Print Rates

- Online Marketing Opportunities
- Daily Newsletter Products & Pricing

### Advertising

<table>
<thead>
<tr>
<th>Size</th>
<th>US$</th>
<th>BD</th>
<th>SR</th>
<th>AED</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page (Vertical)</td>
<td>2,814</td>
<td>1,060</td>
<td>10,608</td>
<td>10,274</td>
</tr>
<tr>
<td>Half Page (Horizontal)</td>
<td>3,283</td>
<td>1,237</td>
<td>12,377</td>
<td>11,986</td>
</tr>
<tr>
<td>Half Page (Solus)</td>
<td>3,283</td>
<td>1,237</td>
<td>12,377</td>
<td>11,986</td>
</tr>
</tbody>
</table>

### Deadlines

- Artwork / Editorial: 30 days prior to publication; Cancellation: 30 days prior to publication

### Agency Commission

- All prices exclude VAT

### OGNnews.com

- Four-page profile: US$15,750 inclusive of 2,000 reprints

### Email Marketing Campaign

- TechTalk allows companies to post up to 2 articles per month. Hosted under the TechTalk Section for 12 months.
- Duration: US$ BD
  - 1 week: 475 180
  - Dedication: 1,700 650
  - 10,300

### Social Media Package

- Duration: US$ BD
  - 1 week: 1,500 565
  - Dedication: 2,700 1,000

### Online Products

- Full colour出血 on all sides
- Size:
  - Full colour: 40cm x 11.5cm (3col)
  - Full colour: 28 cm x 5 col (19.5 cm)
  - Full colour: 20 cm x 3 col (11.5 cm)
  - Full colour: 20 cm x 4 col (15.5 cm)
- Price:
  - Full colour: US$13,132

### Website Products & Pricing

- Duration: US$ BD
  - 1 week: 650 245
  - Dedicated: 2,814 1,060
  - 50,000

### Newsletter

- Duration: US$ BD
  - Daily: 730 275
  - Dedicated: 1,764,000 e-newsletters per year

### Divisional Banner

- Size:
  - MPU/MREC: 728 x 90 pxl
  - Skyscraper: 300 x 250 pxl
  - Leaderboard: 160 x 600 pxl
- Price:
  - MPU/MREC: US$ 995
  - Skyscraper: US$ 940
  - Leaderboard: US$ 675

### Leaderboard

- Size: 2,224 x 550 pxl
  - Inside Pages: 1,700 650
  - Footer: 7,350
  - Header: 1,500 565

### Space Banner

- Size:
  - Inside Pages: 1,700 650
  - Footer: 7,350
  - Header: 1,500 565

### Digital

- Readership of the Media Platform has to offer you each month!
- February 2022

### Contact Information

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- Al Hilal Publishing & Marketing Group
  - P.O. Box 1100, Manama, Kingdom of Bahrain
  - Tel: +49 7141 60041
  - E: hilalad@tradearabia.net

- OGNnews.com
Oil & Gas News
2022 Print Media Information

Oil & Gas News (OGN) is the only energy industry media platform covering all aspects of the upstream, midstream and downstream sectors including refined products, petrochemicals, chemicals, renewables and power generation. OGN provides a unique insight into these key industry sectors covering the GCC and the international energy markets.

For energy industry professionals working in more than 70 countries the Oil & Gas News media platform (website, print and daily newsletters) is an important source for industry developments, contract information and new technologies; as well as providing authoritative information, business intelligence, country reports and quality analysis for industry professionals, stakeholders and organisations working in exploration and production, refining, downstream chemicals and related industrialisation. All aspects of the energy supply chain comes under the editorial remit of OGN, including equipment, logistics, transportation and distribution; as well as the latest developments in alternative and renewable energy.

After more than three decades of international publishing experience, OGN’s monthly journal still provides readers through the traditional print format with additional coverage including comprehensive country reports, extensive reviews of major oil companies as well as specialist features on products and services highlighting the latest research and development. The print format is supplemented with a flip-book version.

Oil & Gas News Event Media Participation

Increase your company’s presence at the GCC’s leading Events for the Oil, Gas and Energy sector and be seen in OGN which will be distributed at the regions leading events:

- **IPTC**, Feb 21 - 23, Riyadh, Saudi Arabia
- **MEE – Dubai**, Mar 7 - 9, Dubai, UAE
- **World Gas Conference**, May 23 - 27, Korea
- **OPEX MENA**, Mar 29 - 31, Bahrain
- **Solar Energy Future Mena**, Mar 30 - 31, Dubai, UAE
- **MPGC**, May 16 - 17, Bahrain
- **Lubricant Expo**, Sep 6 - 8, Germany
- **Wetex**, Oct 18 - 20, Dubai, UAE
- **25th World Energy Congress**, Oct 24 - 27, Russia
- **ADIPEC**, Nov 7 - 10, Abu Dhabi, UAE
- **BBTC MENA**, Dec, Bahrain

*Dates to be announced     ** Dates as announced at time of going to press
Please check our online calendar for regular updates on special features and calendar of events
After more than three decades of international publishing experience, OGN’s media platform (website, print and daily newsletters) is an important source for industry developments, contract information and new technologies; as well as providing authoritative information, business intelligence, country reports and quality analysis for industry professionals, stakeholders and organisations working in exploration and production, as well as providing value-added content for industry professionals working in the broader energy sector.

