

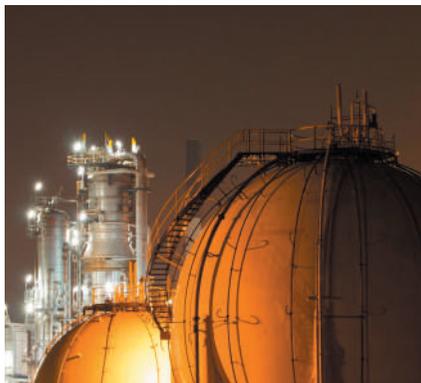
OGN

MEDIA FOR THE ENERGY FUTURE

Check out
our new
Sponsorship and
Partnership
Programmes



2024 Media Information



www.IGNnews.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 6-8, Abu Dhabi, UAE
- **International Petroleum Technology Conference (IPTC)**, Feb 12-14, Dhahran, Saudi Arabia
- **World Hydrogen Mena**, Feb 26-29, Dubai, UAE
- **ME-Tech**, Mar 4-6, Dubai, UAE
- **Middle East Energy (MEE) - Dubai**, Apr 16-18, Dubai, UAE
- **World Future Energy Summit**, Apr 16-18, Abu Dhabi, UAE
- **Connecting Green Hydrogen MENA**, Apr 23-25, Dubai, UAE
- **MEPEC**, May 6-8, Khobar, Saudi Arabia
- **Tankconex**, May 13-15, Khobar, Saudi Arabia
- **STATIC Arabia**, May 13-15, Khobar, Saudi Arabia
- **AIMCS**, May 28-30, Abu Dhabi, UAE
- **World Utilities Congress**, Sep 9-11, Abu Dhabi, UAE
- **Digital Energy Expo***, Sep (TBD), Dubai, UAE
- **ADIPEC**, November 4-7, Abu Dhabi, UAE

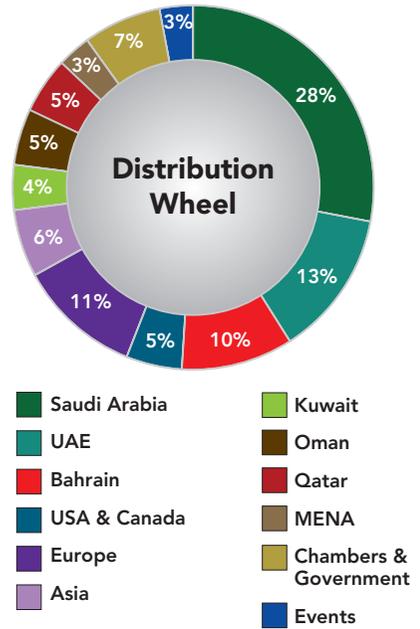
**Dates to be announced. Dates as announced at time of going to press.*

Please check our online calendar for regular updates on special features and calendar of events.

Circulation and Readership

Print: 8,500 copies per month

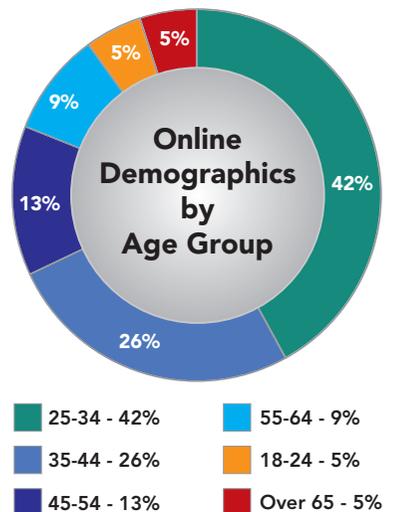
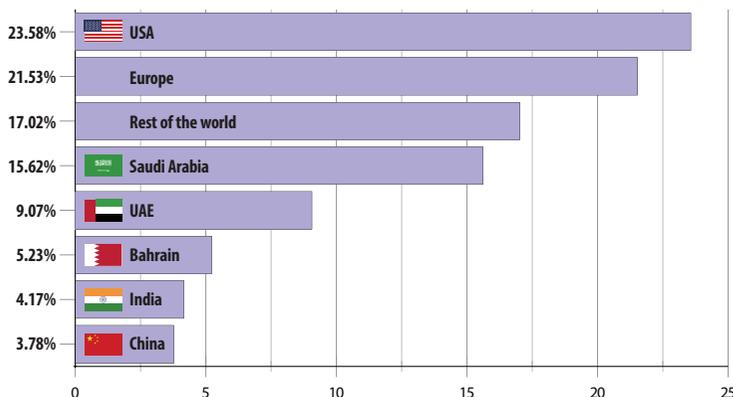
Readership Profile
Senior Management
Technical Supply and Services (Upstream and Downstream)
Petrochemical Engineers
Refinery and Petrochemical Plant Management Teams
Drilling Contractors
Oil Field Products Suppliers
Surveyors and Consultants
Marine and Offshore Service Suppliers
National Oil Companies (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



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: ME-Tech, 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**

