World Oil®
SAME QUALITY CONTENT.
ENHANCED DIGITAL FORMATS.
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.
### NEW ENHANCED DIGITAL REACH

<table>
<thead>
<tr>
<th>Platform</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>WorldOil.com¹</strong></td>
<td>793,970 Page views/month, 578,215 Sessions/month, 412,585 Users/month</td>
</tr>
<tr>
<td><strong>E-Newsletters²</strong></td>
<td>20.9% Open rate, 55,246 Daily distribution, 23.3% Open rate, 55,085 Distribution</td>
</tr>
<tr>
<td><strong>Webcasts³</strong></td>
<td>67,570 Email distribution, 67.1% Conversion rate, 538 Leads/webcast</td>
</tr>
<tr>
<td><strong>Social Media⁴</strong></td>
<td>123,100+ World Oil Followers, 76,600+ World Oil Likes, 17,900+ World Oil Followers</td>
</tr>
<tr>
<td><strong>Operator Circulation⁵</strong></td>
<td>18,000+ Digital magazine readers, 100% Direct request, 100% Key decision makers</td>
</tr>
</tbody>
</table>

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. 

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

Branding

Generate Quality Leads

Sponsored Content

Podcasts

New Product Announcements

WorldOil® HAS SOLUTIONS.
MARKETING AND ADVERTISING SOLUTIONS AVAILABLE FOR THE REMAINDER OF 2020

**BRANDING**

- **Gold**
  - MPU online (200,000 monthly impressions)
  - Two weeks MPU on daily e-Newsletter
  - Full page (+digital ad upgrade) in *World Oil*
  - Cost: $14,695

- **Silver**
  - MPU online (100,000 monthly impressions)
  - One week MPU on daily e-Newsletter
  - Full page (+digital ad upgrade) in *World Oil*
  - Cost: $9,995

- **Bronze**
  - MPU online (50,000 monthly impressions)
  - One MPU monthly e-Newsletter of choice
  - Cost: $5,095

**LEAD GENERATION**

- **Gold**
  - One single sponsored webcast
  - Three multi-sponsored webcasts
  - Full page (+digital ad upgrade) in *World Oil*
  - Cost: $18,995

- **Silver**
  - Three whitepapers
  - Two multi-sponsored webcasts
  - Cost: $11,995

- **Bronze**
  - Two whitepapers
  - 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.
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.
## 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

### NORTH AMERICA

<table>
<thead>
<tr>
<th>Region</th>
<th>Contact Person</th>
<th>Phone Numbers</th>
<th>Email Address</th>
</tr>
</thead>
</table>
| NORTH HOUSTON, NORTH CENTRAL TEXAS, FORT WORTH | Jim Watkins         | +1 (713) 525-4632  
Jim.Watkins@GulfEnergyInfo.com | Jim.Watkins@GulfEnergyInfo.com |
| SOUTH HOUSTON, SOUTH CENTRAL TEXAS, UPPER MIDWEST, ALBERTA | Nathan Frank         | +1 (713) 525-4608  
Nathan.Frank@GulfEnergyInfo.com | Nathan.Frank@GulfEnergyInfo.com |
| WEST HOUSTON, CENTRAL TEXAS, NEW MEXICO | Brett Stephen        | +1 (713) 525-4660  
Brett.Stephen@GulfEnergyInfo.com | Austin.Milburn@GulfEnergyInfo.com |
| SOUTHEAST HOUSTON, GULF COAST & SOUTHEAST U.S. | Austin Milburn      | +1 (713) 525-4626  
Austin.Milburn@GulfEnergyInfo.com | Austin.Milburn@GulfEnergyInfo.com |
| DALLAS, MIDSOUTH/ CENTRAL U.S. | Josh Mayer           | +1 (972) 816-6745  
Josh.Mayer@GulfEnergyInfo.com | Josh.Mayer@GulfEnergyInfo.com |
| WESTERN U.S., BRITISH COLOMBIA | Rick Ayer            | +1 (949) 366-9089  
Rick.Ayer@GulfEnergyInfo.com | Rick.Ayer@GulfEnergyInfo.com |

### OUTSIDE NORTH AMERICA

<table>
<thead>
<tr>
<th>Region</th>
<th>Contact Person</th>
<th>Phone Numbers</th>
<th>Email Address</th>
</tr>
</thead>
</table>
| AFRICA                  | Dele Olaoye        | +1 (713) 240-4447  
Dele.Olaoye@GulfEnergyInfo.com | Dele.Olaoye@GulfEnergyInfo.com |
| BRAZIL                  | Evan Sponagle      | +55 (21) 2512-2741  
Mobile: +55 (22) 99925-3398  
Evan.Sponagle@GulfEnergyInfo.com | Evan.Sponagle@GulfEnergyInfo.com |
| CHINA, HONG KONG        | Iris Yuen          | China: +86 13802701367  
Hong Kong: +852 69185500  
China@GulfEnergyInfo.com | Iris.Yuen@GulfEnergyInfo.com |
| WESTERN EUROPE          | Hamilton Pearman   | +33 608 310 575  
Hamilton.Pearman@GulfEnergyInfo.com | Hamilton.Pearman@GulfEnergyInfo.com |
| INDIA                   | Manav Kanwar       | +91 (22) 2837 7070  
India@GulfEnergyInfo.com | Manav.Kanwar@GulfEnergyInfo.com |
| ITALY, EASTERN EUROPE   | Riccardo R.C. Laureri | +39 02 2362500  
Mobile: +39 335 6962477  
Riccardo.Laureri@GulfEnergyInfo.com | Riccardo.Laureri@GulfEnergyInfo.com |
| JAPAN                   | Yoshinori Ikeda    | +81 (3) 3661-6138  
Japan@GulfEnergyInfo.com | Yoshinori.Ikeda@GulfEnergyInfo.com |
| KOREA                   | YB Jeon            | +82 (2) 755-3774  
Korea@GulfEnergyInfo.com | YB.Jeon@GulfEnergyInfo.com |
| RUSSIA, FSU             | Lilia Fedotova     | +7 (495) 628-10-33  
Lilia.Fedotova@GulfEnergyInfo.com | Lilia.Fedotova@GulfEnergyInfo.com |
| UK, SCANDINAVIA, MIDDLE EAST | Brenda Homewood  | +44 1622 297123  
Brenda.Homewood@GulfEnergyInfo.com | Brenda.Homewood@GulfEnergyInfo.com |
|                         | Neil Levett        | +44 (0) 7774 290522  
Neil.Levett@GulfEnergyInfo.com | Neil.Levett@GulfEnergyInfo.com |

### CORPORATE ACCESS/DATA

<table>
<thead>
<tr>
<th>Role</th>
<th>Contact Person</th>
<th>Phone Numbers</th>
<th>Email Address</th>
</tr>
</thead>
</table>
| DATA ACCOUNT MANAGER (AMERICAS)              | Matthew Jacks        | +1 (713) 520-4657  
Matthew.Jacks@GulfEnergyInfo.com | Matthew.Jacks@GulfEnergyInfo.com |
| DATA ACCOUNT MANAGER (GLOBAL)                | Ed Bramwell          | +44 (0) 20 3793 9705  
Ed.Bramwell@GulfEnergyInfo.com | Ed.Bramwell@GulfEnergyInfo.com |