

OE

**OFFSHORE
ENGINEER**

THE FUTURE OF OFFSHORE ENERGY & TECHNOLOGY.

2020 MEDIA PLANNING GUIDE



www.oedigital.com

ABOUT OFFSHORE ENGINEER

Offshore Engineer reaches the entire offshore energy market.



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.

Now *Offshore Engineer* 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 provides our advertisers with unsurpassed reach to an unequalled audience of business professionals.

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.

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.

Offshore Engineer provides actionable intelligence for technical professionals actively involved in the offshore oil and gas industry.

- Offshore Engineer Magazine
- OEDigital.com
- World Energy Reports
- WorldEnergyNews.com
- AOGDigital.com

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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.

CIRCULATION

INDUSTRY



Offshore Engineer reaches a global audience of **40,181** influential oil & gas industry professional and qualified buyers.

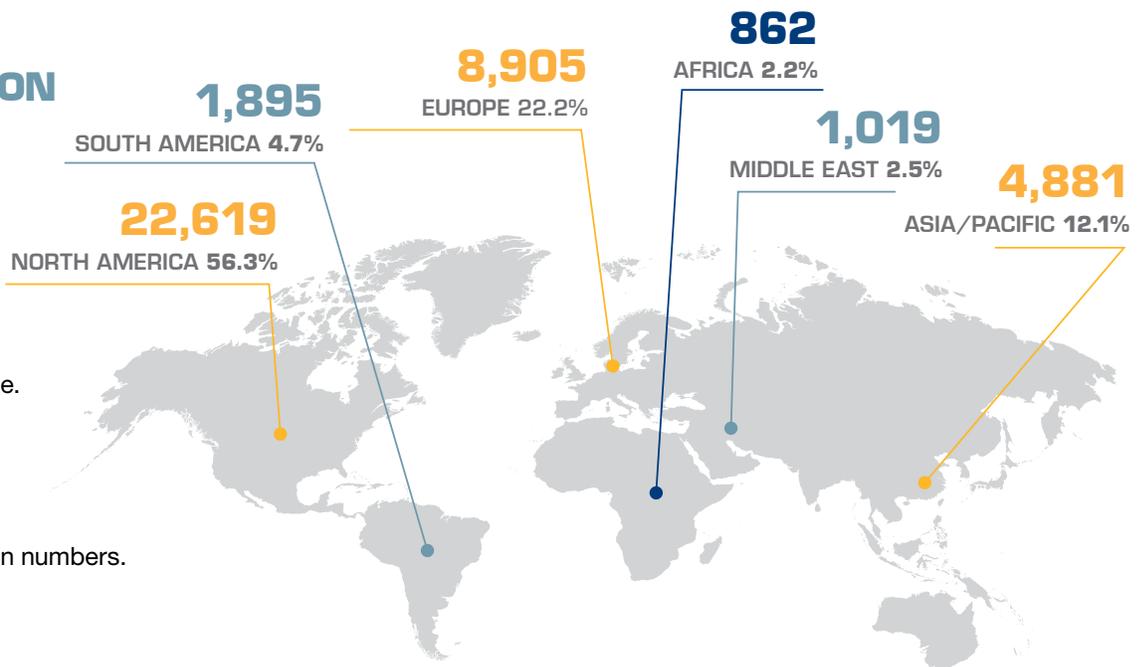
Offshore Engineer's global audience of 40,181 allows marketing teams to engage and interact with a targeted, international audience of highly qualified buyers. *Offshore Engineer's* readers consist of qualified oil and gas industry experts in the following fields: delivery supply and service companies, 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 and completions, flow lines and pipelines, geology and geophysics, installation, shipyard and fabrication, marine support, service supply equipment, government research, education and more.

GLOBAL DISTRIBUTION

BPA AUDITED: 40,181 CIRCULATION

Offshore Engineer has been audited by the Business Publication Audits of Circulation, Inc. (BPA). We want our advertisers to know our circulation figures have been verified, and are accurate and up to date. As an advertiser, you can leverage the reliability of our BPA Audit to make a more judicious advertising budget based on our verified circulation numbers.



