

2024 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

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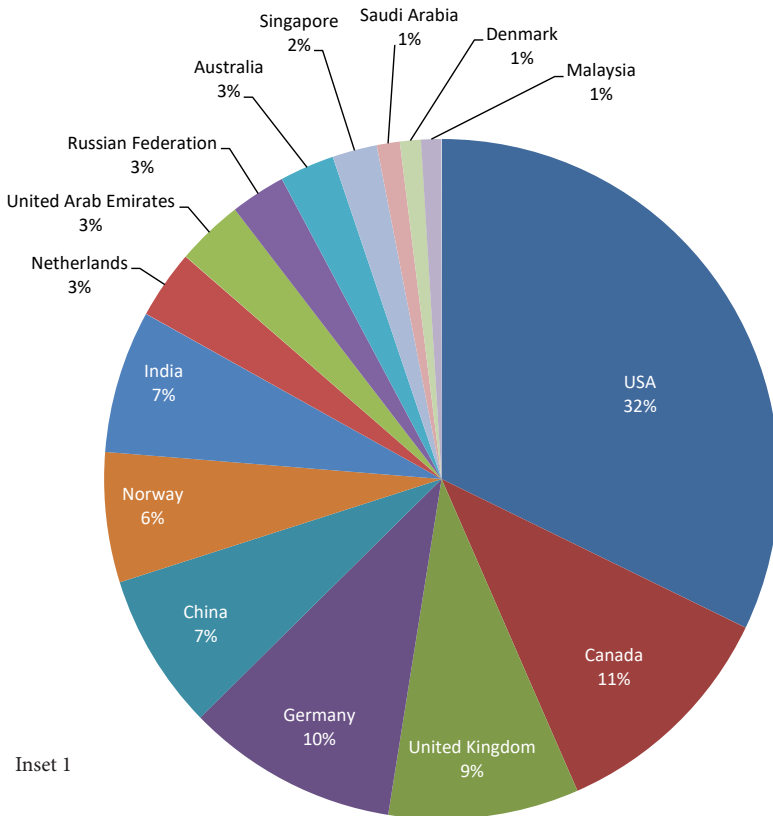
A LEADER IN THE ENERGY TRANSITION

REGIONAL DISTRIBUTION

BUSINESS INFORMATION

Prominent Countries

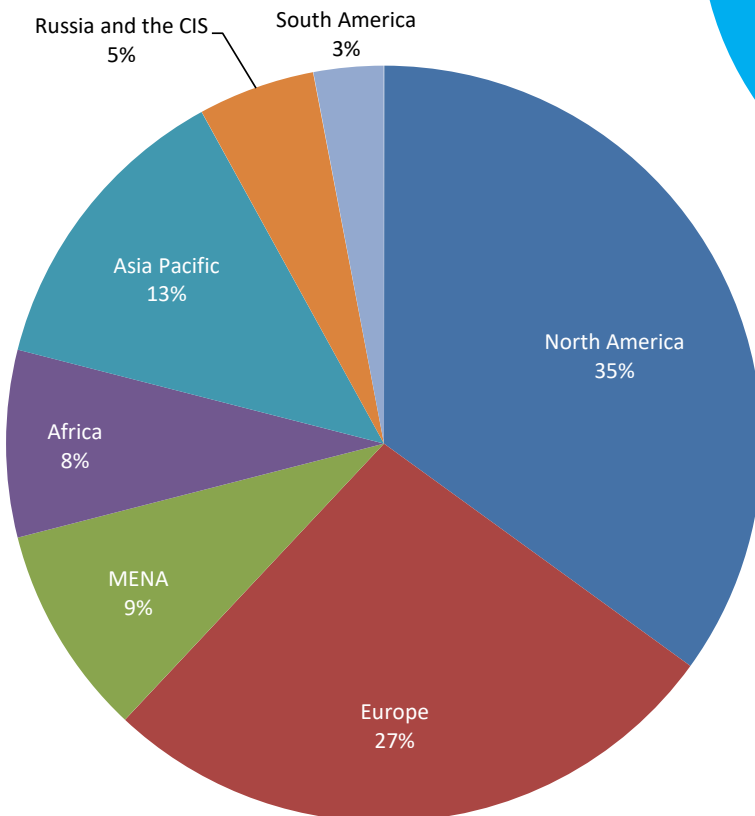
Prominent countries data is based on the destination of the digital magazine throughout the world. This list is not exhaustive, rather it's the top 16 destinations by country among the many countries the magazine is sent out.



