



# World Oil<sup>®</sup>

## 2018 MEDIA PLANNER

# DEAR OIL AND GAS MARKETER


Thank you for considering *World Oil* for your 2018 marketing and advertising needs. For more than 100 years, *World Oil* has been THE essential source of technology and trends information for more than 40,000 executives, engineers, and other industry professionals in the global upstream, onshore and offshore oil and gas industry.

Included in this year's media planner, you will find a wide variety of print and online opportunities, focusing on both brand awareness and lead generation. Used together, marketing plans can be customized to allow your messaging to reach the key decision-makers in the upstream oil and gas industry, and allow you to show ROI through qualified lead reports and analysis. We pride ourselves on helping our clients meet their objectives of yielding qualified branding, lead reports and analysis, thereby strengthening their marketing ROI.

Additionally, clients benefit from the strength of our dedicated and esteemed editorial team, who have decades of combined experience, and who are committed to producing the finest technical publication in the industry, month after month, year after year. Bottom line: our commitment is to you—our clients!

We look forward to assisting your company with a successful, integrated marketing strategy with *World Oil* this year, to not only meet, but exceed, your objectives for 2018. We appreciate the opportunity to work with you and thank you in advance for your business.

Kind regards,



Andy McDowell  
Publisher, *World Oil*  
Vice President, Gulf Publishing Company  
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“This is one complete magazine, which encompasses all offshore and oil and gas products and projects.”<sup>1</sup>

“I've used *World Oil* quite extensively in my work.”<sup>1</sup>

<sup>1</sup> Signet Report, February 2017

In May 2017, Gulf Publishing Company (GPC)—publisher of *World Oil*—purchased Oildom Publishing Company of Texas. With this acquisition, GPC became the world's largest, privately held publishing company, devoted exclusively to the international oil and gas industry, with the leading publication in each sector.

## GAS PROCESSING<sup>®</sup>

*Gas Processing* is the first publication devoted solely to technology and trends in the global gas processing industry. *Gas Processing* focuses on midstream gas processing, pipelines, LNG and GTL.

**GasProcessingNews.com**

## HYDROCARBON PROCESSING<sup>®</sup>

*Hydrocarbon Processing* has provided cutting-edge technical content and information for the international refining, petrochemical, gas processing and LNG industries since 1922.

**HydrocarbonProcessing.com**

## PETROLEUM ECONOMIST

*Petroleum Economist* is the authority on energy economics and trends, offering high-level intelligence and opinions on the events and people shaping the global energy market.

**Petroleum-Economist.com**

## Pipeline & Gas Journal

*Pipeline & Gas Journal*, published continually since 1859, focuses on the pipeline and natural gas distribution industry and covers all aspects of midstream infrastructure.

**PGJOnline.com**

## underground construction

*Underground Construction* serves the water, sewer, natural gas and telecom industries with the latest news, products, project case studies and regulatory updates relevant to the underground construction and rehabilitation industry.

**UConOnline.com**

# STAFF AND CONTRIBUTORS



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Alex Endress procures and edits content for print and online, and researches data for *World Oil's* drilling forecasts. He has more than four years of industry experience, and holds a Bachelor of Journalism from The University of Texas-Austin.



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# TOTAL CIRCULATION

## Business Circulation Analysis<sup>1</sup>

**83.9%**

(33,621) Major Integrated Oil/Gas Companies, National or State Oil/Gas Companies, Independent Producers and Consulting Engineering Firms

**4.3%**

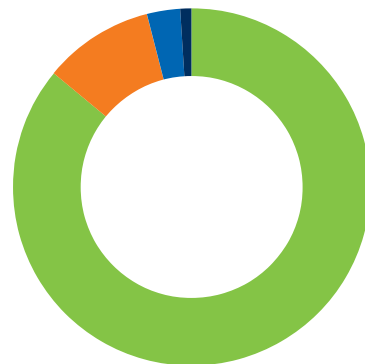
(1,726) Service, Supply and Manufacturing Companies (including Service Companies in alliance with E&P Companies)

**11.1%**

(4,459) Drilling and Workover Contractors

**0.7%**

(265) Government Agencies; Educational Institutions; Associations; Libraries; Financial, Insurance and Legal Institutions; Others allied to the Field; and Others paid



## Occupational Circulation Analysis<sup>1</sup>

**43.1%**

(17,269) Engineers and Consultants

**3.3%**

(1,303) Company Copies and Other Operations Personnel; Govt. Agencies; Educational Institutions; Associations; Libraries; Financial, Insurance and Legal Institutions; Others allied to the Field; and Others paid

**35.6%**

(14,271) Company Officers and Managers

**7.8%**

(3,115) Geologists/Geophysicists

**3.0%**

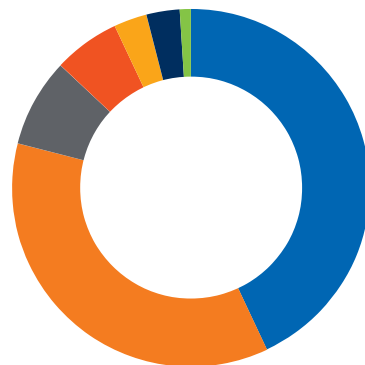
(1,222) Professionals at Service/Supply and Manufacturing Companies

**5.7%**

(2,301) Superintendents/Foremen and Toolpushers

**1.5%**

(590) Purchasing Agents



## Geographical Circulation Analysis<sup>1</sup>

**22,507:**  
North America

**5,829:** Europe

**2,064:**  
Africa

**5,299:**  
Asia and  
Asia-Pacific

**2,500:**  
Middle East

**1,872:**  
Caribbean,  
Central America,  
South America



**World Oil Stats****40,071<sup>1</sup>**TOTAL  
CIRCULATION**156,277<sup>2</sup>**TOTAL  
READERSHIP  
(based on a pass-along ratio  
of 3.9 readers per issue.)**76 min.<sup>2</sup>**AVERAGE READING  
TIME PER ISSUE**World Oil Readers****Exclusive Readers**

More than 40% of *World Oil's* audience regularly (3 out of 4 issues) read the magazine vs. competitive publications.<sup>2</sup>

