

GEOLOGY

OIL & GAS JOURNAL®

RUSSIA

DRILLING

Production

EXPLORATION

SEISMIC

GEOPHYSICS

TRANSPORTATION

PennWell®

environment

OILFIELD
SERVICES



processing

MEDIA KIT 2014

TALKING TO PROFESSIONALS

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Oil & Gas Journal Russia has been published since 2006 on a monthly basis. This is the Russian language version of Oil & Gas Journal, the world's oldest magazine about the oil and gas sector, which has been published in the United States by PennWell since 1902.

For more than a hundred years, OGJ has been the most authoritative magazine in the world. Today it is published in the U.S., Latin America and Russia.

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Oil & Gas Journal Russia is a full-colour, monthly b2b journal of approximately 100 pages for the professional and scientific communities, oil and gas business and regulatory bodies in Russia and the CIS.

It publishes translated materials from the English-language Oil & Gas Journal on an exclusive basis, and original articles by Russian and foreign authors in the Russian language with English-language summaries: scientific, technical and analytical articles, market reviews, commentaries and fuel and energy sector statistics.

ENDLESS RESOURCE

Who is it for?

- **ANALYSTS**
- *engineering companies*
- *geologists*
- **engineers**
- **service companies**
- **top managers**
- *students*
- **IT-companies**
- **ministries and regulators**
- *researchers*
- **energy companies**
- *designers*

What's it about?

- **oilfield services**
- **geology**
- **pipelines**
- *processing*
- **geopolitics**
- **exploration**
- *unconventional oil and gas*
- *environment*
- *management*
- **drilling**
- *safety*
- **tight oil and gas**
- **equipment**
- *alternative energy*
- **petrochemicals**
- *around the world, oil & gas basins*

Distribution channels

- **exhibitions**
- **conferences**
- *libraries*
- **oil and gas clusters**
- *research institutes*
- **subscription**
- **sites and social networks**
- *universities*

For press releases and your messages
ogjrussia@ogjrussia.com



Geographic breakdown

65% — Moscow, Saint Petersburg;

35% — other Russian regions and Russian-language readership in various countries.

CALENDAR 2014

Special distribution at main conferences and exhibitions

IN ISSUE

№ 1/2 January/February

13 February

Ad material
due 1 February

GEOLOGY AND GEOPHYSICS ARCTIC

Resource potential
of an Asian-Pacific country
WORLD OIL AND GAS
RESERVES ESTIMATE

Russia & CIS Executive Summit Oil and Gas

Dubai, United Arab Emirates,
February 20-21

Russia Offshore

Moscow, Russia, February

GAS CHEMISTRY CIS

Moscow, Russia, February

Ukrainian Energy Forum

Kyiv, Ukraine, February 24-27

Arctic Region Oil & Gas conference

Stavanger, Norway,
February 25-26

RUSSIA POWER

Moscow, Russia,
March 4-6

Saint Petersburg 2014

Saint Petersburg, Russia,
April 7-10

№ 3 March

13 March

Ad material
due 1 March

OIL REFINING AND PETROCHEMICALS IN RUSSIA AND IN THE WORLD.

Review. Technologies
Ecological aspects
Key issues of mineral
development
Resource potential.
Key tasks of oil services.
Fracking

Neftegazsnab

Moscow, Russia,
March 18

Crude oil & oil products. Logistics. Customs. Taxes.

Moscow, Russia,
March 18-21

GASTECH

Seoul, South Korea,
March 24-27

InterOilGas

Kyiv, Ukraine, March

Russian Offshore Services Week

Saint Petersburg, Russia,
April, 2014

Nedra

Moscow, Russia,
April 1-3

Saint Petersburg 2014

Saint Petersburg, Russia,
April 7-10

TUROGE

Ankara, Turkey,
April 9-10

№ 4 April

10 April

Ad material
due 30 March

PIPELINE TRANSPORT AND PIPELINE CONSTRUCTION IN RUSSIA AND IN THE WORLD. Review. Technologies World pipeline construction statistics CASPIAN REGION

Russian Arctic Oil & Gas

Moscow, Russia,
April 14-16

Pipeline transport

Moscow, Russia,
April 18

Russian Fuel and Energy Complex in the XXI Century

Moscow, Russia,
April 21-23

Russia & CIS BBTC

Moscow, Russia,
April 22-23

CIS Oil & Gas Summit

Paris, France,
April 22-24

Gas. Oil. Technologies

Ufa, Bashkortostan,
April 22-25

OpEx Russia & CIS

Moscow, Russia,
April 24-25

OTC

Houston, USA,
May 5-8

№ 5 May

8 May

Ad material
due 22 April

DOWNHOLE TECHNOLOGIES.
Downhole equipment today.
Key development trends
Enhanced oil recovery methods
CONDENSATE MARKET
IN RUSSIA AND IN THE
WORLD.
Review
Offshore. Exploration.
Technologies.
Deep-water projects.