For energy industry professionals working in more than 70 countries the Oil & Gas News (OGN) print edition is a comprehensive country report, extensive reviews of major oil companies as well as specialist reports on manufacturing in the energy sector and be seen in the OGN Oil & Gas News Event Media Participation.

*Google Analytics confirms Oil and Gas News online readership following at over 36,000 per month. In addition, we mail 7,350 e-newsletters and alerts per day.*

**Online:** 713,109 page views per year
1,764,000 e-newsletters per year

**Online Demographics by Country**

- Europe: 31.18%
- Rest of the world: 22.32%
- USA: 16.47%
- United Arab Emirates: 10.06%
- Saudi Arabia: 7.30%
- India: 7.26%
- Bahrain: 3.04%
- China: 2.37%
- Other: 11%

**Online Demographics by Age Group**

- 25-34: 41%
- 35-44: 24%
- 18-24: 6%
- 45-54: 13%
- Over 65: 5%

Oil and Gas News readership reflects the changing face of the workforce and investors involved in the Oil, Gas and Energy sector. The readership sees a steady growth in younger people and women in its readership.

**Print:** 8,500 copies per month

**Readership Profile**

- Senior Management
- Technical Supply and Services (Upstream and Downstream)
- Petrochemical Engineers
- Refinery and Petrochemical Plant Management Teams
- Drilling Contractors
- Oil Field Products Suppliers
- Surveyors and Consultants
- Marine and Offshore Service Suppliers
- National Oil Companies (NOCs)
- Government Ministries
- International Oil Companies
- Downstream Specialist Companies

**Distribution Wheel**

- Saudi Arabia: 22%
- UAE: 13%
- Bahrain: 10%
- USA & Canada: 9%
- MENA: 8%
- Europe: 6%
- Asia: 5%
- Qatar: 4%
- Kuwait: 3%
- Oman: 3%
- Chambers & Government: 3%
- Events: 4%

www.OGNnews.com
2022 Editorial Calendar – Monthly Special Features

JANUARY
- CORPORATE REVIEW: Abu Dhabi National Oil Company (Adnoc)
- Well Completion Technology
- Corrosion Technology
- Cables & Cable Management

FEBRUARY
- COUNTRY REPORT: Saudi Arabia, Vision 2030
- Power Generation
- Compressors
- Onshore Drilling
- Paints & Industrial Surface Coatings
- EVENT: International Petroleum Technology Conference (IPTC)*, Riyadh

MARCH
- Enhanced Oil Recovery (EOR)
- Fracking
- Oilfield Equipment Supply
- Engineering Procurement & Construction (EPC)
- Lubricants
- EVENT: OPEX Mena, Bahrain
- EVENT: MEE – Dubai
- EVENT: Solar Energy Future Mena, Dubai

APRIL
- CORPORATE REVIEW: Sabic
- Refinery Technology
- Catalysts
- Logistics
- PVF (Pipes, Valves & Fittings)

MAY
- COUNTRY REPORT: Bahrain
- SPECIAL REPORT: Digitisation of the Oil and Gas Sector
- LNG
- HSE
- Pipelines
- EVENT: MPGC, Bahrain
- EVENT: World Gas Conference, Korea

JUNE
- COUNTRY REPORT: #Saudi Made
- Downstream Review: Jubail & Yanbu Industrial Cities
- Fire Protection
- Heavy Lift Equipment
- Tanks

JULY
- COUNTRY REPORT: Oman
- SPECIAL REPORT: Mining for Energy
- Subsea Technology
- Floating Production Storage & Offloading (FPSO)
- Inspection Services
- Repairs & Maintenance

AUGUST
- SPECIAL REPORT: Training and Education
- Plant Security
- Pumps
- Pressure Vessels
- Heat Exchangers

SEPTEMBER
- CORPORATE REVIEW: Saudi Aramco
- Well Services
- Heavy Oil
- EVENT: Lubricant Expo*, Germany

OCTOBER
- CORPORATE REVIEW: Kuwait Petroleum Corporation (KPC)
- Reservoir Engineering
- Turbines

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• Valves and Actuators
• EVENT: Wetex*, Dubai
• EVENT: 25th World Energy Congress*, Russia

NOVEMBER
• COUNTRY REPORT: United Arab Emirates
• ADIPEC – The Largest oil & gas event in the Middle East
• Special Report: European Technology Update
• Offshore Drilling
• Rigs
• Process Automation
• EVENT: The Abu Dhabi International Petroleum Exhibition and Conference (Adipec)*, Abu Dhabi

DECEMBER
• SPECIAL FEATURE: Energy Goes Green
• Carbon capture, utilisation and storage (CCUS)
• Renewable Energy
• Environmental Protection
• REVIEW: NEOM
• EVENT: BBTC MENA, Bahrain

