

Offshore®

2016 MARKETING
SOLUTIONS



PennWell®

WWW.OFFSHORE-MAG.COM



TOPSIDES
PLATFORMS - HULLS

DEEPWATER
OPERATIONS
CONFERENCE & EXHIBITION

DEEP OFFSHORE
TECHNOLOGY
INTERNATIONAL

OFFSHORE
West Africa

MEET THE EDITORIAL TEAM

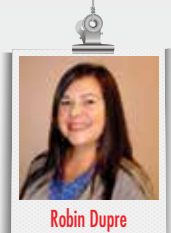
The men and women behind *Offshore* magazine's content not only focus on all facets of the offshore oil and gas industry to share knowledge with engineers, but they also strive to **create a bridge in communication** for you to speak with the industry.

Learn how each of them can assist you.



David Paganie

David Paganie is **Chief Editor** of *Offshore* magazine and International Conferences Director of PennWell's Offshore Group. David oversees the *Offshore* international conferences and all *Offshore* magazine print and digital editorial content. Prior to joining PennWell in 2005, he served as Editor of *Offshore Field Development International* at ODS-Petrodata (IHS-Petrodata), and as an Analyst at Baker Energy (Wood Group). David has over 17 years of experience in the offshore oil and gas industry. **If you have any offshore editorial questions or comments, contact David at DavidP@PennWell.com.**



Robin Dupre

Robin Dupre is **Sr. Technology Editor** of *Offshore* magazine and Domestic Conferences Director of PennWell's Offshore Group. Robin oversees Deepwater Operations; Topsides, Platforms & Hulls; Subsea Tieback Forum; and the Petroleum Network Education Conference's (PNEC's) International Conference on Petroleum Data Integration, Information and Data Management. She has 10 years of experience publishing content for print and online platforms, and has spent the last seven years covering the oil and gas industry. **Contact Robin for editorial inquiries or conference program information at RobinD@PennWell.com.**



Gail Killough

Gail Killough is **Domestic Conferences Manager** of PennWell's Offshore Group. Gail works closely with the conference director and advisory boards to develop the conference programs while coordinating speaker participation. She currently manages the conferences for Deepwater Operations; Topsides, Platforms & Hulls; Subsea Tieback Forum; and the Petroleum Network Education Conference's (PNEC's) International Conference on Petroleum Data Integration, Information and Data Management. **Contact Gail for conference program information at GailK@PennWell.com.**



Bruce A. Beaubouef

Bruce Beaubouef is **Managing Editor** of *Offshore* magazine. Bruce manages all content flow for *Offshore* magazine, as well as newsletters, website and webcasts; and writes the monthly "Gulf of Mexico" column for the magazine. Bruce has more than 15 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*. David earned his doctorate 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*. **To find out about submitting editorial content for review, contact Bruce at BruceB@PennWell.com.**



Jeremy Beckman

Jeremy Beckman is **Editor-Europe** of *Offshore* magazine. As the Europe editor for *Offshore*, Jeremy 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. Jeremy has been an editor for *Offshore* magazine since 1992. **Contact Jeremy if you have an interest in sharing news or technology developments from Europe and the Middle East at JeremyB@PennWell.com.**



Sarah Parker Musarra

Sarah Parker Musarra is **Editor** of *Offshore* magazine. Among other duties, she is responsible for *Offshore*'s monthly Subsea Systems column, vetting *Offshore* magazine's submitted articles, and researching and organizing editorial webcasts. A journalist and communications professional, Sarah worked for a multinational integrated energy company and a major international oil and gas operator for several years before returning to journalism full time in 2013 to cover the offshore oil and gas sector. **Contact Sarah with any news related to the subsea sector or if you have webcast content ideas at SMusarra@pennwell.com.**



Jessica Tippee

Jessica Tippee is **Assistant Editor** of *Offshore* magazine. Jessica uploads news and video content to the website, assembles surveys and electronic newsletters, and writes and edits articles for the magazine. She served as an Editorial Intern at *Offshore* in 2009 and 2010 before joining the editorial team full time in April 2011. **To learn more about Pipeline Week, contact Jessica at JessicaT@PennWell.com.**

MEDIA CONSUMPTION IN 2016

According to the annual *Offshore Audience Survey*, opportunities to increase market share are abundant in the marine/offshore market.

Audiences rely on the *Offshore* brand to find product and service solutions that will enable them to operate more efficiently and effectively in their jobs.

59% OF ORGANIZATIONS ARE **MORE LIKELY TO EVALUATE** PRODUCTS AND SYSTEMS FROM ALTERNATIVE VENDORS COMPARED TO 5 YEARS AGO.

TOP-RANKED MEDIUMS THAT OFFSHORE AUDIENCES ARE USING AT EACH STAGE OF THE BUYING PROCESS:



RESEARCH

- Industry Magazines
- Industry Events/Conferences
- Email Newsletters
- Industry/Media Websites



EVALUATION

- White Papers/Technical Documents
- Industry/Media Websites
- Industry Events/Conferences
- Industry Magazines

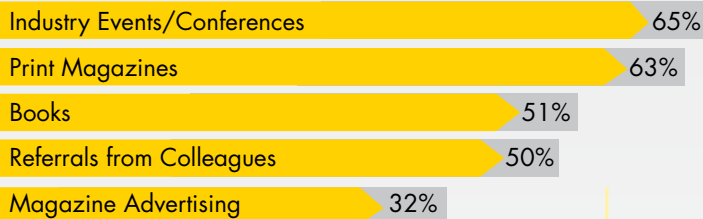


PURCHASING

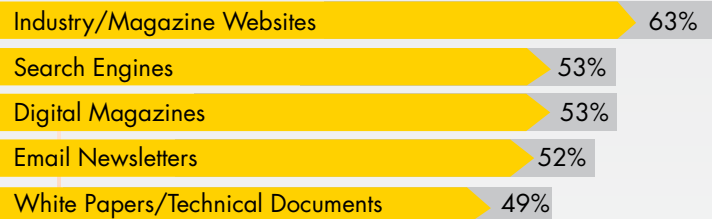
- White Papers/Technical Documents
- Industry/Media Websites
- Industry Events/Conferences
- Webcasts/Webinars

TOP 5 RESOURCES THAT OFFSHORE AUDIENCES RELY ON TO DO THEIR JOBS:

OFFLINE



ONLINE



What's the best way to generate leads for our sales staff?