OGU

Tashkent, Uzbekistan,
May 13-15

Black Sea Oil & Gas Forum

Istanbul, Turkey,
May 21-24

Offshore Upstream Development in Russia and CIS

Moscow, Russia,
May

TGC

Ashgabat, Turkmenistan,
May 20-22

Neftegazstroy

Moscow, Russia,
May 22

NEFTEGAZ

Moscow, Russia,
May 26-29

Caspian Oil & Gas

Baku, Azerbaijan,
June 3-6

Yamal Oil & Gas

Salekhard, Russia,
June 5-6



Oil & Gas Journal Russia on Facebook!

REGULAR FEATURES

- ✓ Event calendar
- ✓ News
- ✓ Journally speaking
- ✓ Markets
- ✓ Expert panel
- ✓ Career
- ✓ Statistics
- ✓ Advertisers index

№ 6 June

5 June

Ad material due 23 May

OIL SERVICES. Russian oil services market. World tendencies
Key drilling trends
Enhanced oil recovery technologies
Field services
LNG MARKET. World and Russian reviews, tendencies, projects, technologies

21st World Petroleum Congress

Moscow, Russia, June 15-19

Amsterdam 2014

Amsterdam, Netherlands, June 16-19

Timan-Pechora Oil & Gas

Moscow, Russia, June

GeoBaykal

Baykal, Russia, August 18-22

Offshore Northern Seas

Stavanger, Norway, August 25-28

№ 7 June/July

14 June

Ad material due 3 June

SPECIAL EDITION!
HARD-TO-RECOVER AND UNCONVENTIONAL OIL & GAS

21st World Petroleum Congress

Moscow, Russia, June 15-19

Amsterdam 2014

Amsterdam, Netherlands, June 16-19

Offshore Northern Seas

Stavanger, Norway, August 25-28

KIOGE

Almaty, Kazakhstan, September 30 - October 3

Unconventional Oil & Gas

Kiev, Ukraine, October

№ 8 August

12 August

Ad material due 31 July

GEOLOGY AND GEOPHYSICS. Technological tendencies. Seismic.
Key exploration tasks
WORLD AND RUSSIAN GAS REFINERY CONSTRUCTION. World gas processing statistics and analysis.
Sakhalin and Far East

GeoBaykal

Baykal, Russia, August 18-22

Offshore Northern Seas

Stavanger, Norway, August 25-28

Neftegazopererabotka

Moscow, Russia, September 11

KIOGE

Almaty, Kazakhstan, September 30 - October 3

Sakhalin 2014

Yuzhno-Sakhalinsk, Russia, October 6-10

№ 9 September

11 September

Ad material due 30 August

CASPIAN REGION
Well construction and repair
OIL COUNTRY TUBULAR GOODS. Latest tendencies. Technologies.
ETHYLENE MARKET. World and Russia review. New projects and tendencies

KIOGE

Almaty, Kazakhstan, September 30-October 3

Yamal Peninsula Oil & Gas

Moscow, Russia, October

Sakhalin 2014

Yuzhno-Sakhalinsk, Russia, October 6-10

Saint Peterburg Energy Forum

Saint Petersburg, Russia, October 8-10

№ 10 October

14 October

Ad material due 1 October

DRILLING, WELL CONSTRUCTION. Tendencies. Key technical solutions
Field construction
Environmental aspects of drilling, safety
FRACKING
Deep-water drilling
Hydrocarbons transport

KazGeo

Almaty, Kazakhstan, October 27-29

Unconventional Oil & Gas

Kiev, Ukraine, October

VIII Caspian Oil and Gas trading and Transportation Conference

Baku, Azerbaijan, October

OGT

Ashgabat, Turkmenistan, November

Northern Sea Route:

Arctic Oil & Gas Logistics
Saint Petersburg, Russia, November 6-7

№ 11 November

13 November

Ad material due 1 November

GEOLOGY AND GEOPHYSICS. Technological tendencies. Seismic
Developing East Siberia
OFFSHORE. Deep water projects and technologies
New oil and gas producing regions
Tanker shipments

SPE Russian Oil and Gas

Moscow, Russia, November 25-27

Eastern Siberia Oil & Gas

Moscow, Russia, November 27-28

OGT

Ashgabat, Turkmenistan, November

OSEA

Singapore, December 2-5

№ 12 December

13 December

Ad material due 1 December

OFFSHORE. Exploration and development
ARCTIC. Ecological aspects
World's biggest upstream projects
Sea transportation

