

Offshore[®]

2018 MEDIA PORTFOLIO

World Trends And Technology For Offshore Oil And Gas Operations



IMAGE: THUNDER HORSE SOUTH EXPANSION COURTESY OF BP PLC/MARC MORRISON

MEDIA PORTFOLIO STATEMENT

We are **Offshore**®...and more

We are dedicated to providing global audiences with quality offshore oil and gas news and analysis of the latest trends, technologies, projects and best practices across multiple channels. Our premium content keeps our viewers engaged and returning for more, year after year—giving you a prime audience for your advertising message!



Print



47,300

Qualified Circulation

Online



OVER
4.1 million

unique site visits
per year

Events



**BONUS
DISTRIBUTION**
at major industry events

eNewsletters



7

Daily or monthly topic-
specific eNewsletters

Webcasts



470

Average Leads generated
per webcast

Social Media



89,886

Total Social Media
Followers

Video



4

Recording Studios
in the U.S. and UK

Print and Online: Offshore BPA Brand Report June 2017

Events, eNewsletters, Webcasts, Video: Internal publisher's data as of Aug 2017

Social Media: Facebook, Twitter, YouTube, LinkedIn Group, LinkedIn Showcase, Google+ as of September 2017

EDITORIAL QUALITY & INTEGRITY

Offshore's editorial team produces essential information to help readers evaluate world trends and technologies - providing audiences with solutions for practical business and engineering application. The team's experience and diverse expertise translates into high-quality editorial and readers who continue to request subscriptions, year after year. We depend on our editorial team to provide high quality content to continue growing our audience base, earning our readers' trust, and giving advertisers a premium media channel by which to deliver their message.



DAVID PAGANIE is Chief Editor of *Offshore* magazine and Conferences Editorial Director of PennWell's *Offshore* Petroleum Group. David oversees the *Offshore* portfolio of print and digital editorial content and international oil and gas conferences. He also writes the monthly Comment column for *Offshore*. David has over 19 years of experience in the offshore oil and gas industry, and previously served as Editor of *Offshore* Field Development International at ODS-Petrodata; and as an Analyst at Baker Energy. David holds a Bachelor of Business Administration degree with a specialty in finance from Ohio University. If you have any *Offshore* editorial questions or comments, contact David at DavidP@PennWell.com.



BRUCE BEAUBOUF is Managing Editor of *Offshore* magazine. Bruce manages all content flow for *Offshore* magazine, and writes the monthly Gulf of Mexico and Drilling & Production columns for the magazine. Bruce has 19 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. Bruce 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 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.



JESSICA TIPPEE is Assistant Editor of *Offshore* magazine. Jessica edits, writes, and uploads news and digital content to the website, assembles surveys and electronic newsletters, and writes and edits articles including the Vessels and Subsea columns 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. She also serves as conference manager of Pipeline Week. To learn more, contact Jessica at JessicaT@PennWell.com.

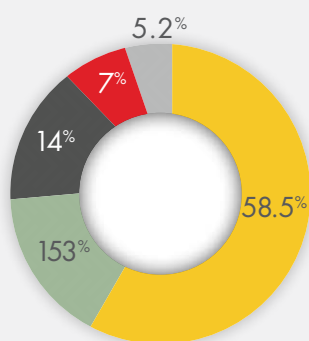


GAIL KILLOUGH is Domestic Conferences Manager of PennWell's *Offshore* Group. Gail works closely with the conference director and advisory boards to develop the conference programs while coordinating speaker participation. She currently manages the conferences for Deepwater Operations; Topsides, Platforms & 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.

AUDIENCE

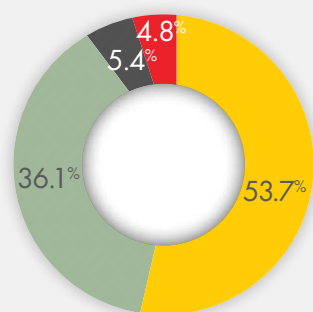
Our readers are...*

- ◆ **GLOBAL:** *Offshore* has the widest international reach of any other offshore industry related publications
- ◆ **INTERESTED:** *Offshore* magazine is sent to individual recipients only when it has been directly requested by the individual
- ◆ **READING TO ADD VALUE:** The primary reason our readers choose *Offshore* is to get information that will improve their ability to do their job
- ◆ **PURCHASING INFLUENCERS:** The majority of *Offshore* survey respondents purchase, approve, recommend, or specify equipment or services



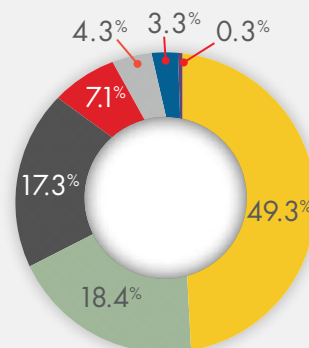
BUSINESS/INDUSTRY*

- ◆ Oil & Gas company or Oil & Gas Consulting Companies
- ◆ Service and Supply, Marine or Manufacturing Companies
- ◆ Work for Contracting, Drilling, Seismic, Pipeline, Fab Yard Companies
- ◆ Engineering Companies
- ◆ Academia & Research Facilities Other