How do we gain the attention of influencers with buying power?

How do we launch a new product in the oil and gas industry?

When is the best time to get our brand's message in front of potential buyers?

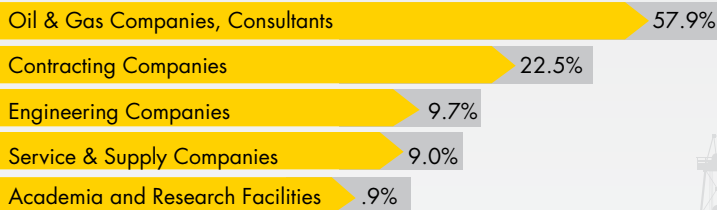
How can we drive traffic to our website?

WHO YOUR AD REACHES

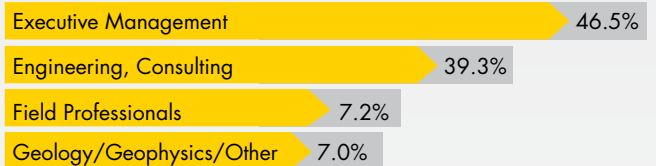
SEE WHO WE REACH AND KNOW WHO IS RECEIVING YOUR MESSAGE.



WHO ARE OFFSHORE SUBSCRIBERS?¹



WHAT DO OFFSHORE SUBSCRIBERS DO?¹



Offshore magazine promotes out-of-the-box thinking when it comes to problem solving at work. A fresh perspective sometimes.
— Engineer

Informs me of existing new technology and projects. Helps me find products and services.
— Engineer

Offshore gives me a look at new equipment and supplies.
— Executive Management

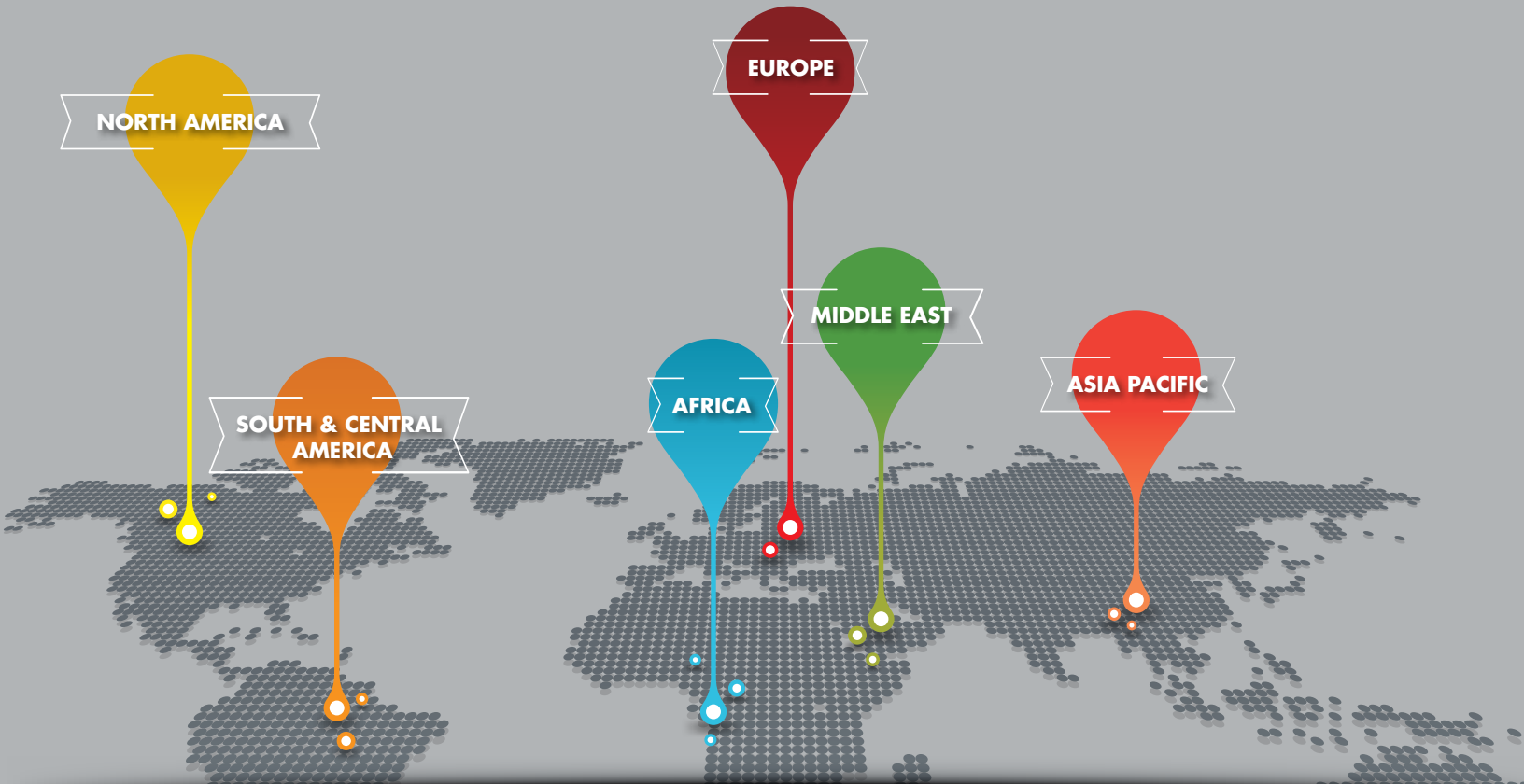
Keeps me abreast of offshore marine technology that might be applicable to my company.
— Executive Management

Offshore is critical to my job.
— Consultant

SOURCES: 1. June 2015 BPA Brand Report
2. February 2015 Signet Readership Study

REACH AUDIENCES WORLDWIDE

GLOBAL REACH: 4,612,510



**TOTAL
SOCIAL
MEDIA
REACH
61,219**

NORTH AMERICA

- Magazine: 19,519
- Pass-Along Readership: 644,123
- eNewsletters: 445,097
- Webcast: 2,582
- Website Visits: 996,417
- Direct/Email List Rentals: 78,869
- Tradeshow Attendance: 8,020

