

# CONTACTS

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# Offshore

WWW.OFFSHORE-MAG.COM



# Offshore 2012

MEDIA INFORMATION

LEADING THE MARKET

WWW.OFFSHORE-MAG.COM



*Offshore* is the leading global knowledge resource for the marine oil and gas industry by any objective media evaluation criteria. The vendors and suppliers vindicate this market evaluation by giving *Offshore* 60% or more of the advertising pages run in a two magazine market over the last five years (source: IMS). One media evaluation that we are extremely proud of is that our 45,000+ circulation is all 100% direct request from subscribers qualified within the last 12 months. Many publications have circulation that slips into a second or third-year category. If you think about the

changes in this industry, you will realize that the older the circulation of a magazine is, the less likely it is that your advertising/sales message will reach the right person. This market leadership extends throughout the many ways that *Offshore* can help you increase your presence and market awareness.

The events organized by *Offshore*, listed on the inside back cover, all have editorial advisory boards composed of operators from the regions they are located in and relevant vendors and suppliers. This allows the editors of *Offshore* to develop personal relationships with operators and gain a keen insight about their concerns and interests. These events include Deep Offshore Technology International (DOT), Subsea Tieback (SSTB), Offshore West Africa, Offshore Middle East, Offshore Asia, Deepwater Operations, and Topsides, Platforms and Hulls, and are recognized as the premier events for the marine oil and gas industry in their respective areas.

*Offshore* leads the global industry in digital media products as well (see page 11). With eNewsletters that cover regional areas (such as the North Sea, West Africa, Asia, Middle East) and technical areas (Subsea, Drilling, Geosciences), *Offshore* is superbly positioned to strengthen your sales message through a coordinated approach with digital communications, personal communication through conferences and events, and magazine advertising. No other publisher or event organizer offers this depth of penetration.

Today, *Offshore* is much more than a magazine. As the most trusted brand in the maritime oil and gas market, *Offshore* encompasses a robust collection of media forms, reaching professionals both traditionally and electronically. We are always glad to help develop a specialized, in-depth marketing plan, utilizing all the tools we have available to give you the best return on investment for your marketing spend. For events and publishing, please contact our sales team listed on the back cover and thank you for considering *Offshore* for your marketing communications campaign in 2012!

MARK PETERS, VP AND PUBLISHER OF OFFSHORE MAGAZINE



Cover photo courtesy of Shell. Perdido is the world's deepest offshore drilling and production facility.

The oil and gas industry is increasingly seeking new resources in offshore areas, often characterized by deepwater, remote and harsh environments. Specialized skills and technology are required to access these resources. *Offshore's* comprehensive portfolio of print and online products and global events are customized to help you make informed business decisions. At *Offshore*, reader benefit is the driving factor in making every editorial decision.

I encourage you to contact the editorial staff listed below. We value your thoughts and ideas. Our goal is to continue to be the leading voice in the industry, and I invite you to participate.

DAVID PAGANIE, CHIEF EDITOR OF OFFSHORE MAGAZINE



**David Paganie**, Chief Editor of *Offshore* magazine and Conferences Editorial Director of PennWell's Offshore Group, oversees the Offshore international conferences and all print and online content, and is a member of an internal subcommittee tasked to guide digital media content strategy. Prior to joining PennWell in 2005, he served as editor of Offshore Field Development International at ODS-Petrodata; and as an analyst at Baker Energy. He has over 13 years of experience in the upstream offshore oil and gas industry. Paganie holds a Bachelor of Business Administration degree with a specialty in finance from Ohio University.  
[DavidP@PennWell.com](mailto:DavidP@PennWell.com)



**Bruce A. Beaubouef**, Managing Editor, manages all content flow for *Offshore* magazine, as well as newsletters, website and webcasts; and writes the monthly "Gulf of Mexico" and "Vessels, Rigs and Surface Systems" columns for the magazine. Beaubouef has more than 13 years of experience in covering the oil and gas industry, and previously served as editor of PipeLine and Gas Technology; associate editor for Pipe Line and Gas Industry; and as editor of Pipeline Digest. Beaubouef earned his Ph.D. at the University of Houston in 1997, and his dissertation was published in book form by Texas A&M University Press in September 2007 as The Strategic Petroleum Reserve: U.S. Energy Security and Oil Politics, 1975-2005.  
[BruceB@PennWell.com](mailto:BruceB@PennWell.com)



**Eldon R. Ball**, Senior Editor, Technology & Economics, for *Offshore* magazine and Conferences Director for PennWell's US Offshore Group. He previously served as Editor-in-Chief and Associate Publisher of *Offshore*, responsible for all print, online, and conference content for the PennWell Offshore Group. Prior to joining PennWell in 2002, he held a number of writing, editing, and communications positions with Enron, Lyondell Chemical, Pennzoil, Texas Eastern Corp., and BMC Software. He previously has served as Editor and Associate Publisher of Petroleum Management magazine, Editor of Ocean Oil Weekly Report, Product Marketing Manager for BMC Software, and Media Relations Manager for Texas Eastern Corp. He has a Bachelor of Journalism degree from the University of Texas at Austin. He resides in Fort Collins, Colorado.  
[EldonB@PennWell.com](mailto:EldonB@PennWell.com)



