

World Oil[®]

WorldOil.com

MEDIA PLANNER

2013



World Oil® EDITORIAL EXCELLENCE SINCE 1916



Dear Oil and Gas Marketing Manager,

World Oil was founded in 1916 and has been published on a monthly basis since that year. The editorial content of *World Oil* covers the exploration, drilling, completion, production and management segments of the worldwide oil and gas industry, both onshore and offshore.



World Oil offers advertising opportunities and sponsorships in the magazine's print and digital editions, website, e-newsletters, major conference show dailies, events, webcasts, supplements, and more.

World Oil has a global circulation of more than 40,000¹ subscribers in 147¹ countries that are responsible for recommending, specifying, approving and purchasing oil and gas equipment and services.² The subscriber base is composed of managers, engineers, geologists, geophysicists, drilling and workover contracting firms, consulting engineering firms, geological and geophysical contracting firms, financial institutions, equipment manufacturers, service and supply companies, and more.

More than 80% (32,435)¹ of *World Oil's* circulation is comprised of oil and gas operating companies (major integrated, independents and national/state-owned oil and gas companies, independent producers and consulting engineering firms). Another 17% (6,569)¹ of the circulation consists of drilling and workover contractors.

Each issue of *World Oil* includes technical articles pertaining to the various segments of the upstream oil and gas industry, plus worldwide oil and gas news, and oil and gas statistical information. Our February, August and September issues include worldwide forecast information and data.

For the past 97 years, *World Oil* has been the major source of information for the worldwide oil and gas industry. We look forward to assisting your company with its integrated marketing campaign and reaching your sales objectives.

Cordially,

A handwritten signature in black ink that reads 'Ron Higgins'.

Ron Higgins
Vice President/Publisher



¹ BPA Worldwide, June 2012 statement. *World Oil* uses the BPA Worldwide audit service to ensure the accuracy and quality of our circulation numbers. This third-party information enables our advertisers to verify that we are truly delivering the market that they are targeting with their marketing dollars.

BPA Worldwide is an independent, not-for-profit organization that audits the circulation of business publications like *World Oil*. Each year, we open our records to BPA auditors, who examine the circulation files to make sure they are correct and current.

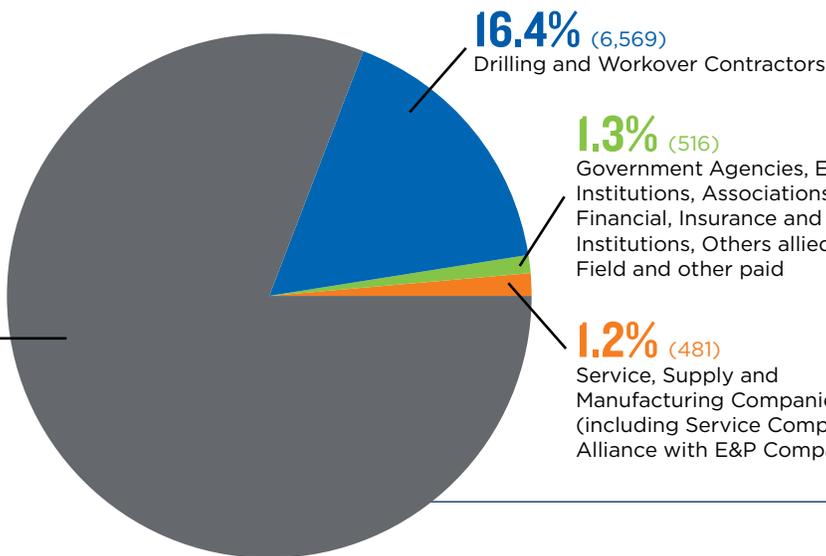
A copy of our latest BPA Worldwide circulation statement is available at your request. If you want more information about our audit, contact your *World Oil* advertising sales representative or BPA Worldwide at +1 (203) 447-2800.

² Source: Publisher's own data. Data supplied by each subscriber on application for subscription, June 2012. Respondents are involved in one or more purchasing areas.

BUSINESS

Circulation Analysis¹

81.1% (32,435)
Major Integrated Oil/Gas Companies, National or State Oil/Gas Companies, Independent Producers and Consulting Engineering Firms



OCCUPATIONAL

Circulation Analysis¹

1.2% (481)
Professionals at Service, Supply and Manufacturing Companies (Including Service Companies in an Alliance with E&P Companies)

1.5% (601)
Company Copies and Other Operations Personnel, Government Agencies, Educational Institutions, Associations, Libraries, Financial, Insurance and Legal Institutions, Others Allied to the Field and other paid

2.0% (805)
Purchasing Agents

42.6% (17,016)
Engineers

8.3% (3,318)
Superintendents/
Foremen

10.2% (4,096)
Geologists/Geophysicists

34.2% (13,684)
Company Officers and Managers

**TOTAL
40,001¹**

GEOGRAPHICAL

Circulation Analysis¹

46.7% (18,696)
United States (18,690)/
U.S. Territories (6)

4.5% (1,808)
Canada

14.5% (5,795)
Asia/Pacific

15.4% (6,181)
Europe/North Sea

6.9% (2,729)
Mexico, Central and South
America and Caribbean

5.5% (2,192)
Africa

6.5% (2,600)
Middle East

¹BPA Worldwide, June 2012 statement.

