

OGN

OIL, GAS, PETROCHEMICALS & RENEWABLES

www.ognnews.com

A component of
 **TradeArabia**
BUSINESS NEWS INFORMATION

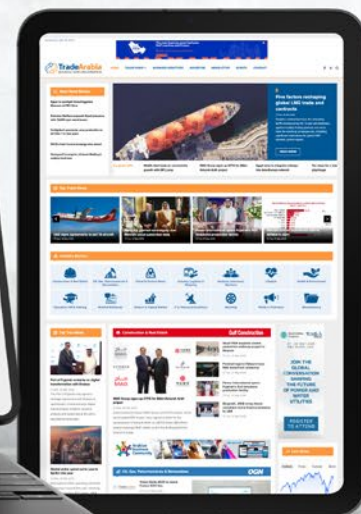


OGN
OIL, GAS, PETROCHEMICALS & RENEWABLES
MAY 2025

DIGITAL TRANSFORMATION
Embracing the change



- Workforce Development & Training
- Drone Technology • Women in Energy



Regional Insight / Global Impact

A New Digital Standard in **Energy Sector Media**

Whether it's a refinery in Bahrain, a gas field in Oman, or a manufacturing facility in Houston, Oil & Gas News (**OGN**) delivers deep, visual storytelling that allows advertisers to demonstrate products, projects, and innovations in action.

This is more than advertising — it's global presence.

This is more than reporting — it's real-time engagement



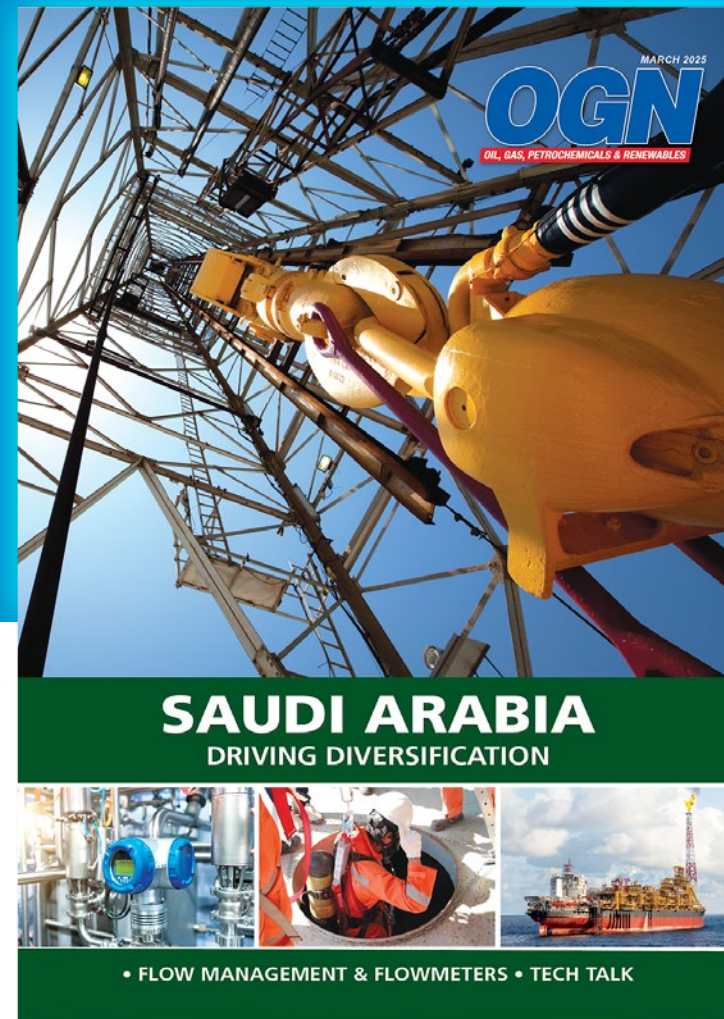
Oil and Gas: Goes Fully Digital: A Bold New Era begins

For over 40 years, Oil & Gas News (OGN) has been the Middle East's leading publication dedicated to the energy sector — a trusted source of insight, analysis, and innovation since 1983.

Now, this respected title has evolved into a dynamic multimedia platform — one that doesn't just report the news, but brings the region's energy industry to life.