JOB/FUNCTION**

- ◆ Executive Management
- ◆ Engineering, Consulting
- ◆ Geology/Geophysics/Other
- ◆ Field Professionals



LOCATION**

- ◆ North America
- ◆ Europe
- ◆ Asia/Asia Pacific
- ◆ Africa
- ◆ Middle East
- ◆ South America
- ◆ Other

*Petroleum Group Audience Readership Survey

**Offshore BPA Brand Report June 2017

AUDITED CIRCULATION

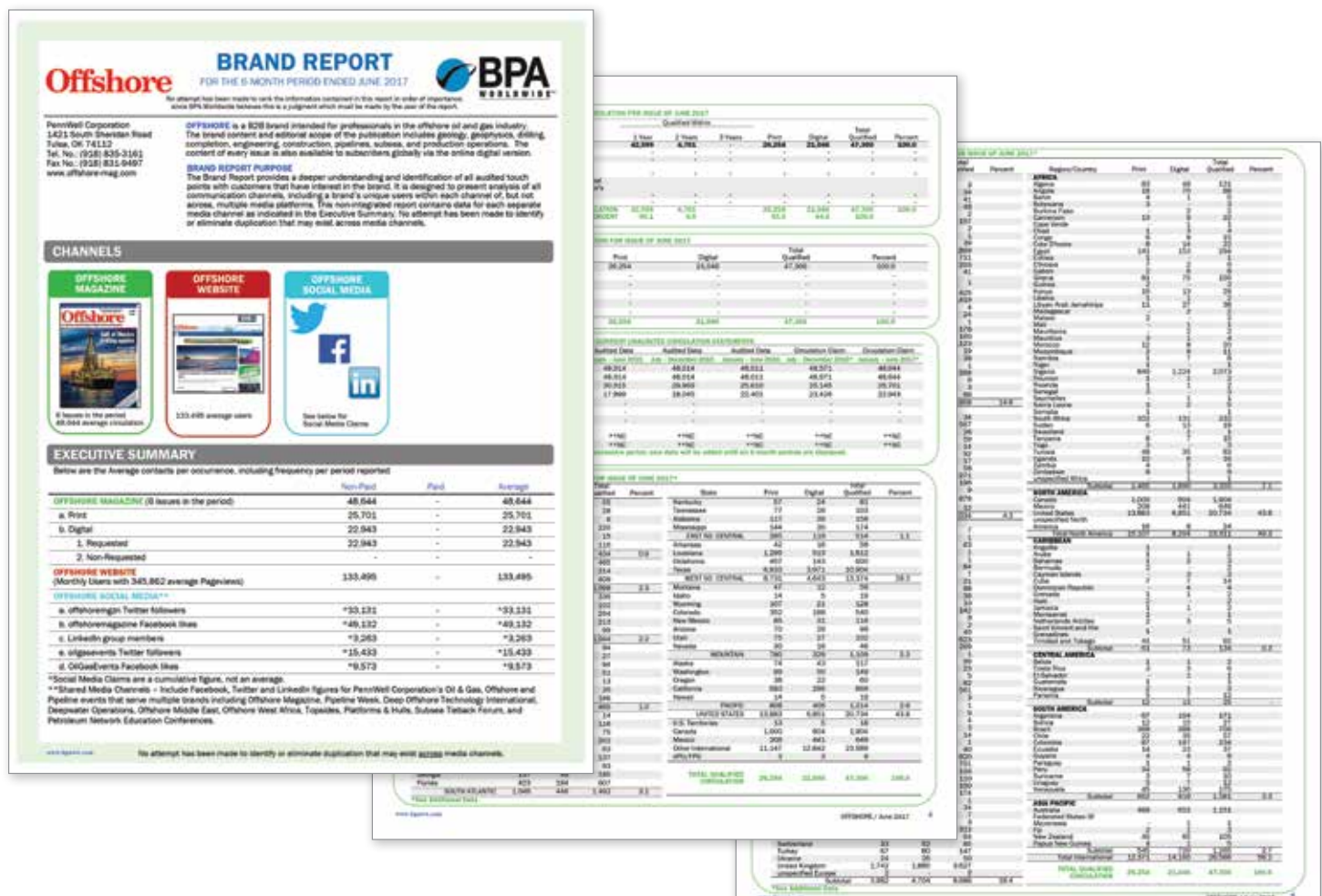


BPA Audit – Why it Matters

We know that in today's market, being smart and efficient with your marketing budget is more important than ever. We want you to use the information we've provided in this media portfolio to evaluate *Offshore* magazine as a potential advertising or promotional channel for your brand message.

But, how can you know for sure that the numbers you see here (or in any other brand's media kit) are accurate? The truth is, you don't – unless the information is verified by a non-biased organization. With *Offshore*, you can count on trustworthy data, and here's why...

Twice a year, BPA Worldwide performs a Brand Report study to determine the true reach of the *Offshore* media brand. BPA's media audit and Brand Report are performed to help marketers more efficiently evaluate, plan and buy across multiple media platforms, and place messages with confidence. Be sure that each magazine you evaluate is audited and cites their most recent audit statement.



