

The energy industry's journal for the Middle East

# OGN

**OIL & GAS NEWS**



## 2018 Media Information

[www.oilandgasnewsonline.com](http://www.oilandgasnewsonline.com)

# OIL & GAS NEWS 2018 MEDIA INFORMATION

**Oil & Gas News (OGN)** is the only energy industry media platform covering all aspects of the upstream, midstream and downstream sectors including refined products, petrochemicals, chemicals, renewables and power generation. **OGN** provides a unique insight into these key industry sectors covering the GCC and the international energy markets.

After more than three decades of international publishing experience, **OGN** continues to provide authoritative information, business intelligence, country reports and quality analysis to industry professionals, stakeholders and organisations working in exploration and production, refining, downstream chemicals and related industrialisation. All aspects of the energy supply chain come under the editorial remit of **OGN**, including equipment, logistics, transportation and distribution.

For energy industry professionals working in more than 70 countries the **Oil & Gas News** media platform (website, print and daily newsletters) is an important source for industry developments, contract information and new technologies; as well as providing insight into new industry processes and the latest developments in alternative energy.

**OGN's** monthly journal provides readers through the traditional print format with additional coverage including comprehensive country reports, extensive reviews of major oil companies as well as specialist features on products and services highlighting the latest research and development.

## Oil & Gas News Event Media Participation

Increase your company's presence at the GCC's leading Events for the Oil, Gas and Energy sector and be seen in **OGN** which will be distributed at:

- **Middle East Geosciences (GEO)** 6-8 March 2018 Bahrain  
*The premier showcase of oil & gas exploration technology and services in the Middle East.*
  - **Oman Oil and Gas Exhibition and Conference (OGWA)** 26-28 March 2018, Oman  
*Oman's biennial international oil and gas event.*
  - **Middle East Refining and Petrochemicals Exhibition and Conference (Middle East Petrotech)** 7-10 October 2018 Bahrain  
*The Middle East's only specialised platform dedicated to suppliers and manufacturers of downstream & refining technology, hardware and services.*
  - **The Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC)\***  
2018, Abu Dhabi  
*The world's most influential event for the oil and gas industry.*
  - **Saudi Arabia's International Oil and Gas Exhibition (SAOGE)\***  
2018 Dhahran Saudi Arabia  
*Saudi Arabia's International Oil and Gas Exhibition.*
- \* Dates to be announced

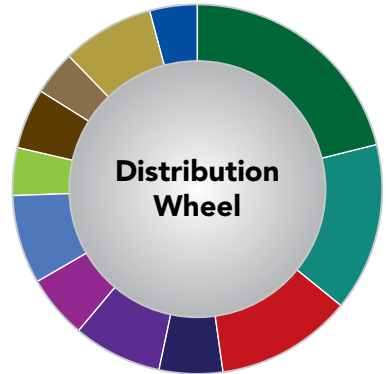


# CIRCULATION AND READERSHIP

**Print: 8,500 Print Distribution per Month**

## Readership Profile

- Senior Management
- Technical Supply and Services (Upstream and Downstream)
- Petrochemical Engineers
- Refinery and Petrochemical Plant Management Teams
- Drilling Contractors
- Oil Field Products Suppliers
- Surveyors and Consultants
- Marine and Offshore Service Suppliers
- National Oil Companies (NOCs)
- Government Ministries
- International Oil Companies
- Downstream Specialist Companies



- Saudi Arabia
- UAE
- Bahrain
- USA & Canada
- Europe
- Asia
- Qatar
- Kuwait
- Oman
- MENA
- Chambers & Government
- Events

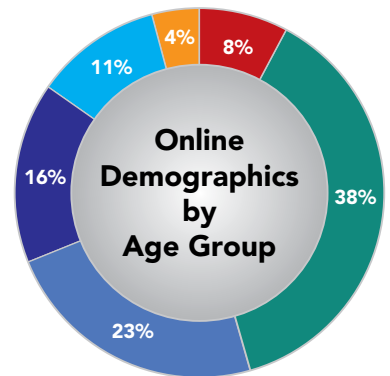
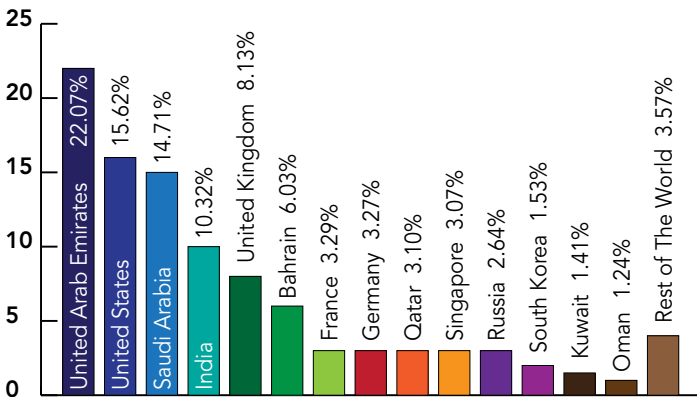
**Oil and Gas News** readership reflects the changing face of the workforce and investors involved in the Oil, Gas and Energy sector.

