Check out our new Sponsorship and Partnership Programmes

2024 Media Information

www.OGNnews.com
OGN energy magazine has a proven track record, and with an extensive readership has established itself as a trusted resource for the energy sector. It boasts a meticulously targeted readership that comprise key decision-makers, industry leaders, and experts in the energy and allied sectors. The magazine is leading the discussion on sustainable energy, energy transition, net-zero, and the environment by identifying solutions and strategies with the help of energy stakeholders and experts. Its strong presence online and in print makes it a partner of choice for energy companies.

OGN energy magazine Event Partnerships

OGN energy magazine is a partner of choice for leading sector events. Our trusted sector reputation and media strategy allows companies reach highly targeted markets and buyers, improve market visibility, and gets your brand in front of decision makers.

- **BBTC Mena**, Jan 23-24, Bahrain
- **MECOC**, Feb 12-14, Abu Dhabi, UAE
- **International Petroleum Technology Conference (IPTC)**, Feb 12-14, Dhahran, Saudi Arabia
- **World Hydrogen Mena**, Feb 26-29, Dubai, UAE
- **Sustainable Aviation Futures MENA Congress***, Feb, Dubai, UAE
- **Digital Energy Expo**, Mar 12-14, Dubai, UAE
- **Middle East Energy (MEE) - Dubai**, Apr 16-18, Dubai, UAE
- **World Future Energy Summit**, Apr 16-18, Abu Dhabi, UAE
- **Oman Petroleum & Energy Show (OPES)**, April 22-24, Muscat, Oman
- **Oman Sustainability Week**, April 28-May 2, Muscat, Oman
- **ME-Tech**, May 7-9, Dubai, UAE
- **STATIC Arabia**, May 13-15, Khobar, Saudi Arabia
- **World Utilities Congress**, Sep 9-11, Abu Dhabi, UAE
- **Asset Integrity and Process Safety Conference & Exhibition***, Sep, Jubail, Saudi Arabia
- **ADIPEC**, November 11-14, Abu Dhabi, UAE

*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.
Circulation and 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

Google Analytics confirms Oil and Gas News online readership following at over 39,000 per month. In addition, we mail 7,609 e-newsletters and alerts per day.

Online:  612,374 page views per year
         2,341,690 e-newsletters per year

Online Demographics by Country

Online Demographics by Age Group
- 25-34 - 42%
- 35-44 - 26%
- 18-24 - 5%
- 45-54 - 13%
- Over 65 - 5%
2024 Editorial Calendar
Monthly Special Features

JANUARY
- COUNTRY REPORT: Bahrain
- Well Completion Technology
- Onshore & Offshore Drilling
- Rigs
- Fracking
- EVENT: BBTC Mena, Bahrain

FEBRUARY
- COUNTRY REPORT: Saudi Arabia
- FOCUS: IPTC, Dhahran, Saudi Arabia
- Oilfield Equipment Supply
- Floating Production Storage & Offloading (FPSO)
- Engineering Procurement & Construction (EPC)
- EVENT: MECOC, Abu Dhabi, UAE
- EVENT: World Hydrogen Mena, Dubai, UAE
- EVENT: Sustainable Aviation Futures MENA Congress*, Dubai, UAE

MARCH
- CORPORATE REVIEW: Abu Dhabi National Oil Company (ADNOC)
- SPECIAL REPORT: Digitalisation
- Refinery Technology
- Reservoir Engineering
- AI & Big Data
- EVENT: Digital Energy Expo, Dubai, UAE

APRIL
- SPECIAL REPORT: KSA, Vision 2030
- Carbon Trading
- ESG Financing
- Compressors & Power Generation
- Turbines
- EVENT: Middle East Energy (MEE) – Dubai, Dubai, UAE
- EVENT: World Future Energy Summit, Abu Dhabi, UAE
- EVENT: Oman Petroleum & Energy Show (OPES), Muscat, Oman
- EVENT: Oman Sustainability Week, Muscat, Oman

MAY
- SPECIAL REPORT: Saudi Made
- REVIEW: King Salman Energy Park (SPARK)
- Logistics
- Tanks
- Repairs & Maintenance
- Inspection Services
- EVENT: ME-Tech, Dubai, UAE
- EVENT: STATIC Arabia, Khobar, Saudi Arabia

JUNE
- CORPORATE REVIEW: Sadara
- DOWNSTREAM REVIEW: Jubail & Yanbu Industrial Cities
- Catalysts
- Fire Protection
- HSE
JULY
• COUNTRY REPORT: Oman
• SPECIAL REPORT: Mining
• Pipelines
• Cables & Cable Management
• Protective Coatings
• Corrosion Technology

AUGUST
• COUNTRY REPORT: Qatar
• COUNTRY REPORT: Kuwait
• Pressure Vessels & Heat Exchangers
• Valves and Actuators
• LNG
• Pumps

SEPTEMBER
• CORPORATE REVIEW: Saudi Aramco
• Enhanced Oil Recovery (EOR)
• Process Automation
• EVENT: World Utilities Congress, Abu Dhabi, UAE
• EVENT: Asset Integrity and Process Safety Conference & Exhibition*, Jubail, Saudi Arabia

OCTOBER
• CORPORATE REVIEW: SABIC
• SPECIAL REPORT: Training and Education
• Industrial Fluids & Lubricants
• Energy Startups
• Power-to-X
• Quantum Computing
• IT/Blockchain