World Oil® EXPERIENCE & INNOVATION

MEET THE STAFF:



Higgins

RON HIGGINS is Publisher and Vice President of Sales for *World Oil*. Ron earned a bachelor's degree in business administration from the University of Houston. He has been in the oil and gas publishing industry for over 37 years. His past experience includes working for a major oilfield equipment manufacturer and a major drilling contractor. He is a member of SPE, IADC, IPAA and NOMADS.



Kulkarni

PRAMOD KULKARNI is Editor of *World Oil*. He has over 25 years of experience in writing and editing focused on oil and gas. Pramod earned a BS degree in electrical engineering from Utah State University, an MA in journalism from the University of Iowa and an MBA from the University of Houston. He is a member of SPE and SEG.



Abraham

KURT ABRAHAM is Executive Editor of *World Oil*. He is responsible for day-to-day management of content, heading up forecasting operations, and developing new products. Kurt has 27 years of industry experience. He earned a BA degree in journalism and business administration from Texas A&M University. His past experience includes all four major media, as well as a major trade association. He is a member of NOMADS and the Supply and Demand Committee of IPAA, and he serves as an expert commentator.



Lukosavich

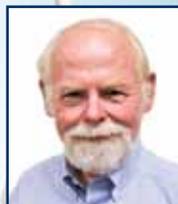
NELL LUKOSAVICH is Senior Editor with *World Oil*. Nell received her BA in English and Spanish from Southern Methodist University and earned an MA in journalism and an MBA from the University of Missouri. Her previous experience includes working with Axiom, where she wrote marketing strategy plans for oil and gas companies.



Terrell

HENRY TERRELL is News Editor for *World Oil*. He coordinates and writes monthly articles, as well as the "What's New in Production" column. He joined *World Oil's* parent firm, Gulf Publishing Company, in 1981 and worked in various positions in editorial and production. He was named Production Director in 1994, a position he held until 2001. He holds a BA degree in English from the University of Texas.

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Exploration



Jim Redden
Drilling



Jacques Sapir
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A WORLD OF OPPORTUNITIES THROUGH WORLD OIL'S GLOBAL REACH

Through its monthly magazine, website, e-newsletters, events, forecast data and show dailies, *World Oil* provides several engaging and effective ways to reach a global network of upstream professionals working in exploration, drilling, completions and production activities. Highlights include:

- Published monthly for more than 97 years
- More than 53,000⁴ monthly unique visitors
- More than 51,000⁵ e-newsletter recipients

WORLD OIL MAGAZINE

Advertising in *World Oil* magazine is a highly effective way of getting your message in front of our proactive audience, while aligning your marketing with valued editorial content. Throughout the year, *World Oil* publishes Technical Supplements, which provide comprehensive upstream equipment listings and include our renowned compilations on drill bits, casing and tubing connections, drilling fluid system classifications, and more. Custom Sponsored Supplements are also available and allow you to speak directly to *World Oil*'s audience on timely, significant topics. *World Oil* is also published digitally, and the *World Oil* Digital Edition reaches more than 8,000² subscribers who prefer this delivery method. All advertisements appear in both the print and digital editions, diversifying your reach. See the editorial calendar on pages 6-9.

First published in 1916

Inquire about custom sponsor supplements

WORLD OIL FORECAST & DATA

Compiled annually by the *World Oil* editorial staff, the *World Oil* Forecast and Data Book 2013 features exclusive activity data for worldwide drilling, production and reserves for 2012, with forecast data for 2013. In the 2013 *World Oil* Forecast and Data Book, you'll find an expanded version of the forecast featured in the February issue of the magazine, as well as a one-of-a-kind compilation of detailed industry statistics and data on worldwide drilling, production and proven reserves. To find out more, visit *World Oil* Online or consult the publisher.

Published in February 2013

Data collected as far back as 1857

WORLDOIL.COM

WorldOil.com is visited by more than 53,000⁴ unique visitors monthly who are seeking out the latest news, information and technology in the upstream oil and gas industry. *World Oil* publishes twice-weekly and monthly e-newsletters, including Technology News, Deepwater, ShaleTech and Geology & Geophysics. *World Oil* provides advertisers with innovative online marketing solutions, including contextual advertising, videos, webcasts, white papers, and more. See pages 9-11 for online opportunities.

51,000⁵ e-newsletter recipients
Innovative online products

WORLD OIL EVENTS

World Oil and *Gulf Publishing Company* organize numerous conferences and events throughout the year, providing opportunities for oil and gas professionals to come together to network, share ideas and access the industry's latest technology and trends. Conference advisory boards are comprised of leading professionals in the industry and conference agendas are tailored with the same commitment to technical and editorial excellence as *World Oil* magazine. Sponsorship and exhibitor opportunities are available. See page 12 for a complete listing of events.

530⁶ registrants at WGLC 2011

308⁶ registrants at ShaleTech™ 2012

2013 OFFICIAL LAGCOE PROGRAM GUIDE & SHOW DAILY NEWSPAPER

For this first time, *World Oil* magazine will publish the official program guide, show daily newspaper and show daily e-newsletter for the Louisiana Gulf Coast Oil Exposition (LAGCOE) in Lafayette, La., October 22-24, 2013. For more than 57 years, LAGCOE has been providing unprecedented access to key decision-makers, state-of-the-art technologies and the very latest in offshore and onshore drilling capabilities. In 2011, LAGCOE featured 397 exhibiting companies, 755 indoor and outdoor exhibit spaces, and welcomed nearly 100 sponsoring companies.¹ *World Oil* editors will cover the technical and business proceedings and will report from the exhibit floor. The program guide and daily newspaper will have exclusive distribution points throughout the Cajun Dome complex. *World Oil* will also produce daily e-newsletters that will be distributed to the inboxes of each LAGCOE attendee, in addition to *World Oil* e-newsletter recipients, providing access to more than 65,000 individuals. As an advertiser, you can have your ad appear in all three publications, on all three days of the show, for one rate.