**Loyal Audience**


*World Oil's* readers have, on average, read the magazine for eight years, and 97% have read the publication for two years or more.<sup>2</sup>

**ONLINE  
PRESENCE****WorldOil.com****326,772<sup>1</sup>**

AVERAGE PAGE VIEWS

**211,559<sup>1</sup>**AVERAGE USER  
SESSIONS**131,551<sup>1</sup>**AVERAGE  
UNIQUE USERS**Social Media****98,313<sup>1</sup>**  
FOLLOWERS**71,207<sup>1</sup>**  
WORLD OIL  
LIKES**14,439<sup>1</sup>**  
SHALETECH  
LIKES**2,316<sup>3</sup>**  
FOLLOWERS


# 2018 EDITORIAL CALENDAR

		<b>JANUARY</b> Ad Closing: December 15 Material Deadline: December 22	<b>FEBRUARY</b> Ad Closing: January 16 Material Deadline: January 23	<b>MARCH</b> Ad Closing: February 15 Material Deadline: February 22
<b>Issue Focus</b>  <b>Technology Topics</b>  <b>Technical Case Histories</b>	<b>Issue Focus</b>	<b>Well Control and Intervention</b>	<b>92nd Annual Forecast / Review</b>	<b>Coiled Tubing Technology</b>
	<b>Technology Topics</b>	<ul style="list-style-type: none"> <li>• Blowout control</li> <li>• Coiled tubing</li> <li>• OCS regulations</li> </ul>	<ul style="list-style-type: none"> <li>• Global forecast and review</li> <li>• E&amp;P spending</li> <li>• Worldwide drilling report</li> <li>• Production</li> <li>• Rig utilization</li> <li>• Oil and gas pricing</li> <li>• Canada &amp; Mexico</li> </ul>	<ul style="list-style-type: none"> <li>• Drilling</li> <li>• Completions</li> <li>• Intervention</li> </ul>
	<b>Technical Case Histories</b>	<b>SAFETY SYSTEMS</b> <ul style="list-style-type: none"> <li>• BOPs</li> <li>• Containment: Surface and subsea</li> </ul> <b>HYDRAULIC FRACTURING CASING TECHNOLOGY</b>	<b>DIRECTIONAL DRILLING</b> <ul style="list-style-type: none"> <li>• Extended reach</li> <li>• Multi-laterals</li> <li>• Horizontal</li> </ul> <b>EASTERN MEDITERRANEAN GAS CONFERENCE (EMGC) SHOW PREVIEW</b>	<b>MANAGED PRESSURE DRILLING</b> <ul style="list-style-type: none"> <li>• Pore pressure</li> <li>• Geomechanics</li> </ul> <b>OFFSHORE ENGINEERING &amp; CONSTRUCTION</b> <ul style="list-style-type: none"> <li>• Topsides</li> <li>• Spars</li> <li>• FPSOs</li> <li>• Mooring systems</li> </ul> <b>MCEDD SHOW PREVIEW</b>
	<b>ShaleTech™ Plays / Reports</b>	Canadian Shales	Marcellus / Utica	ShaleTech™ Practices & Advances
	<b>Recurring Features</b>	Digital Transformation	Geological & Geophysical Technology	Deepwater / Subsea
	<b>Regional Outlook</b>	Eastern Mediterranean	Southeast Asia / Australia	East Africa
<b>Value-Added Features</b>	<b>Bonus Distribution</b>	<i>World Oil</i> Industry Forecast, North America and International  SPE Hydraulic Fracturing Technology Conference (HFTC)  Egypt Petroleum Show (EGYPS)	IADC/SPE Drilling Conference  Gulf Publishing Company's Eastern Mediterranean Gas Conference (EMGC)  CIPPE Beijing  OTC Asia	SPE/Intervention & Coiled Tubing Association (ICoTA)  American Association of Drilling Engineers (AADE)  MCE Deepwater Development (MCEDD)
	<b>Ad Effectiveness Study</b> (See pg. 10 for details)		 <b>SIGNET</b> RESEARCH INC.	

APRIL	MAY	JUNE
Ad Closing: March 15 Material Deadline: March 22	Ad Closing: April 13 Material Deadline: April 20	Ad Closing: May 11 Material Deadline: May 18
<b>OTC Issue</b>	<b>EOR/IOR</b>	<b>Well Completion Technology</b>
<b>TECHNOLOGY AT OTC</b>  <b>OTC SHOW PREVIEW</b>  <b>DRILLING TECHNOLOGY</b> <ul style="list-style-type: none"> <li>• Rotary steerable drilling</li> <li>• Multi-laterals</li> </ul> <b>WHAT'S NEW IN FORMATION EVALUATION</b> <ul style="list-style-type: none"> <li>• LWD / MWD</li> <li>• Logging / Perforating</li> <li>• Core analysis</li> </ul> <b>DECOMMISSIONING</b>  <b>PORT FOURCHON SPECIAL REPORT</b>	<ul style="list-style-type: none"> <li>• Waterflood</li> <li>• Gas injection</li> <li>• Steam injection</li> </ul> <b>WHAT'S NEW IN ARTIFICIAL LIFT-PART 1</b> <ul style="list-style-type: none"> <li>• Beam / Rod pumping systems</li> <li>• Linear lift systems</li> <li>• Hydraulic piston and jet pumps</li> </ul> <b>FLOW ASSURANCE</b> <ul style="list-style-type: none"> <li>• Hydrates</li> <li>• Paraffins</li> <li>• Scale</li> </ul> <b>DEEPWATER SUPPLY CHAIN BRAZIL SHOW PREVIEW (DSCB)</b>	<ul style="list-style-type: none"> <li>• Horizontal completions</li> <li>• Open-hole completions</li> <li>• Multi-stage fracturing</li> <li>• Logging / Perforating</li> </ul> <b>WHAT'S NEW IN ARTIFICIAL LIFT-PART 2</b> <ul style="list-style-type: none"> <li>• Plunger lift systems</li> <li>• ESPs and PCs</li> <li>• Gas lift</li> <li>• Power-related technologies</li> </ul> <b>FLUIDS ADVANCES</b> <ul style="list-style-type: none"> <li>• Drilling, completions &amp; workover</li> </ul> <b>GLOBAL GAS PRODUCTION</b>
<b>Permian Basin</b>	<b>STACK/SCOOP</b>	<b>Bakken / Three Forks</b>
<b>Digital Transformation</b>	<b>Geological &amp; Geophysical Technology</b>	<b>Deepwater / Subsea</b>
<b>Gulf of Mexico</b>	<b>Latin America</b>	<b>Russia</b>
Offshore Technology Conference (OTC)  American Association of Petroleum Geologists (AAPG)	Global Petroleum Show (GPS)  European Association of Geoscientists & Engineers (EAGE)  Deepwater Supply Chain Brazil (DSCB)	World Gas Conference (WGC)  Independent Petroleum Association of America (IPAA) Mid-year Meeting



