

Integrated Marketing Options



Far more than just a weekly magazine, *Oil & Gas Journal* provides a myriad of digital options for delivering your targeted message to as broad, or as focused, a segment of the oil and gas industry as your marketing plan calls for – daily, weekly, and monthly. With *OGJ*'s new “AppZine,” eNewsletters, sponsored webcasts, online white papers, and direct email marketing to our subscribers, you have virtually every tool needed to meet your marketing goals...and budget.

OGJ iPad app



Oil & Gas Journal is proud to be the first B-2-B petroleum magazine to market with an “AppZine” for the petroleum industry. We are at the forefront of the e-Reading revolution and are proud to offer advertisers new technologies to interact with our readers. The *OGJ* iPad App offers readers the interactive features of a digital edition with a portable, and leisurely, read-anywhere experience.

Oil & Gas Journal Website Advertising

Every hour of every day, industry professionals around the globe log on to the *Oil & Gas Journal* website to help maintain a leading edge in their careers. These decision-makers routinely turn to the most reliable and accurate information resource in the industry for the latest developments in petroleum exploration and development; drilling and production; processing; and transportation. Advertise on www.ogj.com and your marketing message will be seen by thousands every day. For detailed information, go to: www.ogj.com (Advertise/2011 *OGJ* Digital Media Kit).

eNewsletters

Communicate your corporate message to your prospects and customers every day. Our daily eNewsletter gives you that option and more. With content from the industry's leading editorial staff, *OGJ* Daily Update is a must read for anyone in the oil and gas industry. *OGJ* eNewsletter advertising helps build brand awareness by reaching global and select audiences daily.

Each week, the editors of *Oil & Gas Journal* report on exploration and development activity and the ever-changing temperament of Washington, all of which is vital info in today's decision making. Your message can be part of that exchange each week in the *OGJ* E&D Report.

Deliver your marketing message to your target audience by advertising in one or more of our special-focus, monthly eNewsletters. Each month, *OGJ* editors provide our Drilling & Production Report, Natural Gas & LNG Report, Pipeline Report, and Refining Report. Convey your corporate strategy to these specific markets each month.

Daily

OGJ Daily Update (Monday through Friday)—
circulation 49,500+

Written by *Oil & Gas Journal*'s editors, the *OGJ* Daily Update provides timely news analysis and up-to-the-minute reports on rapidly changing industry conditions and events.

Weekly

OGJ Weekly E&D Report (every Thursday)—
circulation 58,500+

Written by *Oil & Gas Journal*'s editors, the *OGJ* Weekly E&D Report provides timely information on the global search and development of hydrocarbons and includes area drilling reports from around the world.

Monthly

Natural Gas & LNG Report (first Monday)—
circulation 51,500+

Assembles natural gas news covered by *OGJ* Online in the areas of gas drilling, production, processing and transportation, including gas pipelines and LNG.

Drilling & Production Report (second Monday)—
circulation 51,000+

Includes reports on production starts, rig construction and activity, and key developments in production and drilling technology.

Refining Report (third Monday)—circulation 49,500+
Covers news about refinery operations and construction worldwide.

Pipeline Report (last Monday)—circulation 43,000+
Reports news about oil, gas and oil-product pipelines. Subjects include pipeline construction and operations.

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Take Advantage of these PennWell Products to Improve Brand Awareness

PennWell Petroleum Group's Custom Publishing

PennWell Petroleum Group's Custom Publishing produces publications designed to showcase such topics as emerging technologies, development ventures, research projects, innovative equipment and techniques, to name a few. Custom publications provide marketers a unique opportunity to position their company as an industry leader and deliver their message with high impact to very select audiences.

***Oil & Gas Journal* Online Research Center**

The *OGJ* Online Research Center is the industry's most efficient and convenient source for information packages that aid analysis of the energy, petroleum, and natural gas industries. It features industry surveys, statistics, research reports and directories. The *OGJ* Online Research Center is dedicated to assisting analysis of industry operations and activities.

PennWell Events

PennWell Conferences and Exhibitions deliver market-leading information in the areas of critical importance to the oil and gas industry. These high-quality events attract audiences of executive decision-makers – those decision-makers critical to the success of your marketing effort.

OGJ Industry Events



Unconventional Oil & Gas Europe

Conference & Exhibition

15-16 February 2011

Prague, Czech Republic

www.unconventionaloilandgaseurope.com



Oil Sands and Heavy Oil Technologies

Conference & Exhibition

19-21 July 2011

Calgary, Alberta, Canada

www.oilsandstechnologies.com



Unconventional Oil & Gas International

Conference & Exhibition

30 August-1 September 2011

San Antonio, Texas

www.unconventionalgas.com



Unconventional Oil & Gas India

Conference & Exhibition

14-16 September 2011

Mumbai, India

www.unconventionaloilandgas-india.com



Oil & Gas Maintenance Technology

North America

Conference & Exhibition

20-22 September 2011

Galveston, Texas

www.ogmtna.com