¹ LAGCOE statistics taken from www.lagcoe.com 2012

² BPA Worldwide, June 2012 statement.

³ Data is supplied by ExactTarget monthly average of users reached, February-July 2012.

⁴ Google Analytics: Six-month average February-July 2012.

⁶ Data provided by Cvent registration software.



World Oil® 2013 EDITORIAL CALENDAR

JANUARY

AD CLOSING: DECEMBER 1
MATERIAL DEADLINE: DECEMBER 10

FEBRUARY

AD CLOSING: JANUARY 10
MATERIAL DEADLINE: JANUARY 16

MARCH

AD CLOSING: FEBRUARY 1
MATERIAL DEADLINE: FEBRUARY 10

ISSUE FOCUS	WELL CONTROL & INTERVENTION	FORECAST/REVIEW	MANAGED PRESSURE DRILLING
TECHNOLOGY TOPICS TECHNICAL CASE HISTORIES	<ul style="list-style-type: none"> • Blowout control • Coiled tubing SEISMIC APPLICATIONS MWD/LWD SAFETY SYSTEMS <ul style="list-style-type: none"> • BOPs • Containment: Surface and subsea SEMS	<ul style="list-style-type: none"> • Our 87th annual, in-depth, global industry analysis • World drilling report • Production and reserves • Rig utilization • E&P spending • Canada OIL AND GAS PRICING DIRECTIONAL DRILLING <ul style="list-style-type: none"> • Extended reach • Casing while drilling <p> SIGNET RESEARCH READERSHIP STUDY </p>	<ul style="list-style-type: none"> • Pore pressure • Geomechanics COILED TUBING TECHNOLOGY <ul style="list-style-type: none"> • Logging • Drilling • Intervention REAL-TIME OPERATIONS <ul style="list-style-type: none"> • Drilling • Production • Fracing
REGIONAL OUTLOOK	SOUTHEAST ASIA/AUSTRALIA	EASTERN MEDITERRANEAN	INDIA
SHALE TECH	WOODFORD	BARNETT	MISSISSIPPI LIME
SPECIAL SECTIONS	DEEPWATER/SUBSEA		DEEPWATER/SUBSEA
SHOW PREVIEWS			
TARGETED SUPPLEMENTS			FRACTURING TECHNOLOGY
ENGINEERING DATA TABLES	CASING TABLES		
BONUS DISTRIBUTION	<i>World Oil</i> Industry Forecasts, North America and International American Association of Drilling Engineers (AADE)	IADC/SPE Drilling Conference (Amsterdam) Gulf Publishing Company's Eastern Mediterranean Gas Conference (EMGC) CIPPE Beijing NACE Corrosion 2013	SPE/Intervention & Coiled Tubing Association (ICoTA)
EDITORIAL WEBCASTS		2012 FORECAST	

APRILAD CLOSING: MARCH 1
MATERIAL DEADLINE: MARCH 10**MAY**AD CLOSING: APRIL 1
MATERIAL DEADLINE: APRIL 10**JUNE**AD CLOSING: MAY 1
MATERIAL DEADLINE: MAY 10

OTC ISSUE	INTELLIGENT WELL COMPLETIONS	DRILLING AND WELL COMPLETION TECHNOLOGY
<p>DRILLING TECHNOLOGY</p> <ul style="list-style-type: none"> • Steerable drilling • Multilaterals <p>OFFSHORE ENGINEERING & CONSTRUCTION</p> <ul style="list-style-type: none"> • Topsides • Spars • FPSOs • Mooring systems <p>TECHNOLOGY FROM EUROPE</p> <ul style="list-style-type: none"> • New oilfield equipment • Interviews with industry leaders <p>FLOW ASSURANCE</p> <ul style="list-style-type: none"> • Hydrate control • Scale • Paraffins • Asphaltene 	<ul style="list-style-type: none"> • Downhole sensing • Inflow control devices <p>NATIONAL OIL COMPANIES</p> <ul style="list-style-type: none"> • Operations • Technology transfer <p>WELL TESTING</p> <p>WHAT'S NEW IN ARTIFICIAL LIFT—PART 1</p> <ul style="list-style-type: none"> • Gas lift systems • Rod pumps <p>WHAT'S NEW IN LOGGING, LWD/MWD</p>	<ul style="list-style-type: none"> • Horizontal drilling • Extended reach and laterals • Multistage fracturing <p>SOLIDS CONTROL EQUIPMENT</p> <p>WHAT'S NEW IN FORMATION EVALUATION</p> <p>WHAT'S NEW IN ARTIFICIAL LIFT—PART 2</p> <ul style="list-style-type: none"> • Progressing cavity pumps • Electrical submersible pumps
GULF OF MEXICO	LATIN AMERICA	EAST AFRICA
MARCELLUS / UTICA	CANADIAN SHALES	BAKKEN / THREE FORKS
GEOLOGICAL & GEOPHYSICAL TECHNOLOGY	GEOLOGICAL & GEOPHYSICAL TECHNOLOGY	DEEPWATER/SUBSEA
OTC PREVIEW AAPG PREVIEW	EAGE PREVIEW	
PORT FOURCHON	SHALE WATER MANAGEMENT	RECRUITMENT
		DRILLING, COMPLETION & WORKOVER FLUIDS
<p>Offshore Technology Conference (OTC)</p> <p>American Association of Petroleum Geologists (AAPG)</p>	<p>European Association of Geoscientists & Engineers (EAGE)</p> <p>GO-EXPO</p>	
CORROSION		FLOW ASSURANCE