# 2018 EDITORIAL CALENDAR

		JULY Ad Closing: June 15 Material Deadline: June 22	AUGUST Ad Closing: July 13 Material Deadline: July 20	SEPTEMBER Ad Closing: August 16 Material Deadline: August 23
Issue Focus	Technology Topics	<b>Offshore Advances</b>	<b>Permian Basin Technology</b>	<b>Oil Country Tubular Goods</b>
	Technical Case Histories	<ul style="list-style-type: none"> <li>• Rig automation</li> <li>• Subsea risers</li> <li>• Well intervention</li> </ul> <b>SAND CONTROL</b> <b>UNCONVENTIONAL RESOURCES</b> <ul style="list-style-type: none"> <li>• Tight gas</li> <li>• Heavy oil</li> <li>• SAGD</li> <li>• Oil sands</li> </ul> <b>DECOMMISSIONING</b> <b>ONS SHOW PREVIEW</b> <b>SHALETECH™ PERMIAN SHOW PREVIEW</b>	<ul style="list-style-type: none"> <li>• Exploration</li> <li>• Drilling</li> <li>• Completions</li> <li>• Production</li> </ul> <b>DRILL PIPE</b> <b>EXPANDABLE PACKERS</b>	<ul style="list-style-type: none"> <li>• Casing</li> <li>• Tubing</li> <li>• Expandables</li> <li>• Coiled tubing</li> </ul> <b>GLOBAL MID-YEAR DRILLING, PRODUCTION &amp; RESERVES UPDATE, PLUS MID-YEAR FORECAST</b> <b>HPHT</b> <ul style="list-style-type: none"> <li>• Drilling and completions</li> <li>• Downhole tools</li> </ul> <b>PROPPANT INNOVATIONS</b> <b>HPHT DRILLING, COMPLETIONS AND PRODUCTION CONFERENCE</b>
	ShaleTech™ Plays / Reports	Eagle Ford / Pearsall	ShaleTech™ Practices & Advances	Argentina
	Recurring Features	Digital Transformation	Deepwater / Subsea	Geological & Geophysical Technology
Value-Added Features	Regional Outlook	Offshore Western Europe	West Africa	India
	Bonus Distribution	URTeC Offshore Northern Seas (ONS)	ShaleTech™ Permian	SPE Annual Technical Conference & Exhibition (ATCE) Society of Exploration Geophysicists (SEG) Annual Exhibition <i>World Oil</i> HPHT Drilling, Completions and Production Conference
	Ad Effectiveness Study (See pg. 10 for details)			



## OCTOBER

Ad Closing: September 14  
Material Deadline: September 21

### Advances in Drilling

- Directional drilling
- Laterals
- Extended reach
- Automation & control

#### RESERVOIR MANAGEMENT

- Reserves assessment
- Reservoir simulation
- Permanent monitoring

#### DRILL BIT INNOVATIONS

## NOVEMBER

Ad Closing: October 12  
Material Deadline: October 19

### Advances in Production

- Production chemicals
- Acidizing
- Scale / paraffin control
- Water management
- Automation & control

#### SUBSEA PRODUCTION

- Wellheads / Manifolds / Umbilicals
- Multi-phase pumping
- Subsea separation & compression
- Tiebacks
- Flow assurance

#### TUBING TECHNOLOGY

#### WORLD OIL AWARDS REVIEW

## DECEMBER

Ad Closing: November 13  
Material Deadline: November 20

### Drilling Rig Innovations

- Land / Offshore rig design
- New rig equipment
- Newbuild rig report
- Riser technology

#### INDUSTRY LEADERS' OUTLOOK FOR 2019

#### HSE TECHNOLOGY

Niobrara / Uinta

ShaleTech™ Practices & Advances

Haynesville

Digital Transformation

Geological & Geophysical Technology

Deepwater / Subsea

Middle East / North Africa

Arctic

Permian Basin

ADIPEC

Independent Petroleum Association of America (IPAA) Annual Meeting

IADC Annual General Meeting

Gulf Publishing Company's Women's Global Leadership Conference (WGLC)



## BUILD BRAND AWARENESS

Advertising with *World Oil* provides multiple opportunities to build your company's brand and generate leads for your company. Tell us your marketing objectives, and we'll design a custom campaign to help you achieve your goals.

As a printed publication, *World Oil* has been an important resource to technology decision-makers in the global upstream oil and gas industry for more than 100 years, and we have been leading the industry in the digital deployment of technical content for many years.

Print advertising, web banner advertising and e-Newsletter advertising are excellent channels for building your company's brand. Leverage the strong global audience<sup>1</sup> and *World Oil's* community of digital subscribers to increase brand awareness for your company, product or service.

