

FUEL OIL NEWS

Serving The Deliverable Fuels Industry

[ABOUT US](#)

[CALENDAR](#)

[RATES & SPECS](#)

[WEBSITE & DIGITAL](#)

[CONTACT US](#)

2026 MARKETING AND ENGAGEMENT GUIDE



91

IN THE FUEL INDUSTRY SINCE 1935

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

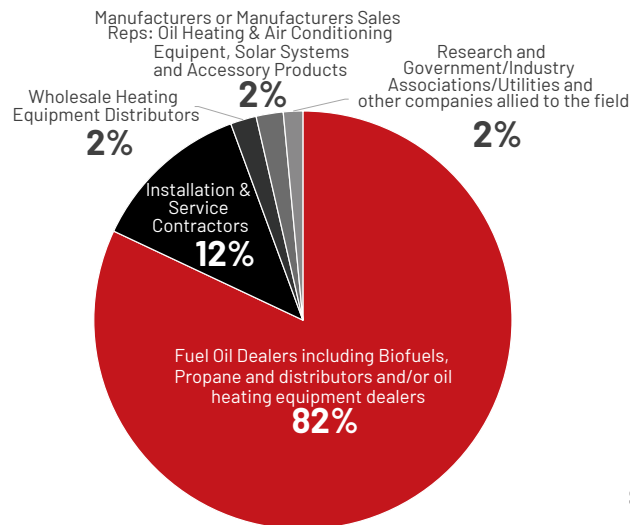
38% use dispatching support software

86% use additives

53% operate bulk plants



FUEL OIL NEWS AUDIENCE



- **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

1935-2026: 91 YEARS IN THE FUEL INDUSTRY.

	JANUARY	FEBRUARY	MARCH	MAY	JUNE
AD RESERVE DATE	12/16/25	1/13/26	2/10/26	4/15/26	5/12/26
MATERIALS DUE*	12/23/25	1/21/26	2/18/26	4/22/26	5/19/26
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 NY Propane Gas Association Annual Meeting	Eastern Energy Expo	Northern New England Energy Conference
	JULY	SEPTEMBER	OCTOBER	NOVEMBER	
AD RESERVE DATE	6/17/26	8/12/26	9/9/26	10/14/26	
MATERIALS DUE	6/24/26	8/19/26	9/16/26	10/21/26	
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	Propane Gas Association of New England	Southern New England Energy Conference 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"

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.....

FUEL OIL NEWS LIT SHOWCASE

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

TERMS AND CONDITIONS

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
Admaterials@epgacceleration.com.

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.

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
Medium Rectangle	300 x 250	\$1,500/mo

FUEL OIL NEWS

LEADERBOARD

NEWS FUELS HVAC DIVERSIFICATION OPERATIONS BLOG DIGITAL EDITION ABOUT US SUBSCRIBE WEBINARS ADVERTISE



BREAKING NEWS

Online Oil Marketer Launches in Massachusetts

September 27, 2017
Slick Energy, an online heating oil marketplace, launched on Sept. 27, announcing that it is serving consumers in Massachusetts, with plans to expand throughout New England next year. "Consumers can now purchase home heating oil quickly, online and at the absolute best price," the company, based in Newburyport, Mass., says ...

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BASE Engineering is Acquired by Harbour Group

September 26, 2017

Cargill to Build Biodiesel Plant in Wichita, Kansas

September 23, 2017

Taco Creates Hurricanes Relief Fund with Red Cross

September 20, 2017

ATA Urges Congress to Support Automated Vehicle Development

September 14, 2017

FUELS

NEFI: Fuel Oil and Propane Hold Healthy Share of Northeast Market

August 17, 2017

Heating oil and propane marketers serve more than six million homes, or approximately 30% of the residential space heating market in the Northeast, according to a new NEFI analysis, writes Jim Collura, director of legislative affairs for the New England Fuel Institute, Worcester, Mass. Market share is even higher in ...

[Read More >](#)

Biofuels Financial Conference: Minneapolis, Sept. 27-28

August 4, 2017

Research: Clean Diesel Trucks Make Up 30% of Commercial Vehicles in Operation in U.S.

July 17, 2017

New Company to Help Marketers Address Specific Fuel Issues

July 10, 2017

Shibley Energy Hires Joshua Bailer as Vice President of Wholesale Fuels

June 30, 2017

LEADERBOARD

OPERATIONS

The Wills Group Raises more than \$500,000 for Community Leadership Fund

September 27, 2017

The Wills Group, parent company of SHD Energy, a provider of propane, heating oil and HVAC equipment in southern Maryland, says it raised more than \$500,000 at its inaugural Blackie Wills ...

Online Oil Marketer Launches in Massachusetts

September 27, 2017

HeatingHelp.com Marks Its 20th Year in Business

September 25, 2017

WEBINAR: How to Thrive in the Heating Oil Business with Bioheat Blended Fuel

to search type and hit enter

POPULAR STORIES

Recent Posts Recent Comments Most Commented

- The Wills Group Raises more than \$500,000 for Community Leadership Fund
- Online Oil Marketer Launches in Massachusetts
- HeatingHelp.com Marks Its 20th Year in Business
- BASE Engineering is Acquired by Harbour Group
- Testo Promotion Marks 60th Anniversary

MEDIUM
RECTANGLE

@FOLLOW ME

Setup Twitter API OAuth settings under Tiepanel > Advanced tab

SUBSCRIBE TO OUR CHANNEL

formagazine

3 videos

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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

The screenshot shows the Fuel Oil News e-newsletter interface. At the top is a large red banner for 'FUEL OIL NEWS' with the tagline 'SERVING THE DELIVERABLE FUELS INDUSTRY' and a 'EASY SIGN-UP!' button. Below this are several news articles with 'Read More >' links. To the right of the newsletter content, there are three arrows pointing to specific ad placements: a green banner for 'Carlin' (labeled 'Banner'), a green banner for the '2025 EMPIRE STATE ENERGY CONFERENCE' (labeled 'Banner'), and an orange banner for 'OTODATA' (labeled 'Banner').

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 each 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.

Magazine Enhancement Options:

Cover Curl
Audio/Video
Pop Up Ad



Example of an FON digital Popup ad

To see more digital edition enhancements, [CLICK HERE](#)

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.



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.



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.



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>.



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.

SALES

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