

2019 MEDIA  
KIT

# Oil & Gas INNOVATION



**Oil and Gas Innovation** embodies the true driving force of growth in the Oil and Gas sector, **innovation**.

We are the trusted, established and expert voice in this constantly changing industry. Always on top of the latest trends with in depth analysis of innovative technologies for the upstream, midstream and downstream sectors.

We pride ourselves in bringing industry related trends, news and results to our worldwide readers which is otherwise difficult to obtain. We do a great job highlighting your technology, which our readers want and need.

**Oil and Gas Innovation** is distributed on a **quarterly subscription basis** to the name and job titled senior decision makers and technical personnel driving and implementing innovation in key areas of the global Oil and Gas Industry.

For advertising opportunities please get in contact with one of our directors. We'll discuss how we can help you achieve your goals

Edward Findlay - Publishing Director  
+44 203 239 1581 - [edward@oilandgasinnovation.co.uk](mailto:edward@oilandgasinnovation.co.uk)

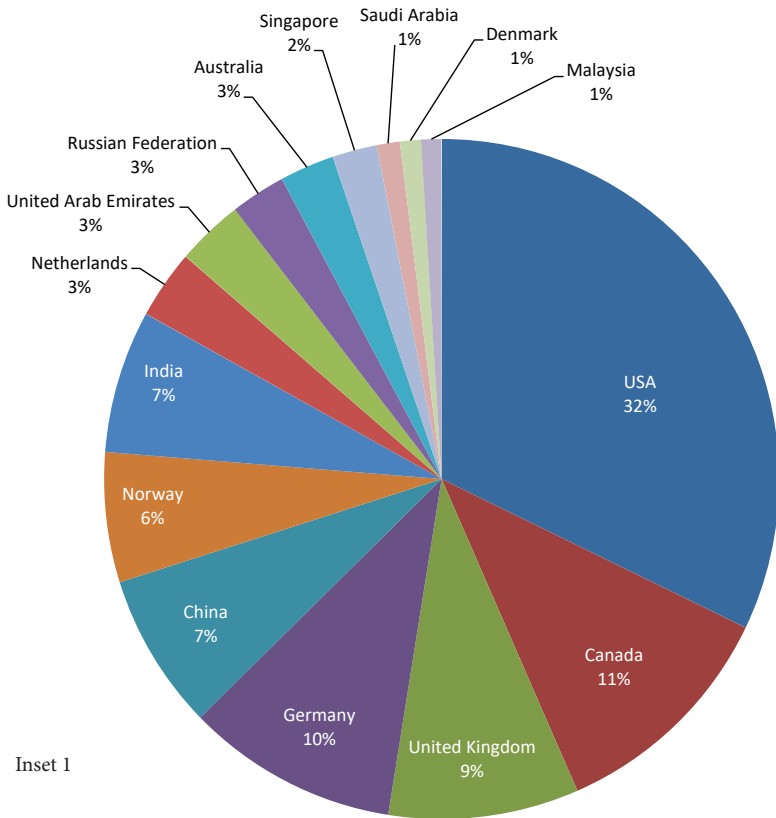
Nicholas Parker - Commercial Director  
+44 203 239 1581 - [nparker@oilandgasinnovation.co.uk](mailto:nparker@oilandgasinnovation.co.uk)



BUSINESS INFORMATION. INDUSTRY SOLUTIONS.