World Oil® 2013 EDITORIAL CALENDAR

JULY

AD CLOSING: JUNE 1
MATERIAL DEADLINE: JUNE 10

AUGUST

AD CLOSING: JULY 1
MATERIAL DEADLINE: JULY 10

SEPTEMBER

AD CLOSING: AUGUST 1
MATERIAL DEADLINE: AUGUST 10

ISSUE FOCUS	OFFSHORE ADVANCES	OIL COUNTRY TUBULAR GOODS	ADVANCES IN EXPLORATION
TECHNOLOGY TOPICS TECHNICAL CASE HISTORIES	<ul style="list-style-type: none"> • Subsea risers • Umbilicals • Riserless intervention • Maintenance COMPLETION TECHNOLOGY <ul style="list-style-type: none"> • Cementing • Well stimulation (fracing and acidizing) • Proppants • Gravel pack • Inflatable packers OFFSHORE RIG INNOVATIONS <ul style="list-style-type: none"> • Jackups • Semisubmersibles • Drillships MARINE SEISMIC SIGNET RESEARCH READERSHIP STUDY	<ul style="list-style-type: none"> • Casing • Tubing • Expandables DRILL PIPE NORTH AMERICAN DRILLING UPDATE UNCONVENTIONAL RESOURCES <ul style="list-style-type: none"> • Oil sands / heavy oil (SAGD) • Coalbed methane SAND CONTROL DECOMMISSIONING DEEPWATER REGULATORY COMPLIANCE	<ul style="list-style-type: none"> • Seismic • Gravity • Electromagnetics (EM) • Petrophysics WORLDWIDE DRILLING, PRODUCTION AND RESERVES AUTOMATION AND CONTROL <ul style="list-style-type: none"> • Instrumentation • Real-time operations • Remote monitoring GLOBAL LNG REPORT HPHT <ul style="list-style-type: none"> • Drilling and completions • Downhole tools
REGIONAL OUTLOOK	WEST AFRICA	NORTH SEA	PERMIAN BASIN / ANADARKO BASIN
SHALE TECH	INTERNATIONAL SHALE PLAYS	EAGLE FORD	NIOBARRA
SPECIAL SECTIONS		DEEPWATER/SUBSEA	GEOLOGICAL & GEOPHYSICAL TECHNOLOGY
SHOW PREVIEWS	SHALETECH PREVIEW	OFFSHORE EUROPE PREVIEW / SEG PREVIEW / LAGCOE PREVIEW	SPE ATCE PREVIEW / HPHT PREVIEW
TARGETED SUPPLEMENTS		COILED TUBING TECHNOLOGY	OFFSHORE BRAZIL
ENGINEERING DATA TABLES	PROPPANTS TABLES		DRILL BIT CLASSIFIER
BONUS DISTRIBUTION		World Oil's ShaleTech™ Conference Offshore Europe (OE)	OTC Brazil Society of Exploration Geologists (SEG) Annual Exhibition SPE Annual Technical Conference & Exhibition (New Orleans) World Oil's HPHT Drilling & Completions Conference
EDITORIAL WEBCASTS		ARTIFICIAL LIFT	

OCTOBERAD CLOSING: SEPTEMBER 1
MATERIAL DEADLINE: SEPTEMBER 10**NOVEMBER**AD CLOSING: OCTOBER 1
MATERIAL DEADLINE: OCTOBER 10**DECEMBER**AD CLOSING: NOVEMBER 1
MATERIAL DEADLINE: NOVEMBER 10

ADVANCES IN DRILLING	ADVANCES IN PRODUCTION	DRILLING RIG ADVANCES
<ul style="list-style-type: none"> • Directional • Laterals • Extended reach RESERVOIR MANAGEMENT <ul style="list-style-type: none"> • Reserves assessment • Reservoir simulation • Permanent monitoring • IOR/EOR WHAT'S NEW IN BIT DESIGN VALVES & ACTUATORS <p> SIGNET RESEARCH READERSHIP STUDY </p>	<ul style="list-style-type: none"> • Acidizing • Chemical treatment • Water management CORING <ul style="list-style-type: none"> • Conventional • Sidewall NOV DOWNHOLE RIG CENSUS Annual survey of U.S. drilling contractors' fleet status and key activity indicators WORLD OIL AWARDS REVIEW SUBSEA PRODUCTION <ul style="list-style-type: none"> • Wellheads / manifolds • Multiphase pumping • Subsea separation • Subsea compression • Tiebacks • Flow assurance 	<ul style="list-style-type: none"> • Land / offshore designs • New rig equipment • Offshore newbuild report • Dynamic positioning INDUSTRY LEADERS' OUTLOOK FOR 2014 NEW HSE TECHNOLOGIES MARINE CONSTRUCTION <ul style="list-style-type: none"> • Topsides • Spars • FPSOs • Mooring systems
MIDDLE EAST / NORTH AFRICA	THE ARCTIC	CHINA
HAYNESVILLE	MONTEREY	INTERNATIONAL SHALE PLAYS
DEEPWATER/SUBSEA		DEEPWATER/SUBSEA
	TUBING TABLES	
IADC Annual General Meeting (San Antonio) Independent Petroleum Association of America (IPAA) Gulf Publishing Company's Women's Global Leadership Conference (WGLC) LAGCOE	SPE Arctic Technology Conference	Produced Water Society Seminar 2014
FRACTURING		OCTG





WORLD OIL ONLINE PROVIDES TIMELY, INTERACTIVE WAYS TO CONNECT WITH YOUR CLIENTS AND PROSPECTS

World Oil Online includes more than 37,800¹ registrants across major integrated oil and gas companies, nationalized/state-owned oil companies, workover/drilling contractors, independents, engineering consulting firms, and service companies. Companies that are registered to use World Oil Online include ExxonMobil, Saudi Aramco, BP, Petrobras, Shell, Chevron, Qatar Petroleum and many others.

