



# OE

# OFFSHORE ENGINEER

THE FUTURE OF OFFSHORE ENERGY & TECHNOLOGY.

## 2019 MEDIA PLANNING GUIDE

PRINT • DIGITAL • EVENTS



[OEDIGITAL.COM](http://OEDIGITAL.COM)



# ABOUT OFFSHORE ENGINEER

For over 40 years, *Offshore Engineer* has been the leading source of in-depth analysis, insightful editorial and the latest technology developments shaping the offshore energy industry.

Our experienced staff of editors, analysts and correspondents provide comprehensive analytical reporting on projects around the world. Each edition delivers insightful analysis of complex operational challenges and environmental concerns in exploration, drilling, completion and production.

Each issue of *Offshore Engineer* reaches our global audience of dedicated readers who rely on it for industry reporting and forecasts, project updates, technological advances, case studies and more. *Offshore Engineer* also provides in-depth stories on recruitment, training, finance and insurance, automation, asset integrity and inspection, repair and maintenance, reservoir modeling and monitoring.

*Offshore Engineer's* technology-based editorial focus offers dynamic energy market intelligence for better decision-making throughout all levels of offshore oil and gas operations. Our daily market intelligence allows subscribers to stay up to date with breaking news and exclusive articles through OEDigital.com, OE-Today E-news and our popular social media channels.

Since 1975, *Offshore Engineer* has been connecting a worldwide audience of highly qualified buyers in the oil and gas industry. Now, we offer more ways than ever to empower marketing teams by providing cross-platform and global integrated marketing solutions that reach a large, targeted and engaged audience.

Our customizable marketing platforms are adaptable, combining traditional and custom marketing programs to build brand awareness and deliver an engaging audience for your products and services.

**Actionable intelligence for technical professionals actively involved in the offshore oil and gas industry.**

In 2018, *Offshore Engineer* joined New Wave Media's Maritime Media Network - the maritime sector's largest network of print and electronic media. *Offshore Engineer* now has the power of the industry's leading B2B publishers behind it, delivering more information every day to the industry's largest combined subscriber database. As the market leader, our global media network delivers to both the maritime and energy markets, providing our advertisers with unsurpassed reach to an unequalled audience of business professionals.





# CIRCULATION

## JOB FUNCTION

**12,720**

**35.1%**  
Engineering  
Management  
& Engineering

**9,241**

**25.5%**  
Operations  
Management  
& Operations

**11,416**

**31.5%**  
Executive  
& Senior  
Management

**1,957**

**5.4%**  
Geology,  
Geophysics &  
Exploration

**906**

**2.5%**  
Other

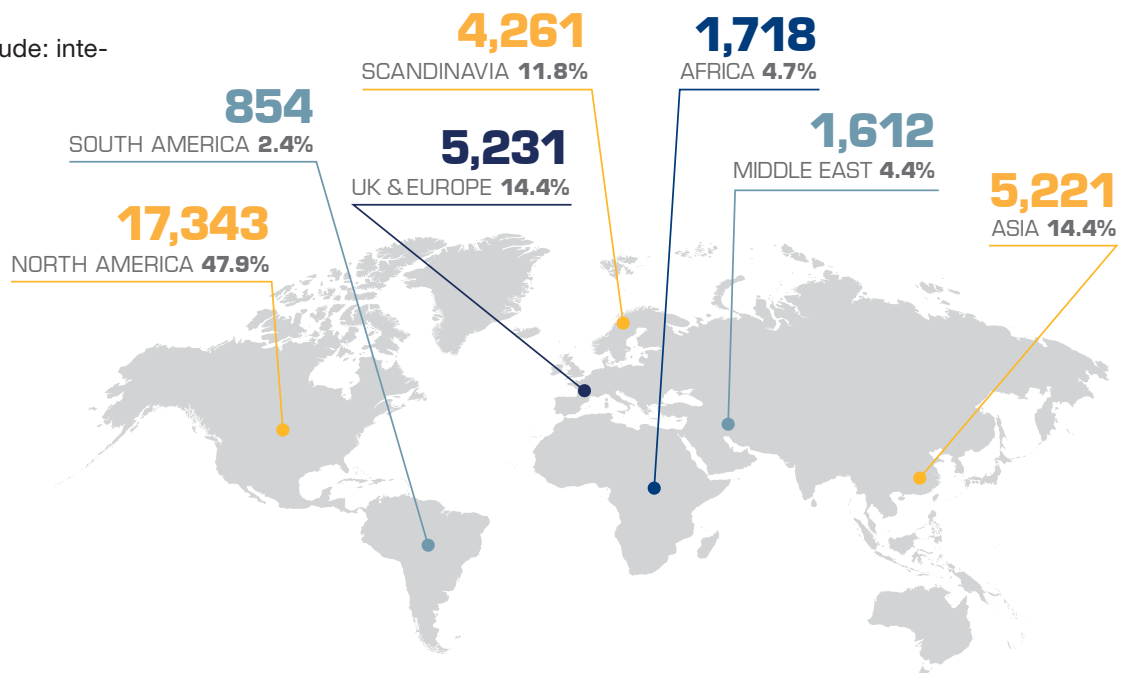
*Offshore Engineer* reaches a global audience of 36,240 influential oil & gas industry professional and qualified buyers.

