educate management-level readers about the whole range of issues and practical solutions to keep their businesses moving ahead. Fuel Oil News reports on oil policy issues in Washington, as well as regional and state legislation; provides essential service and operational guidance; and delivers comprehensive coverage of the products and services that impact efficiency and profitability.

Fuel Oil News also stands out for its original content, provided by a roster of writers and columnists who are known and respected experts in their areas of specialization. If you provide your customers with a solution related to a deliverable fuel — heating oil, biodiesel, propane — we have you covered. Are you involved in supporting HVAC/R service and sales? Do you support the operation of bulk storage facilities? We'll get your message in front of the decision makers. Fuel Oil News knows them. And they know Fuel Oil News.

■ *Fuel Oil News* has an average of **13,126** monthly subscribers, passalong brings reader reach to **60,800** ■ **4,553** monthly unique visitors to FuelOilNews.com

ABOUT THE *FUEL OIL NEWS* READER & YOUR POTENTIAL BUYER

Did you know that according to the 2021 FON Sourcebook (the most comprehensive study of oil heat marketers published) our readers:

72% Sell, install or service heating and/or cooling equipment

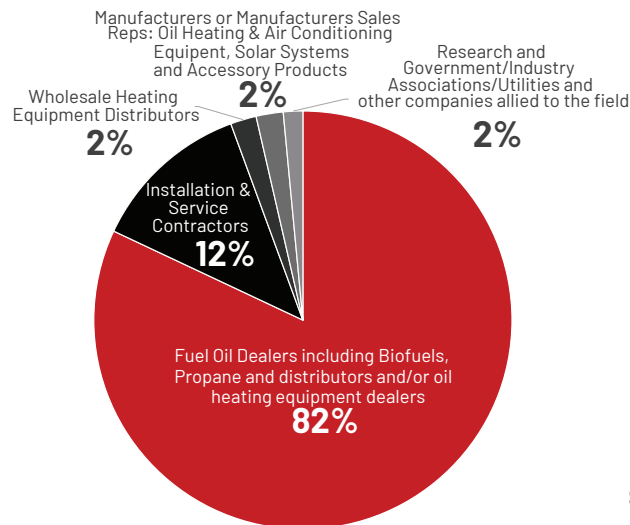
38% use dispatching support software

86% use additives

53% operate bulk plants



FUEL OIL NEWS AUDIENCE



Source: Publisher's Figures

- **86%** Have the authority to **buy and recommend products and services**.
- **84%** Recognize or remember a brand or products and services more easily on seeing them advertised in *Fuel Oil News*.
- **93%** Have **purchased a product or service** as a result of seeing an ad in *Fuel Oil News*.

2025 EDITORIAL CALENDAR

1935-2025: 90 YEARS IN THE FUEL INDUSTRY.

| | JANUARY | FEBRUARY | MARCH | MAY | JUNE |
|--------------------------------------|--|--|---|--|--|
| AD RESERVE DATE | 12/12/24 | 1/14/25 | 2/19/25 | 4/9/25 | 5/7/25 |
| MATERIALS DUE* | 12/19/24 | 1/22/25 | 2/26/25 | 4/23/25 | 5/14/25 |
| FEATURES | Commercial HVAC Systems ----- Commerical Propane | Propane Trucks & Tank Handling; Business Diversification | Propane Show Preview; AHR EXPO Show Report | Service Management; Best Options | NPGA Show Report; Annual State of the Energy Industry Report |
| ROUNDUPS, DIRECTORIES, GUIDES | Warm Air & Air Filtration | Boilers, Hydronic Systems & Radiant Heating | Trucks Tank & Equipment ----- Computer Systems Buyers Guide | Service Tools & Service Vehicles | Spring Literature Showcase |
| BONUS DISTRIBUTION | AHR Expo | | National Propane Gas Assn Southeast Exp ----- NY Propane Gas Association Annual Meeting | Eastern Energy Expo | Northern New England Energy Conference |
| | JULY | SEPTEMBER | OCTOBER | NOVEMBER | |
| AD RESERVE DATE | 6/24/25 | 8/6/25 | 9/10/25 | 10/29/25 | |
| MATERIALS DUE | 7/1/25 | 8/13/25 | 9/19/25 | 11/5/25 | |
| FEATURES | Eastern Energy Expo Show Report | Annual Oil & Propane Tank Truck Directory | Bulk Plant Storage Facilities Supply Demand & Price Outlook | Sourcebook Business Directory plus Research and Product Reports Development in the Fuel / Energy Industry | |
| ROUNDUPS, DIRECTORIES, GUIDES | Annual Propane Products & Services Report ----- Water Heater Roundup | | | Annual Burners & Accessories ----- Fall literature Showcase | |
| BONUS DISTRIBUTION | HEAT Show | Southern New England Energy Conference ----- CT Energy Marketers 75th Anniversary Event ----- Empire State Energy Conference | | | |