### Magazine Advertising

Print advertising is an excellent way to build brand awareness for your company, product or service. According to a February 2017 SIGNET Study<sup>2</sup>, *World Oil* readers spend, on average, 1 hour and 16 minutes reading each issue of the magazine. And this same study determined that the average number of pass-along readers is 3.9 per issue. Therefore, your company's advertisement garners high visibility among *World Oil* readers

### Display Advertising

WorldOil.com display advertising helps you:

- Heighten brand awareness and name recognition with premium digital advertising positions
- Positions include: Home Page and Run of Site
- CPM options available to address large campaigns
- Drive traffic to your company's website
- Target specific messages to a select audience

### Digital Edition Sponsorship

- More than 12,686<sup>1</sup> digital editions sent monthly
- Multiple advertising and sponsorship opportunities
- Custom bundle packages available—contact your sales representative for details and pricing

### Keyword/Contextual Advertising

Associating your brand with an industry application, technology or even a particular region of the world is an excellent way to increase your company's brand awareness. *World Oil* offers companies the opportunity to buy keywords exclusively for a campaign, and feature custom display advertisements or videos on WorldOil.com for a period of at least one month. For details about customized options, please contact your *World Oil* sales representative.

### World Oil Blog

*World Oil* launched a blog in April 2017, focusing on the digital transformation taking place across the upstream industry. This and other exclusive sponsorship opportunities are available. Contact your *World Oil* representative for details.

### World Oil App Sponsorship

- Get 24/7 access to the current issue and all the editions from the last four years
- Contact your sales representatives for details and pricing

### Get Audience Feedback on the Effectiveness of Your Print Advertisement

The objective of the SIGNET AdEffect Study is to provide advertisers with feedback on the effectiveness of the ads that appeared in a particular issue of *World Oil*. In 2018, *World Oil* will feature three different AdEffect studies: February, July and October.

**Visit [WorldOil.com/Signet](http://WorldOil.com/Signet) for details**

<sup>1</sup> BPA Worldwide, June 2017 statement.

<sup>2</sup> *World Oil* Signet Study, February 2017

<sup>3</sup> BPA Worldwide, June 2017 statement. Based on 55,069 average per occurrence (Monday-Friday).

<sup>4</sup> Publisher's data. Data averages are supplied by Pardot, an email management system, for distributions between July 2016 through June 2017.



# ADVERTISING OPPORTUNITIES

## e-Newsletters: Digital Banner Advertising

Opportunities are available in targeted e-Newsletters and briefings published each month.



### World Oil Daily News

- Delivered Monday – Friday
- Delivered to 275,345<sup>3</sup> recipients each week
- 23.1% unique open rate<sup>4</sup>
- Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2

### Geology & Geophysics News

- Delivered 2nd Thursday of the month (once a month)
- Delivered to 18,000<sup>4</sup> subscribers a month
- 23% unique open rate<sup>4</sup>
- Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2

### ShaleTech News

- Delivered 1st Thursday of the month (once a month)
- Delivered to 28,700<sup>4</sup> subscribers per deployment
- 21.9% unique open rate<sup>4</sup>
- Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2

### Digital Transformation: Optimization, Efficiency, Automation

- Delivers 3rd Wednesday of the month (once a month)
- Delivered to 37,000<sup>4</sup> subscribers per month
- 23.4% unique open rate<sup>4</sup>
- Three ad positions available: Leaderboard, MPU1 and MPU2

### ShaleTech Permian News (NEW!)

World Oil is launching a new e-Newsletter in October 2017. The newsletter will focus exclusively on the Permian basin and explore the latest trends, techniques and technology employed in the region.

- Delivered 3rd Thursday of the month (once a month)
- Delivered to 28,700<sup>4</sup> subscribers per deployment
- Expected unique open rate of 21.9% (based on Shale e-Newsletter deployments)<sup>4</sup>
- Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2



### Deepwater Intelligence

Launching October 2017, this briefing will focus on project updates, technological developments, policy affecting deepwater developments and include MCEDD news and updates.

- Delivered 4th Thursday of the month (once a month)
- Delivered to 59,100<sup>4</sup> subscribers a month
- Expected unique open rate of 22% (based on prior year's Deepwater e-newsletter deployments)<sup>4</sup>
- Four ad positions available: leaderboard, skyscraper, MPU1 and MPU2



# GENERATE QUALIFIED LEADS

## Target Decision-Makers and Generate New Leads

Take advantage of the many advertising channels that *World Oil* offers to generate specific leads for your company, product or service. In any high-performing company, high-quality leads are essential to the partnership between marketing and sales. *World Oil* is an excellent partner in the lead generation process. We provide many unique opportunities that can help generate qualified new leads for your company, product or service. At the heart of our lead generation strategy is your ability to leverage a more than 100-year-old brand, and our global audience of executives and technology decision-makers.

### TechTalk/Sponsored Content

TechTalk is *World Oil's* native advertising platform that allows companies to leverage WorldOil.com, to connect directly with the brand's audience.

**TechTalk Premium:** Sponsors can create content and participate in the conversation. Each TechTalk article is produced and uploaded to the *World Oil* website by sponsors. Articles are placed on a custom micro-site, and sponsors also receive three display ads on the TechTalk page of WorldOil.com. Sponsors may upload an unlimited number of articles via *World Oil's* secure and web-based TechTalk content management system. Along with placement on the *World Oil* homepage, TechTalk articles are promoted by the *World Oil* staff through e-Newsletters and social media.

**TechTalk Lite:** Companies looking to initiate a conversation can also utilize TechTalk for bespoke, low-volume programs. This option is ideal for companies without the resources to produce multiple articles, but it still allows companies and brands to reach *World Oil's* audience. TechTalk Lite programs, which can range from a single article to a series, are also promoted through *World Oil's* website, e-Newsletters and social media channels.

### Online Videos

So much of today's oilfield technology needs an associated video to help your target audience visualize the functionality, and understand the features and benefits. Videos are a great way to explain your technology to WorldOil.com subscribers. Client-provided videos are listed online and appear as a "featured video" on the homepage of WorldOil.com for one month. Videos are archived on the website for 12 months in *World Oil's* media center. Additionally, registration pages can be added to the videos, giving companies a new leads list.

### Deep Dive Videos

Deep Dive provides a more in-depth analysis of the challenges and solutions presented in the technical articles published by *World Oil*. Once *World Oil's* editorial team has selected an article for publication, *World Oil* can produce an interview-style video examining the challenges presented in the article. The video, which will feature the article's author(s) and a *World Oil* editor/moderator, will be promoted on WorldOil.com, and viewers will complete a registration form prior to viewing.