2018 EDITORIAL CALENDAR

		JANUARY	FEBRUARY	MARCH	APRIL	MAY
Issue Focus		Gulf of Mexico Topsides, Platforms, and Hulls Overview	Top 10 Offshore Drilling Contractors	Seismic Market Outlook	Drilling Technology Report	OTC Issue Global E&P Report
Geographic Focus		Gulf of Mexico	Eastern Canada	Asia/Pacific	Global E&P Analysis and Field Development Forecast (Part 1)	Global E&P Analysis and Field Development Forecast (Part 2)
Technology Focus	Geology and Geophysics	3D & 4D Seismic	Seismic Acquisition Equipment and Techniques	Reservoir Characterization	Geophysical Applications and Advances	Data Processing Integration
	Drilling and Completion	HP/HT Technology Plug and Abandonment	Drilling Rig Equipment and Technology	Rig Automation and Innovation	Offshore Digital Solutions	Deepwater Well Construction and Control
	Engineering, Construction, and Installation	Topsides, Platforms, and Hulls	Decommissioning	Deepwater Installation and Integration	Heavy Lift	Project Management and Execution
	Production Operations	Advances in Sand Control	Production Optimization	Coiled Tubing and Well Intervention	Floating Production Facilities	Platform Life Extension
	Subsea	Subsea Boosting and Processing	AUV/ROV Operations	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 Construction Vessels
Maps & Posters		U.S. Gulf of Mexico Map		Subsea Processing/ Boosting Poster	Flow Assurance Poster	Deepwater Records, Solutions and Concepts Poster
Supplements						NOIA, France
Special Reports/Surveys		Deepwater Gulf of Mexico Discoveries	Top 10 Offshore Drilling Contractors		Rotary Steerable Systems	
Email Newsletter Show Dailies			Topsides	Subsea Tieback		Offshore Technology Conference
Ad Readership Study*				Ad Readership Study		
Ad Close		8-Dec	16-Jan	13-Feb	13-Mar	23-Mar
Material Due		15-Dec	23-Jan	20-Feb	20-Mar	2-Apr
Bonus Distribution		ARC Industry World Forum Feb 12 - 15 Orlando, FL	SPE/IADC Drilling Conference and Exhibition Mar 6 - 8 Fort Worth, TX	SPE ICoTA Mar 27 - 28 Houston, TX	Offshore Technology Conference Apr 30 - May 3 Houston, TX	Offshore Technology Conference Apr 30 - May 3 Houston, TX
		NAPE Summit Feb 5 - 9 Houston, TX	Subsea Tieback Forum Mar 13 - 15 Galveston, TX	AADE Fluids Technical Conference Apr 11 - 12 Houston, TX	NACE Corrosion Apr 15 - 19 Phoenix, AZ	PNEC May 22 - 24 Houston, TX
		Topsides, Platforms, & Hulls Feb 6 - 8 Galveston, TX	Australasian Oil & Gas Mar 14 - 16 Perth, AU			EAGE Jun 11 - 14 Copenhagen, Denmark
						AAPG ACE May 20 - 23 Houston, TX

*The mediaViewPro ad readership study is conducted by Baxter Research Center and provides important insights about magazine readers, as well as free response comments from readers about your ad.

2018 EDITORIAL CALENDAR

JUNE	JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Gulf of Mexico Drilling Offshore Mexico OTC Technology Review	Drilling Rig Report Latin America Report	ONS Issue	Drilling and Production Technology	Deepwater Field Development – Case Studies	Engineering and Construction	Top Offshore Projects
Gulf of Mexico	Latin America	Northwest Europe	Middle East Caspian	Deepwater World Review	Mediterranean	Africa
Geohazard Survey	Subsalt Imaging	Data Processing and Integration	Seismic Acquisition Technology	Seismic While Drilling	Reservoir Characterization	Multi-Client Survey
Completion Technology	Drilling Rig Equipment and Technology	MWD/LWD Update	Extended-Reach Drilling and Completion	Drill Bit Technology Mooring/DP Technologies	Well Construction and Intervention	Managed Pressure Drilling
Floating Production System Design and Construction	Deepwater Field Development	Decommissioning	Platform Design and Construction	Deepwater Construction	Project Management and Execution	Deepwater Field Development
Well Stimulation	Deepwater Well Intervention	Late-Life Field Management	Production Riser Design	FLNG/FPSO Operations	Production Separation Technology	Corrosion Control
Flow Assurance	Subsea Equipment Technology	Long-Distance Tiebacks	Riser Monitoring and Management	Subsea Compression	Collaboration and Standardization	Subsea Controls
Pipeline Inspection	Pipeline Repair Technology	Deepwater Pipeline Installation	Multi-Phase Flow and Measurement	Pipeline Commissioning	Welding Technology	Subsea Coatings
Mexico Map	Brazil Map	FPSO Poster	Offshore Wind Poster	Heavy Lift Poster		
					Offshore Technology from Europe	
Stimulation Vessels	Mobile Rig Construction	Offshore Global MWD/LWD Services	Environmental Drilling and Completion Fluids Offshore Wind	Ports and Logistics		
		ONS	SPE ATCE		Deepwater Operations	
		Ad Readership Study				
15-May	12-Jun	16-Jul	14-Aug	13-Sep	16-Oct	14-Nov
22-May	19-Jun	23-Jul	21-Aug	20-Sep	23-Oct	21-Nov
IPAA Midyear Meeting Jun 25 - 27 Austin, TX	Summer NAPE Aug 15 - 16 Houston, TX	FPSO World Congress Sep Singapore	SEG International Exhibition Oct 14 - 19 Anaheim, CA	Arctic Technology Conference Houston, TX	International Workboat Show	
		ONS Aug 27 - 30 Stavanger, Norway	Pipeline Week Sep 11 - 13 Houston, TX	Deepwater Operations Nov 6 - 8 Galveston, TX	Offshore Leadership Forum Dec Houston, TX	
			Offshore Wind Executive Summit Sep 13 - 14 Houston, TX	IPAA Annual Meeting Nov 11 - 13 New Orleans, LA		
			SPE ATCE Sep 24 - 26 Dallas, TX	ADIPEC Abu Dhabi, UAE		
			OTC Brasil Oct 24 - 26 Rio de Janeiro, BR			
			IPLOCA Sep			

