

2022 MEDIA
KIT

Oil & Gas INNOVATION



CONTENTS:

Editorial Calendar: P3
Readers / Distribution: P4
EDM / E-shots: P5

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 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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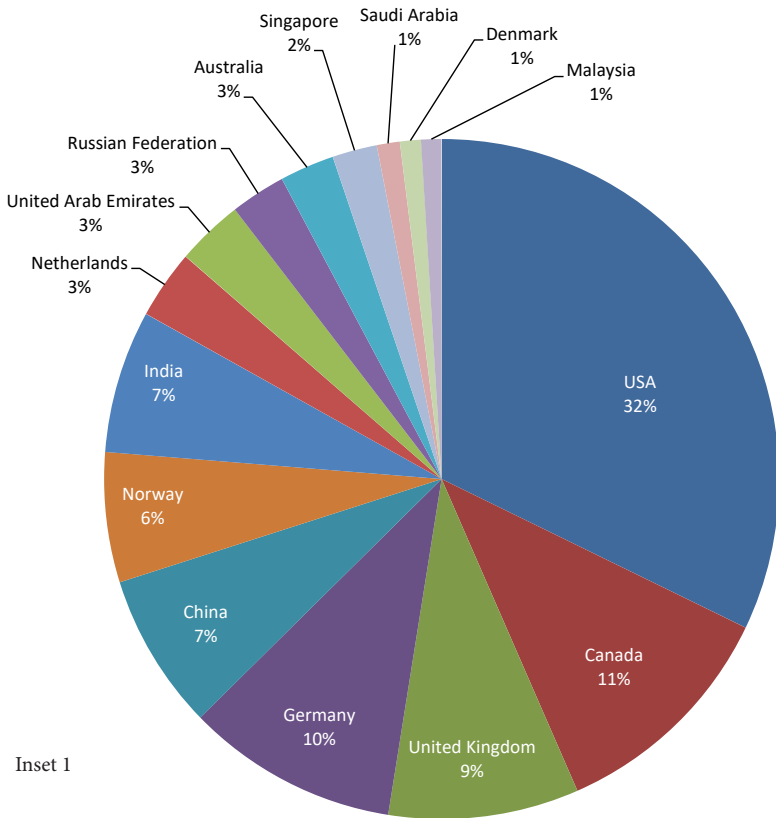
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BUSINESS INFORMATION. INDUSTRY SOLUTIONS.

REGIONAL DISTRIBUTION

BUSINESS INFORMATION



Prominent Countries

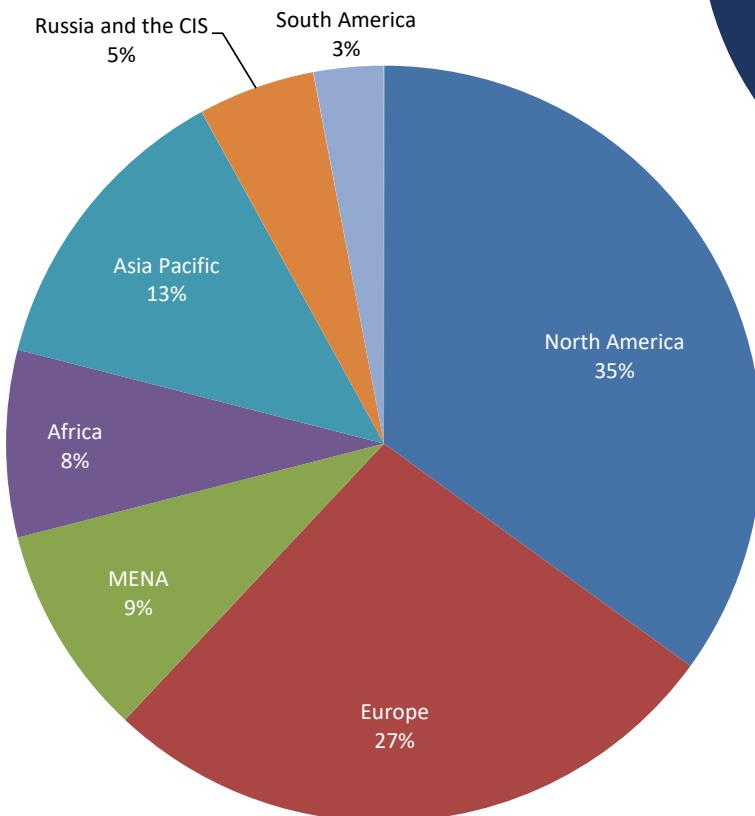
Prominent countries data is based on the destination of the digital magazine throughout the world.