Google Analytics confirms **Oil and Gas News** online readership following at over 34,000 per month. In addition we mail 2,863 e-newsletters and alerts per day.

Our readers reflect the workforce involved in the Energy sector.

**Online: 408,634 Page Views per year**  
**755,832 e-newsletters per year**

## Online Demographics by Country



- 18-24 - 8%
- 25-34 - 38%
- 35-44 - 23%
- 45-54 - 16%
- 55-64 - 11%
- Over 65 - 4%



# 2018 EDITORIAL CALENDAR – MONTHLY SPECIAL FEATURES

## JANUARY

- **Corporate Review:** Abu Dhabi National Oil Company (ADNOC)
- Access Equipment
- Corrosion Technology
- Cables & Cable Management

## FEBRUARY

- **Country Report:** Bahrain
- Enhanced Oil Recovery (EOR)
- Drilling Technology
- Subsea Technology
- **Event:** Middle East Geosciences (GEO)
- **Event:** Oman Oil and Gas Exhibition and Conference (OGWA)

## MARCH

- **Country Report:** Saudi Arabia
- Oil and Gas Transport Services
- Paints & Industrial Surface Coatings
- LNG



## APRIL

- **Corporate Review:** Kuwait Petroleum Corporation (KPC)
- Process Automation
- Health, Safety & Environment
- PVF (Pipe, Valve & Fitting)



## MAY

- **Country Report:** Saudi Arabia, Vision 2030
- Refinery Technology
- Compressors
- Digital Technology Trends in Oil and Gas Sector
- Power Generation

## JUNE

- **Downstream Review:** Jubail & Yanbu Industrial Cities
- Fire Protection
- Heavy Lift Equipment
- Tanks



## JULY

- **Country Report:** Oman
- Oilfield Equipment Supply
- Floating Production Storage & Offloading (FPSO)
- Inspection Services
- Repairs & Maintenance

## AUGUST

- **Emerging Market Report:** Iraq
- **Emerging Market Report:** Egypt
- Plant Security
- Pumps
- Pressure Vessels & Heat Exchangers



## SEPTEMBER

- **Corporate Review:** Saudi Aramco
- Well Services
- Heavy Oil
- **Event:** Middle East Refining and Petrochemicals Exhibition and Conference (Middle East Petrotech)

## OCTOBER

- **Country Report:** Abu Dhabi & UAE
- **Corporate Review:** Masdar
- EPC Contracting in the Energy Sector
- Offshore Drilling
- **Event:** The Abu Dhabi International Petroleum Exhibition and Conference (ADIPEC)



## NOVEMBER

- **Corporate Review:** SABIC
- Pipelines
- Lubricants
- Petroleum Engineering

## DECEMBER

- **Corporate Review:** Sadara Chemical Company (SADARA)
- Renewable Energy
- Turbines
- Valves & Actuators



## OGN ESSENTIALS

The OGN Media platform will regularly carry content on products and services related to the upstream, midstream and downstream sectors including refined products and equipment, petrochemicals, chemicals, renewables and power generation such as:

- Compressors
- Gaskets
- Sealing Solutions (Seals)
- Logistics and Transport
- Paints and Coatings
- Pumps
- Turbines
- Tanks
- Pressure Vessels
- Pipes
- Valves & Actuators
- Heat Exchangers
- Rigs
- Technology
- Tooling
- Artificial Lift Systems
- Shipping



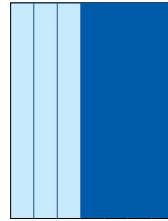
# PRINT RATES



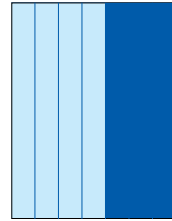
42cm x 58cm (14col)  
Full colour **US\$13,132**  
Please allow 5mm bleed on all sides