ONLINE ADS

OFFSHORE-MAG.COM

Offshore's website connects advertisers with site visitors as they search for industry news, technology, archives, webcasts, white papers, videos, commentaries and offshore field development supplements.

HOMEPAGE AND TOPIC CENTER AD UNITS

Homepage Plus online banner positions align your company with offshore content serving the information needs of thousands of industry professionals.

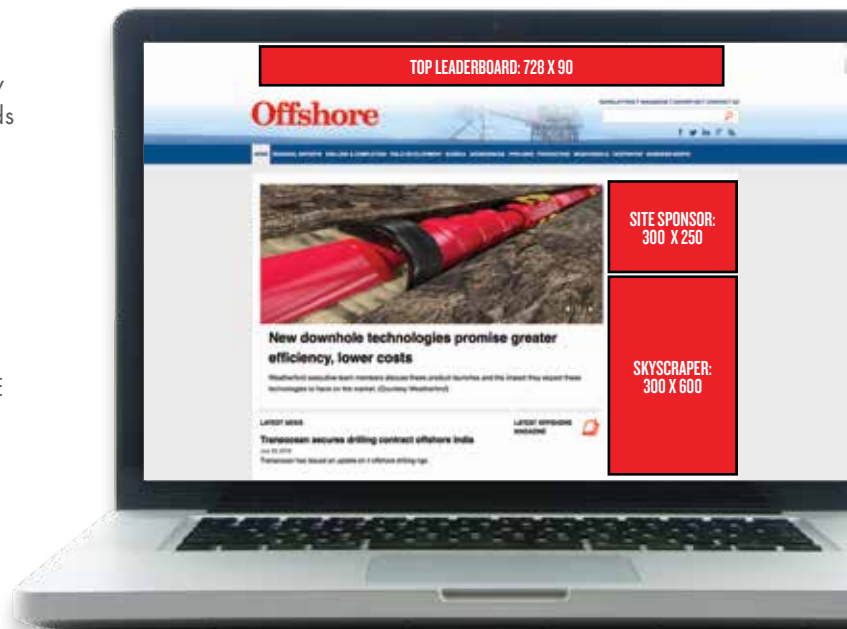
Topic Center Ads appear on Topic Center sites which allow visitors the chance to select and browse content concerning a particular topic of interest. An ad banner placed on a specific Topic Center allows you to align your message with relevant content, while also reaching a more targeted audience.

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

- Drilling and Completion
- Production
- Deepwater
- Field Development
- Regional Reports
- Geosciences
- Subsea
- Rigs/Vessels
- Pipelines
- Business Briefs

Homepage and Topic Center sites offer the following three ad positions:

Leaderboard Skyscraper Site Sponsor



HIGH IMPACT AD UNITS

Claim your viewer's attention with a High Impact Ad! These ad positions are more interactive and eye-catching than traditional digital ad spaces. View sizes and specifications of High Impact ad units on page 15.



PUSHDOWN

The Pushdown 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

The largest ad position available that doesn't require user expansion, the Welcome Ad is hard to miss and results in a high concentration of impressions – great for companies making a significant announcement or rebranding!

ADFLEX – NEW OFFERING!

This is your chance to "flex" and show off everything you've got! New for 2018, this premium display ad engages site visitors with your message using special Content Marketing, Social and/or Video Consoles. The AdFlex component-based format permits advertisers to pack ultimate functionality into a single, standard ad unit, making your ad interactive and highly engaging.