### White Papers

White Papers enable companies by helping them establish or enhance their thought-leadership position in the market. These highly credible marketing tools help you present your company's best technical information, and showcase it to the *World Oil* audience, while generating high-quality leads for your company.

### Webcasts

Custom webcasts provide companies with a focused way to connect with their target audience via a web-based presentation organized by *World Oil*. Live webcasts are usually one (1) hour, and all webcasts are archived for on-demand access, via WorldOil.com, for 12 months. For companies, there are two webcast strategies to consider:

**Strategy 1:** Sponsor-specific webcasts managed by *World Oil* (2018 topics to be confirmed).

**Strategy 2:** Be the content provider for an exclusive webcast. One of the benefits to exclusively sponsoring or hosting a *World Oil* webcast is the ability to control the content and invite the speaker(s). *World Oil* creates a marketing plan for each webcast to increase awareness and registrants. That plan may include: promotion on the homepage of WorldOil.com; online banner and e-Newsletter advertising on WorldOil.com targeted e-blasts; and a ½-page ad promoting the webcast in *World Oil*.

### Custom e-Newsletters

*World Oil's* custom e-Newsletters provide targeted advertising opportunities for you to reach a target audience with a specific message. Each custom e-Newsletter includes up to six client-provided articles and three display advertisements in a co-branded e-Newsletter that is delivered to a targeted list of *World Oil* subscribers, based on the input provided by the sponsor.

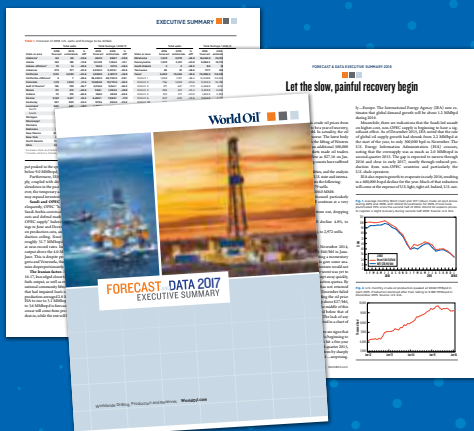
# ENHANCE YOUR E&P KNOWLEDGE



## World Oil Custom Maps

*World Oil* produces high-quality maps for the upstream oil and gas industry. Produced in partnership with *Petroleum Economist* Cartographic, the maps contain a high level of detail, making them ideal reference tools, and are suitable for display in an office or boardroom. Each *World Oil* map is open to multiple sponsors; however, exclusive, single-sponsor maps also can be drafted for those looking to leave a lasting impression upon their clients. Three *World Oil* maps are scheduled to be produced in 2018: SCOOP/STACK (April), North American Shale: Break-even Prices (August) and Permian Basin (December).

Image shown reflects the detail and scope of the North American Shale: Break-even Prices map (June 2017). Standard ad slots are estimated at 5.25 in. by 2.25 in. However, custom advertising options are available. Contact your sales representative for details and pricing information



## World Oil Forecast and Data

Now in its 92nd year, the *World Oil* Forecast is the upstream industry's most trusted source of projections and data relating to global E&P activity. Utilizing data collected from proprietary surveys of governments and operators in the U.S. and worldwide, this definitive industry report includes projections for spending, activity, production, and an analysis of political factors impacting the U.S. and international oil and gas industry. The forecast will appear in the February 2018 issue of *World Oil*, with expanded analysis and data available on WorldOil.com as part of our full-data access plan.

The forecast includes:

- E&P spending projections
- Active producing oil/gas wells
- U.S. drilling forecast
- Canadian outlook
- U.S. rig count
- International drilling
- U.S. oil production
- International oil production

## World Oil® FORECAST BREAKFAST



## Forecast Breakfast Series

The *World Oil* team will present the 2018 forecast at a series of breakfasts in Houston, on Jan. 26, and the proposed cities of Rotterdam, Paris, Calgary and Milan in February. Ensure that your organization is a part of this important series of industry events. Table reservations and single seats are available. Sponsorships are also available and can be combined with the *World Oil* Forecast & Data webcast. To reserve your table or secure your sponsorship, please visit [WorldOil.com/ForecastBreakfast](http://WorldOil.com/ForecastBreakfast).



## Corporate Access Site License/ Full Data Access Programs

A corporate access, site-license program provides your corporation with convenient, 24/7 access to WorldOil.com, the upstream industry's most powerful and innovative online source of technical content, case studies, industry data, forecast information and reference materials. For more information, contact J'Nette Davis-Nichols, [Jnette.Davis-Nichols@GulfPub.com](mailto:Jnette.Davis-Nichols@GulfPub.com), +1 (713) 520-4426.

## UPCOMING **WORLD OIL** EVENTS

For 101 years, *World Oil* has provided companies in the upstream E&P industry with a venue to market, promote, showcase and feature their technological innovations. *World Oil's* events division provides an opportunity for our clients to make this experience more personal, and to have unique face-time opportunities with executives, technology experts and key decision-makers from operating companies.

### **World Oil** FORECAST BREAKFAST

#### **January/February 2018, Multiple Venues**

Now in its 92nd year, *World Oil's* forecast is the upstream industry's most trusted source of data related to U.S. and international E&P activity. *World Oil's* editors and staff will be presenting the 2018 forecast at a series of breakfasts in Houston, Paris, Milan and Calgary. **WorldOil.com/ForecastBreakfast**

### **EASTERN MEDITERRANEAN GAS CONFERENCE**

#### **March 21–22, 2018, Nicosia, Cyprus**

The fifth Eastern Mediterranean Gas Conference (EMGC) provides attendees with the latest information on the region's developing natural gas industry, as well as access to new business partners. **EMGasConference.com**

### **MCEDD** DEEPWATER DEVELOPMENT

#### **April 9–11, 2018, Milan, Italy**

As a joint venture partner with Quest Offshore, *World Oil* is proud to partner in MCE Deepwater Development 2018. Now in its 15th year, the conference will be hosted in Milan, Italy, with a high-level, industry-leading technical program. **MCEDD.com**