NOVEMBER
• FOCUS: ADIPEC – The largest Oil & Gas Event in the Middle East
• COUNTRY REPORT: United Arab Emirates
• Technology Update
• Smart Energy Grids
• Sustainable Energy
• Bioenergy & Thermal Energy

DECEMBER
• SPECIAL FEATURE: Green Energy
• Carbon Capture, Utilisation and Storage (CCUS)
• Hydrogen & Ammonia
• Renewable Energy
• Environment and Climate Change
*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:

• Automation and AI
• CCUS
• Compressors
• Electric Vehicles
• Hydrogen
• Logistics and Transport
• Lubricants
• Marine & Offshore Services
• Mining for Energy
• Nuclear Energy
• Pipelines
• Power Storage
• Pressure Vessels & Heat Exchangers
• Protective Coatings
• Pumps
• Rigs
• Solar Power Technology
• Tanks
• Technology Update
• Turbines
• Valves & Actuators

www.OGNnews.com
Print Rates

### Advertising

<table>
<thead>
<tr>
<th>Size Column</th>
<th>US$</th>
<th>BD</th>
<th>SR</th>
<th>AED</th>
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<td>49,500</td>
<td>47,945</td>
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<td>25,000</td>
<td>23,972</td>
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<tr>
<td><strong>3</strong> Half Page (Vertical)</td>
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<td>1,237</td>
<td>12,377</td>
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<tr>
<td>20cm x 27.5cm (7col)</td>
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<td></td>
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<tr>
<td><strong>6</strong> Half Page (Solus)</td>
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<td>12,377</td>
<td>11,986</td>
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<td>28cm x 19.5cm (5col)</td>
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<td><strong>7</strong> Quarter Page (Solus)</td>
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<td>7,072</td>
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<td><strong>8</strong> Quarter Page (Vertical)</td>
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<td>5,300</td>
<td>5,137</td>
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<tr>
<td><strong>9</strong> Earpiece</td>
<td>1,000</td>
<td>377</td>
<td>3,770</td>
<td>3,651</td>
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<td>4.5cm x 10cm</td>
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</table>

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

Above rates are inclusive of electronic version on OGNnews.com

* All prices exclude VAT

**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.*

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### Online Products

<table>
<thead>
<tr>
<th>Duration</th>
<th>US$</th>
<th>BD</th>
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<tbody>
<tr>
<td>Digital Media Package</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>Online Video Promotion</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>TechTalk (Technical Articles) Per month</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>Email Marketing Campaign</td>
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<td></td>
</tr>
<tr>
<td>Per email campaign delivered. Campaign is one email to selected database</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
OGNnews.com Marketing Opportunities

### Page Peel (Exclusive Position)
- 700 x 700 pxl (large image)
- 100 x 100 pxl (small image)
- US$1,560, BD 590, SR/AED 5,900 per week

### Leaderboard (Home Page)
- 728 x 90 pxl
- US$1,300, BD 490, SR/AED 4,900 per week

### Expandable Leaderboard
- Small – closed state – 728 x 90 px
- Large – opened state – 728 x 400 px
- US$1,500, BD 565, SR/AED 5,650 per week

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

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

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

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

### Divisional Banner
- 220 x 550 pxl
- US$730, BD 275, SR/AED 2,750 per week

#### Daily Newsletter Products & Pricing

<table>
<thead>
<tr>
<th>Product Type</th>
<th>Size</th>
<th>US$</th>
<th>BD</th>
<th>SR/AED</th>
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</thead>
<tbody>
<tr>
<td>Daily Newsletter Leaderboard</td>
<td>728 x 90 pxl – Header</td>
<td>1,500</td>
<td>565</td>
<td>5,650</td>
</tr>
<tr>
<td>Daily Newsletter Leaderboard</td>
<td>728 x 90 pxl – Footer</td>
<td>650</td>
<td>245</td>
<td>2,450</td>
</tr>
<tr>
<td>Daily Newsletter Space Banner</td>
<td>220 x 550 pxl</td>
<td>730</td>
<td>275</td>
<td>2,750</td>
</tr>
</tbody>
</table>

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Electronic Media Platform

Google Analytics confirms that Oil and Gas News online readership averages over 40,000 views per month. In addition, we send out about a minimum of 7,199 e-newsletters and alerts per day.

France
- United States
- UAE
- India
- Saudi Arabia
- UK
- Germany
- Norway
- Kuwait
- Bahrain
- Rest of the world

*Minimum booking period is two weeks*
Hilal TradeMedia represents the longest established and most authoritative B2B trade news and information outlets in the GCC region.

Through a programme of Sponsorships and Partnerships, the business community can leverage our multiple media channels with teams of experienced journalists, content creators and designers in a single package to reach the decision-makers across multi-sectors of the economy.

**Hilal Media Programmes** *

- **PR/Media Sponsorship** – $96,000 per annum
- **PR/Media Partner** – $64,000 per annum
- **PR/Media Associate** – $32,000 per annum

Hilal Media’s Sponsorship and Partnership programmes allows for a limited number of companies to be featured as Media Sponsors or Partners across selected media sectors.

The inclusion of the Arabian Business Community (ABC) will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of specific categories which will in turn generate industry specific business referrals.

* For more details, please contact hilalad@tradearabia.net