



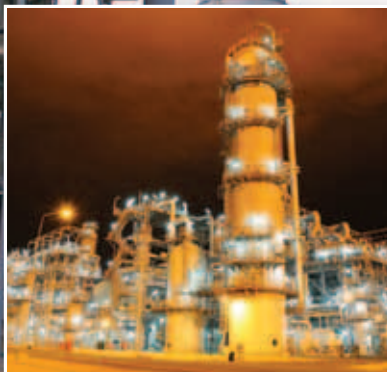
# OGN

OIL & GAS NEWS

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

# 2012

## Media Information



# OGN RATES AND DATA

<b>Display Advertising</b>	<b>US\$16.75</b> per single column centimetre
Front Page	100% premium
Back Page	50% premium
Requested Position	25% premium
Earpieces	<b>US\$500</b>
Minimum Size	30 column centimetres
Spot Colour	25% surcharge
Four Colours (Process colours)	40% surcharge
Special Colours	By arrangement
Four-page profile	<b>US\$15,750</b> inclusive of 2,000 reprints of the profile

Rates are inclusive of Internet advertising on [oilandgasnewsonline.com](http://oilandgasnewsonline.com) and Showroom advertising on [TradeArabia.com](http://TradeArabia.com) subject to a minimum placement of 28 cm x 5 col.

<b>Agency Commission</b>	15%
<b>Deadlines</b>	
Black & White	3 weeks prior to publication
Colour	4 weeks prior to publication
Cancellations	3 weeks prior to publication

<b>Mechanical Data</b>	
Printed	Sheet Offset
Full Page (trim)	42 cm x 29 cm
Full Page (type area)	40 cm x 27.5 cm
Bleed	Allow 5 mm on all sides
Column Width	3.5 cm 7 columns per page

<b>Banner Advertising Specifications</b>	
Home page/ROP Banner Ads	
Size	468 pixels wide x 60 pixels deep (up to 34 kb)

<b>Features Pages Banner Ads</b>	
Size	156 pixels wide x 200 pixels deep (up to 34 kb)
Resolution	72 dpi (dots per inch)
Format	gif, jpeg or flash (swf) with source files (fla)

## Online Showrooms:

*Oil & Gas News* offers your company the opportunity to locate your online showroom on [www.tradearabia.com](http://www.tradearabia.com).

The showrooms are tied to all news and information related to your company's field of activities which appears on [www.tradearabia.com](http://www.tradearabia.com).



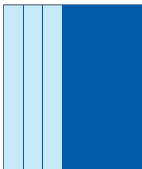
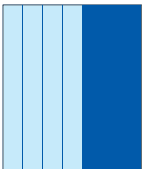
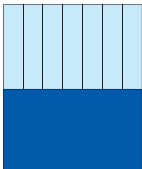
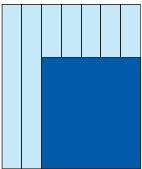
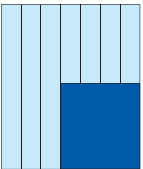
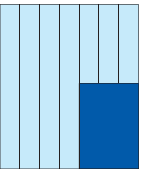
## Showroom entails:

- Integrated web page linked to [www.tradearabia.com](http://www.tradearabia.com)
- Maximum 10 product listings
- Full links to company websites

Cost: US\$ 1,500 per quarter or US\$ 5,000 per annum, (unless already included in print advertising in OGN).

For full details on online advertising options, sponsorship opportunities and rates contact the Online Media Manager.

Tel: +971 4 337 1366, Mob: + 971 50 600 1663, Fax: +971 4 337 1344  
Email: [Rana.lababidi@tradearabia.ae](mailto:Rana.lababidi@tradearabia.ae)

			
40 cm x 14 col (55 cm) Full colour <b>US\$13,132</b> B/W <b>US\$ 9,380</b>	40 cm x 7 col (27.5 cm) Full colour <b>US\$6,566</b> B/W <b>US\$4,690</b>	40 cm x 4 col (15.5 cm) Full colour <b>US\$3,752</b> B/W <b>US\$2,680</b>	40 cm x 3 col (11.5 cm) Full colour <b>US\$2,814</b> B/W <b>US\$2,010</b>
			