### **GLOBAL OFFSHORE BRAZIL SUMMIT**

#### **June 11–13, 2018, Rio de Janeiro, Brazil**

Gulf Publishing and Quest Offshore are hosting the inaugural Global Offshore Brazil Summit in Rio de Janeiro, Brazil, in June. Supported by ABESPetro, the Global Offshore Brazil Summit will be organized as a series of interactive panel sessions with a series of presentations immediately followed by interactive panel discussions. **GlobalOffshoreBrazil.com**

### **World Oil** AWARDS

#### **October 11, 2018, Houston, Texas**

The *World Oil* Awards recognize and honor the latest technological innovations and the brightest innovators in the upstream E&P sector. Companies may submit free nominations for their technologies and/or employees. Nominations are reviewed, and finalists are voted on by an advisory board comprising industry experts. All finalists are recognized, and winners are announced at an elegant black-tie gala, held at the Houstonian Hotel Club & Spa in Houston. **WorldOil.com/Awards**

### **World Oil** **HPHT** DRILLING, COMPLETIONS & PRODUCTION CONFERENCE

#### **October 30–31, 2018, Houston, Texas**

*World Oil's* 13th HPHT Drilling, Completions and Production Conference will explore the unique challenges that oil and gas producers face on high-pressure, high-temperature projects, and innovative solutions to increase efficiency and reduce costs. The conference includes a two-day technical program and exhibition, giving attendees access to valuable insights from real-world case histories. The intimate forum environment encourages knowledge-sharing and networking for leaders in this important industry sector. **HPHTConference.com**

### **SHALETECH**<sup>™</sup>

#### **December 5–6, 2018, Houston, Texas**

The shale resurgence shows no signs of slowing down. From the relatively new SCOOP/STACK plays in Oklahoma, to renewed interest in the Bakken, Marcellus and Eagle Ford shales, to the Permian Basin—the largest producing area in the U.S.—shale continues to be the prime driver behind the U.S. becoming a force in shaping the world's oil and gas markets. The 2018 edition of ShaleTech will bring together operators, service providers, government officials and innovators to address a wide range of topics, including water management, digital infrastructure, hydraulic fracturing, completion optimization and drilling efficiencies. **ShaleTechConference.com**



## OTHER GULF PUBLISHING EVENTS

As the oil and gas industry's leading publisher, Gulf Publishing is uniquely positioned to provide cutting-edge business and technical conferences for the oil and gas industry.

Pipeline &  
Gas Journal



April 3, 2018 | Pipeline-Opportunities.com

HYDROCARBON  
PROCESSING



June 5-6, 2018 | HPIRPC.com/Europe

HYDROCARBON  
PROCESSING



August 30, 2018 | HydrocarbonProcessing.com/Awards

HYDROCARBON  
PROCESSING



September 25-26, 2018 | HPIRPC.com/Americas

GAS PROCESSING



October 25, 2018 | GasProcessingConference.com

PETROLEUM  
ECONOMIST



October 2018 | Petroleum-Economist.com/Events



November 2018 | WGLConference.com

PETROLEUM  
ECONOMIST



November 2018 | Petroleum-Economist.com/Events

## How to participate in *World Oil* and Gulf Publishing events?



Attend

WorldOil.com/Events  
HydrocarbonProcessing.com/Events  
Petroleum-Economist.com/Events  
Pipeline-Opportunities.com



Speak

Myron Malek, Events Manager – Upstream,  
+1 (713) 520-4470, Myron.Malek@GulfPub.com



Exhibit

Hortensia 'Tish' Barroso,  
Business Development Manager,  
+1 (713) 520-4404  
Hortensia.Barroso@GulfPub.com



Sponsor

Hortensia 'Tish' Barroso,  
Business Development Manager,  
+1 (713) 520-4404  
Hortensia.Barroso@GulfPub.com

# DIGITAL **PRODUCT RATES**

## WorldOil.com Display Advertising

WorldOil.com Homepage (1 of 3 rotations)	Run-of-site (High-impact, rich media options)
<b>Leaderboard</b> \$3,465	<b>Push Down</b> (exclusive) \$10,910
<b>Skyscraper</b> \$2,940	<b>Push Down</b> (1 of 2 rotations) \$6,780
<b>MPU1</b> \$3,165	<b>Page Peel</b> (exclusive) \$8,560
<b>MPU2</b> \$2,145	<b>Page Peel</b> (1 of 2 rotations) \$5,310
Run-of-site (1 of 3 rotations)	Interstitial (Homepage only)
<b>Leaderboard</b> \$4,440	\$6,450 per week
<b>MPU1</b> \$3,995	
<b>MPU2</b> \$3,490	

## World Oil E-Newsletters/Briefings

Exclusive Placement (Frequency for Pricing)	Leaderboard	Skyscraper	MPU1	MPU2
World Oil Daily News (Per Week)	\$4,110	\$3,080	\$3,245	\$2,585
ShaleTech™ News (Per Month)	\$2,415	\$2,010	\$2,205	\$1,675
ShaleTech™ Permian News (Per Month)	\$2,415	\$2,010	\$2,205	\$1,675
Geology & Geophysics News (Per Month)	\$1,925	\$1,620	\$1,770	\$1,365
Deepwater Intelligence (Per Month)	\$2,415	\$2,010	\$2,205	\$1,675
Digital Transformation (Per Month)	\$2,415	\$2,010	\$2,205	\$1,675

## Additional Online Opportunities

<b>Keyword Advertising / Contextual Advertising</b>	\$900 per word, per month (1-5 words)
	\$750 per word, per month (6-10 words)
	\$600 per word, per month (10+ words)
<b>World Oil App Sponsorships</b>	\$2,500 per month
<b>Digital Edition Sponsorships</b>	Upgrades to advertisements in the digital edition are available. Pricing starts at \$750 per upgrade


## World Oil Lead Generation

<b>White Papers</b>	Pricing starts at \$4,530 per white paper
<b>Webcasts</b>	One of multi sponsors: \$6,380 Single-sponsored (exclusive sponsorship): pricing starts at \$18,530
<b>TechTalk</b>	Premium: Unlimited articles. Pricing starts at \$11,800 per month Lite: Variety of article packages. Pricing starts at \$3,850 per month
<b>Online Videos</b>	Pricing starts at \$3,775 per video
<b>Deep Dive</b>	Contact your rep for more information
<b>Blog Sponsorship</b>	Contact your rep for more information

All pricing is gross. Frequency ad discounts are available for multiple placements or months.

