



**This (light) version of the MediaKit includes**

- **Circulation / Subscriber Characteristics**
- **Editorial Calendar 2009**
- **Rate Card 2009**

For the full version of the MediaKit ... and for more information about all print and digital media from the PennWell Petroleum Division ... please visit [www.sicking.de/oil3.htm](http://www.sicking.de/oil3.htm)

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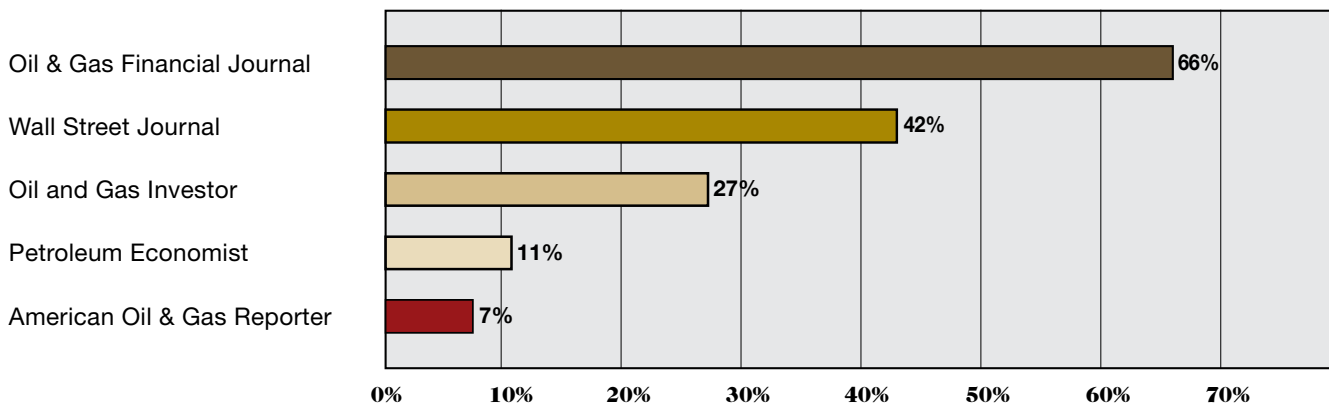
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# Circulation

## Subscriber Characteristics

### Which Trade Publications Do You Read Regularly? (3 out of 4 issues)

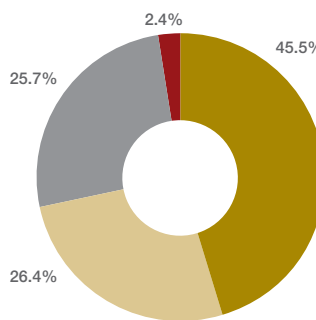


Signet Readership Study – OGFJ Subscribers – March 2008

## Combined Reach That Delivers More E&P Professionals

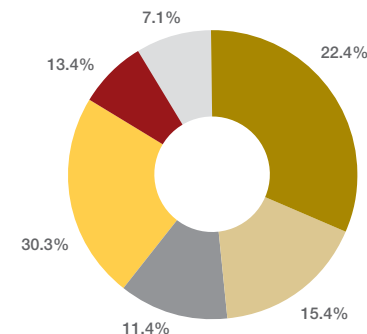
Oil & Gas Financial Journal provides advertisers access to E&P executives throughout the industry, to include the majors, large independents, and super independents. We reach the whole market – including the large number of small and mid-cap companies that significantly impact energy industry economics.

What helps differentiate Oil & Gas Financial Journal from the competition is our ongoing commitment to presenting the story “behind” industry events. In addition to the usual facts and figures, we report on how companies and individuals react to, influence, and capitalize on market changes, issues, and happenings.



Our Subscribers' Primary Business

- Oil & Gas Company
- Financial & Consulting
- Service/Supply
- Other



Our Subscribers' Job Titles

- Chairman, CEO, President, COO, CFO
- VP, Officer, GM
- Owner, Partner, Principal
- Director, Manager
- Analyst
- Other

BPA Statement – June 2008

BPA Statement – June 2008



\*June 2008 BPA Statement

### Business and Industry Breakout of Qualified Circulation for May 2008 Issue of OGFJ\*

BUSINESS AND INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Chairman/ CEO, President/ COO, CFO, CIO	Vice President/ Officer/ General Manager	Owner/ Partner/ Principal	Director/ Manager	Analyst	Attorney	Private Investor	Other
OIL & GAS COMPANY	5,699	45.5	1,442	864	478	1,678	799	42	44	352
FINANCIAL & CONSULTING SERVICES	3,304	26.4	648	513	634	640	633	45	90	101
SERVICE AND/OR SUPPLY COMPANY	3,213	25.7	644	512	270	1,403	227	10	20	127
OTHER	307	2.5	68	44	51	69	21	8	8	38
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>12,523</b>	<b>100.0</b>	<b>2,802</b>	<b>1,933</b>	<b>1,433</b>	<b>3,790</b>	<b>1,680</b>	<b>105</b>	<b>162</b>	<b>618</b>

Oil & Gas Financial Journal is published the 15th of each month. A total of 12 issues are published each year.