FUNCTION

56.5%
Executive & Upper
Management

34.5%
Engineers/
Consultants

9%
Field Professionals
/ Scientists / Other



JANUARY - FEBRUARY

Ad Close: Feb 6

FEATURE

Floating Production Outlook

DEPARTMENTS

Engineering, Procurement, Installation, Commissioning
Abandonment & Decommissioning

Subsea

ROV/AUV Technologies

Production

Topsides, Platforms & Hulls

Drilling and Completions

Downhole Data: Sensors, Fiber Optic & Wired Pipe

Regional Report

Asia & Australia

Special Report

Big Data and Digitalization

Product

Coatings & Corrosion Technologies

EVENTS & BONUS DISTRIBUTION

- FPSO Europe - London
- Australasia Oil and Gas - Perth
- OTC Asia - Kuala Lumpur

MARCH - APRIL

Ad Close: Apr 2

FEATURE

Deepwater: The Big New Horizon

DEPARTMENTS

Engineering, Procurement, Installation, Commissioning
Unmanned Platforms

Subsea

Tiebacks: Projects & Technologies

Production

Flow Assurance

Drilling and Completions

Drilling Rigs & Equipment Innovation

Regional Report

Gulf of Mexico

Special Report

TBD

Product

Safety Systems, Equipment & Technologies

EVENTS & BONUS DISTRIBUTION

- OTC - Houston, USA
- Global Petroleum - Calgary
- UTC - Bergen

MAY - JUNE

Ad Close: Jun 4

FEATURE

Well Integrity

DEPARTMENTS

Engineering, Procurement, Installation, Commissioning
Design & Visualization

Subsea

Well Intervention

Production Operations

Inspection, Maintenance & Repair

Drilling and Completions

Drilling Automation & Robotics

Regional Report

West Africa

Special Report

Communications/SatCom

Product:

Mooring Systems, Anchor Handling & Station Keeping

EVENTS & BONUS DISTRIBUTION

- Subsea Well Intervention - Houston

JULY - AUGUST

Ad Close: Aug 6

FEATURE

The Robotics Revolution

DEPARTMENTS

Engineering, Procurement, Installation, Commissioning
Transport & Installation:
Projects & Vessels

Subsea

Subsea Processing

Production

Reservoir Management & Surveillance

Drilling and Completions

Drilling Efficiency

Regional Report

Northwest Europe

Special Report

Renewables Review

Product:

Deck Machinery, Equipment & Cranes

EVENTS & BONUS DISTRIBUTION

- ONS - Stavanger
- GasTech - Alberta
- Oilcomm - Houston
- ATCE - Denver
- Offshore Energy Europe- Amsterdam

SEPTEMBER - OCTOBER

Ad Close: Oct 1

FEATURE

Digital Transformation

DEPARTMENTS

Engineering, Procurement, Installation, Commissioning
Brownfield: Projects and Life Extension
Technology

Subsea

Pipeline Inspection, Maintenance & Repair

Production

Production Optimization: Projects & Technologies

Drilling and Completions

Drilling & Completions Fluids

Regional Report

Middle East

Special Report

Geoscience: Data Collection & Processing

Product

Power Generation

EVENTS & BONUS DISTRIBUTION

- ADIPEC - Abu Dhabi

NOVEMBER - DECEMBER

Ad Close: Dec 16

FEATURE

Offshore Outlook 2021

DEPARTMENTS

Engineering, Procurement, Installation, Commissioning
Marginal Fields: Projects & Technologies

Subsea

Subsea Power Distribution

Production

Processing & Separation

Drilling and Completions

Completions Technologies

Regional Report

Brazil

Special Report

Cyber Security

Product

Subsea Technologies

EVENTS & BONUS DISTRIBUTION

- Subsea Expo 2021 - Aberdeen



Empowering news for the offshore industry since 1975

With over **63,000 unique visits** and **148,000+ pageviews** each month, **OEDigital.com** offers website banners with custom packages and networks offerings.



148,340

MONTHLY PAGEVIEWS



76,185

MONTHLY USERS



99,382

MONTHLY SESSIONS



1:07

TIME ON SITE

Website banner on OEdigital.com

728px X 90px \$3,000

300px X 250px \$2,500
Banner - net per month.