**Jeremy Beckman** has been Editor-Europe for *Offshore* magazine since 1992. Prior to joining *Offshore*, he was a freelance journalist for eight years, working for a variety of electronics, computing and scientific journals in the UK. As Editor-Europe for *Offshore*, he regularly writes news columns on trends and events both in the northwest Europe offshore region and globally. He also writes features on developments and technology in exploration and production.  
[JeremyB@PennWell.com](mailto:JeremyB@PennWell.com)



**Gene Kliewer** started at *Offshore* as the international editor in 2006, and now serves as Technology Editor, Subsea & Seismic. In this role, he covers developments in subsea engineering/development/installation, as well as acquisition and interpretation in geology and geophysics. In addition to monthly columns for the magazine on those topics, Kliewer also authors electronic newsletters covering subsea activity, geology and geophysics developments, and upstream industry activity in the Asia Pacific region, including Australia. He has been writing about the upstream petroleum business for several decades.  
[GeneK@PennWell.com](mailto:GeneK@PennWell.com)



**Jessica Tippee** is the Assistant Editor for *Offshore* magazine. She uploads news and video content to the Website, assembles surveys and electronic newsletters, and writes and edits articles for the magazine. She served as editorial intern at *Offshore* in 2009 and 2010 before joining full time in April 2011. She has a journalism degree from Texas Tech University.  
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## CONTRIBUTING EDITORS

F. Jay Schempff - HOUSTON | Nick Terdre - NORWAY | Peter Howard Wertheim - BRAZIL | Gurdip Singh - SINGAPORE

# CIRCULATION

PEERLESS IN THE WORLD OF OFFSHORE OIL AND GAS

Unmatched in **EDITORIAL, READERSHIP,** and **CIRCULATION** for almost 60 years, *Offshore* reports on marine/offshore exploration, drilling, production, engineering and construction operations on a global scale as well as the economics and politics that drive each regions' activities.

Our commitment to maintaining a key focus on providing exceptionally strong content-driven programs is the reason *Offshore* is recognized as the world leader for all water depths in marine/offshore oil and gas operations.

- *Offshore* is the first and only magazine focused exclusively on offshore exploration and production.
- As the leader in providing regular technology and news updates, *Offshore* provides the most editorial and advertising pages addressing the offshore industry.
- *Offshore* is the only oil and gas publication with 100% one year direct request qualified circulation for print and digital issues
- Serving the industry for 58 years, *Offshore* employs the largest editorial staff of any monthly magazine serving the offshore industry.

**“As an offshore service company, we recommend products that are advertised in *Offshore* magazine to our customers and potential prospects.”** - **Technical Sales and Marketing**

**“*Offshore* magazine equips our team with new ideas and market updates that we discuss with clients or advise the engineering team with.”** - **Production, Engineering, Exploration Manager**