# 2009 Editorial Calendar

	Issue:	Bonus Distribution:
<b>january</b> sales close: 12/10/08	Upstream Trends Capital Sources Alternative Energy OGFJ100P Update  SUPPLEMENT: Financing Offshore Development	<ul style="list-style-type: none"> <li>• NAPE, Houston (Feb. 5-6)</li> </ul>
<b>february</b> sales close: 1/9	Regulatory Issues Energy Hedge Funds OGJ200 Quarterly Report  SPECIAL REPORT: Investing in IT	<ul style="list-style-type: none"> <li>• IPAA OGIS Small Cap Conf., Manalapan, Fla. (Feb. 17-19)</li> <li>• EnerCom's Oil Service and International E&amp;P Conference, San Francisco (Feb. 19-20)</li> <li>• Subsea Tieback Forum &amp; Exhibition, San Antonio (Mar. 3-5)</li> <li>• Offshore Asia, Bangkok, Thailand (Mar. 31-Apr. 2)</li> </ul>
<b>march</b> sales close: 2/6	Industry Analysts Project Economics Credit Ratings Insurance and Taxes	<ul style="list-style-type: none"> <li>• Howard Weil Energy Conf., New Orleans (Mar. 22-26)</li> </ul>
<b>april</b> sales close: 3/5	Offshore Economics Deepwater Development OGFJ100P Update  SPECIAL REPORT: Seismic Services	<ul style="list-style-type: none"> <li>• IPAA OGIS East Conf., New York, (Apr. 20-22)</li> <li>• Offshore Technology Conference, Houston (May 4-7)</li> </ul>
<b>may</b> sales close: 4/9	Corporate Governance Accounting Issues Mergers & Acquisitions OGJ200 Quarterly Report	<ul style="list-style-type: none"> <li>• KPMG Global Energy Conference, Houston (date TBA)</li> <li>• AAPG Annual Convention &amp; Exhibition, Denver (June 7-10)</li> </ul>
<b>june</b> sales close: 5/7	2009 Hurricane Forecast Oil Sands Economics OGFJ Canadian 100 Update  SPECIAL REPORT: Canadian Capital	<ul style="list-style-type: none"> <li>• Oil Sands &amp; Heavy Oil Technologies, Calgary (July 14-16)</li> </ul>

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	Issue:	Bonus Distribution:
<b>july</b> sales close: 6/8	Oil and Gas Price Outlook Oilfield Service Companies Washington Politics OGFJ100P Update	<ul style="list-style-type: none"> <li>• COGA Rocky Mountain Natural Gas Strategy Conference &amp; Investment Forum, Denver (date TBA)</li> <li>• EnerCom's Oil &amp; Gas Conference, Denver (date TBA)</li> </ul>
<b>august</b> sales close: 7/9	North American Gas Midstream Infrastructure OGJ200 Quarterly Report  SPECIAL REPORT: Gas Storage	<ul style="list-style-type: none"> <li>• Summer NAPE, Houston (Aug. 27-28)</li> </ul>
<b>september</b> sales close: 8/7	Venture Capital New Technologies Geopolitics Climate Change	<ul style="list-style-type: none"> <li>• IPAA OGIS West, San Francisco (Sept. 29-Oct. 1)</li> <li>• Unconventional Gas, Fort Worth (date TBA)</li> <li>• John S. Herold Pacesetters Energy Conference Old Greenwich, Conn. (date TBA)</li> <li>• SPE ATCE, New Orleans (Oct. 4-7)</li> </ul>
<b>october</b> sales close: 9/8	Enhanced Oil Recovery Resource Plays OGFJ100P Update  SPECIAL REPORT: Energy Trading & Risk Management	<ul style="list-style-type: none"> <li>• SEG Annual Meeting, Houston (Oct. 25-30)</li> <li>• LAGCOE, Lafayette, La. (Oct. 27-29)</li> <li>• NYSSA 12th Annual Energy Conference, New York (date TBA)</li> </ul>
<b>november</b> sales close: 10/8	Upstream Trends Unconventional Gas Recruitment & Retention OGJ200 Quarterly Report	<ul style="list-style-type: none"> <li>• Houston Energy Financial Forum, Houston (date TBA)</li> <li>• Deloitte Oil &amp; Gas Conference, Houston (date TBA)</li> </ul>
<b>december</b> sales close: 11/5	Improving Due Diligence Avoiding Bankruptcy OGFJ Canadian 100 Update  SPECIAL REPORT: Private Capital	<ul style="list-style-type: none"> <li>• IPAA Private Capital Conf., Houston (Jan. 14, 2010)</li> <li>• IPAA MLP Conf., Houston (Jan. 15, 2010)</li> </ul>