NEFTEGAZSHELF

Moscow, Russia, December

Arctic Frontiers 2015

Tromso, Norway, January 2015

13th Annual Russian-Norwegian Oil & Gas Conference

Saint Petersburg, Russia, January 2015

Russia Offshore 2015

Moscow, Russia, February 2015

Individual discounts for Ad-packages with Offshore [Russia] or for involvement in Nedra Publishing House projects

LASTING VALUES

Advertising with Oil&Gas Journal Russia

Position	Size, mm	Price, USD*
Back cover	205 × 290	7,800
Inside front cover	205 × 290	7,200
Inside front cover double-page spread	(205×290)+(205×290)	9,100
Inside back cover	205 × 290	5,350
Page facing table of contents	205 × 290	6,300
Double page spread (1+1)	(205×290)+(205×290)	8,500
One page	205 × 290	5,000
Half page	85,5 × 230, 175 × 120	2,850
Third of page	106 × 242, 185 × 120	1,900
Quarter page	106 × 120, 185 × 60	1,410

* Price includes 18% VAT

Files are accepted in the following formats:
 ✓ TIFF;
 ✓ Photoshop EPS;
 ✓ Illustrator EPS
 (all fonts must be converted to curved fonts)
 Files are not accepted in CorelDRAW and QuarkXPress formats
 The journal's page format is 205x290 mm
 Please note! Bleed size is 215x300 (mm), allow for 5 mm trim on each side

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Special layout Various options*



2x1/3 page vertical, edges



Lower horizontal – 2x1/3 page spread



Junior page 1/3 or 1/4



1 Full page, 1/3 facing page



Full page right and 1/3 facing page left



2x1/3 page vertical, center



Lower horizontal – 2x1/2 page spread

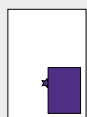


Junior spread 1/3



Full page left and 1/3 facing page right

* Charged at usual rate for size of ad + 15%

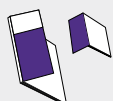


Layout with extension
Graphic extension of any size or shape outside the advertising field
(options: 1 — in editorial space with textwrap, 2 — on a blank horizontal or vertical field)

Layout with tipped-in inserts or extensions (see inserts)

Special advertising options*

FRONT COVER



Half-page flap
Ad space – less than 1/2 + 1/2

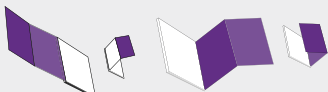


Gatefold cover
Ad space – 2 pages



Split front cover (barn door)
Ad space – 2 pages

INSIDE FRONT, BACK COVERS



Three-page spread. Ad space – 3 pages

BIND-IN INSERTS



Ordinary thick insert
1 page printed, ad space – 1 or 2 pages



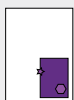
Ordinary gatefold
Ad space – 3 or 4 pages
(Single folded in half, ad space – 2 pages)



Double gatefold
Ad space – 7 or 8 pages



Split gatefold (barn door)
Ad space – 3 or 4 pages

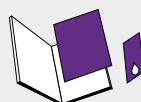


Tipped-in inserts
Any form, thickened paper, extends beyond the scope of the layout, but not beyond the format of the magazine

LOOSE INSERTS



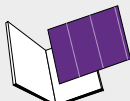
Booklet
Magazine format or smaller



Insert
In form of ordinary sheet
Insert any shape,
map or poster. Folded,
large format



Bookmark
Including for the page with your ad



Pop-up ads
various shapes, perforated or creased (stand-up cards for calendars with logo, calendar of events, reference information with logo, etc.)



Sticker
reusable, any form

All inserts can be affixed or positioned:
✓ loose insert, glue tip or line;
✓ on any page, on a designated page or technological page

PACKAGING



Bellyband



Polybag, with logo



Envelope with logo for mailing issues of OGJ Russia

* Advertising rates in non-standard formats and other options to be negotiated.

REACH NEW HORIZONS WITH NEDRA

Promotional gifts

Oil & Gas Journal Russia, Offshore [Russia] and Nedra Publishing House offer the opportunity to carry out image-building projects of any complexity and scale, create design layouts and exclusive promotional gifts: mini-discs, memory sticks, stickers, business cards, post cards, envelopes, business card holders, book marks, jubilee corporate folios, albums, pens and other gifts made from various materials.

All promotional gifts can be distributed together with Oil & Gas Journal Russia and Offshore [Russia] or individually.

Nedra Publishing House is an endless supply of creative energy, extensive knowledge and production capabilities.