Featured content block OEdigital.com home page.

Net per week

\$2,500 includes 300px X 250px companion banner on content landing page.

OE TODAY Daily e-news

54,714 Average Daily Sends

300px X 250px \$2,500
Banner - net per month

Featured content block

OE Today E-News - net per week

\$2,500 includes 300px X 250px companion banner on content landing page.

Content blocks can also include video and back links in the content.

Feature email blast to 64,000+ recipients

Net per email

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. Net per send

1X \$3,000

728px X 90px

300px X 250px

300px X 250px

300px X 250px

OE TODAY YOUR DAILY UPDATE FROM OFFSHORE ENGINEER.

300px X 250px

300px X 250px

OFFSHORE ENGINEER TV

OFFSHORE ENGINEER TV

With an Offshore Engineer TV interview, our editorial staff will work to develop insightful Q&A to educate and enlighten viewers about your company's latest advances, technologies and products.

The interview will be posted on OEDigital.com and promoted to our highly engaged audience. Your video will appear site-wide on the right panel with a native sponsorship placement, a branded companion banner and e-newsletter sponsorships, guaranteeing maximum visibility.



INCLUDES

Custom Interview Event Site Package:

Q&A development with editorial staff; 5 minute interview; production & editing; 2 month companion banner; 1 month homepage feature; newsletter feature; placement in OETV Archive.

Total Cost: \$4250/net

INDUSTRY OUTLOOK REPORTS

MARKET INTELLIGENCE SUITE FOR FLOATING PRODUCTION SYSTEMS

The industry's most sophisticated and in-depth floating production systems market intelligence, business outlook and interactive database.

Market intelligence packages include:

- Annual five-year market forecast
- Real-time, Interactive online database
- Monthly reports and forecast recalibration
- Customer support and research assistance

Our reports and database keeps you in close touch with this expanding business sector. We provide the latest intelligence on future activity and contracting opportunities in the reviving market for floating production systems.

Learn more at WorldEnergyReports.com



ADVERTISING RATES & SPECIFICATIONS

MECHANICAL REQUIREMENTS

SIZE

SIZES	WIDTH X DEPTH (IN)	WIDTH X DEPTH (MM)
2 page spread, full bleed*	17.25 X 11.125	438 X 283 mm
2 page spread, gutter bleed*	15.25 x 9.875 in	388 x 251 mm
1 page bleed*	8.625 x 11.125 in	219 x 283 mm
1 Full Page (non-bleed)	7 x 10 in	178 x 254 mm
2/3 page standard	4.5 x 10 in	114 x 254 mm
2/3 page bleed*	5.5 x 11.125 in	140 x 283 mm
1/2 page horizontal standard	7 x 4.875 in	178 x 126 mm
1/2 page horizontal bleed*	8.625 x 5.57 in	219 x 143 mm
1/2 page vertical standard	3.375 x 10 in	87 x 254 mm
1/2 page vertical bleed*	4.32 x 11.125 in	110 x 283 mm
1/2 page island standard	4.5 x 7.5 in	114 x 191 mm
1/2 page island bleed*	5.5 x 7.8 in	140 x 199 mm
1/3 page square, 2 col. wide	4.5 x 4.875 in	114 x 124 mm
1/3 page vertical, 1 col. wide	2.25 x 10 in	57 x 254 mm
1/3 page vertical bleed*	2.6 x 11.125 in	66 x 283 mm
1/4 page	3.375 x 4.875 in	87 x 126 mm
3 inch strip (1/4 page horizontal)	7 x 2.375 in	178 x 62 mm
1/8 page	3.375 x 2.25 in	87 x 57 mm
PAGE SIZE (TRIM)	8.375 x 10.875 in	213 x 276 mm
FULL PAGE LIVE AREA	8.125 x 10.625 in	206 x 270 mm
BLEED SIZE	0.125 in. outside trim	3mm outside trim
*LIVE AREA keep text and logos inside this area	0.188 in. inside trim	5 mm inside trim



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, 4Color	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, 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
Inside Back Cover	FP	\$9,750	\$9,286	\$8,844	\$8,422

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