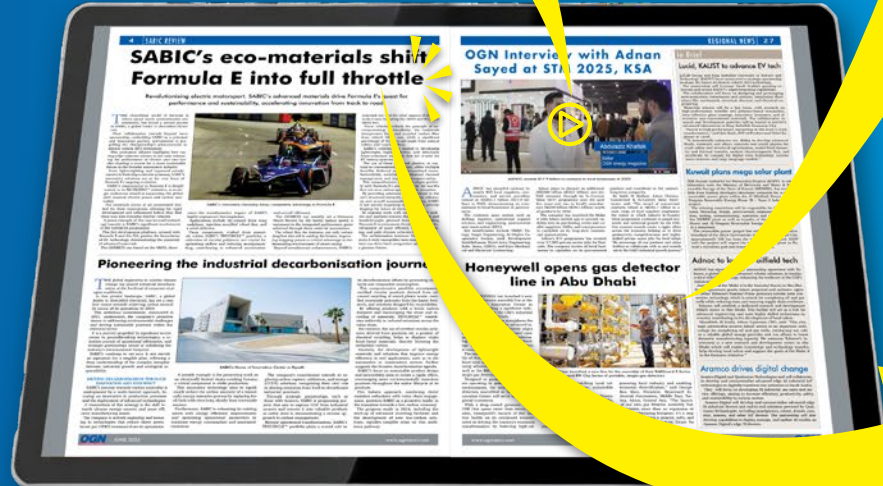
Scan or click on
QR code to visit
OGN interactive pdf



Pop-up videos featuring the latest news and intriguing stories, all with fully customisable user controls



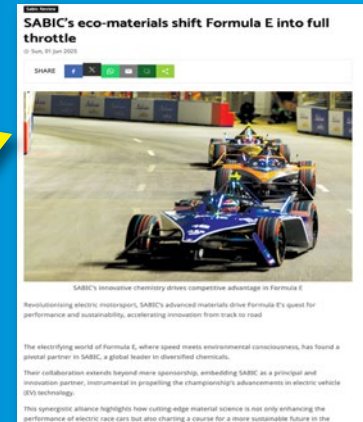
Adverts and Editorials are now more interactive than ever!. They seamlessly transition into videos, giving users full control over volume, playback (forward/backward), pause, and fullscreen options



Multiple images from news articles are now showcased in a rotating carousel, complete with forward and backward controls for easy navigation



Click on a headline to view the story in a more reader-friendly format, complete with images



Global Distribution & Reach

Each edition of OGN is distributed to over 50,000 qualified energy professionals worldwide.

From engineers and procurement heads to CEOs and government stakeholders — our audience spans the full spectrum of the energy sector.



50,000 Email distribution

From engineers and procurement heads to CEOs and government stakeholders — our audience spans the full spectrum of the energy sector.



50,000 users

Each edition of OGN is distributed to over 50,000 qualified energy professionals worldwide.

Truly Global. Deeply Local.

Our transformation also comes with expanded reach.

This unmatched distribution ensures that your message reaches decision-makers, procurement heads, and Oil & Gas professionals from the heart of the Gulf to key global markets. It's a platform that combines local depth with global visibility, making OGN the ideal choice for brands aiming to make an impact at scale.