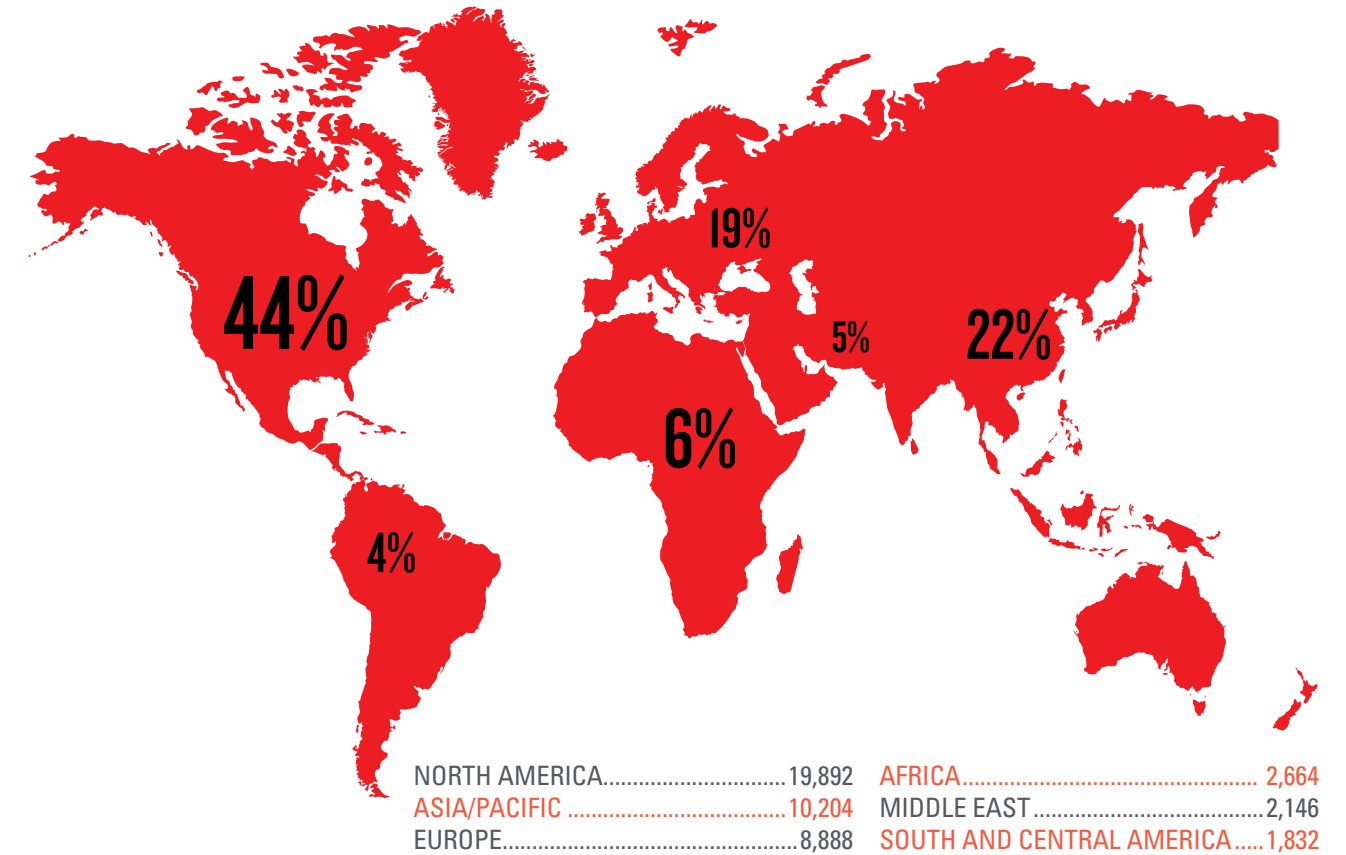
**“It keeps me informed of what’s going on in parts of the world where we have interests. I can be on the lookout for evolving technology which could be applicable to our oilfield operations.”** - **Production, Engineering, Exploration Manager**

Sources: Signet Readership Study - July 2011 | BPA - June 2011 Circulation Statement

# SUBSCRIBER DEMOGRAPHICS

Every month, *Offshore* reaches **45,646** decision-makers working for the industry’s leading oil & gas operating, service, and equipment companies in every corner of the world.

## GEOGRAPHIC BREAKDOWN



## SUBSCRIBER CLASSIFICATION

OFFSHORE REACHES INFLUENCERS AND DECISION-MAKERS



## BUSINESS/INDUSTRY ANALYSIS CHART

REACH COMPANIES THAT PROVIDE PRODUCTS AND SERVICES FOR THE OFFSHORE INDUSTRY



Sources: Signet Readership Study - July 2011 | BPA - June 2011 Circulation Statement