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 CALENDAR

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

- Atex and Hazardous Area
- Downstream Special
- Midstream Cover Story



SUMMER

- Health and Safety Focus
- Corrosion & Coatings
- LNG Special



SPRING

- Logistics Special
- Flow Control Technology Special
- E&P Cover Story Special



AUTUMN

- Offshore Technology Focus
- Cyber Security, Security in General Focus
- Valves, Pumps and Actuation Special



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, 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 TOO) PER ISSUE

12,000 UNIQUE VISITS PER MONTH ON THE WEBSITE

34,960 SOCIAL MEDIA FOLLOWERS *

f FACEBOOK **20,790**

in LINKEDIN **11,000+**

t TWITTER **3,170**

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..

*Numbers as of Sept 1st 2021

PRODUCTS AND SERVICES

BUSINESS INFORMATION

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Oil and Gas INNOVATION.®

We are committed to helping you achieve ROI

Digital Magazine

Digital / E-Marketing

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

Maximum Digital Exposure

All paid For articles / Q&A's include the following:

- Placed in the "news" section of our website for 1 year.
- Shared via our over 30,000 social media followers.
- Distributed over 3 months in our digital magazine

EXPLORATION & PRODUCTION

Our Hybrid Cable Protection System Is Now Ready for New Offshore Industries

VPI Cable Protection ethics, which has been recognized globally for the most robust industry has been developed over the past year by the engineering team 2015 an industry and manufacturing offshore industry. Our VPI and production ethics is a hybrid system that is the most advanced VPI system being used today in the world today, industry to help the development of our offshore industry.

With over 60 years of experience in the offshore market, the VPI Cable Protection (CP) can be seen as one of the pillars in the digital production and cable protection in the offshore market and has been used in the world's most advanced offshore production facilities. The VPI Cable Protection (CP) is a hybrid system that is the most advanced VPI system being used today in the world today, industry to help the development of our offshore industry.

"VPI is a proven product in the engineering and supply of offshore production facilities and cable protection systems."



As the O&G Main Deck of VPI used "VPI" to protect and stabilize when power cables are installed on the offshore production facilities. The VPI Cable Protection (CP) is a hybrid system that is the most advanced VPI system being used today in the world today, industry to help the development of our offshore industry.



ELECTRIFICATION OIL & GAS



PRODUCT SPECIFICATIONS CPS

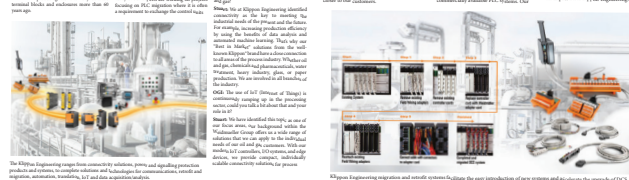
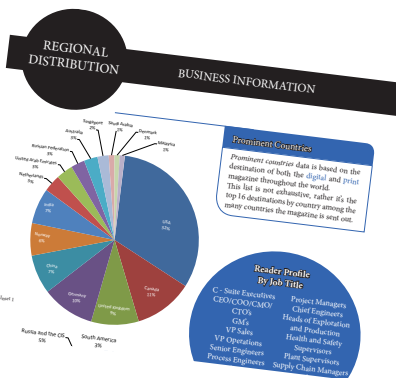
Local Support Around the Globe

Our network of local support is available in 20 countries across the globe. We have a strong presence in the UK, Europe, Africa, Asia, and the Americas. Our local support is available in 20 countries across the globe.



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The VPI Cable Protection System is a hybrid system that is the most advanced VPI system being used today in the world today, industry to help the development of our offshore industry.

2022 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)***	£0.15 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 2020 to July 2021

- Database of 106,587 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