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 63,925 recipients per day
(MONDAY – FRIDAY)

Highlights the latest developments and news in the marine/offshore industry - ads will appear in all five days of this eNewsletter

MONTHLY ENEWSLETTERS

SUBSEA 51,278 recipients
(FIRST THURSDAY, MONTHLY)

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

DRILLING TECHNOLOGY 55,512 recipients
(THIRD THURSDAY, MONTHLY)

Updates on the latest drilling equipment, techniques, challenges, and technologies

MONTHLY EXCLUSIVE ENEWSLETTERS

OFFSHORE WEST AFRICA 56,660 recipients
(SECOND TUESDAY)

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

OFFSHORE ASIA 59,385 recipients
(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 44,076 recipients
(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 51,278 recipients
(FOURTH TUESDAY)

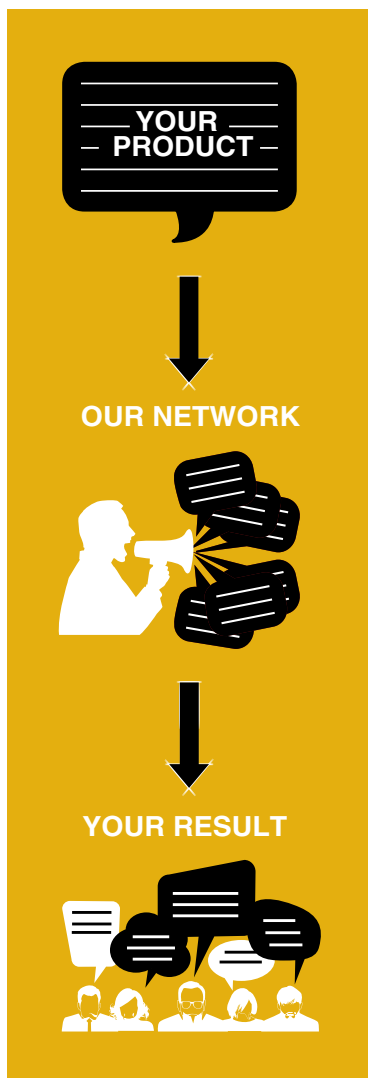
A monthly glance at advanced technology challenges associated with safety and cost-effectively developing subsea resources in this ever-expanding market.



Intro Text Ad - New Offering!

Resembling a top story in our eNewsletters, highlighted by a gray background, the intro text ad is an opportunity to grab readers' attention. Brands presenting editorial type content for this space may also benefit as being seen as industry leaders, knowledgeable enough to provide content for editorial space.

DIGITAL SOLUTIONS



DIGITAL MAGAZINE RICH-MEDIA BOOST

When you place an ad in *Offshore's* print magazine, your ad is also automatically placed in the magazine's digital issue. Take advantage of your ad's digital presence with a **Digital Magazine Rich Media Add On**. Bring your ad's message to life with an embedded video or photo gallery, or direct ad viewers to your website by creating a clickable URL in your digital ad.

WEBCAST SPONSORSHIPS

Webcast Sponsorships offer the opportunity to present your own content or align your brand with *Offshore's* technology-rich presentations. All webcasts generate highly qualified, active leads while leveraging the *Offshore* brand and audience to position your brand as a thought leader among industry experts.

EMAIL LIST RENTALS

Target key market segments and get fast results at a low cost! **Email List Rentals** allow you to reach a targeted audience with your custom messaging through an 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.

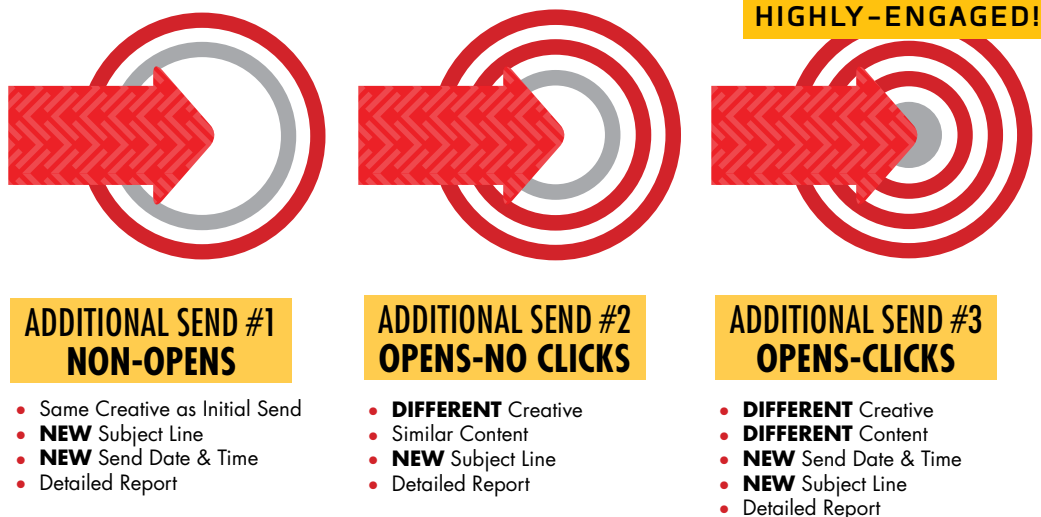
PENNTARGET EMAIL LIST RENTALS — NEW OFFERING!

We're making multi-tiered marketing automation messaging look, well...automated! **PennTarget** takes email marketing to the next level using multi-tiered marketing automation.

Here's how: After your initial email deployment, you receive **THREE** additional opportunities to push your marketing message to potential customers. **TEST new subject lines, new creative, and new content** – plus find out which **days and times** resonate best with your target audience. Detailed **REPORTING** following each deployment provides valuable insight on how engaged your prospects are with your sales and marketing message.



