



World Oil[®]
SAME QUALITY CONTENT.
ENHANCED DIGITAL FORMATS.

Gulf Energy[®]

A NEW WORLD OIL FOR A NEW INDUSTRY: OPPORTUNITIES TO MARKET AND ADVERTISE WITH *WORLD OIL*



Over the past couple of years, *World Oil* has prepared the ground for, and invested in, our digital offerings and how we deliver our content. Through considerable industry research and audience feedback, we are

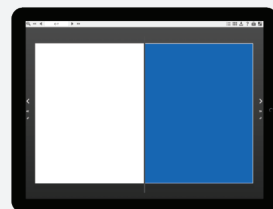
experiencing a clear demand for a more digitally oriented product. In addition, our advertising and sponsorship partners expect *World Oil* to lead by example and deliver a superior return on investment. With this in mind, we are proud to announce that starting with our April media, *World Oil* will be delivering all content through our digital platforms only.



Digital ad upgrades—including ad jolts, surveys and videos—can be purchased, and pricing starts at \$2,000. Please contact your sales representative for more information.

DIGITAL EDITION PRICING FOR *WORLD OIL*

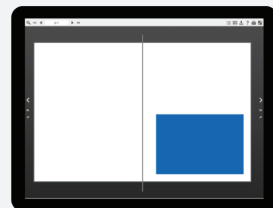
Full page
COST: \$5,500



Half page (island)
COST: \$3,875



Half page
COST: \$3,250



Quarter page
COST: \$1,975



NEW ENHANCED DIGITAL REACH



WorldOil.com¹

793,970 Page views/month
578,215 Sessions/month
412,585 Users/month



E-Newsletters²

Daily e-News

20.9% Open rate
55,246 Daily distribution

Breaking e-News

23.3% Open rate
55,085 Distribution

For more e-Newsletter opportunities, please click [HERE](#).



Webcasts³

67,570 Email distribution
67.1% Conversion rate
538 Leads/webcast



Social Media⁴



123,100+
World Oil
Followers



76,600+
World Oil
Likes



17,900+
World Oil
Followers



Operator Circulation⁵

18,000+ Digital magazine readers
100% Direct request
100% Key decision makers

¹Google Analytics. Website traffic represents the average from March and April 2020.

²E-newsletter stats as of March 2020. Averages supplied by email marketing system.

³Webcast averages from January 2019 to June 2019.

⁴Social media figures as of March 2020.

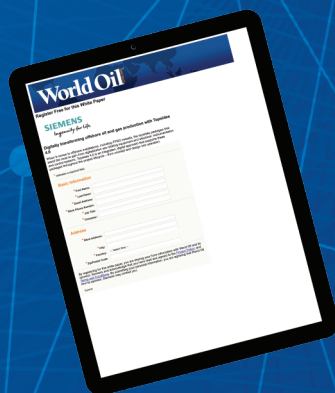
⁵Operator Circulation as of May 2020.

YOU HAVE GOALS.

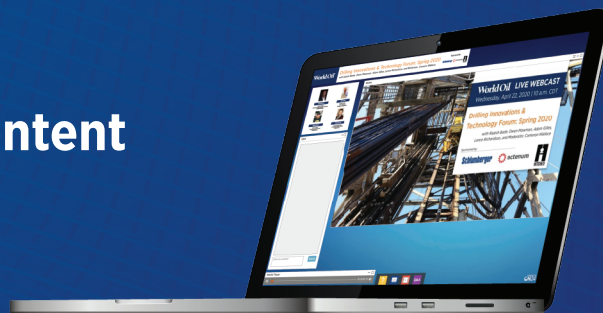
Branding



**Generate
Quality Leads**



Sponsored Content



Podcasts




**New Product
Announcements**



World Oil® HAS SOLUTIONS.


MARKETING AND ADVERTISING SOLUTIONS AVAILABLE FOR THE REMAINDER OF 2020

BRANDING




MPU online (200,000 monthly impressions)

PLUS




Two weeks MPU on daily e-Newsletter

PLUS




Full page (+digital ad upgrade) in *World Oil*

COST: \$14,695




MPU online (100,000 monthly impressions)

PLUS




One week MPU on daily e-Newsletter

PLUS




Full page (+digital ad upgrade) in *World Oil*

COST: \$9,995



MPU online (50,000 monthly impressions)

PLUS



One MPU monthly e-Newsletter of choice

COST: \$5,095

Gold

Silver

Bronze

LEAD GENERATION

One single sponsored webcast

OR

Three multi-sponsored webcasts


PLUS



Full page (+digital ad upgrade) in *World Oil*




COST: \$18,995




Three whitepapers

OR




Two multi-sponsored webcasts

COST: \$11,995



Two whitepapers

OR



One multi-sponsored webcast

COST: \$6,995



All packaged options can include position upgrades (Pushdown, Leaderboard, etc.), please contact your sales representative for more information

TAILORED SOLUTIONS TO ACHIEVE YOUR MARKETING GOALS

SPONSORED CONTENT

Gold

Unlimited number of sponsored articles posted to WorldOil.com over 30 days

PLUS

100,000 MPU impressions online

PLUS

Two-page spread of one article in *World Oil*



COST: \$14,695

Silver

Three sponsored content articles posted to WorldOil.com over 30 days

PLUS

50,000 MPU impressions online

PLUS

Two-page spread of one article in *World Oil*



COST: \$9,995

Bronze

One sponsored content article posted to WorldOil.com over 30 days

PLUS

50,000 MPU impressions online



COST: \$5,095

NEW PRODUCT ANNOUNCEMENTS



Feature a press release online + 50,000 MPU impressions on WorldOil.com

COST: \$3,995

For more a-la-carte digital items, please visit our 2020 digital rate card [here](#).