EUROPE

- Magazine: 8,888
- Pass-Along Readership: 29,330
- eNewsletters: 100,776
- Webcast: 737
- Website Visits: 833,348
- Direct/Email List Rentals: 34,496
- Tradeshow Attendance: 1,520

SOUTH & CENTRAL AMERICA

- Magazine: 2,404
- Pass-Along Readership: 7,933
- eNewsletters: 34,437
- Webcast: 406
- Website Visits: 82,858
- Email List Rentals: 9,700
- Tradeshow Attendance: 104

MIDDLE EAST

- Magazine: 2,871
- Pass-Along Readership: 9,474
- eNewsletters: 29,183
- Webcast: 153
- Website Visits: 117,272
- Direct/Email List Rentals: 6,356
- Tradeshow Attendance: 38

AFRICA

- Magazine: 2,733
- Pass-Along Readership: 9,019
- eNewsletters: 67,783
- Webcast: 322
- Website Visits: 107,742
- Direct/Email List Rentals: 11,449
- Tradeshow Attendance: 2,330

ASIA PACIFIC

- Magazine: 11,599
- Pass-Along Readership: 38,277
- eNewsletters: 209,960
- Webcast: 697
- Website Visits: 538,711
- Email List Rentals: 43,656
- Tradeshow Attendance: 102

Information noted above comes from the following sources:
 • Magazine and Social Media – Source: June 2015 BPA Brand Report
 • Pass-Along Readership – Source: February 2015 Signet Readership Study (3.3 per issue)

• eNewsletters, Webcasts, Email List Rentals, and Tradeshow Attendance – Internal Publishers' data per April 2014 – May 2015
 • Website Visits – SiteCatalyst Report based on data from April 2014 to May 2015

2016 EDITORIAL CALENDAR

		JANUARY	FEBRUARY	MARCH	APRIL	MAY
ISSUE FOCUS (A weekly eNewsletter supplements the monthly issues)		Gulf of Mexico Topsides, Platforms, and Hulls Overview	Ad Readership Study Top 10 Offshore Drilling Contractors Subsea Tieback Preview	Seismic Exploration Report Seismic Vessel Survey	OTC Preview Drilling Technology Report	OTC Issue Global E&P Report
GEOGRAPHIC FOCUS (Includes separate, monthly eNewsletters focused on West Africa, North Sea, and Middle East)		Gulf of Mexico	Eastern Canada	Asia	Africa	Global E&P Analysis and Field Development Forecast
TECHNOLOGY FOCUS (eNewsletters are produced monthly for two of our technology focus areas)	GEOLOGY AND GEOPHYSICS	Pressure Prediction Subsalt Imaging	Data Processing Integration	Seismic While Drilling Seismic Vessel Overview	Geophysical Applications and Advances	Seismic Acquisition Equipment and Techniques
	DRILLING AND COMPLETION (Monthly eNewsletter)	HP/HT Technology Plug and Abandonment	Mooring/DP Technologies Drilling Rig Equipment and Technology	Rig Fabrication	Real-Time Data Cementing	Drill Bit Technology Risk Management Deepwater Well Construction
	ENGINEERING, CONSTRUCTION, AND INSTALLATION	Topsides, Platforms and Hulls	Decommissioning	Deepwater Installation and Integration	Heavy Lift	FLNG Design Transportation Technology
	PRODUCTION OPERATIONS	Advances in Sand Control	Production Optimization	Coiled Tubing and Well Intervention	Floating Production Facilities	Enhancing Oil Recovery
	SUBSEA (Monthly eNewsletter)	Subsea Boosting and Processing	AUV/ROV Operations Subsea Tieback Technology	Riser Design and Umbilicals	Marginal Field Development	HP/HT Equipment
	FLOWLINES AND PIPELINES	Corrosion and Hydrate Inhibition	Long-Distance Tiebacks	Flow Assurance Solutions	Pipeline Construction	Pipeline Commissioning
MAPS		Gulf of Mexico				
POSTERS				Subsea Processing/ Boosting	Flow Assurance	Deepwater Records, Solutions, and Concepts
SUPPLEMENTS						NOIA, France
SURVEYS		Deepwater Gulf of Mexico	Top 10 Drilling Contractors	Marine Seismic/EM Vessels	Rotary Steerable Systems	
EMAIL NEWSLETTER SHOW DAILIES		Offshore West Africa	Topsides	Subsea Tieback		Offshore Technology Conference
AD CLOSE		Dec 2	Jan 5	Feb 3	Mar 4	Mar 29
MATERIALS DUE		Dec 9	Jan 12	Feb 10	Mar 11	Apr 5
BONUS DISTRIBUTION		ARC Industry World Forum Feb 8-11 Orlando, FL	IADC/SPE Drilling Conference and Exhibition Mar 1-3 Fort Worth, TX	SPE ICOTTA Mar 22-23 Houston, TX	Offshore Technology Conference May 2-5 Houston, TX	Offshore Technology Conference May 2-5 Houston, TX
		Topsides, Platforms & Hulls Feb 9-11 Galveston, TX	Subsea Tieback Forum Mar 22-24 San Antonio, TX	AADE Fluids Technical Conference Apr 12-13 Houston, TX		PNEC May 17-19 Houston, TX
		NAPE Summit Feb 9-10 Houston, TX				EAGE May 30-Jun 2 Vienna, AT
		Australasian Oil & Gas Feb 24-26 Perth, AU				APPEA Jun 5-8 Brisbane, AU
		NACE Corrosion Mar 6-10 Vancouver, CN				AAPG ACE Jun 19-22 Calgary, CN



Offshore annually distributes over **12,000 print issues** at industry events worldwide. In addition to distributing issues at our own events, we partner with industry organizations to **EXTEND YOUR REACH.**