Welcome to the new OGN: immersive, interactive, and international



REACH

Circulation and Readership

Online 1,388,829 page views per year | Users 693,466



432,500
page views per year

194,690
users



www.ognnews.com



956,329
page views per year

498,776
users



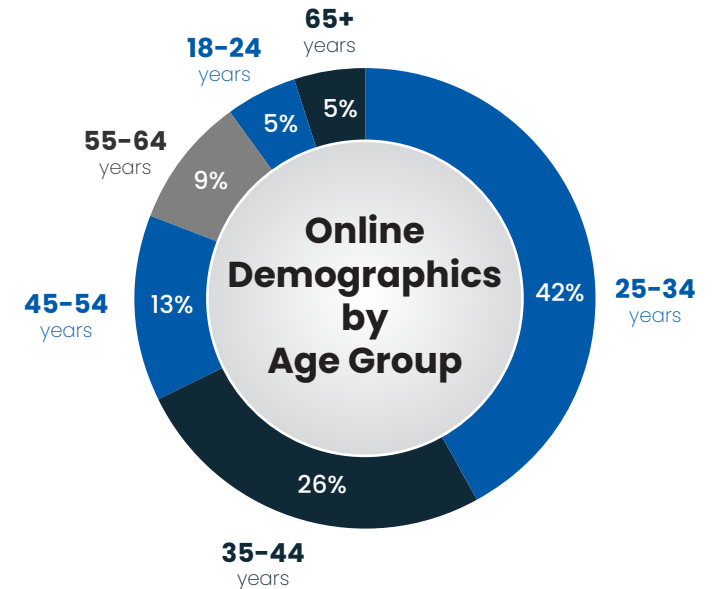
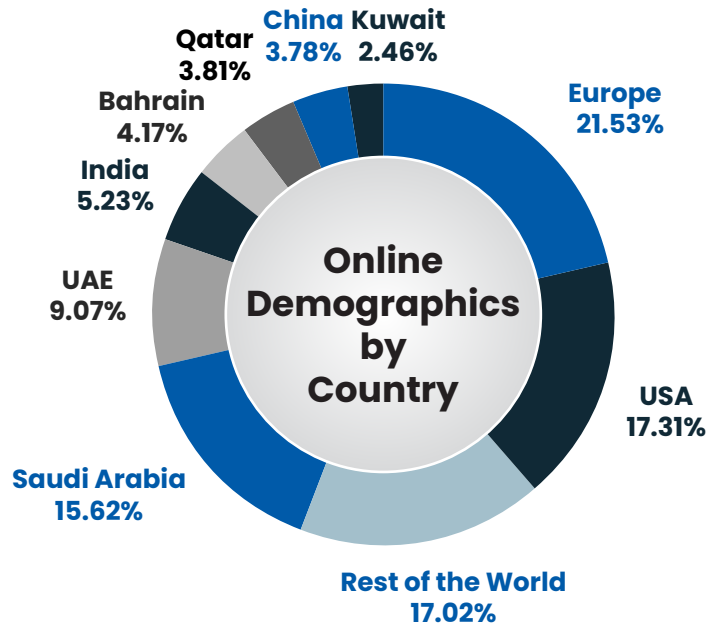
TradeArabia.com

Reader 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

Continued **Circulation and Readership**

OGN has an average print and online circulation of over 50,000 throughout the world.



Digital Marketing Opportunities



Online Video Promotion

Hosted on home page with promotion through social media and online marketing and archived for 12 months on video page

US\$ 1,100



Sponsored Article (Editorial) / New Product announcements

Article hosted initially on news pages and thereafter archived for 12 months. Limit article to 700 words plus 1 photo.

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 1 (one) article per month. Hosted under the Tech-Talk Section for 12 months



US\$ 1,100

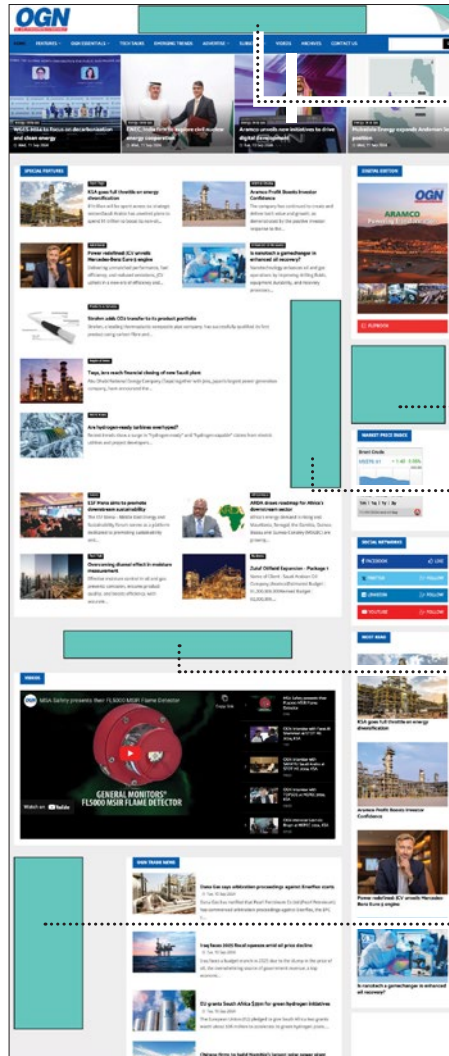


Email Marketing Campaign

Per e-mail campaign delivered. Campaign is one e-mail to selected database

US\$ 2,700

Website Products & Pricing



Page Peel (Exclusive Position)