WORLD OIL.COM

World Oil display advertising includes homepage, run of site and World Oil channels.

Channels include:

- Deepwater
- Exploration
- Offshore
- Production
- Drilling & Completions
- Shale

ONLINE DISPLAY ADVERTISING

HOMEPAGE

Three rotations available in each position.

RUN OF SITE (ROS)

Maximize your impression count with ROS positions on World Oil Online.

CHANNELS

World Oil topics allow you to further target your marketing message by displaying your advertisements on articles and features within a certain area.



PRICING AND SPECIFICATIONS

	Page Peel (800x600)	Leaderboard (728x90)	Skyscraper (160x600)	Full Banner (468x60)	MPU (300x250)	Channel Sponsorships
HOMEPAGE (ONE OF THREE ROTATIONS)		2,860	2,430	2,225	1,745	
RUN OF SITE (ROS)	7,060	3,650	3,260		2,880	
CHANNELS						
• DEEPWATER		1,940	1,715		1,430	6,460
• OFFSHORE		2,575	2,175		1,625	7,435
• DRILLING & COMPLETIONS		2,780	2,370		1,715	8,290
• EXPLORATION		1,870	1,650		1,500	6,200
• PRODUCTION		1,870	1,650		1,500	6,200
• SHALE		1,940	1,715		1,430	6,460

Acceptable ad formats: gif, jpeg, swf (All pricing is Gross USD per month)

¹ As reported by Publisher's online management system Ektron, for users who have visited the site to log in or manage their subscription as of August 2012.

PROVIDES INTERACTIVE PROGRAMS TO GENERATE QUALIFIED LEADS THROUGH ITS ONLINE PRODUCTS

WEBCASTS

Webcasts are an engaging and measurable way to educate decision makers about your company's products and services, promote your brand and generate sales leads. Webcast sponsorships include a one-hour live stream and are promoted through several channels: print advertising, online advertising, e-newsletter sponsorships and targeted e-blasts. The recording of the live event is posted and archived on World Oil Online for 12 months and sponsors receive registrant details.

World Oil Editorial Webcast Series:

- February 2013: 2013 Forecast Presentation
- April 2013: Corrosion
- June 2013: Flow Assurance
- August 2013: Artificial Lift
- October 2013: Fracturing
- December 2013: OCTG

LEAD GENERATION PRODUCTS

WHITE PAPERS

Put your best technical literature forward and get targeted leads back. Your company's technical literature or white papers appear on *World Oil* Online and is promoted to *World Oil* readers via email. Registrants are provided in an Excel worksheet.

CONTEXTUAL ADVERTISING

Contextual keywords target specific content and subject areas to align your message with related *World Oil* content. Article keywords can be hyperlinked to the web page of your choice, or more customized opportunities are available through mini-sites, videos and other forms of advertisements. Please contact your sales representative for contextual ad pricing. Contextual advertising is a uniquely effective way to reach your audience with relevant, timely messaging.

VIDEOS

Videos are posted on *World Oil* Online's homepage for one month and then archived for an additional year. Registration pages can also be added to capture registrant contact information.

WORLD OIL MOBILE APP

World Oil magazine now has a mobile app available for download on iPad and iPhone. The mobile app features the current and archived issues of *World Oil* magazine, as well as news from the *World Oil* wire. Ask your representative about pricing and sponsorship opportunities.



PRICING AND SPECIFICATIONS

WEBCAST-EXCLUSIVE	17,650
WEBCAST-MULTISPONSOR*	5,800
WHITE PAPERS	3,275
VIDEOS	3,425
REGISTRATION PAGE ADDITION TO WHITE PAPER OR VIDEO	825

(All pricing is Gross USD per month) *Minimum of three, no more than five

WORLD OIL CORPORATE SITE LICENSE

A *World Oil* site license is an effective way to provide your company access to leading technical content and industry data. *World Oil* provides unrivaled technical coverage and insight into industry trends, technology and innovations. Site license programs provide company-wide IP access to premium content, featuring daily news, searchable archives, industry data and statistics, unique handbooks and custom RSS feeds. For more information visit WorldOil.com/SiteLicense, or contact *World Oil* at +1 (713) 525-4626.

37,800¹ Registrants

27%² Unique Visitor Increase YOY

53,000² Unique Visitors

45%² Traffic in the US



WORLD OIL ONLINE



¹ As reported by Publisher's online management system Ektron, for users who have visited the site to log in or manage their subscription as of August 2012.

² Google Analytics: Six-month average February-July 2012.

World Oil® E-NEWSLETTERS

Leaderboard (728x90)



World Oil E-newsletters are a reliable and effective way to reach the inbox of your prospects throughout the world.



WORLD OIL TECHNOLOGY NEWS

The *World Oil* Technology News delivers a twice-weekly recap of the latest developments and news in exploration, production, government and regulations. It is delivered to more than 51,000¹ global readers.