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Gulf of Mexico Drilling Offshore Mexico OTC Technology Review	Ad Readership Study Drilling Rig Report Brazil and Latin America Report	ONS Preview	Deepwater Field Development – Case Studies DOT Preview	Drilling and Production Technology	Ad Readership Study Well Construction	Top 5 Offshore Projects Offshore West Africa Preview
Gulf of Mexico	Brazil and Latin America	Northwest Europe/ Arctic	Deepwater World Review	Australia	Frontier Markets Caspian	West Africa Middle East
Geohazard Brownfield Seismic	4D and Real-Time Monitoring Subsalt Imaging	Data Processing and Integration	Seismic/EM Vessel Acquisition Technology	Miocene and Lower Tertiary Exploration	Broadband Seismic Reservoir Characterization	Multi-Client Survey
Lower Tertiary and Miocene Update Completion Technology	Drilling Rig Equipment and Technology Station Keeping Advances	MWD/LWD Update	Extended-Reach Drilling and Completion	Deepwater Well Control Managed Pressure Drilling	Well Construction	Intelligent Completions
Floating Production System Design and Construction	Shipyards Capacity and Capability	Heavy Lift Operations Decommissioning	Platform Design and Construction	Deepwater Construction	Asset Integrity Management	Deepwater Field Development Local Content Requirements
Well Stimulation	Deepwater Well Intervention	Late-life Field Management	Improving Oil Recovery	FLNG/FPSO Operations	Production Separation Technology	Corrosion Control
Flow Assurance/ Hydrates Control	Brownfield Development	Long-Distance Tiebacks	Riser Monitoring and Management	All-Electric Subsea Technology	Subsea Equipment and Standardization	Flow Assurance/ Hydrate Remediation
Pipeline Inspection and Management	Pipeline Repair	Deepwater Pipeline Installation	Multi-Phase Flow and Measurement	Corrosion and Hydrates Inhibition	Automation and Valve Control	Subsea Coatings
	Brazil	North Sea	Middle East	Australia		West Africa
	Deepwater Rigs	FPSO		Spar	Heavy Lift	
		Norway/Netherlands			Italy	
Stimulation Vessels Survey	Mobile Rig Construction	Global MWD/LWD Services Offshore Pipeline Construction	Environmental Drilling and Completion Fluids			
		ONS		Deep Offshore Technology International	Deepwater Operations	
May 3	Jun 7	Jul 6	Aug 4	Sep 2	Oct 5	Nov 7
May 10	Jun 14	Jul 13	Aug 11	Sep 12	Oct 12	Nov 14
	Summer NAPE Aug 10–11 Houston, TX	ONS Aug 29–Sep 1 Stavanger, NO	SPE ATCE Sep 26–28 Dubai, UAE	Arctic Technology Conference Oct 24–26 St. John's, Newfoundland and Labrador, CN	OSEA 2016 Nov 29–Dec 2 Marina Bay Sands, SG	Offshore West Africa
	Rio Oil & Gas Sep 14–16 Rio de Janeiro, BR	IPOCA Sep 12–16 Paris, FR	Deep Offshore Technology International Oct 4–6 New Orleans, LA	ADIPEC Nov 7–10 Abu Dhabi, UAE	International WorkBoat Show Nov 30–Dec 2 New Orleans, LA	
		Pipeline Week Sep 20–22 The Woodlands, TX	SEG International Exhibition Oct 16–21 Dallas, TX	Deepwater Operations Nov 8–10 Galveston, TX		
		FPSO World Congress Singapore				

DIGITAL ISSUES

All ads that run in print are automatically included in the digital issue. Digital issues are interactive online magazines delivered to your target audience via email. Each issue offers effective and measurable digital advertising opportunities such as cover sponsorships, announcement sponsorships, bellybands, blow-in cards, gatefolds, starbursts, and embedded video, as well as traditional advertising units.

- Almost 18,000 average unique subscribers*
- Increase your dwell and click-through rates in the digital issues by including rich media for \$1,000
- Segment your audience with split runs for \$1,000

*SOURCE: June 2015 BPA Brand Report

BUILD BRAND AWARENESS

DON'T MISS THE PERFECT BRANDING OPPORTUNITY WITH A TREMENDOUS SHELF LIFE.

Target audiences with industry-specific content through *Offshore* maps and posters. Delivered to all print subscribers, *Offshore* maps are found on display in offices, control rooms, and training areas that are seen and used by North American print advertisers.

Premium #1

Premium #2

Premium #3

Premium #4

Premium #5

Premium #6

Premium #7

Premium #8

Premium #9

Premium #10

Premium #11

Premium #12

Premium #13

Premium #14

MAP YOUR ADVERTISING IN 2016

- Gulf of Mexico – January
- Middle East – September
- Brazil – July
- Australia – October
- North Sea – August
- West Africa – December

SPONSOR THESE POSTERS IN 2016

- Subsea Processing/Boosting – March
- Deepwater Rigs – July
- Flow Assurance – April
- FPSO – August
- Deepwater Records, Solutions, and Concepts – May
- SPAR – October
- Heavy Lift – November

AD UNITS		WIDTH	x	HEIGHT	PRICE
SINGLE UNIT	INCHES	5 1/4"	x	2 3/16"	\$5,250
	MILLIMETERS	134mm	x	56mm	
DOUBLE SPOT	INCHES	10 1/2"	x	2 3/16"	\$9,350
	MILLIMETERS	267mm	x	56mm	

AD UNITS		WIDTH	x	HEIGHT	PRICE
TOP/BOTTOM HALF	INCHES	18 1/2"	x	2 3/16"	\$24,800
	MILLIMETERS	470mm	x	56mm	
EXCLUSIVE SPONSOR	INCHES	37"	x	2 3/16"	\$45,900
	MILLIMETERS	940mm	x	56mm	

High-resolution PDFs of at least 300 dpi are preferred.