20 cm x 7 col (27.5 cm) Full colour <b>US\$3,283</b> B/W <b>US\$2,345</b>	28 cm x 5 col (19.5 cm) Full colour <b>US\$3,283</b> B/W <b>US\$2,345</b>	20 cm x 4 col (15.5 cm) Full colour <b>US\$1,876</b> B/W <b>US\$1,340</b>	20 cm x 3 col (11.5 cm) Full colour <b>US\$1,407</b> B/W <b>US\$1,005</b>

Please supply digital artwork with layout files in Adobe InDesign. Logos and fonts to be supplied; pictures in Adobe Photoshop - non-compressed - (high resolution 300 dpi, CMYK) not to be embedded but supplied separately. Illustrator EPS (text converted to outline) and PDF high resolution files are also accepted.



## OFFICES

Head Office **BAHRAIN** Al Hilal Publishing & Marketing Group, PO Box 1100, Manama, Kingdom of Bahrain  
Tel: +973 1729 3131 Fax: +973 1729 3400 Email: [hilalad@tradearabia.net](mailto:hilalad@tradearabia.net)

### Regional & International Offices

#### DUBAI – UAE

Hilal Al Khaleej  
Al Moosa Business Centre, MO3  
Umm Hurair Road  
P. O. Box 6387, Dubai, UAE  
Tel: +971 4 337 1366 Fax: +971 4 337 1344  
Email: [hilalDXB@emirates.ae](mailto:hilalDXB@emirates.ae)

#### ABU DHABI – UAE

Al Hilal Group  
Office 19, Level 3, Building 3, twofour54  
Abu Dhabi Media Zone, UAE  
Tel: +971 2 401 2630  
Mob: +971 50 146 3026  
Fax: +971 2 401 1627  
Email: [tracy.winthorpe@tradearabia.ae](mailto:tracy.winthorpe@tradearabia.ae)

#### AL KHOBAR – SAUDI ARABIA

Al Hilal Group  
P. O. Box 31813, Al Khobar 31952, Saudi Arabia  
Tel: +966 3 867 2738 / 867 2746  
Fax: +966 3 896 2960  
Email: [khobar@hilalpmg-sa.com](mailto:khobar@hilalpmg-sa.com)

#### RIYADH – SAUDI ARABIA

Al Hilal Group  
P. O. Box 221173, Riyadh 11311, Saudi Arabia  
Tel: +966 1 217 8866 Fax: +966 1 416 9191  
Email: [riyadh@hilalpmg-sa.com](mailto:riyadh@hilalpmg-sa.com)

#### UNITED KINGDOM

Hilal International (UK) Ltd  
Crescent Court, 102 Victor Road, Teddington  
Middlesex, TW11 8SS, United Kingdom  
Tel: +44 208 943 3630  
Fax: +44 208 943 3701  
Email: [post@hilal.co.uk](mailto:post@hilal.co.uk)

#### Representative Offices

#### GERMANY

Auslandswerbung Stelmaszyk  
D-71732 Tamm, Lindenstrasse 82, Germany  
Tel: +49 7141 60041 Fax: +49 7141 60042  
Email: [info@auslandswerbung-stelmaszyk.de](mailto:info@auslandswerbung-stelmaszyk.de)

#### INDIA

Medialink  
11/2B, Sea Palace, 25/H, Juhu Tara Road  
Mumbai – 400 049, India  
Tel : +91 22 2660 2161 / 2660 6117 / 2445 8988  
Fax: +91 22 2660 7747 / 2445 8989  
Email: [medialink@hathway.com](mailto:medialink@hathway.com)

#### ITALY

Ediconsult Internazionale  
Via Savona 97 20144 Milano, Italy  
Tel : +39 02 4771 0036 Fax: +39 02 4771 1365  
Email: [milano@ediconsult.com](mailto:milano@ediconsult.com)

#### JAPAN

Echo Japan Corporation  
Grande Maison Room 303, 2-2  
Kudan-kita 1-chome  
Chiyoda-ku, Tokyo 102-0073, Japan  
Tel: +81 3 3263 5065  
Fax: +81 3 3234 2064  
Email: [aso-t@echo-japan.co.jp](mailto:aso-t@echo-japan.co.jp)

#### TURKEY

Tit Ajans Dis Tanitim Ltd. Sti.  
Nispetiye Cad. Bebek Yokusu,  
Ihsan Aksoy Sokak  
Modern Apt. No. 2/21  
34337 Etiler, Istanbul, Turkey  
Tel: +90 212 2577666  
Fax: +90 212 2870099  
Email: [titajans@titajans.com](mailto:titajans@titajans.com)



A component of [www.tradearabia.com](http://www.tradearabia.com)



Al Hilal Group



## OGN EDITORIAL CALENDAR 2012

### JANUARY

**Abu Dhabi National Oil Company (Adnoc) Review** – A comprehensive review of Adnoc and its subsidiaries highlighting their activities and development.