MONTHLY DEEPWATER REPORT

Currently reaching more than 25,000¹ recipients, the Deepwater Report covers the offshore and deepwater industries, and contains detailed coverage of the new technologies, operation reports and company news in the deepwater industry.



MONTHLY SHALETECH REPORT

Distributed to more than 25,000¹ individuals, the monthly ShaleTech Report covers all of the latest developments in business, operations and regulations happening in the North American and international shale market.

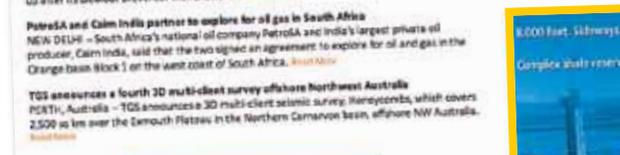
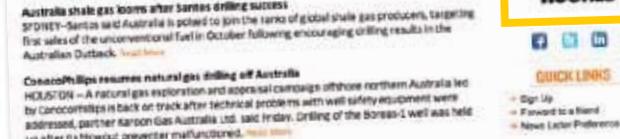


MONTHLY WORLD OIL GEOLOGY & GEOPHYSICS REPORT

Distributed to more than 20,000¹ individuals, the monthly Geology & Geophysics Report covers the industry's latest developments in geology and geophysics.



Your Company Logo Here



MPU (336x280)

Skyscraper (160x600)

PRICING AND SPECIFICATIONS

	Leaderboard (728x90)	Skyscraper #1 (160x600)	Skyscraper #2 (160x600)	MPU #1 (336x280)	MPU #2 (336x280)
WORLD OIL TECHNOLOGY NEWS	3,120	2,340	1,820	2,465	1,960
DEEPWATER REPORT	2,090	1,740	1,300	1,910	1,455
SHALETECH REPORT	2,090	1,740	1,300	1,910	1,455
GEOLOGICAL AND GEOPHYSICAL REPORT	1,670	1,405	1,010	1,540	1,180

E-newsletter advertisements must be in gif/jpeg format (All pricing is Gross USD per issue)
E-newsletter sponsors also need to supply a company logo (120 x 120 JPEG)

¹Data is supplied by ExactTarget monthly average of users reached, February–July 2012.

EVENTS

Gulf Publishing Company and World Oil Events provide unique sponsorship and exhibit opportunities, where you can meet face-to-face with your global customers and prospects in a thought-provoking, working environment. Numerous sponsorship opportunities are available and can be customized to the needs of your clients. More information can be found at GulfPub.com/Events.

EASTERN MEDITERRANEAN GAS CONFERENCE | NICOSIA, CYPRUS MARCH 26–28, 2013

Gulf Publishing Company will host its inaugural Eastern Mediterranean Gas Conference (EMGC) in 2013. Understanding will be the key to successful business operations in the region. EMGC will provide attendees with the knowledge and insight necessary to successfully build business operations in the area, as well as provide an exclusive forum to network with influential executives actively involved in the development of the area's natural gas industry. EMGC will cover such critical issues as resource potential, leasing/permitting, development plans, infrastructure requirements, governmental plans and regulations, and more. Visit EMGasConference.com to learn more.

World Oil SHALETECH™ | HOUSTON, TEXAS AUGUST 27–29, 2013 Shale Energy Technology Conference

ShaleTech™ (Shale Energy Technology Conference) is dedicated to shale plays that yield both oil and gas. Independent operators have reported major discoveries and several IOCs are acquiring acreage in developing shale plays. This conference will deliver information intended for these users. More information can be found at ShaleTechConference.com.

Marketing ^{IN THE} Oilfield CONFERENCE | HOUSTON, TEXAS FALL 2013

The Marketing in the Oilfield Conference provides an environment where attendees can learn new ideas and strategies, in addition to numerous opportunities to network with oil and gas marketing peers. This conference focuses on industry hot topics related to marketing, social media and communication issues, and it includes featured keynote experts and presentations relevant to the topic in focus. More information can be found at GulfPub.com/MITO.

World Oil® HPHT DRILLING AND COMPLETIONS CONFERENCE | HOUSTON, TEXAS SEPTEMBER 25–26, 2013

In pursuit of reservoirs more than 15,000 feet below the Earth's surface, in conditions with temperatures exceeding 350 degrees Fahrenheit, and at unprecedented pressure levels, operators are confronted with unforeseen drilling and completion challenges. This conference offers attendees from operators and service companies a forum to discuss, share and learn about these types of drilling and completion conditions. More information can be found at HPHTConference.com.

World Oil® AWARDS | HOUSTON, TEXAS OCTOBER 17, 2013

The annual *World Oil Awards* event recognizes and celebrates the industry's best achievements in 16 categories covering the entire spectrum of the upstream oil and gas industry. Innovative technologies, companies and individuals are nominated in categories ranging from drilling and well intervention, to lifetime achievement and innovative thinking. Companies are given four months to submit nominations for innovative ideas from the previous year. More information can be found at Awards.WorldOil.com.

2013 WOMEN'S GLOBAL LEADERSHIP | HOUSTON CONFERENCE IN ENERGY & TECHNOLOGY | HOUSTON, TEXAS OCTOBER 29–30, 2013

Celebrating its 10th iteration in 2013, the Women's Global Leadership Conference in Energy and Technology (WGLC) is one of the largest women's events in the industry, and the only one that focuses on discussing key environmental, economic and professional development issues in oil and gas. The conference attracts professionals engaged at all levels in the oil and gas industry, and speakers include executives from leading energy companies. More information can be found at WGLNetwork.com.