2016 PRINT RATES & SPECS

DISPLAY ADVERTISING RATES

4-COLOR RATES	1x	3x	6x	12x	18x	24x	36x	48x
FULL PAGE	13,740	13,545	13,175	12,995	12,470	11,975	11,040	10,850
2/3 PAGE	10,500	10,375	10,155	9,995	9,725	9,485	8,990	8,780
1/2 PAGE	8,890	8,770	8,675	8,510	8,270	8,135	7,990	7,710
1/3 PAGE	7,115	6,965	6,870	6,850	6,755	6,640	6,465	6,310
1/4 PAGE	5,990	5,855	5,765	5,705	5,645	5,455	5,245	5,185
1/6 PAGE	4,700	4,660	4,645	4,585	4,520	4,440	4,325	4,255
FULL PAGE SPREAD	25,555	25,360	24,420	23,955	22,820	21,635	19,995	19,570
1/2 PAGE SPREAD	15,845	15,645	15,405	15,080	14,845	14,535	13,930	13,680

NOTE: Prices listed are gross USD and are subject to 15% agency commission allowance.

PREMIUMS Add to 4-color rate			
COVER 2	10%	COVER 3	10%
COVER 4	15%	ISLAND	\$650

DISCOUNTS Subtract from 4-color rate			
B&W	\$2,340	2-COLOR	\$1,115

SPLIT RUN
\$1,250

HOW TO SUBMIT YOUR AD MATERIALS

TO UPLOAD AD MATERIALS TO OUR FTP SITE:

Maximum file size is 250MB – please stuff or zip your files before sending, and wait to close your browser window until you get your upload confirmation.

1. Go to: digitalads.pennwell.com
2. Select print material option.
3. Select Offshore (0020) from publication list and click next.
4. Fill in required information and optional comments.
5. Click on select file and then click on upload file after you have selected your file.
6. Wait on upload confirmation before closing browser.

Depending on speed of connection and file size, this may take some time. Please be patient.

TO EMAIL AD MATERIALS:

For files under 10 MB, please email your ad to: Admaterial@PennWell.com. Include advertiser name, publication name, and issue date.

TO MAIL AD MATERIALS:

Send contract, insertion order(s), correspondence, proofs, copy, and complete advertising materials to:

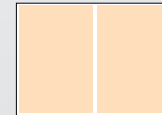
Ad Traffic Manager, *Offshore Magazine*
PennWell Corporation
1421 S. Sheridan Road, Tulsa, OK 74112-6600

FOR MORE ON ELECTRONIC SUBMISSION GUIDELINES, VISIT www.Offshore-Mag.com/Advertise

Offshore magazine is distributed on the 15th of each month.

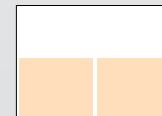
PRINT AD SPECIFICATIONS

ALL TEXT, LOGOS, BORDERS, AND BOXES THAT DO NOT BLEED SHOULD STAY WITHIN THE LIVE AREA. NO CHARGE FOR BLEED.



FULL PAGE SPREAD

Live Area: 15 x 9.5" (381 x 241 mm)
Trim: 16 x 10.5" (406 x 267 mm)
Bleed: 16.25 x 10.75" (413 x 274 mm)



1/2 PAGE SPREAD

Live Area: 15 x 5" (381 x 127 mm)
Trim: 16 x 5.25" (406 x 133 mm)
Bleed: 16.25 x 5.5" (413 x 140 mm)



FULL PAGE

Live Area: 7 x 9.5" (178 x 241 mm)
Trim: 8 x 10.5" (203 x 267 mm)
Bleed: 8.25 x 10.75" (210 x 274 mm)



2/3 PAGE

Live Area: 4.5 x 9.5" (114 x 241 mm)
Bleed: 5.25 x 10.75" (133 x 274 mm)



1/2 PAGE VERTICAL

Live Area: 3.375 x 9.5" (86 x 241 mm)
Bleed: 4.125 x 10.75" (105 x 274 mm)



1/2 PAGE HORIZONTAL

Live Area: 7 x 4.875" (178 x 124 mm)
Bleed: 8.25 x 5.5" (210 x 140 mm)



1/2 PAGE ISLAND

Live Area: 4.5 x 7.375" (114 x 187 mm)
Bleed: 5.25 x 8.25" (133 x 210 mm)



1/3 PAGE HORIZONTAL

7 x 3.3125" (178 x 84 mm)



1/3 PAGE SQUARE

4.5 x 4.875" (114 x 124 mm)



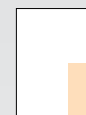
1/3 PAGE VERTICAL

2.25 x 9.5" (57 x 241 mm)



1/4 PAGE

3.375 x 4.875" (86 x 124 mm)



1/6 PAGE

2.25 x 4.875" (57 x 124 mm)

DRIVE TRAFFIC & TARGET AUDIENCES ONLINE

RICH-MEDIA AD UNITS

PAGE PEEL

The Page Peel begins as a “dog ear” in the upper right-hand corner of the page and, on mouse-over, expands down and to the left.

PUSH DOWN

The Push Down banner auto-expands beneath *Offshore's* navigation bar and supports more detailed messaging through the use of streaming video, multiple targeted links, and lead forms.

WELCOME AD

For advertisers looking to make a major splash for a significant announcement or rebranding, the Welcome Page is displayed once every 24 hours for a week, resulting in a high concentration of impressions during the placement and a message that is hard to miss.

HOMEPAGE PLUS BANNER ADS

Homepage Plus online banner positions align your company with the most respected content serving the information needs of thousands of industry professionals. Choose from three Homepage Plus ad positions:

- Leaderboard
- Skyscraper
- Rotating Site Sponsor

TOPIC CENTER SPONSORSHIPS

Topic Center banners allow you to align your message with relevant content, providing more targeted impressions—targeted marketing at its very best.

OFFSHORE'S WEBSITE IS ORGANIZED INTO THE FOLLOWING TOPIC CENTERS:

- Drilling and Completion
- Production
- Deepwater
- Field Development
- Regional Reports
- Geology/Geophysics
- Subsea
- Rigs/Vessels
- Pipeline and Transportation

TOPIC CENTER BUNDLE PRICES (USD)

• Drilling & Completion	\$5,050
• Production	\$3,650
• Deepwater	\$3,500
• Field Development	\$2,600
• Regional Reports	\$2,300
• Geology/Geophysics	\$2,400
• Subsea	\$2,600
• Rigs & Vessels	\$2,350
• Pipeline & Transportation	\$1,750

ENEWSLETTERS

Providing broad reach at a low cost, *Offshore* magazine's daily, monthly, and exclusive eNewsletters deliver up-to-date industry news and technology to thousands of subscribers worldwide. Every issue contains links to some of the latest news, blogs, videos, and white papers on our website.