*Dates to be announced

OGN ESSENTIALS
The OGN Media platform will regularly carry content on products and services related to the upstream, midstream and downstream sectors including refined products and equipment, petrochemicals, chemicals, renewables and power generation such as:

- Access Control
- Artificial Lift systems
- Automation and AI
- Compressors
- Gaskets
- Geophysical Services
- Heat Exchangers
- Lubricants
- Logistics and Transport
- Marine & Offshore Services
- Paints and Coatings
- Pipes
- Pressure Vessels
- Pumps
- Rigs
- Sealing solutions (Seals)
- Tanks
- Technology
- Turbines
- Valves & Actuators

www.OGNnews.com
### Print Rates

#### Size Column
- **1**: Double Page Spread
  - 42cm x 58cm (14col)
  - Full colour
  - US$13,132
- **2**: Full Page
  - 42cm x 29cm (7col)
  - Full colour
  - US$6,566
- **3**: Half Page (Vertical)
  - 28cm x 19.5cm (5col)
  - Full colour
  - US$1,237
- **4**: Half Page (Solus)
  - 20cm x 15.5cm (4col)
  - Full colour
  - US$1,876
- **5**: Quarter Page (Solus)
  - 20cm x 11.5cm (3col)
  - Full colour
  - US$1,407
- **6**: Full Page
  - 42cm x 29cm
  - US$2,500
- **7**: Double Page Spread
  - 42cm x 58cm
  - US$4,950
- **8**: Four-page profile
  - US$15,750 inclusive of 2,000 reprints

#### Agency Commission
- 15%

#### Deadlines
- Artwork / Editorial: 30 days prior to publication; Cancellation – 30 days prior to publication

Please supply digital artworks in Adobe Acrobat PDF high resolution, CMYK with font converted to outline and all file information to be outside of the crop marks.

### Online Products

<table>
<thead>
<tr>
<th>Duration</th>
<th>US$</th>
<th>BD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Social Media Package</strong></td>
<td>1 week</td>
<td>475</td>
</tr>
<tr>
<td>1 post on Facebook + Twitter + Linkedin each week (plus 1 online news article if booked for 3 weeks or more (subject to editorial approval))</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Online Video Promotion</strong></td>
<td>2 weeks</td>
<td>1,100</td>
</tr>
<tr>
<td>[Hosted on home page with added value promotion through social media and online marketing and archived for 12 months on Video page]</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>TechTalk (Technical Articles) Per month</strong></td>
<td>2 Articles</td>
<td>1,700</td>
</tr>
<tr>
<td>Technical content on products and services. A description of the content on homepage with link to the Article. Promotion on e-newsletters and social media. TechTalk allows companies to post up to 2 (two) articles per month. Hosted under the TechTalk Section for 12 months</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Email Marketing Campaign</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Per email campaign delivered. Campaign is one email to selected database</td>
<td>2,700</td>
<td>1,000</td>
</tr>
</tbody>
</table>
### Online Marketing Opportunities

#### Daily Newsletter Products & Pricing

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Dimensions</th>
<th>Price Structure</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Daily Newsletter Leaderboard</strong></td>
<td>728 x 90 px</td>
<td>US$ 1,500, BD 565, SR/AED 5,650 per week</td>
</tr>
<tr>
<td><strong>Daily Newsletter Space Banner</strong></td>
<td>220 x 550 px</td>
<td>US$ 790, BD 275, SR/AED 2,750 per week</td>
</tr>
<tr>
<td><strong>Daily Newsletter Leaderboard</strong></td>
<td>728 x 90 px</td>
<td>US$ 650, BD 245, SR/AED 2,450 per week</td>
</tr>
</tbody>
</table>

#### Online Video Promotion

- **1 post on Facebook + Twitter + Linkedin each week**

#### Online Products

- **Email Marketing Campaign**
  - Full colour
  - 42 cm x 29 cm (7 col)
  - US$ 1,407

- **Daily Newsletter Leaderboard**
  - 728 x 90 px
  - US$ 730, BD 275, SR/AED 2,750 per week

- **Greedy Ad**
  - 728 x 90 px (large image)
  - US$ 1,000, BD 377, SR/AED 3,770

- **Small – closed state – 728 x 90 px**
  - US$ 1,300, BD 480, SR/AED 4,900 per week

- **Large – opened state – 728 x 400 px**
  - US$ 1,500, BD 565, SR/AED 5,650 per week

- **Leaderboard (Inside Pages)**
  - 728 x 90 px
  - US$ 940, BD 355, SR/AED 3,550 per week

- **MPU/MREC**
  - 300 x 250 px
  - US$ 995, BD 375, SR/AED 3,750 per week

- **Skyscraper**
  - 160 x 600 px
  - US$ 1,125, BD 425, SR/AED 4,250 per week

- **Space Banner**
  - 220 x 550 px
  - US$ 795, BD 300, SR/AED 3,000 per week

- **Divisional Banner**
  - 728 x 90 px
  - US$ 675, BD 255, SR/AED 2,550 per week