**Kuwait Oil & Gas Summit & Exhibition** – A preview of the innovative systems, best practices, technological experience and technical expertise available to Kuwait's petroleum sector.

**Access Equipment** – A review of companies providing specialised access equipment from scaffolding systems to lifts and heavy-lift cranes.

**Project Developments, Finance and Insurance** – A review of specific energy-related development projects and the vital role played by finance houses for projects such as Dolphin and Qatar's Energy City.

**Corrosion Technology, Paints and Industrial Surface Coatings** – A look at the companies and products involved in protecting the industry's structures, both onshore and offshore, including a review of specialist products for marine and oil industry applications.

**Cables and Cable Management** – Cables are a critical part of any oil and gas project from offshore drilling to petroleum facilities around the globe. *OGN* reviews the major cable companies, the new technologies, installations, design and electrical capacitance.

### FEBRUARY

**Bahrain Review** – Bahrain's vibrant oil industry and services sector is examined in the context of increasing investment in exploration, refining and services.

**GEO 2012** – The 10th Middle East Geosciences exhibition and conference staged in Bahrain March 4-7 looking at research and development in petroleum geosciences.

**Reservoir & EOR Geological Services** – From an economic and ecological standpoint reservoir management is all-important to the majors. *OGN* reviews the latest exploration and production equipment and services available in the market.

**Drilling Contractors & Drilling Technology** – News on specialist drilling systems being developed across the Middle East and Asia/Pacific.

### MARCH

**Saudi Arabia Review** – Annual review of the kingdom's oil, gas and petrochemical sectors featuring the major companies operating in Saudi Arabia.

**Reserves Race** – An annual update on global oil reserve comparisons reviewing the year's major exploration and production achievements, highlighting the leaders in reserves growth.

**Shipping, Maritime & Transport Services** – This feature will look at the range of services available and review the maritime service providers.

**Thailand Review** – As Thailand develops its hydrocarbons, this special feature examines increasing opportunities in one of Asia's fastest growing energy markets.

**Human Resources Review** – The HR profession contributes training, recruitment and career advice to this invaluable specialist sector of the petroleum industry.

### APRIL

**Kuwait Petroleum Corporation (KPC) Review** – Annual feature reviews over 30 years of achievement by KPC highlighting and reflecting key aspects of Kuwait's upstream and downstream sectors as it increases its production, process and refining capacity.

**Process Control** – Instrumentation and process control systems continue to develop, with *OGN* focusing on the economic value of these leading technologies.

**Remotely Operated Vehicles (ROVs)** – ROVs are increasingly handling deep water projects. *OGN* reviews the latest technological developments for this equipment.

**Oil Spill Recovery & Prevention** – A review of the Middle East's commitment to finding smart solutions to protect the environment from oil spills and pollution. This feature will review the companies involved in oil spill recovery, response and prevention together with the applications and solutions available.

**Indonesia Review** – Developments in this major oil producing country are put under the spotlight.

### MAY

**Qatar Review** – Qatar is recognised internationally as a major centre for gas exploration and production. *OGN* reviews the key players and their plans as Qatar gears up to meet the energy challenge.

**Ras Laffan Industrial City** – *OGN* looks at the latest developments in one of the world's leading energy hubs looking at LNG/GTL production, petrochemicals, power generation and gas-related support industries.

**Refinery Technology** – Refineries are being upgraded throughout the Middle East and Asia and new technologies and processing systems are examined.

**Russia** – The world's leading natural gas exporter with the largest gas reserves, Russia





is also the second leading oil exporter. *OGN* looks at the Russian oil sector from reserves to enhancing production and the technological and strategic challenges ahead.

**Malaysia Review** – Malaysia is a leading oil and gas supplier to South East Asia and the Far East. *OGN* reviews the prospects and developments in the country.