DAILY ENEWSLETTER

OFFSHORE DAILY
(MONDAY – FRIDAY)

A detailed review of advances in subsea wells, tieback technology, vessel applications, flow assurance methods, and challenges in deepwater operations

MONTHLY ENEWSLETTERS

SUBSEA
(FIRST THURSDAY, MONTHLY)

A detailed review of advances in subsea wells, tieback technology, vessel applications, flow assurance methods, and challenges in deepwater operations

MONTHLY EXCLUSIVE ENEWSLETTERS

OFFSHORE WEST AFRICA
(SECOND TUESDAY)

Covering deepwater discoveries and emerging opportunities in one of the world's most promising exploration regions

OFFSHORE ASIA
(THIRD THURSDAY)

A glance at Asia's key role – reservoir monitoring to liquefied natural gas (LNG), exploration and production, challenges, and solutions

OFFSHORE NORTH SEA
(FIRST TUESDAY)

News related to deepwater North Sea developments from drilling and completion, field development, subsea, geology and geophysics, pipelines, production, and rigs/vessels

OFFSHORE MIDDLE EAST
(FOURTH TUESDAY)

A monthly glance at advanced technology challenges associated with safety and cost-effectively developing subsea resources in this ever-expanding market.

All eNewsletters will transition to **RESPONSIVE DESIGN** in the first quarter of 2016, which will affect some specs.



2016 DIGITAL RATES & SPECS

DISPLAY ADVERTISING RATES

BANNER LOCATION	AD SPECS (pixels)	MAX. FILE SIZE	FILE TYPE	GROSS RATE
RICH MEDIA AD UNITS				
PAGE PEEL				
• OPEN	900 X 650	100K	GIF, JPG, SWF (ANIMATED OR STATIC)	\$5,870
• CLOSED	75 X 75	40K		
PUSHDOWN ¹				
• EXPANDED	970 X 418	110K	GIF, JPG, SWF	\$6,250
• COLLAPSED	970 X 66	60K		
WELCOME AD				
	800 X 600	80K	GIF, JPG, SWF (ANIMATED OR STATIC)	\$8,970

HOME PAGE PLUS					
LEADERBOARD ¹					
	728 X 90	40K	GIF, JPG, SWF (ANIMATED OR STATIC)	\$3,475	
SKYSCRAPER ^{1 & 2}					
	300 X 600	40K		\$3,150	
SITE SPONSOR ²					
	300 X 250	40K		\$2,450	

TOPIC CENTER BANNERS				
• LEADERBOARD/ANCHOR ¹	728 X 90	40K	GIF, JPG, SWF (ANIMATED OR STATIC)	\$3,375
• SKYSCRAPER	300 X 600			\$3,050

ENEWSLETTERS				
DAILY ENEWSLETTER				
• TOP ²	728 X 90	40K	JPG OR GIF (STATIC)	\$2,850
• SKYSCRAPER	300 X 600			\$2,150
• MIDDLE 1	300 X 250			\$2,350
• MIDDLE 2	300 X 250			\$1,920
• MIDDLE 3	300 X 250			\$1,620
MONTHLY – SUBSEA:				
• TOP ²	728 X 90	40K	JPG OR GIF (STATIC)	\$2,650
• SKYSCRAPER	160 X 600			\$2,050
• MIDDLE 1 & 2 ²	300 X 250			
MONTHLY – DRILLING TECHNOLOGY REPORT				
• TOP ²	728 X 90	40K	JPG OR GIF (STATIC)	\$2,650
• SKYSCRAPER	160 X 600			\$2,050
• MIDDLE 1 & 2 ²	300 X 250			\$2,050
EXCLUSIVE ENEWSLETTERS				
• ASIA ²	728 X 90	40K for each individual file	JPG OR GIF (STATIC)	\$2,200
• WEST AFRICA ²	160 X 600			
• NORTH SEA ²	300 X 250			
• MIDDLE EAST ²				

HOW TO SUBMIT YOUR AD MATERIALS

TO UPLOAD AD MATERIALS TO OUR FTP SITE:

Maximum file size is 250MB – please stuff or zip your files before sending, and wait to close your browser window until you get your upload confirmation.

1. Go to: digitalads.pennwell.com
2. Select online material option.
3. Select Offshore (002P) from publication list and click next.
4. Fill in required information.
5. Click on select file and then click on upload file after you have selected your file.
6. Wait on upload confirmation before closing browser.

Depending on speed of connection and file size, this may take some time. Please be patient.

TO EMAIL AD MATERIALS:

For files under 10 MB, please email your ad to: Webmaterial@PennWell.com. Include advertiser name, publication name, and issue date.

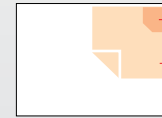
TO MAIL AD MATERIALS:

Send contract, insertion order(s), correspondence, proofs, copy, and complete advertising materials to:

Ad Traffic Manager
Offshore Magazine
PennWell Corporation
1421 S. Sheridan Road
Tulsa, OK 74112-6600

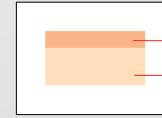
Contact us with any questions or for additional information at WebTraffic@PennWell.com

DIGITAL SPECIFICATIONS



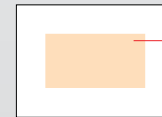
PAGE PEEL

Closed: 75 x 75, 40K
Open: 900 x 650, 100K



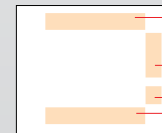
PUSH DOWN¹

Collapsed: 970 x 66, 60K
Expanded: 970 x 418, 110K
NOTE: May include video



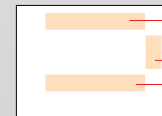
WELCOME AD

Welcome Ad: 800 x 600, 80K



HOMEPAGE PLUS

Leaderboard: 728 x 90, 40K
Skyscraper: 300 x 600, 40K
Site Sponsor: 300 x 250, 40K
Anchor: 728x90, 40K



TOPIC CENTER

Leaderboard: 728 x 90, 40K
Skyscraper: 300 x 600, 40K
Anchor: 728 X 90, 40K



DAILY ENEWSLETTER

Top: 728 x 90, 40K
Skyscraper: 300 x 600, 40K
Middle: 300 x 250, 40K



MONTHLY AND EXCLUSIVE ENEWSLETTERS

Top: 728 x 90, 40K
Skyscraper: 160 x 600, 40K
Middle: 300 x 250, 40K

Right rail advertising positions (skyscraper and site sponsor) appear on the responsive site, giving advertisers added exposure to mobile site viewers.