For more information about Gulf Publishing Company events, contact Events@GulfPub.com or your *World Oil* sales representative.



World Oil® 2013 RATES & SPECS



Issued September 1, 2012. Effective January 1, 2013.

1. GENERAL RATE POLICY

If more or less space than specified is used within one year from the date of first insertion, the rate will be adjusted to the earned rate published here. All rates quoted are in US dollars.

2. COMMISSION & CASH DISCOUNT

a. Agency Commission: 15% of gross billing to recognized agencies on space, color, handling and backup charges. The Publisher reserves the right to hold the advertiser and/or its advertising agency jointly and severally liable for monies due and payable to the Publisher.

b. Cash Discount: 2% on net after Agency Commission, if paid within 15 days of the invoice date. All invoices are payable within 30 days. If the advertiser prepays the agency for scheduled advertising, the agency shall likewise make prepayment to the Publisher.

3. ISSUANCE & CLOSING

Published 12 times each year in three editions. Worldwide Edition provides coverage of the oil and gas industry throughout the world. International Edition goes only to subscribers outside the US and Canada. For rates for the North America edition, please contact the Publisher. The closing date for scheduling and printing material is the first of the month preceding the publication date (with the exception of the February issue, which closes on the 10th of the preceding month). Issued on the 15th of the month.

4. GENERAL ADVERTISING RATES & SPACE UNITS

a. Frequency Rates: Number of insertions in a 12-month period determines frequency rate. Covers, each ad, each page of a spread and each page of preprinted inserts count as one insertion toward earning a frequency rate.

b. Schedule #68: Worldwide Edition Rates, US dollars

2013 FOUR-COLOR WORLDWIDE RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	12,325	12,005	11,670	11,405	11,235	11,055	10,985	10,885
2/3 PG	9,765	9,480	9,260	9,070	8,960	8,805	8,755	8,690
1/2 PG	8,075	7,865	7,665	7,560	7,445	7,360	7,315	7,265
1/2 PG ISL	8,775	8,555	8,410	8,245	8,165	8,055	8,000	7,965
1/3 PG	4,870	4,705	4,615	4,495	4,425	4,360	4,325	4,300
1/4 PG	4,000	3,865	3,795	3,715	3,665	3,590	3,560	3,545

b. Schedule #40: Outside US/Canada US dollars

2013 FOUR-COLOR OUTSIDE US/CANADA RATES								
	1x	3x	6x	9x	12x	18x	24x	36x
PG	8,855	8,655	8,450	8,275	8,160	8,050	7,965	7,920
1/2 PG	5,945	5,825	5,710	5,620	5,550	5,490	5,460	5,415
1/2 PG ISL	6,545	6,450	6,315	6,215	6,160	6,080	6,055	6,020

NOTE: 1/2 PG is the only fractional unit accepted in International Edition.

5. COLOR RATES (other than black)

a. Standard, Process Colors or Matched Colors

2013 BLACK PLUS	per PG or Fraction		per Spread	
	WW Ed.	Intl. Ed.	WW Ed.	Intl. Ed.
1 process color	980	840	1,355	1,245
2 process colors	1,695	1,485	2,455	2,200
4/C process	2,640	2,230	3,940	3,365
Matched colors (per color)	1,090	1,020	1,570	1,450

6. SPECIAL POSITION

Positioning: For any guaranteed special position, such as facing editorial, there is a \$800 Worldwide Edition premium, when available.

7. COVER RATES (Non-cancelable)

a. Cover rates include 4/C process charges. Contact the Publisher for additional charges if any other color is used.

b. Frequency: Based on total number of full pages on contract.

2013 COVER RATES	12 PGS	24+ PGS
Second Cover	12,940	12,325
Fourth Cover	12,940	12,325

Special Section Covers: Contact the Publisher

8. INSERTS

a. Standard Inserts: When furnished ready for binding, inserts take earned B&W rate plus a handling charge of \$575.

b. Non-Standard Inserts: Contact the Publisher.

9. CLASSIFIED ADVERTISING

Available in Worldwide Edition only.

a. Classified Display: \$270 per column inch. Non-display: \$25 per line, minimum four lines.

b. Consecutive Insertions: 10% discount on consecutive insertions.

10. ONLINE ADVERTISING

For current rates and information, please see pages 9-11 or contact your local sales representative.

11. COMBINATION FREQUENCY RATES

Advertisers will receive the lowest frequency rate, based on the total advertising insertions during the contract period, when any combination of space is used in Gulf Publishing Company's energy-related magazines, *World Oil* and/or *Hydrocarbon Processing*. One-quarter page is the minimum rate-holder space unit for earning combination frequency discounts.

12. PUBLISHER'S COPY PROTECTIVE CLAUSE

- Advertisers and advertising agencies assume liability for all content of advertisements printed and for any claims arising therefrom made against the Publisher. The Publisher reserves the right to reject any advertising that does not conform to the publication's standards.
- The Publisher will repeat the latest advertisement for scheduled space when no new acceptable copy is furnished.
- Contracts, except for cover or specified positions, may be discontinued by either party on 30 days' notice before the closing date and by the Publisher without notice for non-payment of invoices. If more or less space is actually used within a year, the advertiser will pay for the space actually used at the earned rate as published herein.
- Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at the Publisher's option.
- Cancellations are accepted only before the closing date for reservations.
- Should mechanical requirements warrant, the Publisher reserves the right to print advertisements scheduled in the International Editions in the Worldwide Edition.