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tions

- More access to financial analysts and key decision-makers

# Rates & Specifications

## 2009 Display Advertising Rates\*

Issuance: Mails by the 15th of each month. \*NOTE: Prices include four-color and are gross, subject to the 15% agency commission allowance.

4-Color Process	1x	3x	6x	12x
Full Page Spread	12,360	12,247	12,133	12,020
1/2 Page Spread	8,961	8,848	8,734	8,621
Full Page	7,375	7,035	6,695	5,109
2/3 Page	6,468	5,789	5,449	4,996
1/2 Page	5,222	4,882	4,429	3,976
1/4 Page	3,863	3,523	3,183	2,730
1/3 Page	4,429	4,202	3,863	3,523



## PRINT AD SPECIFICATIONS

AD SIZE	FULL PAGE SPREAD	HALF PAGE SPREAD	FULL PAGE	2/3 PAGE	1/2 PAGE ISLAND	1/2 PAGE VERTICAL
TRIM (W x H)	16" x 10.5" 406mm x 267mm	16" x 5.25" 406mm x 133mm	8" x 10.5" 203mm x 267mm	—	—	—
BLEED	16.25" x 10.75" 413mm x 274mm	16.25" x 5.5" 413mm x 140mm	8.25" x 10.75" 210mm x 274mm	5.25" x 10.75" 133mm x 274mm	5.25" x 8.25" 133mm x 210mm	4.125" x 10.75" 105mm x 274mm
LIVE AREA	15" x 9.5" 381mm x 241mm	15" x 5" 391mm x 127mm	7" x 9.5" 178mm x 241mm	4.5" x 9.5" 114mm x 241mm	4.5" x 7.375" 114mm x 187mm	3.375" x 9.5" 86mm x 241mm

AD SIZE	1/2 PAGE HORIZONTAL	1/3 PAGE VERTICAL	1/3 PAGE SQUARE	1/3 PAGE HORIZONTAL	1/4 PAGE
TRIM (W x H)	—	—	—	—	—
BLEED	8.25" x 5.5" 210mm x 140mm	—	—	—	—
LIVE AREA	7" x 4.875" 178mm x 124mm	2.25" x 9.5" 57mm x 241mm	4.5" x 4.875" 114mm x 124mm	7" x 3.3125" 178mm x 84mm	3.375" x 4.875" 86mm x 124mm

### PREMIUMS FOR COVER & OTHER POSITIONS

COVER II	\$1,000
COVER III	\$500
COVER IV	\$1,500
SPECIAL POS.	\$1,000
ISLAND	\$300

### DISCOUNTS

BLACK & WHITE	\$1,000
2 COLOR	\$750
PROFILES	- 36%

All text, logos, borders and boxes that do not bleed should stay within the live area.

### METHOD OF PRINTING

Web Offset

### BINDING

Perfect Binding, 1/8" off backbone

### PAPER

Cover: 138 lb. cover weight coated, Body Pages: 80 lb. text weight coated

### INSERTS

The maximum stock weight accepted for inserts is 80 lb. book. Standard size, bound-in inserts must be furnished at 8 1/4" x 10 3/4" allowing for a 1/4" trim on all sides. Special printing on inserts, such as embossing, where it is impossible to use or sell the other side of the insert, is sold as a complete 2 page insert. Consult the Production Manager at +1-918-832-9367 for more information.

### STORING OF ADVERTISING MATERIAL

Advertising material will be stored for 12 months and then destroyed unless otherwise advised. For more information on PennWell's electronic ad specs visit <http://digitalads.pennwell.com> and click on Spec sheet.

\*Ad submittal instructions on the back panel