Inset 1

Reader Profile By Job Title

- | | |
|----------------------|-------------------------------------|
| C - Suite Executives | Project Managers |
| CEO/COO/CMO/ | Chief Engineers |
| CTO's | Heads of Exploration and Production |
| GM's | Health and Safety |
| VP Sales | Supervisors |
| VP Operations | Plant Supervisors |
| Senior Engineers | Supply Chain Managers |
| Process Engineers | Geologists |
| Geophysicists | |



Inset 2

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: 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

- Energy Transition
- Hydrogen Fuel
- FPSO Special
- Subsea / ROV Focus

StocExpo 

SUMMER

- Health and Safety Focus
- Corrosion & Coatings
- Midstream Technology Special
- Tank Storage Feature



SPRING

- ATEX and Hazardous Areas
- Flow Control Technology Special
- E&P Cover Story Special



AUTUMN

- Reliable Energy
- The Downstream / Refining Special
- AI & Robotics
- Future: Hydrogen Technology



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 *

 FACEBOOK **22,000**

 LINKEDIN **11,000+**

 TWITTER **3,323**

Some of the Companies That Read the Magazine

Norse Energy	Pertamina	Cameron
Petrobras	Nigerian NPC	ONGC
Total	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 2023

PRODUCTS AND SERVICES

BUSINESS INFORMATION

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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

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

Driving the Sustainable Transition of the FPSO Market

Oil and gas are still major contributors to global energy demand, but their carbon footprint is under increasing scrutiny. The FPSO market is at the forefront of this transition, with operators seeking ways to reduce emissions and improve efficiency. This article explores the challenges and opportunities in the FPSO market as it moves towards a more sustainable future.

Yinson, a leading FPSO operator, is investing in a range of technologies to improve its fleet's performance. This includes the use of digital twins, which allow operators to simulate and optimize the performance of their FPSOs in real-time. Yinson is also investing in renewable energy sources, such as solar and wind, to power its operations. These investments are part of Yinson's commitment to a net-zero carbon footprint by 2050.

Other operators are also investing in sustainable technologies. For example, Shell is investing in the development of a new generation of FPSOs that are designed to be more efficient and have a lower carbon footprint. These FPSOs will be able to operate for longer periods of time, reducing the need for frequent trips to port and thus reducing emissions.

The FPSO market is also seeing the emergence of new business models. For example, some operators are offering FPSO services as a managed service, where they take responsibility for the entire lifecycle of the FPSO, from design to decommissioning. This model allows operators to focus on their core business while ensuring that their FPSOs are always up and running.

As the FPSO market continues to evolve, operators must stay ahead of the curve by investing in sustainable technologies and exploring new business models. This will ensure that they are able to meet the growing demand for sustainable FPSO services while also protecting their bottom line.



ARTICLES & Q&A's

HydraWell Technology Paves Bright, Diversified

HydraWell Technology is a leading provider of well completion services, offering a range of innovative solutions for the oil and gas industry. The company's HydraWell system is designed to improve well productivity and reduce costs, making it a popular choice for operators. HydraWell is a well completion system that uses a combination of hydraulic fracturing and wellbore stimulation to create a highly permeable zone around the wellbore. This allows for increased flow of oil and gas, resulting in higher production rates and longer well life. HydraWell is also designed to be environmentally friendly, with a low carbon footprint and minimal water usage. The company's HydraWell system has been used in a wide range of applications, from onshore oil fields to offshore gas fields. HydraWell has a proven track record of success, with numerous operators reporting significant increases in well productivity and cost savings. HydraWell is a leading provider of well completion services, offering a range of innovative solutions for the oil and gas industry. The company's HydraWell system is designed to improve well productivity and reduce costs, making it a popular choice for operators. HydraWell is a well completion system that uses a combination of hydraulic fracturing and wellbore stimulation to create a highly permeable zone around the wellbore. This allows for increased flow of oil and gas, resulting in higher production rates and longer well life. HydraWell is also designed to be environmentally friendly, with a low carbon footprint and minimal water usage. The company's HydraWell system has been used in a wide range of applications, from onshore oil fields to offshore gas fields. HydraWell has a proven track record of success, with numerous operators reporting significant increases in well productivity and cost savings.



Campaign report

Title: Not set
Subject: Three weeks to go to LNG2023: Register now and plan your visit

Sent on Sat, Jun 24, 2023, 05:00AM to 12,931 subscribers

To: [Last Name] ?
Excluded: No data

Activity: 140 (Marked as spam), 46 (Bounced), 117 (Unsubscribed), 140 (Clicked)

16.02% opened (2048 unique / opened 2913 times)
10.95% not opened
0.3598% unsubscribed (48 unsubscribed)
0.91% bounced (117 bounced)
1.0951% clicked a link (140 unique clicks)

Post Campaign Statistics, Metrics Report

2024 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 (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

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 2022 to July 2023

- 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