# DIGITAL PRODUCT SPECS

## WorldOil.com Display Advertising

<b>Push Down</b>	970x90 px & 970x415 px (when expanded); 300x50 (mobile)
<b>Page Peel</b>	800x600 px
<b>Interstitial</b>	800x600 px 
<b>Leaderboard</b>	728x90 px; 300x50 (mobile)
<b>Skyscraper</b>	160x600 px; 300x250 (mobile)
<b>MPU 1</b>	300x250 px
<b>MPU 2</b>	300x250 px

Creative Types: .GIF, .JPG, .PNG, Java Script, Third party tags, HTML; File Size: Max 100KB;  
Maximum Animation Length: 15 secs: Max Video & Animation Frame Rate: 24fps

**World Oil e-Newsletters**

Creative material for e-Newsletters should be submitted as a .GIF or .JPG file, only. Include URL for where the display ad should direct to.

## Ad Page Dimensions

Creative material for e-Newsletters should be submitted as a .GIF or .JPG file, only. Include URL for where the display ad should direct to.

## White Papers

- Title of White Paper
- White Paper in .PDF format
- Sponsor's logo in .EPS format
- Summary of White Paper (approximately 75 words), for marketing purposes.

## Webcasts (Multi)

- Company logo in .EPS format
- 50-word company description

## Webcasts (Single)

- Company logo in .EPS format
- 50-word company description
- Date and time of the webcast
- Title of the webcast
- Speaker name(s), bio(s) and headshot(s) in .GIF or .JPG formats
- Three custom questions to be asked on the registration page
- Presentation slides
- Additional items can be discussed/ finalized in the kick-off call with *World Oil's* marketing team

## TechTalk / Sponsored Content

- Company logo in .EPS format
- 50-word company description
- Three advertisements (728x90, 300x250 and 300x250)
- Once access to the TechTalk Content Management System (CMS) has been set-up, sponsor is able to upload content via the CMS 24/7

## Online Videos

Videos can be up to 15 minutes in length (maximum) and may be submitted in the following formats: .MOV, .MPEG4, .MP4, .AVI, .WMV, .MPEGPS, .FLV, 3GPP, WebM.

## Custom e-Newsletters

- Company logo
- Six articles in Microsoft Word format
- Three advertisements (728x90, 336x280 and 336x280) – files types are same as normal e-newsletters (.GIF or .JPG plus the URL(s))

## Digital Edition Sponsorships

Ad size is 550x480 px; File types accepted are .GIF or .JPG, plus the URL where display ad should direct to

## World Oil App Sponsorships

Ad sizes needed are 768x50, 1024x32, 320x50, 480x32 px; File types accepted are .GIF or .JPG, plus the URL where display ad should direct.





# MAGAZINE ADVERTISING RATES

ISSUED SEPTEMBER 1, 2017. EFFECTIVE JANUARY 1, 2018

## 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 U.S. dollars.

## 2. Commission

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.

## 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 U.S. and Canada. The closing dates for scheduling and printing material can be found on the editorial calendar underneath each 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 #72:** Worldwide Edition Rates, U.S. dollars

### 2018 Four-Color Worldwide Rates

	1x	3x	6x	9x	12x	18x	24x	36x
<b>PG</b>	12,570	12,245	11,905	11,635	11,460	11,275	11,205	11,105
<b>¾ PG</b>	9,960	9,670	9,445	9,250	9,140	8,980	8,930	8,865
<b>½ PG</b>	8,235	8,020	7,820	7,710	7,595	7,505	7,460	7,410
<b>½ PG ISL</b>	8,950	8,725	8,580	8,410	8,330	8,215	8,160	8,125
<b>¼ PG</b>	4,965	4,800	4,705	4,585	4,515	4,445	4,410	4,385
<b>¼ PG</b>	4,080	3,940	3,870	3,790	3,740	3,660	3,630	3,615

b. **Schedule #44:** U.S./Canada, U.S. dollars

### 2018 Four-Color US/Canada Rates

	1x	3x	6x	9x	12x	18x	24x	36x
<b>PG</b>	8,885	8,695	8,495	8,305	8,185	8,075	8,010	7,950
<b>½ PG</b>	5,980	5,875	5,760	5,650	5,590	5,530	5,490	5,455
<b>½ PG ISL</b>	6,710	6,615	6,485	6,365	6,315	6,250	6,200	6,165

b. **Schedule #45:** Outside U.S./Canada, U.S. dollars

### 2018 Four-Color Outside US/Canada Rates

	1x	3x	6x	9x	12x	18x	24x	36x
<b>PG</b>	9,030	8,830	8,620	8,440	8,325	8,210	8,125	8,080
<b>½ PG</b>	6,065	5,940	5,825	5,730	5,660	5,600	5,570	5,525
<b>½ PG ISL</b>	6,675	6,580	6,440	6,340	6,285	6,200	6,175	6,140

## 5. Special Position

**Positioning:** For any guaranteed special position, such as facing editorial, there is a \$825 Worldwide Edition premium, when available.

## 6. 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.

### 2018 Cover Rates

	12 PGS	24+ PGS
<b>Second Magazine Cover</b>	13,200	12,570
<b>Fourth Magazine Cover</b>	13,200	12,570
<b>Special Section Covers:</b> Contact the Publisher		

## 7. Inserts

a. **Standard Inserts:** When furnished ready for binding, inserts take earned four-color rate, plus a handling charge of \$575.

b. **Non-Standard Inserts:** Contact the Publisher.

## 8. 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.

## 9. Online Advertising

For current rates and information, please see page 16 or contact your local sales representative.

## 10. Map Rates

Full color ads on *World Oil* maps are \$6,000 (gross). Each map contains eight to ten individual ad slots (approximately 5.25 in. by 2.25 in.) Exclusive/custom map sponsorship opportunities are available upon request. Please contact your account representative for more information.