# REGIONAL DISTRIBUTION

# BUSINESS INFORMATION



## Prominent Countries

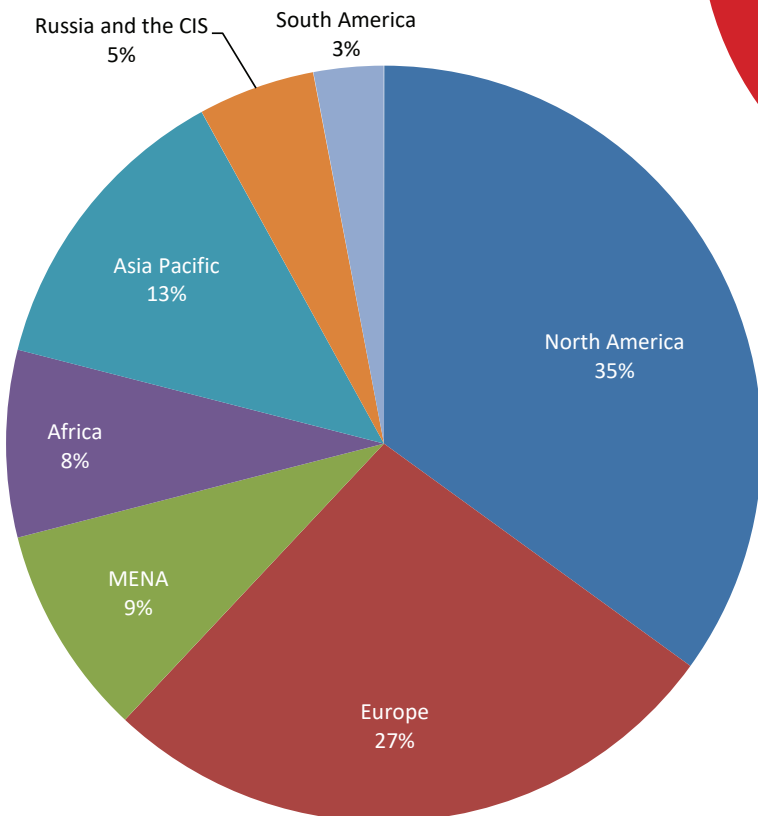
*Prominent countries* data is based on the destination of the digital magazine throughout the world.

This list is not exhaustive, rather it's the top 16 destinations by country among the many countries the magazine is sent out.

## Reader Profile By Job Title

C - Suite Executives  
 CEO/COO/CMO/  
 CTO's  
 GM's  
 VP Sales  
 VP Operations  
 Senior Engineers  
 Process Engineers  
 Geophysicists

Project Managers  
 Chief Engineers  
 Heads of Exploration  
 and Production  
 Health and Safety  
 Supervisors  
 Plant Supervisors  
 Supply Chain Managers  
 Geologists



## Regional Breakdown

- North America
- Brazil
- India
- Northern Europe
- Russia and the Former Soviet States
- South East Asia
- Sub Saharan Africa
- The Middle East and North Africa

# EDITORIAL CALENDER

## INDUSTRY SOLUTIONS



All copies of the magazine will include stories, interviews and in depth analysis from our four main reporting sectors: Exploration and Production, Midstream and Pipelines, Downstream and Processing, Health and Safety. There will also be news from around the world in every issue.

### WINTER

- Global Pipeline Construction
- Refining Innovation - Catalysts
- Enhanced Oil Recovery



### SUMMER

- Offshore Technology Focus 2
- Drilling Fluid Technologies
- Downstream Outlook



### SPRING

- Offshore Technology Focus 1
- Pipeline Focus - Corrosion / Monitoring
- Flow Control Series



### AUTUMN

- Subsea Innovations / Trends
- Oilfield Innovation & Technologies Report
- Shipping, Midstream Outlook and Innovations



We have bonus coverage and distribution at many trade shows around the world. We also have reporting from events which include but are not limited to ADIPEC, Offshore Europe 2019, OTC Asia, OTC Houston, SMM Hamburg, Global Petroleum Show, Sippe, Cippe, EAGC, World Petroleum Congress, Caspian Oil and Gas, and more.

### READERSHIP

**70,000** DIGITAL READERS PER  
ISSUE

**12,000** UNIQUE VISITS PER  
MONTH ON THE  
WEBSITE

**30,000** FOLLOWERS SOCIAL  
MEDIA

### Companies who Read the Magazine

Norse Energy	Pertamina	Cameron
Petrobras	Nigerian NPC	ONGC
Total	Group Sonangol	ConocoPhillips
TransOcean	Sonatrach	Chevron
Halliburton	Saudi Aramco	Statoil
Aker	Kuwait Oil	BP
Baker Hughes	Reliance	Royal Dutch
FMC	Industries	Shell
CNOOC	Qatar	Gazprom
Petrochina	Petroleum	Lukoil
CNPC	Schlumberger	Rosneft
Sinopec	Technip	Kamunai Gaz
Petronas	Eni	and more..