2025 ADVERTISING RATES

SPECIAL POSITIONS

Premium Positionsadd 10%

PRINT AD SIZES

Spread16" x 10.75" + .125" bleed on all sides
 Full page8" x 10.75" + .125" bleed on all sides
 2/3 page4.5625" x 10"
 1/2 page island4.5625" x 7.5"
 1/2 page island spread10.125" x 7.5" (includes gutter bleed)
 1/2 page horizontal7" x 4.875"
 1/3 page vertical2.1875" x 10"
 1/3 page square4.5625" x 4.875"
 1/4 page vertical3.375" x 4.875"
 1/4 page horizontal7" x 2.375"
 1/6 page vertical2.1875" x 4.875"
 1/8 page vertical2.1875" x 4"

FUELOILNEWS.COM & E-NEWSLETTER MATERIALS

- All standard graphics and text submissions should be submitted 15 business days prior to campaign launch date.
- Rich-media campaigns require 20 business days prior to the campaign launch date.
- All finished art work supplied must be tested and function properly on a PC and on a Mac in Internet Explorer 7 and above and Firefox.

| 4/C RATES | 1X | 3X | 6X | 9X | 12X |
|----------------|--------------|--------------|--------------|--------------|--------------|
| Spread..... | \$9,182..... | \$8,900..... | \$7,754..... | \$7,524..... | \$6,946..... |
| Full Page..... | \$4,941..... | \$4,800..... | \$4,227..... | \$4,112..... | \$3,823..... |
| 1/2..... | \$3,566..... | \$3,450..... | \$3,114..... | \$3,020..... | \$2,946..... |
| 1/2 Isl..... | \$4,180..... | \$3,980..... | \$3,613..... | \$3,508..... | \$3,398..... |
| 1/2 spd..... | \$5,782..... | \$5,550..... | \$4,678..... | \$4,690..... | \$4,542..... |
| 1/3..... | \$3,298..... | \$3,207..... | \$2,910..... | \$2,841..... | \$2,731..... |
| 1/4..... | \$2,689..... | \$2,626..... | \$2,432..... | \$2,379..... | \$2,327..... |
| 1/6..... | \$2,390..... | \$2,337..... | \$2,159..... | \$2,133..... | \$2,101..... |
| 1/8..... | \$2,196..... | \$2,138..... | \$2,007..... | \$1,991..... | \$1,970..... |
| Cover 2..... | \$7,032..... | \$5,520..... | \$4,861..... | \$4,729..... | \$4,396..... |
| Cover 3..... | \$6,785..... | \$5,280..... | \$4,650..... | \$4,523..... | \$4,205..... |
| Cover 4..... | \$7,279..... | \$5,760..... | \$5,072..... | \$4,934..... | \$4,588..... |

FUELOILNEWS.COM

| AD | SIZE | NET RATE / month |
|--------------------|----------------|------------------|
| Leaderboard..... | 728 x 90..... | \$1,200..... |
| Tower..... | 120 x 600..... | \$1,000..... |
| Button..... | 125 x 125..... | \$750..... |
| Bottom Banner..... | 468 x 60..... | \$750..... |
| Big Box..... | 300 x 250..... | \$1,500..... |

FUEL OIL NEWS E-NEWSLETTER

| AD | SIZE | NET RATE / month |
|------------------|---------------|------------------|
| Leaderboard..... | 728 x 90..... | \$450..... |

DIGITAL EDITION

| AD | SIZE | NET RATE / month |
|----------------------|----------------|------------------|
| Banner..... | 728 x 90..... | \$750..... |
| Slide Show..... | 500 x 700..... | \$750..... |
| Audio and Video..... | Varies..... | \$750..... |

FUEL OIL NEWS LIT SHOWCASE

| AD | SIZE | NET RATE / month |
|--------------------|------------------|------------------|
| Standard (1x)..... | 2.375" x 4"..... | \$595..... |
| Standard (2x)..... | 2.375" x 4"..... | \$395..... |

FUEL OIL NEWS CLASSIFIEDS

Classified advertising is charged per insertion at \$90 per column inch. Minimum ad size is one inch, maximum is 8 inches. Column inch is 2.25 inches wide.