Hybrid ad units are the combination of a static image and text where both the image and text are clickable.

Options for hybrid units, plain text ad units, and mobile responsive specs are available for select ad units.

Visit www.offshore-mag.com/advertise to see what options are available.

SOURCES:

1. Mobile responsive dimensions are also required.
2. Hybrid and plain text options are available for this ad unit.

AD MATERIAL IS DUE TWO WEEKS PRIOR TO RUN DATE.

GENERATE LEADS

WHITE PAPER POSTINGS

White papers ensure your content is visible where marine/offshore decision makers go to conduct purchasing research and create vendor short lists. Leverage *Offshore* magazine's website content depth and search engine optimization (SEO) expertise, resulting in a powerful marketing tool to educate your next potential customer. **\$700/POSTING OR \$3,250/MONTH WITH PUSH MARKETING (THREE-MONTH MINIMUM)**

WHITE PAPER POSTINGS INCLUDE:

- Hosted white paper on *Offshore* home page
- Company logo, description, and white paper abstract posted under "White Papers"
- Targeted email promotion to 10,000 names
- Banners will all be created through our internal marketing services and pushed out to our entire site whenever there is a rotation available under all of our Topic Centers and Homepage Plus
- Promotion through banners in both the Daily and monthly eNewsletters
- Editorial mention – text ad at the top of the *Offshore* monthly eNewsletters
- 24/7 access to leads generated
- Tailored reporting options

TECHNICAL BRIEFS

Technical briefs are a compilation of two to four complementary pieces of content that are designed to provide our audience with a downloadable PDF format of in-depth, valuable content on a key industry topic. Garnered from the pages of *Offshore* magazine and its website, technical briefs offer the opportunity to align your firm with high-value and thought-leadership-oriented content. **\$4,650**

TECHNICAL BRIEF PACKAGES INCLUDE:

- Logo on cover
- Logo on each page of the guide
- Two full-page ads
- Resource page with links to your website or landing page
- Targeted email promotion
- Leads for your database
- Follow-up marketing

EMAIL LIST RENTALS

Offering quick response at a low cost, email list rentals allow you to reach a targeted audience with your custom email deployment. Your message will be sent to industry professionals that you have specified from our database list selects and can be used for a nearly unlimited variety of promotional programs.

\$575/1,000 – MINIMUM RENTAL IS \$2,300

USE OFFSHORE LISTS TO:

- Target segments of our subscribers with a custom message
- Turn around urgent campaigns quickly
- Promote tradeshow participation, product information, seminars, or company news
- Target key market segments for blind or branded surveys – gaining both market intelligence and leads

EXPECT **HIGH IMPACT** RESULTS

PennWell[®]
MARKETING SOLUTIONS
Connecting you with Customers

PennWell Marketing Solutions is a full-service marketing agency that works alongside PennWell media brands to provide data, experience, and industry knowledge. Whether it is branding, thought leadership, SEO, or content marketing, our integrated approach enables us to create fresh new marketing pieces, campaigns, and strategies to fulfill your marketing objectives.

FROM INDUSTRY TO INDUSTRY, WE KNOW WHAT WORKS.

Visit www.pennwellmarketing.com to learn more, or contact Paul Andrews at 240.595.2352

BE A THOUGHT LEADER



EDITORIAL WEBCAST SPONSORSHIP

Sponsoring an *Offshore* editorial webcast provides the opportunity to align your company's brand with a technology-rich presentation delivered by some of the industry's most respected leaders.

\$6,000

SPONSORSHIP INCLUDES:

- Logo placement on the registration page
- Full reporting on all registrants, including a breakdown of live and on-demand attendees
- Opportunities for registration, polling, and exit survey question for the audience
- 24/7 protected access to the registration database
- Unlimited audience size
- Logo placement on all event promotions via email and print
- Logo placement on the email invitation to the *Offshore* list and on the "reminder" email prior to the live event
- An on-demand archive that is available within 24 hours of the live event

EXCLUSIVE WEBCAST SPONSORSHIP

Exclusively sponsored webcasts generate highly qualified, active leads while presenting your technology expertise to industry professionals. Sponsorships leverage the *Offshore* brand to help position sponsoring organizations as industry experts.

\$15,000

SPONSORS RECEIVE:

- A customized registration page with data-collection fields specific to your needs
- Full reporting on all registrants, including a breakdown of live and on-demand attendees
- 24/7 protected access to the registration database
- Unlimited audience size
- Opportunities for registration, polling, and exit survey question for the audience
- Advertising in eNewsletters and on website prior to the event
- An email invitation to a targeted e-list, along with a "reminder" email prior to the live event
- An on-demand archive that is available within 24 hours of the live event and is available on the *Offshore* website for six months.

CUSTOM VIDEO CHANNEL

The Custom Video Channel extends the reach of video material that you have created (or that we produce for you) with an exclusive landing page on the *Offshore* website, providing exposure to your target audience. **\$4,650/MONTH (THREE-MONTH MINIMUM)**

CONTACT YOUR REPRESENTATIVE ABOUT PRICING FOR VIDEO PRODUCTION RATE.

SPONSOR A CUSTOM VIDEO CHANNEL TO RECEIVE:

- Banner advertising on the landing page to provide a branding opportunity for your company and/or products
- A targeted email promotion to the *Offshore* audience, driving viewers to your content
- A direct link to your site from the Channel page, providing a boost to your site's search ranking

VIDEO WHITE PAPERS

Video white papers offer you the ability to establish your company as a thought leader by educating industry professionals on solutions to their most challenging problems. These 5- to 12-minute, professionally produced videos are shot at your location of choice by our experienced video staff. The final video will be hosted on our website and promoted to a targeted audience.