MAGAZINE PRODUCTION SPECIFICATIONS

The procedure outlined below is designed to ensure the quick, accurate and simple delivery and production of your advertisements.

1. Trim Size: Overall trim size is 8.125 in. x 10.875 in. (210 mm x 280 mm).

2. Ad Page Dimensions:

Unit	Width	Depth
2-Page Spread, Bleed	16.75 in. (425 mm)	11.125 in. (285 mm)
2-Page Spread, Gutter Bleed	16.5 in. (420 mm)	10 in. (255 mm)
1 Page Standard	7 in. (180 mm)	10 in. (255 mm)
1 Page Bleed	8.375 in. (215 mm)	11.125 in. (285 mm)
2/3 Page	4.625 in. (120 mm)	10 in. (255 mm)
1/2 Page Horizontal	7 in. (180 mm)	4.872 in. (125 mm)
1/2 Page Vertical	3.375 in. (85 mm)	10 in. (255 mm)
1/2 Page Island	4.625 in. (120 mm)	7.5 in. (190 mm)
1/3 Page Square	4.625 in. (120 mm)	4.875 in. (125 mm)
1/3 Page Vertical	2.25 in. (55 mm)	10 in. (255 mm)
1/4 Page	3.375 in. (85 mm)	4.875 in. (125 mm)

Fraction ads with bleeds are available; please contact our Advertising Production Department at +1 (713) 525-4633 for dimensions. NOTE: Ads scaled to other publications will be centered in the space nearest to size and proportion.

3. General Requirements:

Printing Process: Web offset full run; Computer-to-plate (CTP)
Binding Method: Perfect (jog to head)

Colors Available: Four-color process; matched colors

Color Rotation: Yellow, magenta, cyan, black

Recommended Line Screen: 133 lines maximum

Density of Tone: Two-color tones should not exceed SWOP density of 140%; second color not to exceed 70%. Four-color solids should not exceed SWOP density of 260%.

4. Acceptable Digital Files: Preferred files are Adobe Acrobat PDFs (Press Optimized, 300 dpi, binary CMYK, all fonts embedded) or Flattened CMYK, TIFF files, 300 dpi at actual size. Other file types accepted are Adobe InDesign, Adobe Illustrator and Adobe Photoshop. Files should be submitted in CMYK format at 300 dpi with all supporting graphic elements in CMYK format and all fonts used. Please do not submit files created in word-processing programs, MS PowerPoint, CorelDraw, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.

5. Proofs: Proof required on four-color ads. For one-color and two-color ads, laser proofs are acceptable with clearly marked color breaks.

6. Other Acceptable (but billable) Materials: Contact Publisher.

7. Inserts: Contact Publisher for quantity, specifications and trim size.

We cannot guarantee printed quality or acceptability of materials that do not comply with these specifications. For color advertisements, a match proof printout is required to guarantee color accuracy.

MATERIAL SUBMISSION DETAILS

All print advertisements for *World Oil* must be delivered by the material submission deadline for the relevant issue.

1. ELECTRONIC FILE SUBMISSIONS:

a. From your Internet browser, go to <http://FTP.GulfPub.com>

b. Enter the following user name and password:

User: WOCustomer

Password: (insert your e-mail address)

c. Click on Login.

d. Click on the Upload button in the lower left corner of the browser window.

e. Click on Choose File in the Upload box that appears and navigate to your file.

f. Click on Upload.

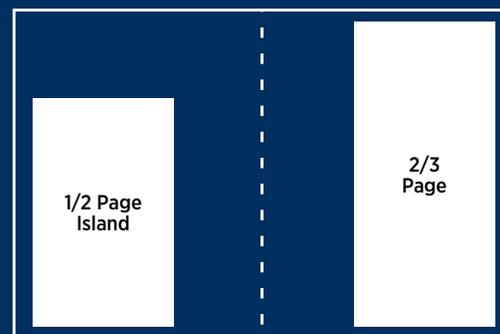
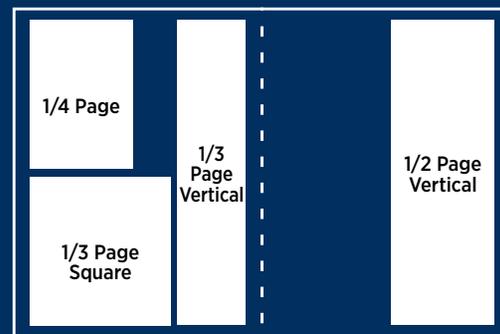
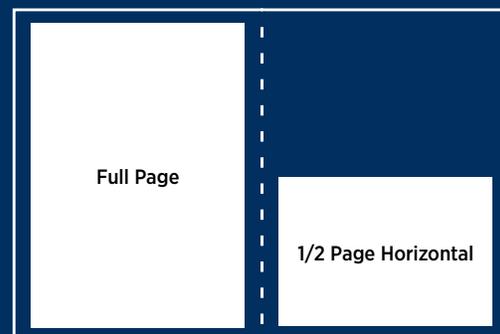
g. Once your file has uploaded, click on Logout in the upper right corner of the browser window.

h. E-mail Cheryl.Willis@GulfPub.com with the name of the file.

2. SHIPPING INSTRUCTIONS:

Send space orders, insertion orders, correspondence and print materials to: Advertising, *World Oil*, 2 Greenway Plaza, Suite 1020, Houston, TX 77046.

For pre-printed inserts, contact the Publisher for shipping instructions.



World Oil® 2013 ADVERTISING SALES

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