## JUNE

**Jubail & Yanbu Industrial Cities** – Continuing investment in world-scale petrochemical projects and the major expansion of existing facilities are examined in the kingdom's twin industrial powerhouses.

**IT & Communications** – An analysis of the hardware and software used in the industry, including specialised exploration and production software and database systems for reservoir engineering and seismic surveys.

**Fire Protection** – *OGN* examines this vital and growing sector and reports on new products and systems for hazard-prone areas of the oil, gas and petrochemical industry.

**Offshore Accommodation** – A review of companies supplying modular housing and the different accommodations available to offshore platforms.

**Heavy Lift Equipment** – There is a lot of cargo involved in any oil and gas project both onshore and offshore. Heavy lifting equipment plays a vital role in ensuring that equipment is on site. *OGN* reports on the transportation involved, heavy lift specialist from cranes, hoists, heavy duty lifting slings, loaders to multipurpose heavy lift project carriers for major projects.

## JULY

**Oman Review** – Oman is applying the latest technologies to enhance oil and gas exploration and production, and has ambitious plans for downstream diversification. *OGN*

reviews the sultanate's achievements and aspirations.

**Yemen Review** – With its extensive gas reserves and ambitious plans for downstream development, petroleum-related activities are examined in detail.

**Well Services & Oilfield Equipment Supply (including drilling muds and fluids)** – New products and technologies are being developed to enhance oil and gas output. *OGN* reviews the latest offerings.

**Floating Production Offloading and Storage (FPSO)** – FPSOs are one of the industry's most preferred installations for the economical extraction, processing and storage of oil in the field.

**Pressure Vessels, Heat Exchangers and Tanks** – Increasing demand for pressure vessels, heat exchangers and tanks has been generated by new projects. In addition to large scale developments in the Middle East, fabricators are looking at new projects in Asia and Africa.

## AUGUST

**Iran Review** – *OGN* looks at developments in Iran as the country looks to attract foreign investment.

**Egypt Review** – A review of the Egyptian petroleum industry focusing on its upstream plans and companies providing services.

**Singapore Review** – The world's third largest refining centre is investing heavily to enhance its trading margins and is also gearing up to be a major LNG hub.

**Safety & Security** – A vital aspect in the day-to-day operations of the industry this feature will emphasise the measures adopted by the industry at large and the new safety and security systems available in the marketplace.

**Pumps, Compressors and Turbines** – *OGN* examines the latest technologies and product developments available and the service providers to the energy industry.

## SEPTEMBER

**Saudi Aramco Review** – The annual review of the world's largest integrated oil producing and exporting company featuring upstream, midstream and downstream operations.

**SAOGE 2012** – Preview of the fourth Saudi Arabian International Oil and Gas Exhibition staged in Dammam, Saudi Arabia from September 30 – October 2.

**Valves & Actuators** – New features of these vital products are investigated and their manufacturers and suppliers identified.

**Petrochemical Industries** – The petrochemical giants of the Middle East and Asia Pacific are examined in the context of export markets and increasing capacity.

**Caspian & Sub-Continent Review** – A review of the emerging players across the sub-continent and Caspian region including India, Kazakhstan and Bangladesh bridging the gap between the Middle and Far East.

## OCTOBER

**Abu Dhabi International Petroleum Exhibition & Conference** – Adipecc 2012 is acknowledged as one of the leading events in the region. Adipecc 2012 is staged November 5-8 at the Abu Dhabi National Exhibition Centre with *OGN* previewing the event and featuring oil majors and international and regional service providers to the petroleum industry.

**Abu Dhabi & UAE Review** – The second largest oil producer in the Gulf continues to invest in upstream and downstream projects both onshore and offshore including new technologies and technical solutions.

**Repairs & Maintenance** – As the major oil companies write their budgets, *OGN* reviews the latest techniques and suppliers involved in the continuous process of repair and maintenance required by refineries and other installations.

**EPC Contracts Special Report** – An in-depth





# OGN

OIL & GAS NEWS

## CIRCULATION

review of EPC contractors across the Middle East and Asia Pacific and their projects.

**Offshore Drilling Report** – Offshore drilling presents environmental challenges across the globe. *OGN* reviews the different types of offshore drilling activities from shallow water, to deep water drilling and the various operational platforms from steel jackets and jack up barges to floating semi- submersibles and drill ships.

