

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

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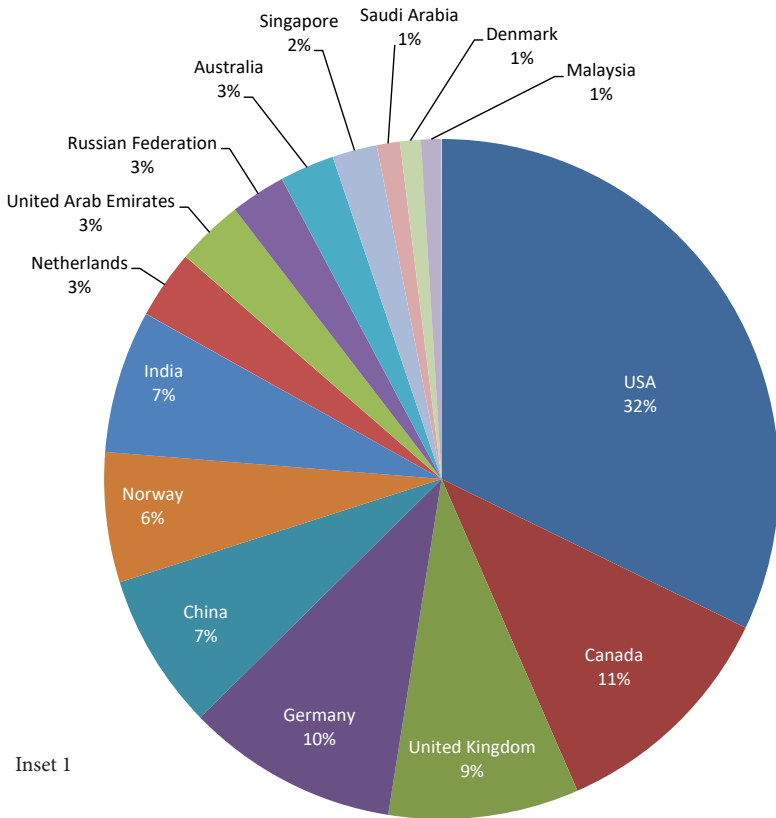
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BUSINESS INFORMATION. INDUSTRY SOLUTIONS.

REGIONAL DISTRIBUTION

BUSINESS INFORMATION



Prominent Countries

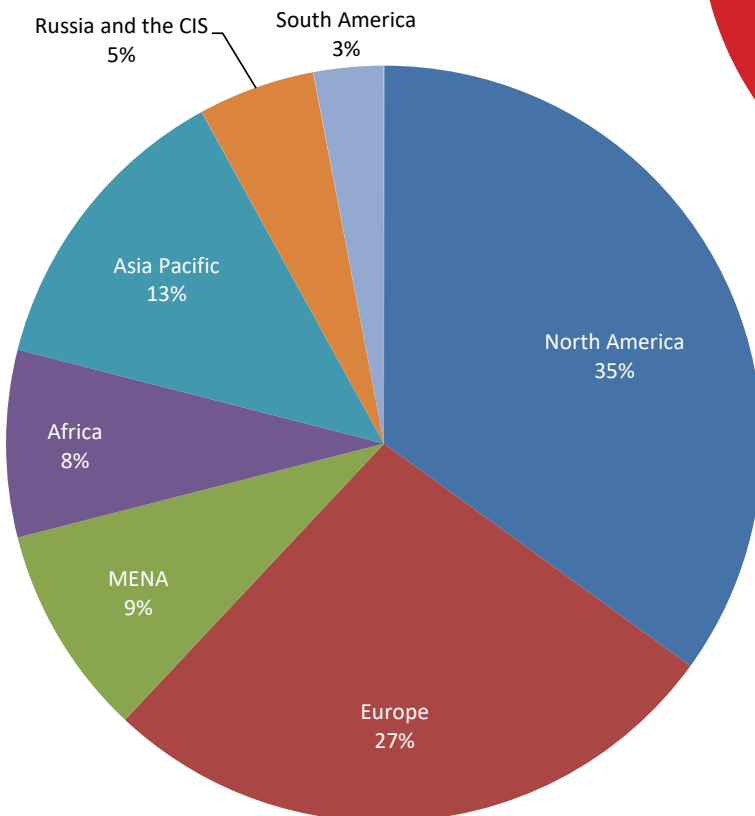
Prominent countries data is based on the destination of the digital magazine throughout the world.

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 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

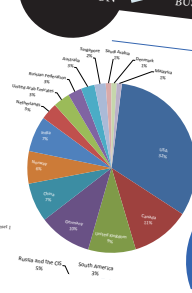
Micro Connector Technologies Serve Advanced Oil and Gas Exploration

Discovery and development of gas and hydrocarbon source fields is going through significant changes and electronic systems, connectors 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 dimensions and real-time updates for field equipment and drilling operations. Downstream operations are working to connect to regular data streams to improve efficiency. In terms of the field, many more are working to connect to regular data streams to improve efficiency. In terms of the field, many more are working to connect to regular data streams to improve efficiency.



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 to.

Reader Profile By Job Title

- C-Suite Executives
- CEO/COO/CMO
- CTO
- CIO
- VP Operations
- Senior Engineers
- Power Engineers
- Project Managers
- Chief Engineers
- Heads of Exploration and Production
- Health and Safety Supervisors
- Plant Supervisors
- Supply Chain Managers

A First of Its Kind in Scotland

Oil and Gas Innovation sat down with Colin McMorris, Chief Training Director, Aberdeen, to get some in-depth knowledge about how companies can better prepare their staff for the challenges ahead. McMorris also talks us through the key issues in key work areas in the industry.

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Why Stringent Testing Translates to High Performance Steels and Alloys

Oil and Gas Innovation sat down with Billingham Steel Group, based in the UK, to get some in-depth knowledge about how companies can better prepare their staff for the challenges ahead.



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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