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Custom publishing



Oil & Gas Journal Russia, Offshore [Russia] and Nedra Publishing House offer the opportunity to prepare a Custom Publishing on any subject that your company suggests. Your partners who are involved in the Publishing will be able to showcase themselves and share the costs with you. The cost of producing the publication is negotiated separately, depending on specification and circulation. The audience and distribution channels are extensive and depend on your wishes.

Key managers at oil and gas companies, drilling contractors and financial institutions, major libraries and institutes will receive the Custom Publishing.

- ✓ You receive as many copies of the Custom Publishing as you need for your own use
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- ✓ Subscribers to Oil & Gas Journal Russia and Offshore [Russia] receive the Custom Publishing together with an issue of the journal.
- ✓ The electronic version of the Custom Publishing will be available at www.ogjrussia.com, www.offshore-mag.ru, www.nedra-inform.ru. You can also publish the electronic version of the Custom Publishing on your own website.
- ✓ The Custom Publishing will be widely available at key exhibitions and conferences.

Oil & Gas Journal Russia on the Web

Our website, www.ogjruussia.com, publishes daily news about the oil and gas industry, expert opinions on key issues and interesting information.

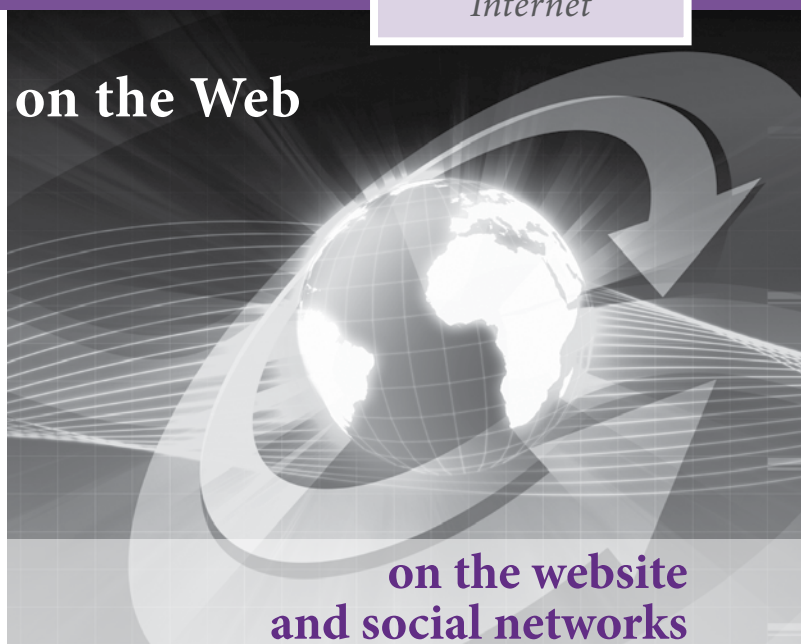
We bring you key world market indicators, convenient tools for industry specialists, access to useful reference information.

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on the website
and social networks

1

Banner ad

- ✓ Static graphics
- ✓ Dynamic graphics
- ✓ Interactive banners
- ✓ Enhances your company's image
- ✓ Advertises your services
- ✓ Brand recognition
- ✓ New product alerts

2

Contextual

- ✓ In-text
- ✓ Partner ads
- ✓ Your comments and contributions
- ✓ Partner news

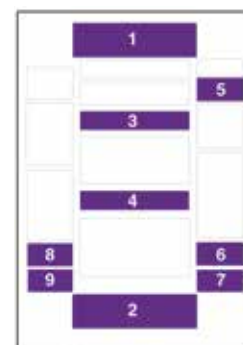
3

Video ad

- ✓ Video tutorials
- ✓ Promotions
- ✓ Interviews with experts
- ✓ Video reports
- ✓ Boosts your sales
- ✓ Draws new clients
- ✓ Demonstrates the professionalism of your company
- ✓ Broadens opportunities
- ✓ Strengthens your market positions
- ✓ Guarantees your impact at events
- ✓ Demonstrates professional image

Cost of advertising on the Oil & Gas Journal Russia website

Banners*	Position	Price, USD*/month
Upper horizontal	1	950
Lower horizontal	2	625
Center page 1 (above)	3	535
Center page 2 (below)	4	470
Upper right	5	535
Lower right 1, 2	6, 7	375
Lower left 1, 2	8, 9	375



* Formats: static banners — jpg, png, dynamic — gif
Special offers and bonuses discussed individually

Discounts for Oil & Gas Journal Russia and Offshore [Russia] advertisers

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- ✓ **Bonus!**

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Subscription prices *

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Half-year (six months)	4356 rubles	4026 rubles	5394 rubles

* prices include 18% VAT

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