MATCHING BUYERS WITH SUPPLIERS AND GROWING BUSINESSES

MEDIA PACK 2020
For 15 years, Oil & Gas Middle East, owned by ITP Media Group, has been a flagship publication for the upstream segment of the regional energy industry, and with its strong reputation and industry expertise, it has played the crucial role of connecting buyers and sellers in the market. With a readership base that comprises oil and gas professionals across the board, from C-suite executives to field managers, the publication provides companies unparalleled access to influencers and decision-makers throughout the region who rely on the magazine to make business decisions. The publication’s online portal, oilandgasmiddleeast.com, is the homepage of energy professionals across the globe, providing the most comprehensive and well-researched content from the region’s upstream oil and gas industry. Written for and read by the industry’s key stakeholders, oilandgasmiddleeast.com provides readers with the ideas and information they require to prosper in one of the world's most dynamic energy markets—the Middle East.

Leveraging our position as the leading voice in the region’s upstream sector, our digital platforms provide dynamic opportunities for companies to reach their target audience on the go. Oilandgasmiddleeast.com features the latest industry news and analysis as well as expert commentary, power lists, picture galleries, and videos, providing a variety of ways to engage potential customers. Meanwhile, our mobile application means that our partners are constantly within reach of industry leaders and professionals, and our twice-daily newsletters send the highlights of the day straight to their inboxes.

With the publication’s editorial strength, and its renewed emphasis on digital and social media, clients can leverage Oil & Gas Middle East’s commanding position in the regional media sphere to make their value proposition and communicate directly with their target audience.

“WE HAVE BUILT A STRONG REPUTATION AS THE LEADING RESOURCE ON THE REGIONAL UPSTREAM OIL AND GAS SECTOR. OUR READERS—INDUSTRY DECISION-MAKERS—EXPECT TO SEE COMPANIES OF THE HIGHEST CALIBRE AMONG OUR PAGES.”
Carla Sertin, editor

“WE PRIDE OURSELVES ON TAKING A COLLABORATIVE APPROACH TO COMMERCIAL OPPORTUNITIES, WITH AN EXTENSIVE AND EFFECTIVE MULTIMEDIA PORTFOLIO OF MARKETING SOLUTIONS.”
Pankaj Sharma, senior sales manager
## Editorial Calendar 2020

<table>
<thead>
<tr>
<th>Month</th>
<th>Country Focus</th>
<th>Editorial Focus</th>
<th>Landmark Sections</th>
<th>Conferences/Shows/Events</th>
</tr>
</thead>
</table>
| January | Saudi Arabia | Health, safety and environment | | Intersec, UAE  
Petroli Expo, Morocco  
IPTC, KSA |
| February | Egypt | Localisation | Power 50 | Egypt Petroleum Show (EGYPS 2020)  
International Petroleum Week, UK |
| March | Algeria | Natural gas | | Oman Petroleum and Energy Show  
North Africa Petroleum Exhibition and Conference, Algeria  
MPGC, Bahrain |
| April | Bahrain | Oil price recovery | | EMC 2020, Cyprus  
Oil & Gas Investment Symposium, US |
| May | Oman | Diversity & Inclusion | | OTC, US |
| June | Lebanon | Exploration technology | | Middle East Energy Awards, Dubai  
World Gas Series, Morocco  
Lebanon International Oil & Gas Summit |
| July | Saudi Arabia | Sustainability | Middle East Energy Awards review | |
| August | Libya | Engineering & Construction | Top 30 EPC Companies | |
| September | Iraq | Unconventionals | | Tunisia Oil & Gas summit |
| October | Kuwait | Oilfield Services | Top 30 Oilfield Services Companies | Future Investment Initiative, KSA  
Kuwait Oil & Gas Conference and Exhibition |
| November | UAE | Digitalisation | ADIPEC Show Issue | ADIPEC, Abu Dhabi |
| December | MENA | MENA review and outlook | ADIPEC review | |

*EVERY ISSUE: Interviews, news, projects, people, products, analysis*  
*Subject to change at editor’s discretion*
Oil & Gas Middle East holds roundtables on key industry topics and invites market leaders to join and mark their status in the sector. We also facilitate bespoke roundtable events on behalf of our clients to further enhance their brand presence.