700 x 700 pxl (large image)
100 x 100 pxl (small image)
US\$ 1,560 per week

Leaderboard (Home Page)

728 x 90 pxl
US\$ 1,300 per week*

Expandable Leaderboard

Small – closed state – 728 x 90 px
Large – opened state – 728 x 400 px
US\$ 1,500 per week

Leaderboard (Inside Pages)

728 x 90 pxl
US\$ 940 per week

MPU/MREC

300 x 250 pxl
US\$ 995 per week

Skyscraper

160 x 600 pxl
US\$ 1,125 per week

Divisional Banner

728 x 90 pxl
US\$ 675 per week

Space Banner

220 x 550 pxl
US\$ 795 per week

Daily Newsletter Products & Pricing



Daily Newsletter Leaderboard

728 x 90 pxl– Header
US\$ 1,500 per week

20,000

Email– Electronic Directmail
Marketing to Dedicated Database

7,609

Newsletter Subscribers

Daily Newsletter Space Banner

220 x 550 pxl
US\$ 730 per week

Daily Newsletter Leaderboard

728 x 90 pxl– Footer
US\$ 650 per week



The inclusion of the Arabian Business Community (ABC), the region's fastest growing interactive business resource will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of business referrals – a total of over 7 million in a year.



Scan QR
code or visit
abc-gcc.net



OGN Categories

1,383,568 VISITS

376,232 USERS

Oil & Gas Industry **Oilfield Civil Works** Pressure & Temperature Instruments **EPC**
Safety Equipment & PPE **Power Generation Transmission & Distribution – Oil & Gas**
Terminal Services & Tank Storage **Equipment & Machinery Rental – Oil & Gas** Access Control
Chemicals & Allied Products – Oil & Gas Oilfield Data Management **Steel Fabricators**
Corrosion Technology, Paints & Industrial Surface Coatings Inspection & Certification
Storage Tank Construction Fire & Gas Detection Systems Trading – Oil & Gas Process Control
Drilling Contractors & Drilling Technology **Environmental Monitoring** Refinery Technology
Petrochemicals & Petroleum Products Waste Management, Recycling & Environmental Protection
Offshore & Onshore Accommodation **Pumps, Valves, Pipes, Compressors**
Pipeline Construction **Flow Meters & Sensors** Well Services & Equipment Supply **Digital Oilfield Solutions**
Fuel Quality Enhancers Industrial Lubricants

OGN Media Programmes

| | Sponsorship | Partnership | Associate |
|--|--|-------------------------------------|----------------------------------|
| Media Sponsors | Limited Number of Companies | Limited Number of Companies | Limited Number of Companies |
| Masthead Logo | Website and Social Media + Newsletters | — | — |
| Adverts | 5 Full Pages (per month) | 3 Full Pages Adverts (per month) | 2 Full Pages Adverts (per month) |
| Editorial | Across all of Hilal Media Platforms | Across all of Hilal Media Platforms | OGN Media Platform |
| Social Media Post | 1 Daily | 3 Weekly | 1 Weekly |
| Dedicated Editorial Executive | ✓ | — | — |
| Videography/Photography | Monthly | Quarterly | 2 per Annum |
| Hilal's Media Mailing Lists | Weekly Access | Monthly Access | Quarterly Access |
| Creative Services (copy generation) | ✓ | ✓ | — |
| ABC Premium Listings | Unlimited Premium Listings | 6 Premium Listings | 3 Premium Listings |
| Price per Annum | US\$ 80,000 | US\$ 64,000 | US\$ 32,000 |

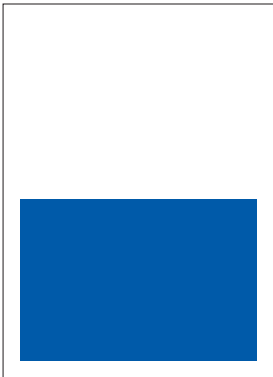
Print with Multimedia Digital Rates and Specifications