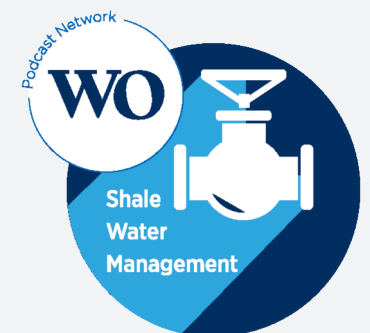
For digital specs, please visit [here](#).

All pricing is gross USD.

PODCASTS



TOTAL DOWNLOADS: 72,310



TOTAL DOWNLOADS: 1,369



TOTAL DOWNLOADS: 11,427

For sponsorship opportunities, please contact your sales representative or [Andy McDowell, Vice President, Upstream and Midstream](#).

Sign up today! WorldOil.com/Podcasts

WorldOil | WorldOil.com

CONTACT INFORMATION

Vice President, Upstream & Midstream

Andy McDowell

+1 (713) 520-4463

Andy.McDowell@WorldOil.com

Gulf Energy Information

2 Greenway Plaza, Ste 1020

Houston, TX 77046, USA

World Oil®

NORTH AMERICA

NORTH HOUSTON, NORTH CENTRAL TEXAS, FORT WORTH

Jim Watkins

+1 (713) 525-4632

Jim.Watkins@GulfEnergyInfo.com

WEST HOUSTON, CENTRAL TEXAS, NEW MEXICO

Brett Stephen

+1 (713) 525-4660

Brett.Stephen@GulfEnergyInfo.com

DALLAS, MIDWEST/CENTRAL U.S.

Josh Mayer

+1 (972) 816-6745

Josh.Mayer@GulfEnergyInfo.com

WESTERN U.S., BRITISH COLOMBIA

Rick Ayer

+1 (949) 366-9089

Rick.Ayer@GulfEnergyInfo.com

SOUTHWEST HOUSTON, SOUTH TEXAS, UPPER MIDWEST, ALBERTA

Nathan Frank

+1 (713) 525-4608

Nathan.Frank@GulfEnergyInfo.com

SOUTHEAST HOUSTON, GULF COAST & SOUTHEAST U.S.

Austin Milburn

+1 (713) 525-4626

Austin.Milburn@GulfEnergyInfo.com

NORTHEAST U.S., EASTERN CANADA

Merrie Lynch

+1 (617) 594-4943

Merrie.Lynch@GulfEnergyInfo.com

OUTSIDE NORTH AMERICA

AFRICA

Dele Olaoye

+1 (713) 240-4447

Africa@GulfEnergyInfo.com

BRAZIL

Evan Sponagle

Phone: +55 (21) 2512-2741

Mobile: +55 (21) 99925-3398

Evan.Sponagle@GulfEnergyInfo.com

CHINA, HONG KONG

Iris Yuen

China: +86 13802701367

Hong Kong: +852 69185500

China@GulfEnergyInfo.com

WESTERN EUROPE

Hamilton Pearman

+33 608 310 575

Hamilton.Pearman@GulfEnergyInfo.com

INDIA

Manav Kanwar

+91 (22) 2837 7070

India@GulfEnergyInfo.com

ITALY, EASTERN EUROPE

Riccardo R.C. Laureri

Office: +39 02 2362500

Mobile: +39 335 6962477

Riccardo.Laureri@GulfEnergyInfo.com

JAPAN

Yoshinori Ikeda

+81 (3) 3661-6138

Japan@GulfEnergyInfo.com

KOREA

YB Jeon

+82 (2) 755-3774

Korea@GulfEnergyInfo.com

RUSSIA, FSU

Lilia Fedotova

+7 (495) 628-10-33

Lilia.Fedotova@GulfEnergyInfo.com

UK, SCANDINAVIA, MIDDLE EAST

Brenda Homewood

+44 1622 297123

Brenda.Homewood@GulfEnergyInfo.com

Neil Levett

+44 (0) 7774 290522

Neil.Levett@GulfEnergyInfo.com

CORPORATE ACCESS/DATA

DATA ACCOUNT MANAGER (AMERICAS)

Matthew Jacks

+1 (713) 520 4657

Matthew.Jacks@GulfEnergyInfo.com

DATA ACCOUNT MANAGER (GLOBAL)

Ed Bramwell

+44 (0) 20 3793 9705

Ed.Bramwell@GulfEnergyInfo.com