Every month, key magazine sections centred on topic or geography are open for sponsorship. This opportunity could involve highlighting your products, a technology developed by your company, or positioning you as a thought leader in the market.

Brand Views allow industry experts to share their outlook on important industry issues and engage readers with their own content, positioning them as leaders in their segment. This provides the visibility and market intrusion that regular advertisements may fall short of providing.

Our daily eNewsletters reach directly into the inboxes of our subscribers. With several advertising opportunities, they provide a great opportunity to associate your brand with ours, and pave a direct path from our subscribers to your website through an embedded URL of your choice.

Display advertising is key for online lead generation, and we have multiple opportunities available. With our monthly web traffic of over 500,000 site visits, your message will directly reach the screens of potential clients, growing brand awareness & facilitating click-throughs to your

Commercial partners can capitalise on our database of industry professionals by sending them promotional campaigns. Our partners can select the day and time, and filter by geography and industry sector to target the right people. This is ideal for a call to action or brand message.
The Middle East Energy Awards gathers leaders across upstream, midstream, and downstream at an annual celebration of the energy industry’s achievements. The ceremony recognises excellence across 15 categories, giving people and companies across verticals the opportunity to celebrate their accomplishments with other industry leaders. The Middle East Energy Awards attracts a large gathering of top level figures and senior decision makers to celebrate industry excellence in a warm and competitive setting. The awards attract nominations from a wide range of companies and individuals across the Middle East, competing to receive one of the most highly regarded industry awards available. Each year the awards promise to bring the industry together and crown the most deserving nominees across the energy industry.
## Technical Specifications

**Trim Size (W x H):**

- Double page spread: 410 x 275 mm
- Full page: 205 x 275 mm
- Half page vertical: 175 x 225 mm
- Half page horizontal: 175 x 110 mm
- Quarter page: 116 x 85 mm

## Special Positions

- **Inside front cover:** AED 46,710 ($12,720)
- **Outside back cover:** AED 53,662 ($14,613)
- **Inside back cover:** AED 46,710 ($12,720)
- **Knowledge Partner:** AED 73,478
- **Belly band:** AED 51,699 ($14,079)
- **Cover mount:** AED 52,630 ($14,332)
- **Inserts:** AED 34,259 ($9,329)
- **Full page advertorial:** AED 56,049 ($15,264)

**1st half:** +15%

**Right hand page:** +10%

## Awards

- **Platinum Sponsor:** $25,000
- **Gold Sponsor:** $15,000
- **Silver Sponsor:** $10,000
- **Category Sponsor:** $5,000

## Advertising

**OILANDGASMIDDLEEAST.COM**

<table>
<thead>
<tr>
<th>POSITION</th>
<th>FORMAT</th>
<th>DIMENSIONS</th>
<th>FILE SIZE</th>
<th>RATE CARD PER CPM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leaderboard</td>
<td>GIF, JPEG</td>
<td>645 x 200px</td>
<td>100KB</td>
<td>AED 1,557 / $424</td>
</tr>
<tr>
<td>MPU</td>
<td>GIF, JPEG</td>
<td>645 x 200px</td>
<td>100KB</td>
<td>AED 1,557 / $424</td>
</tr>
<tr>
<td>Overlay</td>
<td>GIF, JPEG</td>
<td>450 x 450px</td>
<td>100KB</td>
<td>AED 1,557 / $424</td>
</tr>
<tr>
<td>Video</td>
<td>GIF, JPEG</td>
<td>645 x 200px</td>
<td>100KB</td>
<td>AED 1,557 / $424</td>
</tr>
</tbody>
</table>

## Contacts:

**Advertising:**

- Mark Grennell
  - Group Sales Manager
  - +971 4 444 3202
  - mark.grennell@itp.com

- Pankaj Sharma
  - Senior Sales Manager
  - +971 4 444 3510
  - pankaj.sharma@itp.com

**Editorial:**

- Carla Sertin
  - Editor
  - +971 4 444 3265
  - carla.sertin@itp.com

- Mahendra Pawar
  - Production Coordinator
  - +971 4 444 3680
  - mahendra.pawar@itp.com