

2017 MEDIA KIT

Oil and Gas INNOVATION

MAXIMUM EXPOSURE

FRONT COVER
PACKAGE:

FRONT COVER + 3 PAGE
ARTICLE (SAME ISSUE)
TWO ADVERTISEMENTS IN
TWO SEPARATE ISSUES
100 COPIES OF THE
MAGAZINE
£12,000

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

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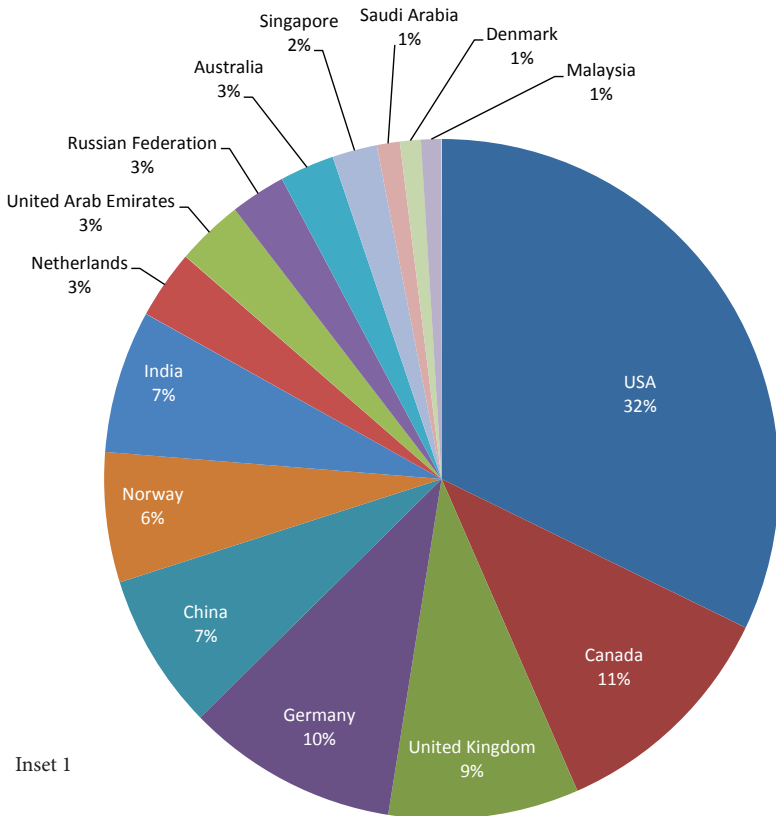
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BUSINESS INFORMATION. INDUSTRY SOLUTIONS.

REGIONAL DISTRIBUTION

BUSINESS INFORMATION

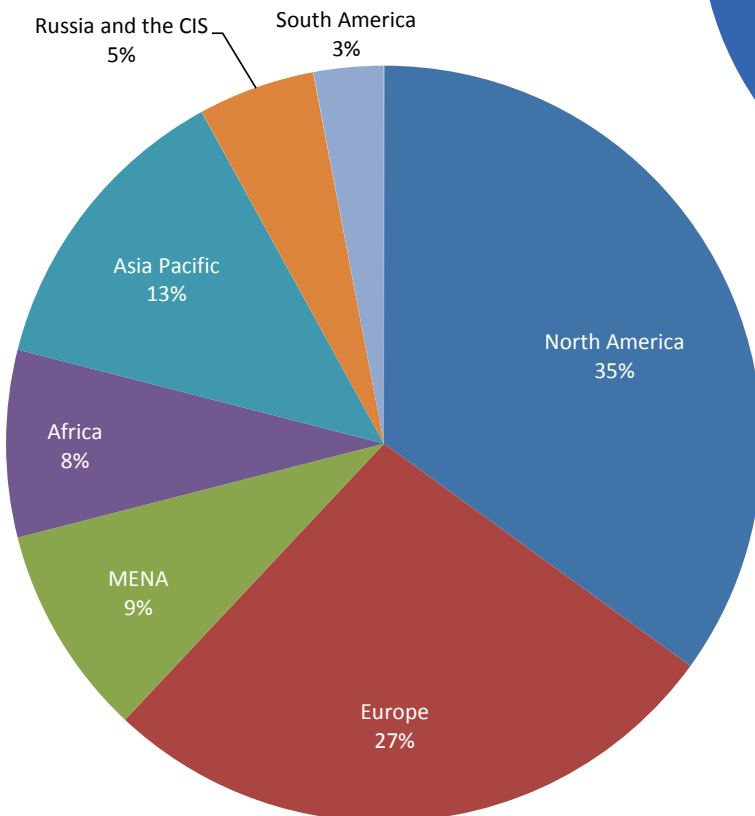


Prominent Countries

Prominent countries data is based on the destination of both the **digital** and **print** 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 | Project Managers |
| CEO/COO/CMO/ | Chief Engineers |
| CTO's | Heads of Exploration |
| GM's | and Production |
| VP Sales | Health and Safety |
| VP Operations | Supervisors |
| Senior Engineers | Plant Supervisors |
| Process Engineers | Supply Chain Managers |
| Geophysicists | 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 print digital 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

- Pipeline - Midstream Focus
- Production Special
- Heavy Lift



SUMMER

- Exploration Focus
- Drilling Fluid Technologies
- ATEX / CE Directives Exported Globally



SPRING

- Hydrocarbon - Downstream Focus
- Health and Safety Special
- Anti-Corrosion Feature



AUTUMN

- University Report
- Offshore Focus
- Upstream Feature



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

READERSHIP

15,000 PRINTED EVERY ISSUE

65,000 DIGITAL ISSUE
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..

2017 RATE CARD

INDUSTRY SOLUTIONS

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Print and 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 2014 to October 2015

- Database of **94,235 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