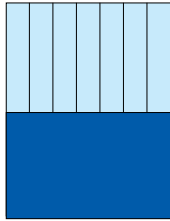
42cm x 29cm (7col)  
Full colour **US\$6,566**  
Please allow 5mm bleed on all sides



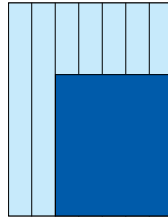
40cm x 15.5cm (4 col)  
Full colour **US\$3,752**



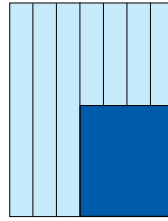
40cm x 11.5cm (3 col)  
Full colour **US\$2,814**



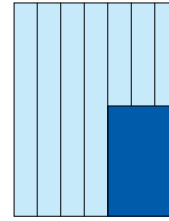
20 cm x 27.5 cm (7col)  
Full colour **US\$3,283**



28 cm x 19.5 cm (5col)  
Full colour **US\$3,283**



20 cm x 15.5 cm (4 col)  
Full colour **US\$1,876**



20 cm x 11.5 cm (3col)  
Full colour **US\$1,407**

## Advertising

	Size Column	US\$*	BD*	SR*	Dhs*
Double Page Spread	42cm x 58cm	13,132	4,950	49,500	47,945
Full Page	42cm x 29cm	6,566	2,500	25,000	23,972
Half Page (Vertical)	40cm x 15.5cm (4col)	3,752	1,414	14,145	13,700
Half Page (Vertical)	40cm x 11.5cm (3col)	2,814	1,060	10,608	10,274
Half Page (Horizontal)	20cm x 27.5cm (7col)	3,283	1,237	12,377	11,986
Half Page (Solus)	28cm x 19.5cm (5col)	3,283	1,237	12,377	11,986
Quarter Page (Solus)	20cm x 15.5cm (4col)	1,876	707	7,072	6,850
Quarter Page (Vertical)	20cm x 11.5cm (3col)	1,407	530	5,300	5,137
Earpiece	4.5cm x 10cm	1,000	377	3,770	3,651

Four-page profile US\$15,750 inclusive of 2,000 reprints

Above rates are inclusive of electronic version on [www.oilandgasnewsonline.com](http://www.oilandgasnewsonline.com)

\* All prices exclude VAT

## Agency Commission

15%

## Deadlines

Artwork / Editorial 30 days prior to publication

Cancellation 30 days prior to publication

## Mechanical Data

Printed	Sheet Offset
Full Page (trim)	42 cm x 29 cm
Full Page (type area)	40 cm x 27.5 cm
Bleed spread	Allow 5 mm on all sides for full page and double page
Column Width	3.5 cm 7 columns per page

Please supply digital artworks in Adobe Acrobat PDF high resolution, CMYK with font converted to outline and all file information to be outside of the crop marks.

## Special offer for print advertisers

Online Banner Advertising	US\$ 660
Home Page Standard Banner/ROS	Dimension: 468 x 60 pixels
Format:	GIF, JPG or PNG



# ONLINE RATES

## Website Banner Advertising Rates

Advertising Size	Size in pixels	US\$	BD	SR	Dhs
Leader Board	728x90	6,630	2,500	25,000	24,320
MPU	300x250	5,304	2,000	20,000	19,456
Space Banner	220x550	4,774	1,800	18,000	7,510
Standard Banner	468x60	3,978	1,500	15,000	14,592

## Daily Newsletter Banner Advertising Rates

Advertising Size	Size in pixels	US\$	BD	SR	Dhs
Leaderboard	728x90	6,630	2,500	25,000	24,320
Space Banner	220x550	3,978	1,500	15,000	14,592
Footer leaderboard	728x90	2,652	1,000	10,000	9,728

### Print Advertising

(Special offer for online advertisers)

Advertising	Size	US\$	BD	SR	Dhs
Inside quarter page ad	20cm x 15.5cm	660	250	2500	2,420



## Up to 1,000,000 Impressions Served Annually

Zone	Size	Annual Impressions
Leaderboard	728x90	350,000
Space Banner	220x550	200,000
Standard Banner	468x60	100,000
MPU	300x250	350,000



### Social Media Presence



OGN utilises all appropriate social media platforms as part of the publication's objective to reach professionals with a serious interest in the region's oil, gas, refining and petrochemical sectors.



LinkedIn, Twitter and Facebook provides outlets to promote the publication and our advertisers to trade professionals in GCC and worldwide.





## Regional & International Offices

### DUBAI - UAE

#### Hilal Al Khaleej Advertising

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