TERMS AND CONDITIONS

Space Reservation Deadline:
Fifth of each month prior to cover date.
Materials Deadline:
One week after space reservation deadline.
Frequency Discounts, Special Issue Rates and Preferred Positions: Contact your sales representative.

Rate Policy/Cancellations: Advertisers will be short rated if within a 2-month period from first insertion date they do not use the number of space units on which their billings have been based. Cancellations are not accepted after closing date. Covers and preferred position contracts are non-cancelable.

Fuel Oil News Electronic File Requirements

Materials: Send ad materials to Adtrafficcoordinator@epgacceleration.com.

Inserts and Enhancements: For information about furnished/special inserts and enhancements (cover curls, cover tips, half covers, etc.), contact your regional sales representative.

WWW.FUELOILNEWS.COM

It's all here! We all know how important the Internet has become to the business world. When key decision makers are searching for new products and information, they come to www.fueloilnews.com and the search begins.

Key decision makers know they can count on www.fueloilnews.com as their one source of information. We select news and information from all over the world with multiple sources so that buyers can find the information they need the most quickly and easily.

FUELOILNEWS.COM RATES

| | | |
|---------------|-----------|------------|
| Leaderboard | 728 x 90 | \$1,200/mo |
| Big Box | 300 x 250 | \$1,500/mo |
| Tower | 120 x 600 | \$1,000/mo |
| Button | 25 x 25 | \$750/mo |
| Bottom Button | 468 x 60 | \$750/mo |

OUR WEBSITE OFFERS

- **Category-specific** articles, news and information
- **Breaking news**, industry trends and emerging opportunities
- **E-Newsletter**, Fuel for Thought
- **Fuel Oil News Connects 24/7** –the industry's trusted directory of suppliers and manufacturers
- **Library** – archived articles, search for the must-read features
- **Daily News** – from our staff editors and around the globe
- **Events** – check out our calendar of events and post your event to our site
- **Customized Tool Bar** – sponsor the FON custom tool bar that is down loaded by our loyal readership and you'll be on the desktop of readers every time they open their browser, no matter which one they use.

The screenshot displays the Fuel Oil News website interface. At the top, there are navigation tabs: NEWS, FUELS, HVAC, DIVERSIFICATION, OPERATIONS, BLOG, DIGITAL EDITION, ABOUT US, SUBSCRIBE, WEBINARS, and ADVERTISE. A search bar is located in the top right corner. The main content area features a large image of a red truck with a man standing next to it, titled "Newport Biodiesel Expands". Below this, there are several news articles under the "BREAKING NEWS" section, including "Online Oil Marketer Launches in Massachusetts" and "BASE Engineering is Acquired by Harbour Group". There are also "FUELS" articles like "NEFI: Fuel Oil and Propane Hold Healthy Share of Northeast Market" and "Biofuels Financial Conference: Minneapolis, Sept. 27-28". A "TOWER" ad placement is shown on the left side of the page, and a "BUTTON" ad placement is shown below it. At the bottom, there is a "BOTTOM BANNER" ad placement. On the right side, there is a "LEADERBOARD" section and a "BIG BOX" ad placement. The "BIG BOX" ad is a large, dark gray rectangle with the text "BIG BOX" in white. The "BOTTOM BANNER" ad is a horizontal banner with the text "BOTTOM BANNER" in white. The "TOWER" ad is a vertical rectangle with the text "TOWER" in white. The "BUTTON" ad is a small square with the text "BUTTON" in white. The "LEADERBOARD" section contains a search bar and a list of "POPULAR STORIES" with recent posts, comments, and most commented items. The "@FOLLOW ME" section includes a Twitter API OAuth settings link and a "SUBSCRIBE TO OUR CHANNEL" section with a YouTube channel link and a "Subscribe" button.

FUEL OIL NEWS E-NEWSLETTER

Fuel Oil News wants to keep you updated on current events in the industry. Our e-newsletter provides targeted content that truly meets the needs of our readers. We know our audience and we help them minimize the clutter and deliver exactly what they **WANT** and **NEED**.