2012 Editorial Schedule		January	February	March	April	May	June	July	August	September	October	November	December
Issue Focus <small>(A weekly e-Newsletter supplements the monthly issues.)</small>		Gulf of Mexico Shelf and Deepwater	<b>Ad Readership Study</b> Top 10 Offshore Drilling Contractors Offshore Asia Preview Subsea Tieback Preview	Seismic Exploration Report  Seismic Vessel Survey	OTC Preview  Drilling Technology Report	OTC Issue  Risk Management and Safety  Government Regulations and Certifications	Gulf of Mexico Drilling  Offshore Mexico  OTC Technology Review	<b>Ad Readership Study</b>  Drilling Rig Report	North Sea  Arctic  ONS Preview	Drilling and Production Technology  Offshore Middle East Preview	Deep Offshore Technology Preview  Deepwater Field Development - Case Studies	<b>INTERNATIONAL Ad Readership Study</b>  Platform and Floating Production Systems Design and Construction Report	Top 5 Offshore Projects  Offshore West Africa Preview
	Geographic Focus <small>(Includes separate, monthly e-Newsletters focused on West Africa, North Sea, Middle East &amp; Offshore Asia.)</small>	Gulf of Mexico	Asia-Pacific  Australia	Indian Ocean  East Africa	Mediterranean	Region-by-Region E&P Analysis and Field Development Forecast	Gulf of Mexico Mid-Year Report	Brazil and Latin America Report	Arctic Report  North Sea	Offshore Middle East Report	Deepwater World Review: Australia, Brazil, Gulf of Mexico, West Africa	Frontier Exploration  Arctic	Offshore West Africa
Technology Focus <small>(e-Newsletters are produced monthly for three of our technology focus areas.)</small>	Geology and Geophysics <small>(Monthly e-Newsletter)</small>	Subsalt and Presalt	4D Seismic	Seismic While Drilling  Seismic Vessel Overview	Geophysical Applications and Advances	Seismic Acquisition Equipment and Techniques  EAGE Preview	Lower Tertiary Exploration	Visualization Technology and Real Time Monitoring	Data Processing Advances	Seismic / EM Vessel Acquisition Technology	2D and 3D Applications and Advances  SEG Preview	Frontier Exploration Update	Data Processing / Management
	Drilling and Completion <small>(Monthly e-Newsletter)</small>	HP/HT Technology  Subsalt and Presalt Drilling Challenges	Production Optimization  Mooring/DP Technologies	Downhole Monitoring and Control	Dual Gradient Drilling  Deepwater Well Control	Drill Bit Technology and Techniques  Deepwater Well Construction and Testing	Lower Tertiary Drilling Challenges	Drilling Rig Equipment and Technology  Station Keeping Advances	MWD/LWD Update	Extended Reach Drilling	Deepwater Well Control Case Studies	Deepwater Well Construction  Tubulars / Drillpipe	Deepwater Intelligent Completions
	Engineering, Construction, & Installation	Topsides, Platforms and Hulls	Decommissioning, Plug and Abandonment	Deepwater Installation and Integration	Heavy Lift Technology	New FPS (Floating Production System) Topsides Design and Construction	New FPS (Floating Production System) Hull Design and Construction	Deepwater Intervention	Heavy Lift Operations  Decommissioning	Platform Design and Construction	Remote and Deepwater Installations	Offshore Asset Integrity Management	New Deepwater Production Systems
	Production Operations	Advances in Sand Control	Marginal Field Development	Coiled Tubing and Well Intervention	Floating Production Facilities	Hurricane Preparedness / Storm Management	Well Stimulation	EOR	Reservoir Monitoring and Control	Equipment Reliability Solutions	FLNG Developments	Production Separation Technology	Cathodic Protection / Corrosion Control
	Subsea <small>(Monthly e-Newsletter)</small>	Subsea Well Control / Intervention	Subsea Tieback Technology	Riser Design Applications	ROV / AUV Operations	Deepwater Subsea Boosting and Processing	Flow Assurance  Hydrates Control	Subsea Controls	Umbilicals  Long Distance Tiebacks	Riser Monitoring and Management	All Electric Subsea Technology  Power Distribution	Offshore Vessel Operations and Construction	Flow Assurance
	Flowlines and Pipelines	Deepwater Pipeline Operations	Flow Assurance Solutions	Corrosion and Hydrate Inhibition	Long Distance Tiebacks	Pipeline Precommissioning	Pipeline Inspection and Management	Pipeline and Flowline Repair and Rehabilitation	Deepwater Pipeline Installation	Multiphase Flow and Measurement	Hot Tapping / Subsea Welding	Automation and Valve Control	Pipeline Integrity Management
Maps	Gulf of Mexico	Southeast Asia			Mediterranean		GoM Seafloor Relief	Brazil	North Sea	Middle East			West Africa
Posters				Subsea Boosting and Processing	Flow Assurance	Deepwater Records, Solutions, and Concepts	Multi-Use Vessels	Deepwater Drilling Rigs	FPSO		SPAR	Heavy Lift	
Supplements				Port Fourchon Sweden	Norway	NOIA France	Cranes, Hoists, and Winches		Norway Netherlands	Communications	Offshore Support Services		Offshore Wind Farms: Engineering and Construction
Surveys	Deepwater Gulf of Mexico Discoveries	Top 10 Drilling Contractors	Marine Seismic/EM Vessels	Rotary Steerables			Stimulation Vessels	Mobile Rig Construction Upgrades	Global MWD/LWD Services	Environmental Drilling and Completion Fluids			
Email Newsletter Show Dailies		SSTB	Offshore Asia		OTC				ONS			Deep Offshore Technology	
Ad Close	8 Dec	5 Jan	9 Feb	9 Mar	30 Mar	4 May	8 Jun	6 Jul	10 Aug	7 Sep	5 Oct	9 Nov	
Materials Due	13 Dec	10 Jan	14 Feb	14 Mar	4 Apr	9 May	13 Jun	11 Jul	15 Aug	12 Sep	10 Oct	14 Nov	
Bonus Distribution	Topsides, Platforms and Hulls Jan 31 - Feb 2 New Orleans, LA	IADC / SPE Drilling Mar 6 - 8 San Diego, CA	SPE / ICoTA Mar 27 - 28 The Woodlands, TX	OTC Apr 30 - May 3 Houston, TX	EAGE / SPE Jun 4 - 7 Copenhagen, Denmark				Summer NAPE Aug 22 - 24 Houston, TX	SPE ATCE Oct 8 - 10 San Antonio, TX	SEG Annual Nov 4 - 9 Las Vegas, NV	Deep Offshore Technology International Nov 27 - 29 Perth, Australia	Offshore West Africa TBD
	Offshore West Africa Jan 24 - 26 Abuja, Nigeria	Subsea Tieback Forum Mar 6 - 8 Galveston, TX	AADE Apr 10 - 11 Houston, TX	OMC May 22 - 24 Alexandria, Egypt	Deepwater Drilling & Completions (SPE) June 20 - 21 Galveston, TX				ONS Aug 28 - 31 Stavanger, Norway		ADIPEC Nov 5 - 8 Abu Dhabi	International Workboat TBD New Orleans	Offshore Middle East Jan 21 - 23 Doha, Qatar
	ARC World Industry Forum Feb 6 - 9 Orlando, FL	NACE Mar 11 - 15 Salt Lake City, UT	AAPG Apr 22 - 25 Long Beach, CA						IPLOCA Sep 10 - 14 Istanbul, Turkey		Deepwater Operations Nov 6 - 10 Galveston, TX	AAPG Arctic Technology Dec 3 - 5 Houston, TX	
	Offshore Asia Feb 21 - 23 Kuala Lumpur, Malaysia	MEOS March 14 - 16 Manama, Bahrain							Rio Oil and Gas Sep 17 - 20 Rio de Janeiro				
	NAPE Feb 22 - 24 Houston, TX												