## 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*, *Petroleum Economist*, *Hydrocarbon Processing*, *Pipeline & Gas Journal* and/or *Gas Processing*. One-quarter page is the minimum rate-holder space unit for earning combination frequency discounts.

## 12. Publisher's Copy Protective Clause

a. 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.

b. The Publisher will repeat the latest advertisement for scheduled space when no new acceptable copy is furnished.

c. 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.

d. Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at the Publisher's option.

e. Cancellations are accepted only before the closing date for reservations.

f. Should mechanical requirements warrant, the Publisher reserves the right to print advertisements that are scheduled in the International Editions, in the Worldwide Edition, as well.

# MAGAZINE ADVERTISING SPECS

## 1. Trim Size:

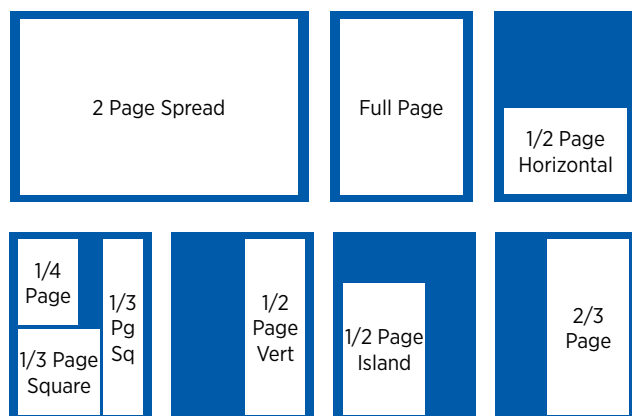
Overall trim size is 8.125 in. x 10.875 in. (210 mm x 280 mm).

## 2. Ad Page Dimensions:

Unit	Width		Depth	
<b>2 PG Spread, Bleed</b>	16.75 in.	(425 mm)	11.125 in.	(285 mm)
<b>2 PG Spread, Gutter Bleed</b>	16.5 in.	(420 mm)	10 in.	(255 mm)
<b>1 PG Standard</b>	7 in.	(180 mm)	10 in.	(255 mm)
<b>1 PG Bleed</b>	8.375 in.	(215 mm)	11.125 in.	(285 mm)
<b>½ PG</b>	4.625 in.	(120 mm)	10 in.	(255 mm)
<b>½ PG Horizontal</b>	7 in.	(180 mm)	4.875 in.	(125 mm)
<b>½ PG Vertical</b>	3.375 in.	(85 mm)	10 in.	(255 mm)
<b>½ PG Island</b>	4.625 in.	(120 mm)	7.5 in.	(190 mm)
<b>½ PG Square</b>	4.625 in.	(120 mm)	4.875 in.	(125 mm)
<b>½ PG Vertical</b>	2.25 in.	(55 mm)	10 in.	(255 mm)
<b>¼ PG</b>	3.375 in.	(85 mm)	4.875 in.	(125 mm)

Fractional 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

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

## 1. Electronic File Submissions:

Email digital files to Cheryl Willis, Advertising Production Manager at [Cheryl.Willis@GulfPub.com](mailto:Cheryl.Willis@GulfPub.com)

For files larger than 10MB, please contact Cheryl Willis directly for upload instructions.

## 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.



## NORTH AMERICA ADVERTISING SALES OFFICES

### Andy McDowell

*Publisher, World Oil*  
*Vice President,*  
*Gulf Publishing Company*  
Phone/Fax: +1 (713) 520-4463  
Andy.McDowell@WorldOil.com

### TX

Ron Higgins,  
*Vice President,*  
*Gulf Publishing Company*  
Phone/Fax: +1 (713) 520-4406  
Ron.Higgins@WorldOil.com

### TX, AK, AZ, CA, CO, ID, LA, MT, NM, NV, OK, OR, UT, WA, WY AND WESTERN CANADA

Bailey Simpson  
Phone/Fax: +1 (713) 525-4660  
Bailey.Simpson@WorldOil.com

### TX, AL, AR, FL, GA, IA, IL, IN, KS, KY, MI, MN, MO, MS, NE, ND, SD, TN, WI

Jim Watkins  
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Jim.Watkins@GulfPub.com

### CT, DC, DE, MA, ME, NC, NH, NJ, NY, OH, MD, PA, RI, SC, VA, VT, WV AND EASTERN CANADA

Merrie Lynch  
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Fax: +1 (617) 357-8194  
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### FULL DATA ACCESS, SUBSCRIPTION & PRODUCT SALES, CORPORATE ACCESS PROGRAM SALES

J'Nette Davis-Nichols  
Phone/Fax: +1 (713) 520-4426  
Jnette.Davis-Nichols@GulfPub.com

### EVENT SALES

Hortensia 'Tish' Barroso  
Phone: +1 (713) 520-4404  
Hortensia.Barroso@GulfPub.com

## OUTSIDE NORTH AMERICA ADVERTISING SALES OFFICES

### AFRICA, MIDDLE EAST

Tanya Mbaluli  
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### AUSTRALIA

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Andy.McDowell@WorldOil.com

### CHINA, HONG KONG

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Cell: +852 69185500 (Hong Kong)  
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### INDONESIA, MALAYSIA, SINGAPORE, THAILAND

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### ITALY, EASTERN EUROPE

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Communications SRL  
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Fax: +39 (010) 553-0088  
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### JAPAN

Yoshinori Ikeda  
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Japan@GulfPub.com

### KOREA

Young-Seoh Chinn  
JES MEDIA, INC.  
Phone: +82 (2) 481-3411/3  
Fax: +82 (2) 481-3414  
Korea@GulfPub.com

### MEXICO, CENTRAL AMERICA & SOUTH AMERICA

Marco Antonio Monteiro  
Mobile: +55 21 99616-4347  
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Brazil@GulfPub.com

### RUSSIA, FSU

Lilia Fedotova  
Anik International & Co., Ltd.  
Phone/Fax: +7 (495) 628-10-33  
Lilia.Fedotova@GulfPub.com

### UNITED KINGDOM, SCANDINAVIA, IRELAND

Patrick Djuma  
Phone/Fax: +44 20 3409 2243  
Patrick.Djuma@GulfPub.com