* Petroleum Group 2017 Audience Readership Survey



THOUGHT LEADERSHIP

VIDEO

CONFERENCE SHOWCASE VIDEO

Produced at key industry events, these videos are filmed on the show floor by our professional video staff to promote product launches, corporate branding, announcements, partnerships, and more. These 2-3 minute videos help elevate your company's visibility to an audience of industry professionals by exposing them to branded content while positioning your company as a forward-thinking market leader. These can be hosted by you or we can provide an editorial host.

INDUSTRY SPOTLIGHT VIDEO

Industry Spotlight Videos elevate your brand to an audience of industry professionals who may not be aware of your products or solutions. These compelling videos engage potential customers and enable you to boost response and conversion rates with a powerful call to action. Complement your marketing strategy using the most powerful marketing tool on the web!

Option 1 (Hosted) — 1-2 minute video with professional voice-over, images, logo, and optional B-roll

Option 2 (Non-Hosted) — 1-2 minute video with professional host, B-roll, images, and logo

HOSTED VIDEO

Position your company as a forward-thinking market leader and strengthen your image among key decision makers in your market by hosting your video assets on our site. Hosted Videos help increase your brand's visibility among thousands of potential customers and provide an affordable opportunity to educate your target audience on your company's capabilities and product offerings.

SOCIAL ENGAGEMENT

SOCIAL MEDIA BOOST

The Social Media Boost is a specialized posting on *Offshore's* Facebook page directing groups and followers to topic-specific sponsored content on *Offshore's* website. It consists of an image and linked headline/text that will display in the targeted user's newsfeed for up to one week. Sponsors will receive metrics such as impressions, clicks, page likes, shares, and comments to measure success.

WHITE PAPER SPONSORSHIP

Ensure your content is visible where marine/offshore decision makers go to conduct purchasing research and create vendor short lists with a **White Paper Sponsorship**. 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.

TECHNICAL BRIEFS

Technical briefs are compilations 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's* website, technical briefs offer the opportunity to align your firm with high-value and thought-leadership-oriented content.

NATIVE ADVERTISING

Native Advertising offers the opportunity to extend the reach of your articles to our audience by promoting your company's articles in the context of *Offshore's* editorial content. Native headlines appear adjacent to editorial articles, which are hosted on *Offshore's* website, making it a non-interruptive experience. Users are highly receptive to native advertising especially if it is relevant to the content they were seeking out. Native Advertising content is indexed by Google and is more discoverable because of our site's authoritative search engine ranking on industry topics.

91%

of Offshore audience is interested in viewing case study videos over other forms of media*

* Petroleum Group 2017 Audience Readership Survey

MAPS, POSTERS AND EVENTS

MAPS & POSTERS

Industry professionals look forward to receiving updated maps and posters distributed exclusively with *Offshore* magazine issues. Typically displayed in general, high-traffic areas and referenced frequently, the ad spaces surrounding this content gain timeless exposure. Maps and posters being published in 2018 include:

- U.S. Gulf of Mexico Map (Jan)
- Subsea Processing/Boosting Poster (Mar)
- Flow Assurance Poster (Apr)
- Deepwater Records, Solutions and Concepts Poster (May)
- Offshore Wind Poster (Sep)
- Brazil Map (Jul)
- Mexico Map (Jun)
- Heavy Life Poster (Oct)



EVENTS

Offshore creating opportunities for industry professionals to gather as a community and learn from one another by hosting industry specific events. These pivotal gatherings target influential decisions makers – your potential customers – who attend to hear presentations, learn about new products, and network with peers. Preview our 2018 events below and visit event websites for more information.

Topsides, Platforms & Hulls

Feb 6-8, 2018

Galveston, TX

Include Topsides, Platforms & Hulls as a key component of your marketing strategy and be connected to decision makers and technical experts directly involved in the topsides and marine design industry.

www.topsidesevent.com

Pipeline Week

Sep 11 - 13, 2018

Houston, TX

Some of the most prominent and forward-thinking experts within the oil and gas community gather at this forum to present, discuss and interact on a personal basis.

www.pipelineweek.com

Offshore Leadership Forum

TBD, 2018

Houston, TX

Executives and influential leaders discuss the industry's latest challenges and solutions to impact the future of the offshore market. Limited sponsorships available!

www.offshore-mag.com/leadership

Subsea Tieback Forum & Exhibition

Mar 13-15, 2018

Galveston, TX

As the largest global exhibition for the subsea engineering industry, your advertising or exhibition investment is maximized at this event which hosted over 1,700 attendees last year.

www.subseatiebackforum.com

Deepwater Operations

Nov 6-8, 2018

Galveston, TX

Put your brand in front of industry professionals attending this event addressing challenges in developing deepwater resources!

www.deepwateroperations.com

PNEC Conference

May 22-24, 2018

Houston, TX

Get in front of decision-makers looking to network and learn from their peers about leading technology relating to data integration, information and management.

www.pnecconferences.com

Offshore Wind Executive Summit

Sep 13-14, 2018

Houston, TX

Decision makers from global wind and offshore oil and gas markets will be drawn to this event to establish new business relationships and advance the U.S. offshore wind industry.

www.offshorewindsummit.com

83%

of Offshore audience plan on attending industry-related events this year*

* Petroleum Group 2017 Audience Readership Survey

STRATEGIC RESOURCES

As a PennWell publication, *Offshore* can provide custom creative, communication and marketing solutions designed to support your strategy and objectives. Beyond advertising and promotion placement, think of us as your one-stop-shop for advertising and marketing strategy, creative and design consultation, success and more!