## DISPLAY ADVERTISING RATES

4-Color Rates	1x	3x	6x	12x	18x	24x	36x	48x
Full Page	\$12,995	12,810	12,450	12,130	11,585	11,010	10,305	10,025
2/3 Page	9,900	9,780	9,570	9,425	9,060	8,730	8,355	8,245
1/2 Page	8,375	8,260	8,170	8,010	7,780	7,650	7,520	7,240
1/3 Page	6,600	6,550	6,460	6,440	6,290	6,240	6,070	6,015
1/4 Page	5,645	5,510	5,515	5,460	5,400	5,220	5,020	4,960
1/6 Page	4,580	4,540	4,525	4,465	4,400	4,325	4,210	4,140
Full Page Spread	24,370	23,990	23,280	22,640	21,550	20,410	18,980	18,425
1/2 Page Spread	15,130	14,890	14,710	14,395	14,080	13,680	13,195	12,860

**Note:** Prices include 4-color and are listed as gross. All prices are subject to a 15% agency commission allowance. All prices are U.S. dollars.

## PREMIUMS (ADDD TO 4-COLOR RATE)

Cover 2 Premium.....	10%
Cover 3 Premium.....	10%
Cover 4 Premium.....	15%
Island Premium .....	\$600

## DISCOUNTS (SUBTRACT FROM 4-COLOR RATE)

B&W.....	2,340
2-Color.....	1,115

For classified ad specifications and rates, contact

### GLEND A HARP

918.832.9301  
GlendaH@PennWell.com



## PRINT AD SPECIFICATIONS

AD SIZES	Live		Trim		Bleed	
	Inches	Millimeters	Inches	Millimeters	Inches	Millimeters
Full page spread	15 X 9.5	381 mm x 241 mm	16 X 10.5	406 mm x 267 mm	16.25 X 10.75	413 mm x 274 mm
1/2 Page spread	15 X 5	381 mm x 127 mm	16 X 5.25	406 mm x 133 mm	16.25 X 5.5	413 mm x 140 mm
Full page	7 X 9.5	178 mm x 241 mm	8 X 10.5	203 mm x 267 mm	8.25 X 10.75	210 mm x 274 mm
2/3 Page	4.5 X 9.5	114 mm x 241 mm			5.25 X 10.75	133 mm x 274 mm
1/2 Page island	4.5 X 7.375	114 mm x 187 mm			5.25 X 8.25	133 mm x 210 mm
1/2 Page vertical	3.375 X 9.5	86 mm x 241 mm			4.125 X 10.75	105 mm x 274 mm
1/2 Page horizontal	7 X 4.875	178 mm x 124 mm			8.25 X 5.5	210 mm x 140 mm
1/3 Page vertical	2.25 X 9.5	57 mm x 241 mm				
1/3 Page square	4.5 X 4.875	57 mm x 241 mm				
1/3 Page horizontal	7 X 3.3125	178 mm x 84 mm				
1/4 Page	3.375 X 4.875	86 mm x 124 mm				
1/6 Page	2.25 X 4.875	57 mm x 124 mm				

All text, logos, borders and boxes that do not bleed should stay within the live area. There is no charge for bleed.

## METHOD OF PRINTING, BINDING AND PAPER

Web Offset

Perfect Binding .125" off backbone

Cover: 80 lb. text weight coated

Body pages: 34 lb. text weight coated

## INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard size, bound-in inserts must be furnished at 8.25" x 10.75" allowing for a .125" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete two-page insert. Consult your local sales representative for more information.

## STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then be destroyed unless otherwise advised.

## ISSUANCE

Mails by the 15th of each month

Material Submissions

## UPLOAD SITE INSTRUCTIONS:

Log on to <http://digitalads.pennwell.com>

Select Offshore in the magazine scroll-down menu

Fill in the appropriate information and select "upload the ad"

Note: Files must be stuffed or zipped prior to uploading

Please fax a proof of the ad to Ad Services 918.831.9415

Files over 250MB need to be shipped on disk to

Offshore  
Ad Services  
1421 South Sheridan Road  
Tulsa, OK USA 74112 | **Contact us at 918.831.9484**

PennWell prefers ad material to be supplied as PDFs with PDF/X-1a format option. We also accept ads built in these programs: InDesign, PageMaker, Quark, Illustrator, Freehand and Photoshop.

Please supply all fonts, images and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.

PennWell does not accept ads built in Microsoft Word, MicroSoft Publisher, PowerPoint or Corel Draw.

PennWell requires a high-resolution color proof of supplied ads to guarantee ad reproduction. This requirement applies even on uploaded materials. If you do not supply a proof we cannot guarantee ad reproduction.

You can also find complete specifications and instructions for submitting ad materials at [www.offshore-mag.com/index/advertise.html](http://www.offshore-mag.com/index/advertise.html)



Used by engineers, managers, and technical decision-makers, *Offshore-Mag.com* offers a wide range of opportunities, well beyond the circulation of *Offshore*, to put your advertising message in front of a valuable audience and drive traffic to your own site.

Supplement any print message by placing your ad in any one of several IAB standard, large-format positions including page peel, leaderboard, skyscraper, and site sponsorship.

## STATS

Unique Visitors  
**98,065**

Page Views  
**279,509**

Time Spent on site  
**7.32 minutes**

Offshore-mag.com statistics from August 2011

## PAGE PEEL

Large format ad that expands or "peels" back to cover the top right corner of the Homepage; highest average click-through rate (CTR) of all units.

File Dimensions: Page Peel Open 900 x 650 (100 KB), Page Peel Closed 75 x 75 (30 KB)

**\$8,870/month**

## LEADERBOARD

Ad unit Runs at the top of the site on any page not part of a Topic Center or sold as a special sponsorship.

File Dimensions: 728 x 90 (40 KB)

**\$4,900/two rotations**

**\$2,950/one rotation**

## SKYSCRAPER

Ad unit runs on the right on the right rail of the Homepage and all run-of-site (ROS) pages.

File Dimensions: 160 x 600 (40 KB)

**\$2,700**

## SITE SPONSORSHIP

Various positions available on the right rail of the Homepage and ROS pages; all four positions rotate on the page.

File Dimensions: 180 x 150 (40 KB)

**\$1,980**

## CONTENT ROTATOR SPONSORSHIP

Text space available under the scrolling featured article section on the Homepage to place text and a URL.

**\$2,500**

## ONLINE CREATIVE REQUIREMENTS

All placements are accepted in GIF, JPEG, PNG, SWF (Flash)  
Max file size for leaderboard, skyscraper, and site sponsors is 40 KB

## LARGE PAGE PEEL REQUIREMENTS

Animation /Flash (Flash only)  
Sound: Auto off – User Activated

## CONTENT ROTATOR REQUIREMENTS

Text link may not exceed 45 characters, including spaces and the URL

**“ Offshore allows me to stay up to date with the latest trends in technology within my industry. ”**

## TOPIC CENTER SPONSORSHIP

The oil and gas industry encompasses a variety of existing and developing technologies. Our aim is to provide information — be it news, research, case studies, project overviews, or new rigs, vessels, or product information— to professionals in all areas of the oil and gas industry. With Topic Centers covering the broad spectrum of today's petroleum industry, you can reach the best qualified prospects for your market. Topic Center sponsorships allow you to "own" a content area and establish your company as a market leader. As a Topic Center Sponsor, only your ads will appear on the page during your rotation.

### TOPIC CENTER SPONSORSHIP INCLUDES:

Leaderboard 728 x 90, 300 x 250 and up to 9 text links, or 728 x 90 and 300 x 600

Two rotations are available for all Topic Center sponsorships.

All positions have a max file size of 40 KB.

Drilling and Completion	\$4,700
Production	
Deepwater Rotations	\$3,400
Field Development	
Regional Reports	
Geology/Geophysics	\$2,300
Subsea	
Rigs and Vessels	\$2,200
Pipeline & Transportation	\$1,550



## WEBCASTS

As the foremost authority on the oil and gas industry, Offshore-Mag.com webcasts provide qualified leads, and position your company as a market leader. Sponsor an event or create your own, leveraging PowerPoint and/or video. Special testing and certification options are also available.