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# Oil and Gas INNOVATION®

We are committed to helping  
you achieve ROI

## Digital Magazine

- Magazine Advertising
- Exclusive Interviews
- White Papers
- Advertorials
- Belly Wraps
- Front Cover Packages

## Digital / E-Marketing

- Electronic Direct Mailing Campaigns (E-Shots)
- Social media strategic marketing campaigns
- White Papers
- Web Banners
- E- Newsletter Advertising
- Web Site Placement
- Digital Magazine Advertising and Advertorial

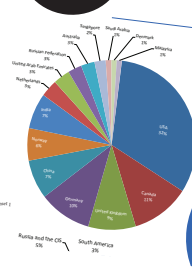
### Micro Connector Technologies Serve Advanced Oil and Gas Exploration

Discovery and development of gas and hydrocarbon source fields is going through significant changes and electronic systems, connections and interconnections are helping pave the way. The Oil & Gas industry has been adapting a number of key electronic components to methods employed in Exploration & Production, upstream operations, field development, and production operations.

On-field developments and test logging are being used in more ways than ever as well as in upstream operations. In fact, the industry is seeing a significant increase in the use of electronic systems, connections and interconnections in Exploration & Production, upstream operations, field development, and production operations. This is due to the need for more reliable and accurate data collection and processing in these environments. The use of electronic systems, connections and interconnections is becoming increasingly important in the oil and gas industry. This is due to the need for more reliable and accurate data collection and processing in these environments. The use of electronic systems, connections and interconnections is becoming increasingly important in the oil and gas industry.



REGIONAL DISTRIBUTION



Prominent Countries  
Prominent countries data is based on the identification of both the digital and print. This list is not exhaustive, rather it's the top 10 individuals by country among the many countries the magazine is sent out.

Reader Profile  
By Job Title  
C-Suite Executives  
CEO/COO/CMO  
CTO  
GM  
VP Sales  
VP Operations  
Senior Engineers  
Power Engineers  
Project Managers  
Chief Engineers  
Heads of Exploration  
and Production  
Heads and Safety  
Supervisors  
Plant Supervisors  
Supply Chain Managers

### A First of Its Kind in Scotland

Oil and Gas Innovation sat down with Colin McMorris, Clyde Training Institute Director, to get some in-depth knowledge about how companies can better prepare their staff for the challenges of the future. McMorris also talks us through the challenges that can arise in the offshore oil and gas manufacturing sector in the North Sea.

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### Why Stringent Testing Transits to High Performance Steels and Alloys

Oil and Gas Innovation sat down with Billingham Steel Group, based on the expertise of their product and service to the Oil and Gas sector. Billingham Steel Group has been a leader in the industry for many years and has a strong reputation for providing high quality products and services. The company has a long history of innovation and has been a key player in the development of high performance steels and alloys. This is due to the need for more reliable and accurate data collection and processing in these environments. The use of electronic systems, connections and interconnections is becoming increasingly important in the oil and gas industry.

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# 2019 RATE CARD

## INDUSTRY SOLUTIONS

### MAXIMUM EXPOSURE

#### FRONT COVER PACKAGE:

FRONT COVER + 3 PAGE ARTICLE (SAME ISSUE)  
TWO ADVERTISEMENTS IN TWO SEPARATE ISSUES  
100 COPIES OF THE MAGAZINE  
**£8,000**

#### Digital Prices (Per Page Costs For Adverts & Articles)

DOUBLE PAGE SPREAD	£5,950
FULL PAGE	£3,950
HALF PAGE	£2,450
QUARTER PAGE	£1,450
INSIDE FRONT COVER*	£6,950
BACK COVER*	£8,950
OPPOSITE CONTENTS*	£5,650
OPPOSITE LEADER*	£5,950
INSIDE BACK COVER*	£5,950
AD/ARTWORK DESIGN	£500 **

\*Limited Supply per Issue / Year

\*\* Per Page

#### E-Marketing Solutions

ELECTRONIC DIRECT MAILING (EDM / E-SHOT)***	£0.25 PER E-MAIL
DATA PURCHASE FOR PRIVATE USE	£1 PER E-MAIL
BANNER ON MAIN PAGE (3 MONTH LEASE)	£3000
BANNER ON SUB PAGE (3 MONTH LEASE)	£1,000
ARTICLE WHITE PAPER UPLOAD ON NEWS SITE: 6 MONTHS	£500

### E SHOTS

★ Figures based on average of all electronic direct mailing campaigns conducted on our behalf from April 2017 to July 2018

- Database of **133,100 Opt-In Subscribers** from around the world. For regional and county break down please see inset 1 & 2 on page 2.
- EDM's can be targeted with metrics such as: **company name, job title, city, country, sector eg. E&P, midstream etc**
- Average Metrics: 46% open. 06% unsubscribed .039% bounced. 0% marked as spam.

\*\*\* Minimum E-shot is 3,000 e-mails