*Offshore Engineer's* global audience of 36,240 lets marketing teams engage and interact with a targeted, international audience of highly, qualified buyers. *Offshore Engineer's* readers consist of qualified oil and gas industry experts in the following fields: delivery supply and service companies, contractors, senior and executive management, geology, geophysics, exploration, operations and operations management, engineering and engineering management.

*Offshore Engineer* provides the latest developments in subsea technologies, EPC, drilling, flow lines and pipelines, drilling and completion, geology and geophysics, installation, shipyard and fabrication, marine support, service supply equipment, government research and education.

Our audience and advertisers include: integrated oil and gas companies, independent operators, national and state oil companies, seismic companies, engineering companies, engineering construction and installation companies, production operators and consultants.

## GLOBAL DISTRIBUTION



## INDUSTRY

**17,903**

**49.4%** Oil & Gas  
Companies



**7,393**

**20.4%** Drilling  
Companies, EPCs, Ship  
Fabricators, Pipeline  
Installation, Seismic



**6,668**

**18.4%** Engineering  
Companies &  
Consultants



**3,515**

**9.7%** Service/  
Supply Companies





### JANUARY - FEBRUARY

Ad Close: Feb 7

#### FEATURE

FPSO/FLNG Outlook and Technologies

#### DEPARTMENTS

**Engineering, Procurement, Installation, Commissioning**  
Abandonment & Decommissioning

#### Subsea

Subsea Technologies

#### Production Operations

Inspection, Maintenance, Repair

#### Drilling and Completions

Downhole Data: Sensors, Fiber Optic, Wired Pipe

#### Regional Report

Australasia

#### Special Report

Automation: Visualization, Design, Modeling

#### EVENTS & BONUS DISTRIBUTION

- **Subsea Expo**  
February 5 - 7, 2019  
AECC Aberdeen, Scotland
- **FPSO Europe 2019**  
February 19 - 20, 2019  
London, England
- **AUSTRALASIAN Oil & Gas 2019**  
March 13 - 19, 2019  
Perth Convention & Exhibition Center, Australia
- **Offshore Mediterranean Conference & Exhibition**  
Mar 27 - 29, 2019  
Ravenna, Italy

### MARCH - APRIL

Ad Close: Apr 8

#### FEATURE

Deepwater: The Big New Horizon

#### DEPARTMENTS

**Engineering, Procurement, Installation, Commissioning**  
Transport and Installation: Projects and Vessels

#### Subsea

ROV/AUV

#### Production Operations

Inspection, Maintenance, Repair

#### Drilling and Completions

Drilling Automation: From Robots to Big Data

#### Regional Report

Gulf of Mexico & North America

#### Special Report

Japanese Offshore Equipment

#### EVENTS & BONUS DISTRIBUTION

- **Offshore Technology Conference (OTC)**  
May 6 - 9, 2019  
Houston, USA
- **Global Petroleum Show**  
June 11 - 13, 2019  
Calgary, Canada

### MAY - JUNE

Ad Close: Jun 7

#### FEATURE

Offshore Renewables Review

#### DEPARTMENTS

**Engineering, Procurement, Installation, Commissioning**  
FLNG: Projects & Technologies

#### Subsea

Tiebacks: Projects & Technologies

#### Production Operations

Production Efficiency: Technology & Technique

#### Drilling and Completions

Drilling Technologies

#### Regional Report

West Africa

#### Special Report

Regulation & Classification: Thought Leadership

#### EVENTS & BONUS DISTRIBUTION

- **Underwater Technology Conference**  
June 11 - 13, 2019  
Bergen, Norway
- **Brazil Offshore Conference and Exhibition**  
June 25 - 28, 2019  
Rio de Janeiro, Brazil
- **SPE Offshore Europe 2019 Oil and Gas Conference & Exhibition**  
September 3 - 6, 2019  
Aberdeen, Scotland



# 2019 EDITORIAL CALENDAR

Insightful editorial reporting on the technology that drives the global energy industry.