### LIVE EVENT OVERVIEW

- Up to one hour in length
- Live and interactive environment, including Q&A
- Audience polling capabilities
- Unlimited audience size
- Personalized introduction and wrap-up message
- Accommodates a downloadable white paper
- Full contact details on all registrants

### MARKETING AND PROMOTION

- Offshore-Mag.com homepage promotion
- Email promotion to a highly targeted segment of the Offshore email database
- Promotion in all relative Offshore e-Newsletters
- Reminder email messages sent to registrants 24 hours and 30 minutes in advance
- Full-page promotion piece in *Offshore*

### LEAD GENERATION AND REPORTING

- Minimum 150-registrant guarantee
- Full contact information reported for all registrants
- Breakdown of on-demand users and live attendees
- 24/7-protected access to registration database

### POST EVENT

- On-demand archive available within 24 hours of live event  
Event archived on Offshore-Mag.com for 12 months
- Single Sponsorship – pricing starts at \$18,500  
Multi-Sponsored Editorial - \$6,000 (4 sponsorships available)
- Webcasts are scheduled when sponsorships are secured
- Video Opportunities

## ENEWSLETTERS

Offshore eNewsletter advertising helps build brand awareness by reaching select, target audiences—delivered to thousands of opt-in subscribers each week and month. Promote your marketing message to readers as they receive exclusive web-only, must-read content regarding the latest trends and developments in the global offshore industry.



### WEEKLY ENEWSLETTER

<b>OFFSHORE UPDATE</b>	<b>CIRC. 56,000+</b>
Top	\$2,400
Skyscraper	\$1,850
Middle 1	\$1,850
Middle 2	\$1,420

### MONTHLY ENEWSLETTERS

<b>SUBSEA REPORT</b>	<b>CIRC. 32,000+</b>
<b>DRILLING TECHNOLOGY REPORT</b>	<b>CIRC. 38,000+</b>
Top	\$1,850
Skyscraper	\$1,850
Middle	\$1,425
<b>OFFSHORE MIDDLE EAST</b>	<b>CIRC. 46,000+</b>
Exclusive Sponsorship	\$2,750

### EXCLUSIVE ENEWSLETTERS\*

<b>GEOSCIENCES UPDATE</b>	<b>CIRC. 61,000+</b>
<b>OFFSHORE WEST AFRICA</b>	<b>CIRC. 55,000+</b>
<b>OFFSHORE ASIA</b>	<b>CIRC. 45,000+</b>
<b>OFFSHORE NORTH SEA</b>	<b>CIRC. 37,000+</b>
Exclusive Sponsorship	\$2,200

\*Includes Top, Skyscraper and Middle positions

### CREATIVE REQUIREMENTS

**File Positions:**  
Top (728 x 90), Skyscraper (160 x 600), Middle (300 x 250)  
Max File Size: 40 KB

**File Formats:**  
GIF (animated or static) and JPEG only  
May include a 50-word (max.) text backup with a URL

## EMAIL MARKETING

Email marketing provides one of the highest ROI of any online options available today. Reach key prospects with a targeted email blast sent to members of the Offshore database specific to your needs.