ORCHESTRATE NEW OFFERING!

Introducing a new and revolutionary lead generation platform, bringing you valuable insights into your prospects' accelerated buying journey. Sophisticated prospect targeting ensures your content marketing and lead nurturing efforts are personalized and amplified. Account-based marketing strategies enable company and persona-based perspectives on your campaigns, helping you uncover the hottest prospects.

1 | SELECT



Select a targeted group of customers for your marketing campaign based on proprietary industry profile data, interests, behaviors and companies.

2 | SPECIFY



Specify ads or recommend content to your prospects on our branded and network sites including programmatic audience extension.

3 | AUTOMATE



Automate customer interactions — sophisticated technology knows when your content has been seen and sends more specific content on your products.

4 | NURTURE



Nurture your customers as they move from targeted prospect to marketing qualified lead to sales qualified lead.

5 | SEND



Send your hottest prospects to your sales team through scored lead generation.

6 | RECEIVE



Receive detailed reports on campaign performance, funnel velocity, and known or anonymous customer touchpoints from the top of the funnel until they become a qualified lead.

Orchestrate accelerates your sales pipeline and amplifies your reach to the right customers, widening the sales funnel. Find out more by speaking with your sales representative or visiting our interactive site: www.orchestratenow.com.

PENNWELL MARKETING SOLUTIONS

Let our team assist in creating messaging, design, content marketing, SEO, web development, or event planning. Our integrated approach enables us to create out-of-the-box marketing elements, campaigns, and strategies to fulfill your marketing goals.

From copywriting to design and production, our team creates compelling, specialized, and targeted messaging that resonates with audiences across new and traditional media platforms.

Speak with your *Offshore* representative about developing your next website; corporate brochure; tradeshow display, promotional video; print, online, or social campaign; whitepaper or technical article, or visit www.pennwellmarketing.com.



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 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 RUNS

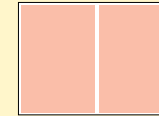
\$1,250

MAPS & POSTERS

Ad Unit	Width x Height	Price
Single Unit	Inches: 5 1/4" x 2 3/16"	\$5,250
	Millimeters: 134 mm x 56 mm	
Double Spot	Inches: 10 1/2" x 2 3/16"	\$9,350
	Millimeters: 267 mm x 56 mm	
Top/Bottom Half	Inches: 18 1/2" x 2 3/16"	\$24,800
	Millimeters: 470 mm x 56 mm	
Exclusive Sponsor	Inches: 37" x 2 3/16"	\$45,900
	Millimeters: 940 mm x 56 mm	

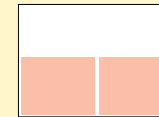
PRINT AD SPECIFICATIONS

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)



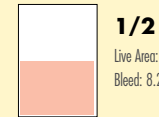
2/3 PAGE

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)



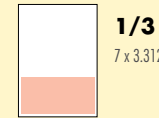
1/2 PAGE HORIZONTAL

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



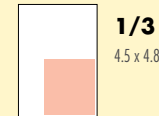
1/2 PAGE ISLAND

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)



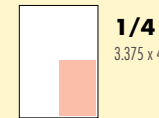
1/3 PAGE SQUARE

4.5 x 4.875" (114 x 124 mm)



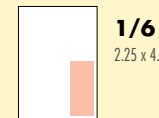
1/3 PAGE VERTICAL

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)

HOW TO SUBMIT YOUR PRINT AND/OR DIGITAL AD MATERIAL

TO UPLOAD AD MATERIALS TO OUR FTP SITE:

1. Go to <http://digitalads.pennwell.com>
2. Select "Online Material" or "Print Material"
3. Select "Offshore" from the menu
4. Fill in the required information and then select "Upload File"

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

Include advertiser name, publication name, issue date, and order number.

WebTraffic@PennWell.com (Digital Advertising Materials)

Include advertiser name, publication name, digital placement, issue date, and order number

DIGITAL RATES & SPECS

HIGH IMPACT ADS	
Welcome	\$8,000
Push Down	\$6,000
Adflex	\$3,500

HOMEPAGE PLUS	
Leaderboard	\$3,475
Skyscraper	\$3,150
Site Sponsor	\$2,450

TOPIC CENTER BUNDLES	
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

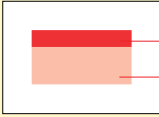
OFFSHORE LEARNING CENTER	
Leaderboard	\$3,375
Skyscraper	\$3,050
Site Sponsor	\$2,350

eNEWSLETTERS			
Daily	Offshore Daily	Intro Text Ad	\$3,600
		Intro Text Ad 2	\$3,000
		Top	\$2,850
		Skyscraper	\$2,150
		Middle 1	\$2,350
		Middle 2	\$1,920
		Middle 3	\$1,620
		Intro Text Ad	\$3,400
		Intro Text Ad 2	\$3,000
Monthly	Subsea Report	Top	\$2,650
		Skyscraper	\$2,050
		Middle 1 & 2	\$2,050
	Drilling Technology Report	Intro Text Ad	\$3,400
		Intro Text Ad 2	\$3,000
		Top	\$2,650
		Skyscraper	\$2,050
		Middle 1 & 2	\$2,050
	Asia	Exclusive	\$2,200
	West Africa	Exclusive	\$2,200
	North Sea	Exclusive	\$2,200
	Middle East	Exclusive	\$2,750