### NOVEMBER

**Sabir Review** – A year-end round up of Saudi Basic Industries Corporation (Sabic), the world's largest producer of petrochemicals.

**Iraq** – A special feature dealing with progress being made in the regeneration and upgrading of the Iraqi petroleum sector including repair, modernisation and development of infrastructure.

**Pipelines** – The supply, manufacture and maintenance of pipes, pipelines, flanges, gaskets, etc, are integral to the energy industry including their installation, testing and engineering.

**Health, Safety & Environment Review** – HSE concerns are paramount in hazardous areas of the oil and gas industry with an increasingly large support industry.

### DECEMBER

**World Future Energy Summit 2013, Abu Dhabi** – Preview of renewable and sustainable alternative energy and environmental solutions and technologies at the event staged in Abu Dhabi in January 2013.

**Offshore Middle East** – A preview of this important conference and exhibition focus on the fast growing and strategically important sector – offshore exploration and production. Doha, January 21-23, 2013.

**Masdar** – *OGN* examines the Masdar initiative and the key milestones for Abu Dhabi's long-term commitment to sustainable development, renewable energy, zero waste and carbon neutrality.

**Waste Management, Recycling & Environmental Protection** – *OGN* will look at how technologies are shaping the application of sustainable development and renewable energy systems.

**Power Generation** – A review of the technologies available from hydrocarbon, wind, geothermal, solar and hydrogen and developments shaping alternative energy sources.

**Inspection Services** – A special report on the companies offering inspection and certification services to the oil and gas industry. These services range from simple structural testing through safety audits to full ISO certification.

### GEOGRAPHIC CIRCULATION & ONLINE READERSHIP

Middle East / Levant .....	4,429
Bahrain, Egypt, Iran, Kuwait, Qatar, Oman, Saudi Arabia, Syria, Turkey, Lebanon, UAE, Yemen, Tunisia, Jordan, and Libya	
Asia-Pacific .....	454
Australia, Brunei, China, Hong Kong, Indonesia, Japan, Korea, Malaysia, Myanmar, New Zealand, Pakistan, India, Philippines, Singapore, Taiwan, Thailand and Vietnam	
Rest of the World .....	1,003
Austria, Belgium, Canada, France, Germany, Italy, Netherlands, South Africa, Sweden, Spain, Switzerland, United Kingdom, USA, West Africa	
Total Geographic Circulation <sup>+</sup> .....	5,886
Online Readership* (Unique Visitors) .....	41,864
<b>Total</b> .....	<b>47,750</b>

### READERSHIP PROFILE

Technical supply and services .....	34%
Drilling and exploration contractors .....	16%
Oil companies .....	18%
Surveyors and consultants .....	7%
Marine and offshore service suppliers .....	9%
Government agencies .....	9%
Exhibition and promotional copies .....	7%
<b>Total</b> .....	<b>100%</b>

<sup>+</sup> Average print run over 12 month period

\* Average Monthly Unique Visitors (January - August 2011)

Applied for BPA Membership March 2011



# OGN

OIL & GAS NEWS

## INTRODUCTION

**Oil & Gas News** is the only weekly petroleum industry journal covering the Middle East, Asia/Pacific Rim and the global energy sector combining almost three decades of international publishing experience.

**Oil & Gas News** continues to provide authoritative information, business intelligence and quality analysis to professionals and organizations with a serious interest in exploration, refining, production and distribution. All aspects of the energy supply chain are covered with products and specialist services highlighted through the upstream, midstream and downstream sectors.

**Oil & Gas News** carries news stories covering the industry and its players, contract information, developments and new technology applications, as well as new processes for the oil, gas, LNG, petrochemical and related sectors.

Every month, **Oil & Gas News** publishes an extensive 'magazine' issue providing readers with additional coverage including comprehensive country reports, extensive reviews of major oil companies as well as specialist technical features on products and services highlighting the latest research and development.

**Oil & Gas News** provides comprehensive coverage of these vital areas and is now read by petroleum industry professionals in more than 65 countries.

**Oil & Gas News** is available in its printed edition and online through [www.oilandgasnewsworldwide.com](http://www.oilandgasnewsworldwide.com)