## LIST RENTAL

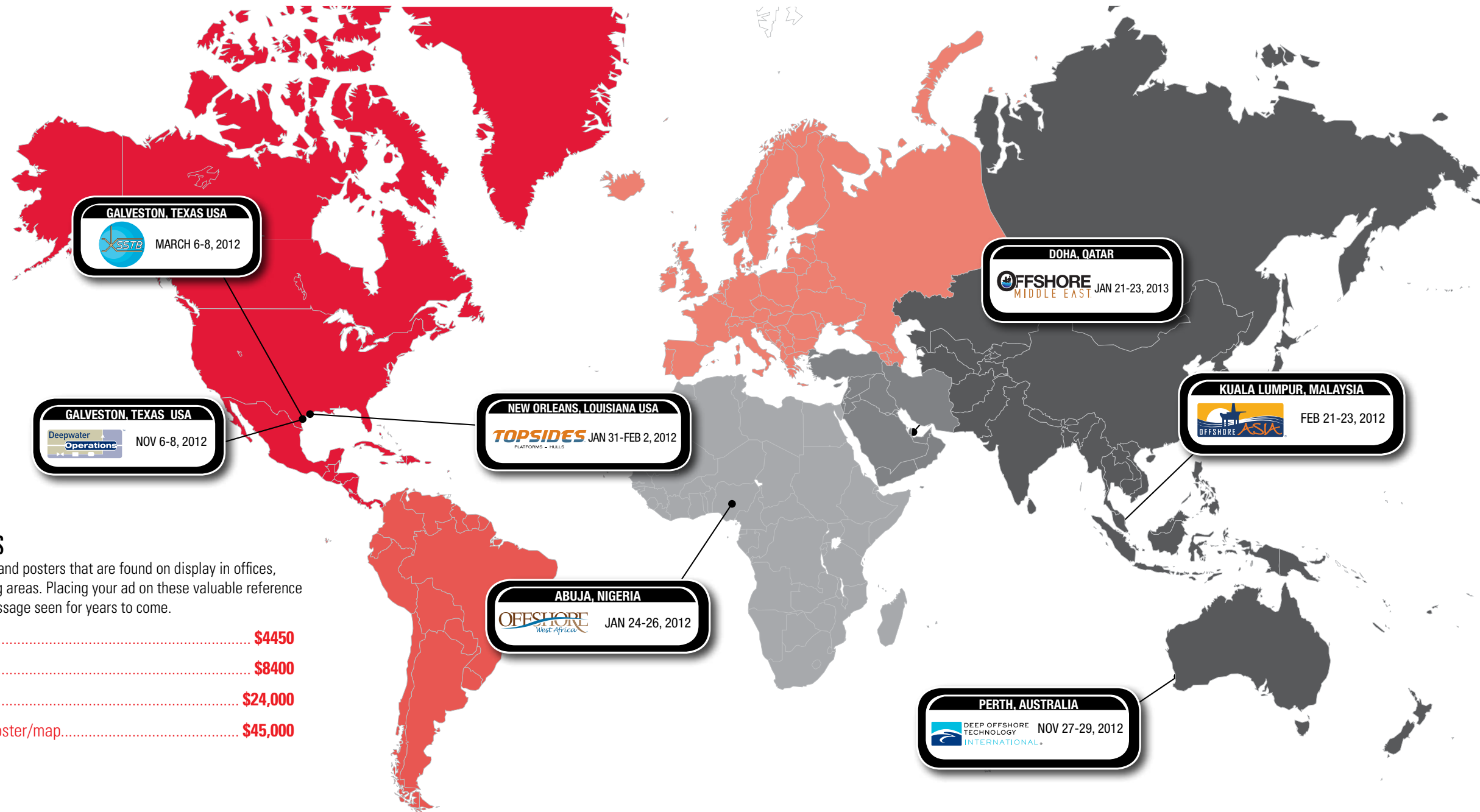
Advertiser Rate- **\$450 per thousand**  
Non-advertiser Rate- **\$550 per thousand**

## BASIC WHITE PAPER POSTING

**\$500 per month** includes up to five white papers

Premium White Paper Sponsorships available as an add-on to the Basic White Paper posting. Pricing options are available through your representative.

# OFFSHORE EVENTS



## MAPS & POSTERS

These timeless maps and posters that are found on display in offices, control rooms, training areas. Placing your ad on these valuable reference tools to have your message seen for years to come.

Single ad spot .....	\$4450
Double ad spot .....	\$8400
Top/bottom half .....	\$24,000
Single sponsor of poster/map .....	\$45,000



### TOPSIDES

The only industry event dedicated to the topsides, platforms and hulls in shallow and deep water. [www.topsidesevent.com](http://www.topsidesevent.com)  
Jan 31 - Feb 2  
New Orleans, LA USA



### OFFSHORE WEST AFRICA CONFERENCE & EXHIBITION

For 16 years this event attracts over 1,100 visitors from 34 countries to showcase the most innovative technologies in a unique and progressive marketplace. [www.offshorewestafrica.com](http://www.offshorewestafrica.com)  
Jan 24 - 26, 2012  
Abuja, Nigeria Africa



### OFFSHORE ASIA CONFERENCE & EXHIBITION

An unrivalled opportunity to share your knowledge and experiences with the leaders of the Asia-Pacific offshore oil and gas industry. [www.offshoreasiaevent.com](http://www.offshoreasiaevent.com)  
Feb 21 - 23, 2012  
Kuala Lumpur, Malaysia



### SUBSEA TIEBACK FORUM & EXHIBITION

Field supervisors, operations planning personnel, engineering staff and management address global deepwater subsea operations issues. [www.subseatiebackforum.com](http://www.subseatiebackforum.com)  
Mar 6 - 8, 2012  
Galveston, TX USA



### DEEPWATER OPERATIONS CONFERENCE AND EXHIBITION

The leading conference in this specialized arena, this conference addresses challenges in deepwater production that are complex and command our attention to develop solutions that are economical and safe for long-term production solutions. [www.deepwateroperations.com](http://www.deepwateroperations.com)  
Nov 6 - 8, 2012  
Galveston, TX USA



### DEEP OFFSHORE TECHNOLOGY INTERNATIONAL (DOT)

The world's premier technical deepwater conference for thirty years, showcases the most innovative technologies designed to withstand hostile and ultra deepwater environments. [www.deepoffshoretechnology.com](http://www.deepoffshoretechnology.com)  
Nov 27 - 29, 2012  
Perth, Australia



### OFFSHORE MIDDLE EAST CONFERENCE AND EXHIBITION

Offshore Middle East Conference & Exhibition addresses technological challenges associated with safely and cost effectively developing subsea resources in a rapid growing market. [www.offshoremiddleeast.com](http://www.offshoremiddleeast.com)  
Jan 21 - 23, 2013  
Doha, Qatar