MAY

- SPECIAL REPORT: **Saudi Made**
- REVIEW: **King Salman Energy Park (SPARK)**
- Logistics
- Tanks
- Repairs & Maintenance
- Inspection Services
- **EVENT: Tankconex, Khobar, Saudi Arabia**
- **EVENT: MEPEC, Khobar, Saudi Arabia**
- **EVENT: AIMCS, Abu Dhabi, UAE**
- **EVENT: STATIC Arabia, Khobar, Saudi Arabia**

JUNE

- CORPORATE REVIEW: **Sadara**
- DOWNSTREAM REVIEW: **Jubail & Yanbu Industrial Cities**
- Catalysts
- Fire Protection
- HSE



JULY

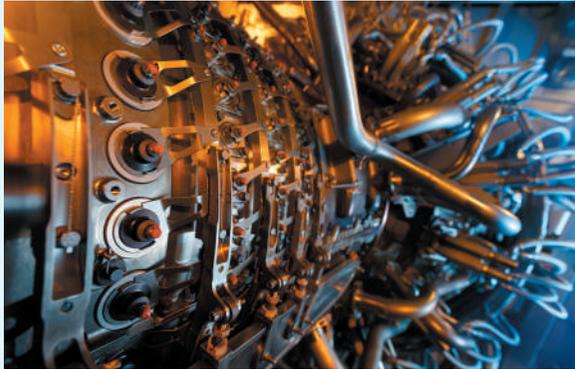
- COUNTRY REPORT: **Oman**
- SPECIAL REPORT: **Mining**
- Pipelines
- Cables & Cable Management
- Protective Coatings
- Corrosion Technology

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**



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
- **EVENT: ADIPEC, Abu Dhabi, UAE**

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

Print Rates



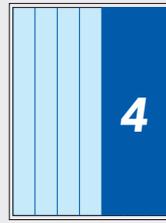
42cm x 58cm (14col)
Full colour **US\$13,132**
Please allow 5mm bleed on all sides



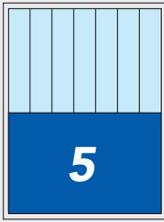
42cm x 29cm (7col)
Full colour **US\$6,566**
Please allow 5mm bleed on all sides



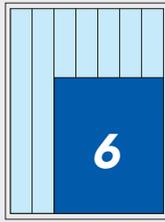
40cm x 15.5cm (4 col)
Full colour **US\$3,752**



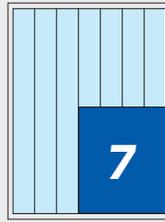
40cm x 11.5cm (3 col)
Full colour **US\$2,814**



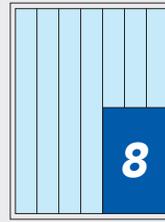
20 cm x 27.5 cm (7col)
Full colour **US\$3,283**



28 cm x 19.5 cm (5col)
Full colour **US\$3,283**



20 cm x 15.5 cm (4col)
Full colour **US\$1,876**



20 cm x 11.5 cm (3col)
Full colour **US\$1,407**

Advertising	Size Column	US\$*	BD*	SR*	AED*
1 Double Page Spread	42cm x 58cm	13,132	4,950	49,500	47,945
2 Full Page	42cm x 29cm	6,566	2,500	25,000	23,972
3 Half Page (Vertical)	40cm x 15.5cm (4col)	3,752	1,414	14,145	13,700
4 Half Page (Vertical)	40cm x 11.5cm (3col)	2,814	1,060	10,608	10,274
5 Half Page (Horizontal)	20cm x 27.5cm (7col)	3,283	1,237	12,377	11,986
6 Half Page (Solus)	28cm x 19.5cm (5col)	3,283	1,237	12,377	11,986
7 Quarter Page (Solus)	20cm x 15.5cm (4col)	1,876	707	7,072	6,850
8 Quarter Page (Vertical)	20cm x 11.5cm (3col)	1,407	530	5,300	5,137
Earpiece	4.5cm x 10cm	1,000	377	3,770	3,651

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.

Online Products

	Duration	US\$	BD
Digital Media Package 1 post on Facebook + Twitter + LinkedIn each week (plus 1 online news article if booked for 3 weeks or more (subject to editorial approval))	1 week	475	180
Online Video Promotion [Hosted on home page with added value promotion through social media and online marketing and archived for 12 months on Video page]	2 weeks	1,100	450
TechTalk (Technical Articles) Per month 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	(2 Articles)	1,700	650
Email Marketing Campaign Per email campaign delivered. Campaign is one email to selected database		2,700	1,000

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

728 x 90 pxl
 US\$ 675, BD 255, SR/AED 2,550 per week

Daily Newsletter Products & Pricing



Daily Newsletter Leaderboard

728 x 90 pxl - Header
 US\$ 1,500, BD 565, SR/AED 5,650 per week



Daily Newsletter Space Banner

220 x 550 pxl
 US\$ 730, BD 275, SR/AED 2,750 per week

Daily Newsletter Leaderboard

728 x 90 pxl - Footer
 US\$ 650, BD 245, SR/AED 2,450 per week



NEW!

Sponsorship and Partnership Programmes



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@tradedearabia.net

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