

2027 MEDIA KIT



INNOVATION

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OGI Magazine embodies the true driving force of growth in the oil & gas sector, **innovation.**

A Leader in the Energy Transition

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.

OGI Magazine is distributed digitally on a quarterly OPT-IN 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

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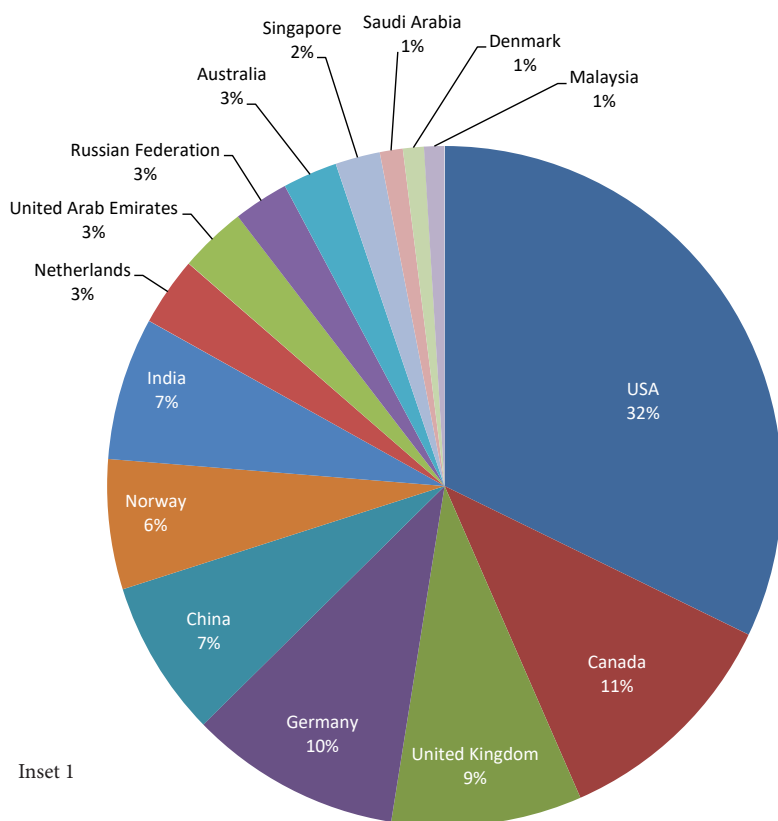
+44 330 043 4969 - nparker@oilandgasinnovation.co.uk



LEAD GENERATION AND DATA SPECIALISTS

REGIONAL DISTRIBUTION

BUSINESS INFORMATION



Prominent Countries

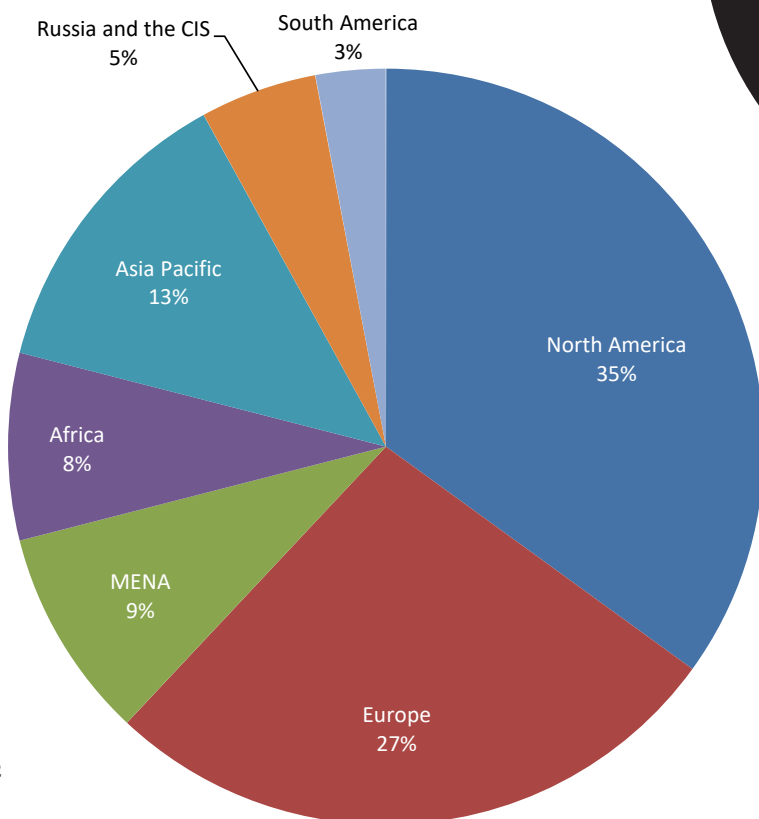
Prominent countries data is based on the destination of the **digital** magazine throughout the world.

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 CALENDAR

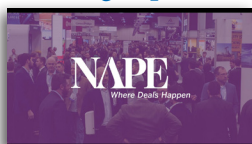
INDUSTRY SOLUTIONS



All copies of the magazine will include stories, interviews and in depth analysis from our five main reporting sectors: Hydrogen Technology, 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

- Hydrogen Fuel
- LNG: The Next Global Gas Boom
- UAV / ROV / Drones
- Tank Storage Special



SUMMER

- Corrosion & Coatings
- CCUS: From Pilot Projects to Industrial Scale
- Breakbulk Technology
- The Downstream / Refining Special



SPRING

- ATEX, Ex and Hazardous Areas
- The Future of AI in Oil & Gas
- The Digital Oilfield
- The Future of Upstream



AUTUMN

- Automation & Robotics
- FPSO Special
- Health and Safety Focus
- Oil & Gas Cybersecurity



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, NAPE, Stocexpo, Valve World Expo, OTC Asia, OTC Houston, Gastech, SMM Hamburg, Global Energy Show, SPE ATCE, Sippe, Cippe, EAGC, World Petroleum Congress, Caspian Oil and Gas, and more.

READERSHIP

70,000 SUBSCRIBERS (SENT TO) PER ISSUE

12,000 UNIQUE VISITS PER MONTH ON THE WEBSITE

36,461 SOCIAL MEDIA FOLLOWERS *

f FACEBOOK **22,000**

in LINKEDIN **12,173**

X X **3,388**

Some of the Companies That Read the Magazine

Norse Energy	Pertamina	Cameron
Petrobras	Nigerian NPC	ONGC
TotalEnergies	Group Sonangol	ConocoPhillips
TransOcean	Sonatrach	Chevron
Halliburton	Saudi Aramco	Equinor
Aker	Kuwait Oil	BP
Baker Hughes	Reliance	Royal Dutch
FMC	Industries	Shell
CNOOC	Qatar	Kamunai Gaz
Petrochina	Petroleum	SLB
CNPC	Repsol	Petrofac
Sinopec	Technip	COSL
Petronas	Eni	and more..

*Numbers as of July 1st 2026

2027 RATE CARD

DATA SOLUTIONS

Digital Prices (Per Page Costs For Adverts & Articles)

DOUBLE PAGE SPREAD (Q&A / ARTICLE)	£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

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

E-Marketing Solutions

ELECTRONIC DIRECT MAILING (EDM / E-SHOT)***	£0.17 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 2025 to July
2026

- Database of 81,438 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: 19% open. 06% unsubscribed .039% bounced. 0% marked as spam. 7% Click-Through

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