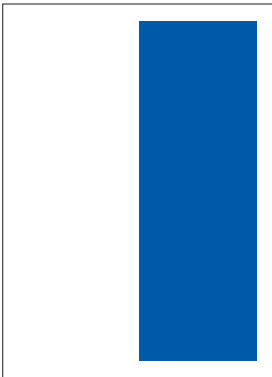
Double Page Spread
48cm x 33cm
US\$ 10,500
Please allow 5mm
bleed on all sides



Full Page
24cm x 33cm
US\$ 6,500
Please allow 5mm
bleed on all sides



**Half Page
(Horizontal)**
22cm x 15cm
US \$3,500



**Half Page
(Vertical)**
10.7cm x 31cm
US\$ 3,500

| Advertising | Size (W x H) | US\$* |
|------------------------|---|--------|
| Double Page Spread | 48cm x 33cm | 10,500 |
| Full Page | 24cm x 33cm | 6,500 |
| Half Page (Horizontal) | 22cm x 15cm | 3,500 |
| Half Page (Vertical) | 10.7cm x 31cm | 3,500 |
| Earpiece | 6.3cm x 4cm | 1,000 |
| Four-page profile | US\$ 15,750 inclusive of 2,000 reprints | |

Above rates are inclusive of electronic version on OGNnews.com

| Premium Positions | | Deadlines: Artwork / Editorial |
|--------------------|------------|--------------------------------|
| Outside Back Cover | US\$ 9,000 | 30 days prior to publication; |
| Inside Front Cover | US\$ 8,000 | Cancellation |
| Inside Back Cover | US\$ 8,000 | 30 days prior to publication |

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

2025/2026 Editorial Calendar

JULY

- **Oman**
- Pipelines
- Welding Technology
- Corrosion Protection
- Coating

AUGUST

- **Kuwait**
- Advances in Drilling
- Completions and Cementing
- Reservoir Stimulation
- Pumps and Compressors
- Health, Safety & Environment
- MEOS GEO Preview

SEPTEMBER

- **Saudi Aramco**
- Drilling Technology
- Automation & Control
- Enhanced Oil Recovery
- EVENT: MEOS – GEO, Bahrain
- EVENT: World Utilities Congress

OCTOBER

- **Qatar**
- LNG
- Gas Measurement
- Tanks, Terminals and Storage
- Turbomachinery
- Pumps, Valves & Seals

NOVEMBER

- **ADIPEC**
- UAE
- EPC
- ESG
- Cables
- Power Generation
- EVENT: ADIPEC

DECEMBER

- **Green Energy**
- Geothermal
- CCUS
- Renewables
- Hydrogen
- Ammonia
- Sustainability

JANUARY

- **KSA**
- Catalysts
- Sulfur
- Maintenance & Reliability
- Process/Plant Optimisation
- EVENT: World Future Energy Summit, Abu Dhabi, UAE
- EVENT: Sabc Technical Meeting 2025, Jubail, Saudi Arabia
- EVENT: Sustainability Forum Middle East, Bahrain

FEBRUARY

- **Bahrain**
- Refining Technology
- Gas Processing & Treatment
- Process Control, Instrumentation & Automation
- Separation & Filtration Technology
- Valves & Actuators
- EVENT: BBTC MENA, Bahrain
- EVENT: Connecting Green Hydrogen MENA, Dubai, UAE

MARCH

- **Saudi Arabia**
- Drilling Tools, Bits, and Fluids
- Well Control/Flow Management
- Flowmeters
- Rig Management, Design & Inspection

APRIL

- **ADNOC**
- Digital Oilfield
- Well Intervention and Integrity
- Oilfield Chemicals
- Offshore and Subsea
- FPSO
- EVENT: MEE Dubai, Dubai, UAE

MAY

- **Digital Transformation**
- Robotics & AI
- IIoT & Big Data
- Drone Technology
- Cybersecurity
- Workforce Development & Training
- Women in Energy
- EVENT: ME-Tech, Dubai, UAE

JUNE

- **SABIC**
- Jubail & Yanbu
- Plant Turnarounds/Project Management
- Heat Exchangers
- Pressure Vessels
- Heavy Lift Equipment
- Fire Protection

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