\$4,650 (COST OF PRODUCTION IS ADDITIONAL; TALK TO YOUR OFFSHORE REPRESENTATIVE)



OFFSHORE LEARNING CENTER

ALIGN YOUR BRAND WITH AUDIENCES SEEKING PROFESSIONAL DEVELOPMENT AND DRIVE TRAFFIC TO YOUR WEBSITE WITH BANNERS ON THE OFFSHORE LEARNING CENTER.

Offshore magazine has partnered with the University of Houston to curate online oil and gas video collections, each segmented as they relate to a variety of topics within the marine/offshore industry.

Advertising within the Offshore Learning Center allows you to place your message in front of industry professionals while they search specific areas of interest showcased in each Offshore Learning Center video collection.

SPONSORSHIP OPPORTUNITIES:

LEADERBOARD

Position: Top/anchor position, two rotations available

Ad dimensions: 728 x 90 – \$3,375
300 x 250 (gif or jpg only) 40K banner

SKYSCRAPER

Position: Right rail, two rotations available

Ad dimensions: 300 x 600 – \$3,050
(gif or jpg only) 40K banner

ROTATING SITE SPONSOR

Position: Right rail, three positions, six rotations available

Ad dimensions: 300 x 250 pixels – \$2,350

SPONSORSHIP BENEFITS:

BRAND AWARENESS

Strengthen your company image by aligning your message with targeted content, helping to create an affinity for your company and products among industry professionals.

TRAFFIC DRIVER

Drive industry professionals to your website or other online offerings through clear calls to action.



MOBILE-FRIENDLY RESPONSIVE DESIGN!

Contact your **Offshore** representative about space availability within the Offshore Learning Center.

www.offshore-mag.com/learning-center

OFFSHORE EVENTS DELIVER PROSPECTS

OFFSHORE EVENTS PROVIDE OUTSTANDING BRANDING AND LEAD GENERATION OPPORTUNITIES. These events target influential decision makers worldwide — your potential customers — who attend to hear presentations, learn about new products, and network with peers. Offshore events help establish your company as an industry thought leader by educating industry professionals on your company and product offerings. Book your booth or register your staff to attend in 2016!



JAN 26–28, 2016
LAGOS, NIGERIA



FEB 9–11, 2016
GALVESTON, TX



MAR 22–24, 2016
SAN ANTONIO, TX



MAY 17–19, 2016
HOUSTON, TX



SEP 20–22, 2016
THE WOODLANDS, TX



OCT 4–16, 2016
NEW ORLEANS, LA



NOV 8–10, 2016
GALVESTON, TX

2,373

ATTENDEES
FROM:
35 COUNTRIES

2,227

ATTENDEES
FROM:
25 COUNTRIES
33 STATES

3,278

ATTENDEES
FROM:
31 COUNTRIES
39 STATES

651

ATTENDEES
FROM:
27 COUNTRIES
18 STATES

931

ATTENDEES
FROM:
19 COUNTRIES
35 STATES

1,208

ATTENDEES
FROM:
33 COUNTRIES
07 STATES

1,442

ATTENDEES
FROM:
25 COUNTRIES
24 STATES

40

EXHIBITING
COMPANIES

146

EXHIBITING
COMPANIES

274

EXHIBITING
COMPANIES

51

EXHIBITING
COMPANIES

54

EXHIBITING
COMPANIES

71

EXHIBITING
COMPANIES

86

EXHIBITING
COMPANIES

10,793*
SPACE
OCCUPIED

23,600*
SPACE
OCCUPIED

58,100*
SPACE
OCCUPIED

5,400*
SPACE
OCCUPIED

5,120*
SPACE
OCCUPIED

10,936*
SPACE
OCCUPIED

13,600*
SPACE
OCCUPIED

OFFSHORE WEST AFRICA CONFERENCE & EXHIBITION

For 19 years, this event has attracted more than a thousand attendees each year, with exhibitors from 34 countries, to showcase the most innovative technologies in a unique and progressive marketplace.

www.offshorewestafrica.com

TOPSIDES, PLATFORMS & HULLS CONFERENCE & EXHIBITION

Topsides, Platforms & Hulls Conference & Exhibition is the offshore industry's only event dedicated to the topsides, platforms and hulls for both deep and shallow water. A comprehensive technical program presented concurrently with an exhibition, Topsides, Platforms & Hulls Conference & Exhibition covers the design, engineering, construction, transportation, installation, and modification of topside structures.

www.topsidesevent.com

SUBSEA TIEBACK FORUM & EXHIBITION

In its 16th year, SSTB is the world's largest subsea event, both in attendance and exhibition area. Field supervisors, operations planning personnel, engineering staff, and management address global deepwater subsea construction and operations issues.

www.subseatiebackforum.com

20TH INTERNATIONAL CONFERENCE ON PETROLEUM DATA INTEGRATION, INFORMATION AND DATA MANAGEMENT (PNEC)

In its 20th year, this event looks at best practices and real-world cases and solutions involving petroleum data and information management across the E&P enterprise. Delegates benefit from this unique global view of the state of data applications plus future technology directions.

www.pneconferences.com

PIPELINE WEEK

The Pipeline Open Data Standard (PODS) User Conference is co-located with the 24th Annual GITA Oil & Gas Pipeline Conference & Exhibition. The partnership resulted in the creation of Pipeline Week, where the industry's top professionals gather to share the exciting new developments in the world of pipeline data management.

www.pipelineweek.com

DEEP OFFSHORE TECHNOLOGY INTERNATIONAL (DOT)

As the world's premier technical deepwater conference for more than 30 years, this event showcases the most innovative technologies designed to withstand hostile and ultra-deepwater environments.

www.deepoffshoretechnology.com

DEEPWATER OPERATIONS CONFERENCE & EXHIBITION

As the search for oil and gas continues to move into deeper water, the production solutions become more complex and costly. Safety considerations also increase. This is the only global conference focused on operations spending.

www.deepwateroperations.com

*Space occupied is recorded in square feet.
Stats are from the most recent events in 2014–2015.

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TECHNOLOGY
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OFFSHORE WEST AFRICA

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