## JULY - AUGUST

Ad Close: Aug 7

### FEATURE

Subsea Processing

### DEPARTMENTS

**Engineering, Procurement, Installation, Commissioning**

Advanced Materials & Manufacturing

### Subsea

Well Intervention

### Production Operations

Topsides: Design and Equipment

### Drilling and Completions

Drilling Efficiency

### Regional Report

Northwest Europe

### Special Report

Automation: Big Data, Security and Remote Ops

### EVENTS & BONUS DISTRIBUTION

- **Offshore Technology Conference Brazil (OTC Brazil 2019)**  
October 29 - 31, 2019  
Rio de Janeiro, Brazil
- **SPE/IATMI Asia Pacific Oil and Gas Conference & Exhibition**  
October 29 - 31, 2019  
Bali, Indonesia
- **ATCE (Annual Technology Conference and Exhibition)**  
September 30 - October 2, 2019  
Calgary, Canada

## SEPTEMBER - OCTOBER

Ad Close: Oct 7

### FEATURE

Big Data and Digitalization

### DEPARTMENTS

**Engineering, Procurement, Installation, Commissioning**

Brownfield: Projects and Life Extension Technology

### Subsea

All Electric Subsea: Power Equipment & Robotics

### Production Operations

Plugging and Abandonment

### Drilling and Completions

Rigs: New Design Concepts

### Regional Report

Brazil

### Special Report

Automation: Predictive Maintenance

### EVENTS & BONUS DISTRIBUTION

- **Offshore Energy**  
October 7-9, 2019  
Amsterdam, Netherlands
- **ADIPEC**  
November 12-15, 2019  
Abu Dhabi, UAE

## NOVEMBER - DECEMBER

Ad Close: Dec 6

### FEATURE

Exploration Outlook

### DEPARTMENTS

**Engineering, Procurement, Installation, Commissioning**

Marginal Fields: Projects & Technologies

### Subsea

Pipeline Inspection, Maintenance, Repair

### Production Operations

Reservoir Management & Surveillance

### Drilling and Completions

Drilling Technologies

### Regional Report

Arctic: Market and Technologies

### Special Report

2020 Energy Outlook

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*Offshore Engineer* brings together the oil and gas industry's leading authors and critical thinkers to research, analyze and report global market data and project developments. *Offshore Engineer* has proudly served the energy sector with the highest editorial integrity since 1975.

# ADVERTISING RATES & SPECIFICATIONS

## MECHANICAL REQUIREMENTS

## SIZE

SIZES	WIDTH X DEPTH (IN)	WIDTH X DEPTH (MM)
2 page spread, full bleed*	16.5 x 11.125 in	419.10 x 282.575 mm
2 page spread, gutter bleed*	15.25 x 9.875 in	387.35 x 250.82 mm
1 page standard (live area)	7.125 x 9.875 in	180.97x 250.82 mm
1 page bleed*	8.375 x 11.125 in	212.72 x 282.575 mm
2/3 page standard	4.625 x 10 in	117.475 x 250.82 mm
2/3 page bleed*	5.188 x 11.125 in	131.763 x 282.575 mm
1/2 page horizontal standard	7.125 x 4.875 in	180.97 x 123.825 mm
1/2 page horizontal bleed*	8.375 x 5.625 in	212.72 x 142.875 mm
1/2 page vertical standard	3.475 x 10 in	85.725 x 250.82 mm
1/2 page vertical bleed*	4.1 x 11.125 in	104.14 x 282.575 mm
1/2 page island standard	4.625 x 7.5 in	117.475 x 190.5 mm
1/2 page island bleed*	5.313 x 8.125 in	134.938 x 206.375 mm
1/3 page square, 2 col. wide	4.7 x 4.875 in	104.14 x 123.825 mm
1/3 page vertical, 1 col. wide	2.25 x 10 in	57.15 x 250.82 mm
1/3 page vertical bleed*	2.875 x 11.125 in	73.025 x 282.575 mm
1/4 page	3.375 x 4.875 in	85.725 x 123.825 mm
3 inch strip (1/3 page horizontal)	7.125 x 3 in	180.97 x 76.2 mm
1/8 page	3.375 x 2.25 in	85.725 x 57.15 mm
<b>PAGE SIZE (TRIM)</b>	8.125 x 10.875 in	206.375 x 276.225 mm
<b>BLEED SIZE</b>	0.125 in. outside trim	3.175mm outside trim
<b>*LIVE AREA</b> keep text and logos inside this area	0.188 in. inside trim	4.763mm inside trim (0.313in. inside bleed)