DIGITAL, VIDEO & SOCIAL	
Exclusive Webcast Sponsorship	\$18,000
Editorial Webcast Sponsorship	\$6,000
White Paper Sponsorship	\$3,250 (3 month min.)
Technical Brief	\$4,650
Email List Rental (Advertiser)	\$575/ thousand names (\$2,300 min.)
Email List Rental (Non-advertiser)	\$675/ thousand names (\$2,700 min.)
Conference Video	Call for details
Industry Spotlight Video	\$5,000
Social Media Boost	\$1,500

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

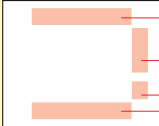
DIGITAL SPECIFICATIONS



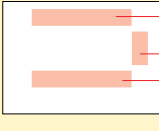
PUSHDOWN AD
Collapsed: 970 x 66, 60K
Expanded: 970 x 418, 110K
NOTE: May include video
Up to 3 rotations



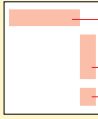
WELCOME AD
Welcome Ad: 800 x 600, 80K



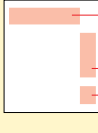
HOMEPAGE PLUS
Leaderboard: 728 x 90, 40K
Skyscraper: 300 x 600, 40K
Site Sponsor: 300 x 250, 40K
Anchor: 728 x 90, 40K




TOPIC CENTER
Leaderboard: 728 x 90, 40K
Skyscraper: 300 x 600, 40K
Anchor: 728 x 90, 40K
Up to 2 rotations



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: 300 x 600, 40K
Middle: 300 x 250, 40K



ADFLEX CONTENT MARKETING CONSOLE
Contact your sales representative for specifications.

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

CONTACT US

WORLDWIDE SALES OFFICE

UNITED STATES

1455 West Loop South
Suite 400
Houston, TX 77027
Tel +1.713.621.9720
Fax +1.713.963.6285

GLOBAL AD SALES

Global Sales Manager
DAVID DAVIS
Tel +1.713.963.6206
DavidD@PennWell.com

Sales Associate
CA, CT, DC, FL, MA, OR, RI, VA, WA,
SC, PA, NJ, ME, NH, VT
JUSTIN BURGESS
Tel +1.918.831.9852
JustinB@PennWell.com

ARTICLES/REPRINTS FOR DISTRIBUTION

JILL KALETHA
Mossberg & Co.
Tel + 1.800.428.3340, ext. 149
jkaletha@mossbergco.com

CUSTOM PUBLISHING

ROY MARKUM
Tel +1.713.963.6220
RoyM@PennWell.com

VICE PRESIDENT AND GROUP PUBLISHING DIRECTOR

PAUL WESTERVELT
Tel +1.713.499.6305
PWestervelt@PennWell.com

INTERNATIONAL SALES OFFICES

UNITED KINGDOM, SCANDINAVIA, THE NETHERLANDS, MIDDLE EAST

GRAHAM HOYLE
10 Springfield Close Cross
Somerset BS26 2FE
United Kingdom
Tel +44 (0) 1934.733871
GrahamH@PennWell.com

FRANCE, BELGIUM, SPAIN, PORTUGAL, SOUTHERN SWITZERLAND, MONACO, NORTH AFRICA

STEFANIA PICIOTTI
THOMPSON
961 Camp Redon
83830 Callas, France
Fax +33 (0) 4.89.81.99.82
Mobile +33 (0) 6.21.23.67.02
StefaniaT@PennWell.com

GERMANY, AUSTRIA, EURASIA, NORTHERN SWITZERLAND, EASTERN EUROPE, RUSSIA, BALTIC

ANDREAS SICKING
Sicking Industrial Marketing
Kurt-Schumacher-Str. 16
59872 Freienohl, Germany
Tel +49 (0) 290.333.8570
Fax +49 (0) 290.333.8582
WilhelmS@PennWell.com

ITALY, TURKEY, GREECE, CYPRUS, MALTA

FILIPPO SILVERA
FERRUCCIO SILVERA
Viale Monza 24,
20127 Milano, Italy
Tel +39.02.28.46716
Fax +39.02.28.93849
Mobile +39 3924431741
Info@Silvera.it

CHINA, JAPAN, SOUTHEAST ASIA, KOREA, AUSTRALASIA

MICHAEL YEE
19 Tanglin Road #05-20
Tanglin Shopping Center
Republic of Singapore
247909
Tel +65.9616.8080
Fax +65.6734.0655
yfyee@singnet.com.sg

PENNWELL PETROLEUM EVENTS SALES

DEEPWATER OPERATIONS; PIPELINE WEEK; PNEC; SUBSEA TIEBACK; AND TOPSIDES, PLATFORMS AND HULLS

SARA LOWERY NG
Tel +713.963.6277
SaraN@PennWell.com

DESIREE REYES
Tel +713.963.6283
DesireeR@PennWell.com