FUEL OIL NEWS E-NEWSLETTER AD SIZES

| AD | SIZE | NET RATE |
|--------|----------|----------|
| Banner | 728 X 90 | \$450 |



NEWS

Northeast Propane Show Gets It Right



The Northeast Propane Show (northeastpropaneshow.com) in Worcester, Massachusetts, at the DCU Center, August 9-10, presented by the Propane Gas Association of New England (PGANE), has ...

[Read More >](#)



FUEL OIL NEWS DIGITAL EDITION

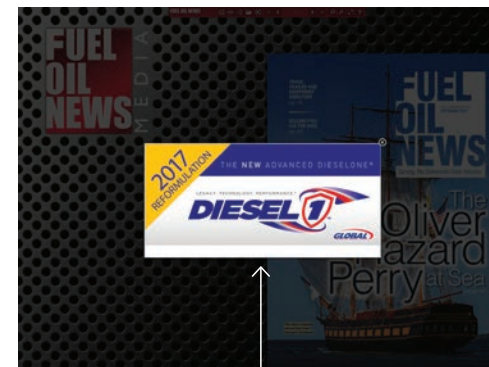
Bring your message to life with affordable, eye-catching enhancements in the Digital Edition of Fuel Oil News. Every ad placed in the print edition of Fuel Oil News gets delivered in our digital editions and apps, but creative opportunities are seemingly endless to make your marketing message really pop.

CLICK HERE
to view archived digital edition issues of Fuel Oil News!



Magazine Enhancement

- Options:
- Cover Curl
- Audio/Video
- Pop Up Ad



Example of an FON digital Pop up ad

TEAM OF EXPERTS



STEPHEN BENNETT

Editor Stephen Bennett, a longtime business reporter, covers operations and marketing; trade associations and regulations; research and development by vendors and by Brookhaven National Laboratory, the National Oilheat Research Alliance, and the Oil Manufacturers Association; and dealers' diversification into propane and other businesses. Bennett is based in Connecticut.



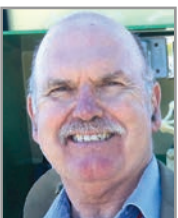
MARCI GAGNON

Marci Gagnon is vice president of strategic alliances for Qualpay, which provides processing solutions to fuel delivery and service businesses. For additional information contact Marci Gagnon at marci@qualpay.com or visit <https://www.qualpay.com/industry/utility-and-energy>.



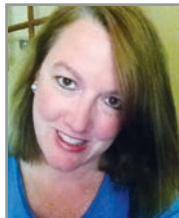
SHANE SWEET

Shane Sweet has a long history in the fuels markets. Currently the executive and technical director for the New York State Propane Gas Administration, he previously has been an energy and management consultant, a partner in a law firm, served as president & CEO of the New England Fuel Institute from 2007-11 and the EVP/director and lobbyist for the Vermont Fuel Dealers Association from 1993-2007



DAVE CAMPBELL

Dave Campbell is the associate publisher who handles ad sales for New England, the Middle Atlantic region as well as Canada and Europe. Dave is now entering his third decade on Fuel Oil News.



MAURA KELLER

Maura Keller has written about business, design, marketing, healthcare, and other topics for dozens of regional and national publications, as well as Fortune 50 employee communication materials. She has won awards from the Minnesota Society of Professional Journalists, and she serves as executive director for Read Indeed, a nonprofit literacy organization based in Minneapolis.



GEORGE LANTHIER

George Lanthier is the owner of Firedragon Academy, a Massachusetts Certified School teaching both gas and oil heating and is a publishing firm. He is the author of over 60 books and manuals on gas and oil heating and HVAC subjects. He is a CETP, NATE, NORA, PMAA and PMEF Proctor and a Massachusetts Certified Instructor.



THOMAS J. TUBMAN

Thomas J. Tubman is the executive director of the American Energy Coalition, which promotes the benefits of oil heat in comparison to other energy sources, particularly natural gas.

SALES

DAVE CAMPBELL

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**BRAND
ACCELERATION**

Fuel Oil News is owned and published by EPG Acceleration, a leading business to business and consumer media company with titles like *Cheers Magazine*, *Beverage Dynamics*, *StateWays*, *Powersports Business*, *Boating Industry*, *Outdoor Power Equipment*, *Sportsfield Management*, *Rider*, *Snow Goer* & *American Rider* in addition to a number of business conferences, consumer events, websites and digital media outlets.