## DISPLAY RATES — RUN OF BOOK

	SIZE	1X	3X	6X	12X
2 Page Spread (DPS), 4 Color	DPS	\$15,920	\$15,162	\$14,440	\$13,752
Full Page, 4 Color	FP	\$8,680	\$8,267	\$7,873	\$7,498
2/3 Page & 1/2 Page Island, 4 Color	2/3	\$6,580	\$6,267	\$5,968	\$5,684
Half Page, 4 Color	HP	\$5,830	\$5,552	\$5,288	\$5,036
3" Strip (1/3 Page Horizontal), 4 Color	3"	\$5,160	\$4,914	\$4,680	\$4,457
1/3 Page Horizontal, Vertical, Square, 4 Color	1/3	\$5,150	\$4,905	\$4,671	\$4,449
1/4 Page, 4 Color	1/4	\$4,160	\$3,962	\$3,773	\$3,594
1/8 Page (Literature Showcase), 4 Color	1/8	\$970	\$924	\$880	\$838

## DISPLAY RATES - PREMIUM POSITIONS

	SIZE	1X	3X	6X	12X
Back Cover	FP	\$10,600	\$10,095	\$9,615	\$9,157
Inside Front Cover	FP	\$10,020	\$9,543	\$9,088	\$8,656
2-Page Spread Between Table of Contents	DPS	\$19,110	\$18,200	\$17,333	\$16,508
Inside Back Cover	FP	\$9,750	\$9,286	\$8,844	\$8,422
Opposite 2nd Table of Contents Page	FP	\$9,180	\$8,743	\$8,327	\$7,930
First Left Hand Page Opposite OEdigital	FP	\$8,930	\$8,505	\$8,100	\$7,714
First Right Hand Page Opposite OE Opinion	FP	\$8,730	\$8,314	\$7,918	\$7,541

## 2 PAGE SPREAD

FULL PAGE

2/3

1/2  
HORZ

1/2  
VERT

1/2  
ISLAND

1/3  
SQUARE

1/3  
VERT

1/4

3" STRIP

1/8

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Empowering news for the offshore industry since 1975

With over 27,000 unique visitors and 40,000+ impressions each month, OEDigital.com offers website banners with custom packages and networks offerings.

## Website banner on OEdigital.com

Per month.

728px X 90px ..... \$3,000

300px X 250px ..... \$2,500

## Featured content block OEdigital.com home page.

Per week. Content blocks also include video and back links in content.

**\$2,500 with bonus 728px X 90px companion banner on content landing page.**

## OETODAY daily e-news banner



Per month.

300px X 250px ..... \$2,500

300px X 100px ..... \$2,000

## Featured content block OETODAY daily e-news.

Per week. Content blocks also include video and back links in content.

**\$2,500 includes 728px X 90px companion banner on content landing page.**

## Feature email blast to 64,000+ recipients

Net, per email blast.

1X ..... \$3,000

4X ..... \$2,500

6X ..... \$2,000

## OE featured content block with bonus featured e-mail distribution.

Content blocks also include video and back links in content. Cost is net, per week.

1X ..... \$3,000

All digital rates quoted net.

The screenshot shows the OEdigital.com website layout. At the top is the 'OE OFFSHORE ENGINEER' logo and navigation links. Below the logo is a large banner for 'LNG Report: Floating Liquefaction & Regasification' with a 300px X 250px label. To the right of this banner is a 728px X 90px label. Below the banner is a 'LATEST NEWS' section with several articles. To the right of the news section is a 'FEATURED VIDEO' section with a 300px X 250px label. Below the video section is a 'TRENDS' section with a 300px X 250px label. At the bottom of the page are sections for 'PEOPLE', 'ACTIVITY', and 'PRODUCTS'.

The screenshot shows the OETODAY website layout. At the top is the 'OE TODAY' logo and the tagline 'THE FUTURE OF OFFSHORE ENERGY & TECHNOLOGY'. Below the logo is a large banner for 'Pacific Drilling Bags Eni Contract for Offshore Nigeria' with a 300px X 250px label. To the right of this banner is a 300px X 100px label. Below the banner is a 'Drydocks World Completes FPSO Upgrade, Turret Mooring Project' section with a 300px X 250px label. To the right of this section is a 300px X 250px label. Below the section is a 'First LNG Cargo Exported from Ichthys' section with a 300px X 250px label. At the bottom of the page is a 'Click here for a FREE trial subscription to "Floating Production Systems Report And Online Database"' section.



Offshore Engineer

Maritime Reporter & Engineering News

Marine Technology Reporter

Marine News

Maritime Logistics Professional

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