

2025 MEDIA KIT



INNOVATION

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OGI Magazine embodies the true driving force of growth in the oil & gas sector, **innovation.**

A Leader in the Energy Transition

We are the trusted, established and expert voice in this constantly changing industry. Always on top of the latest trends with in depth analysis of innovative technologies for the upstream, midstream and downstream sectors.

We pride ourselves in bringing industry related trends, news and results to our worldwide readers which is otherwise difficult to obtain. We do a great job highlighting your technology, which our readers want and need.

OGI Magazine is distributed digitally on a quarterly OPT-IN subscription basis to the name and job titled senior decision makers and technical personnel driving and implementing innovation in key areas of the global oil and gas industry.

For advertising opportunities please get in contact with one of our directors. We'll discuss how we can help you achieve your goals

Edward Findlay - Publishing Director

+44 330 043 4969 - edward@oilandgasinnovation.co.uk

Nicholas Parker - Commercial Director

+44 330 043 4969 - nparker@oilandgasinnovation.co.uk



A LEADER IN THE ENERGY TRANSITION

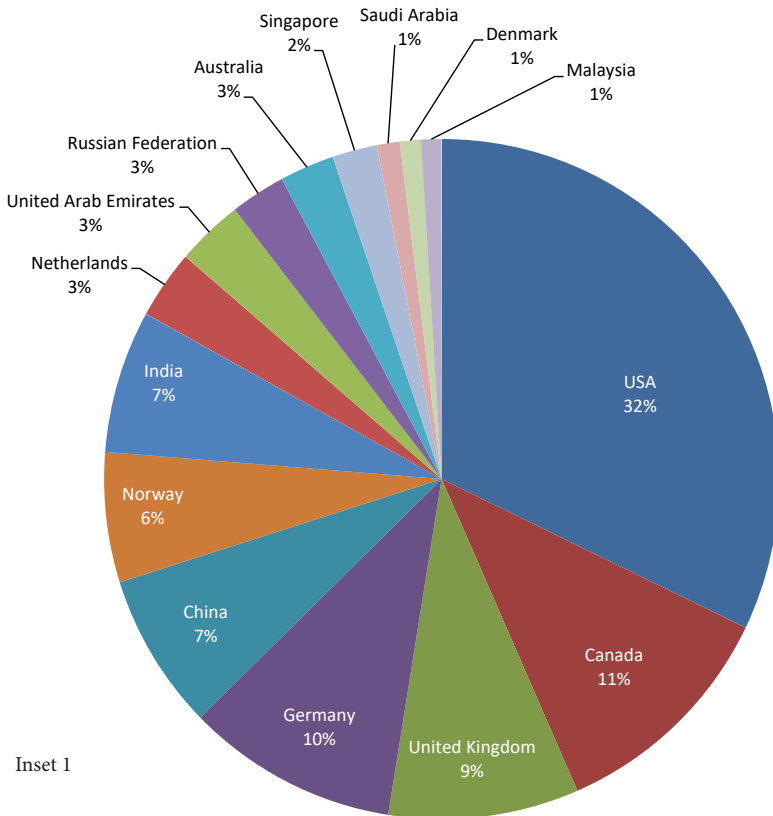
REGIONAL DISTRIBUTION

BUSINESS INFORMATION

Prominent Countries

Prominent countries data is based on the destination of the digital magazine throughout the world.

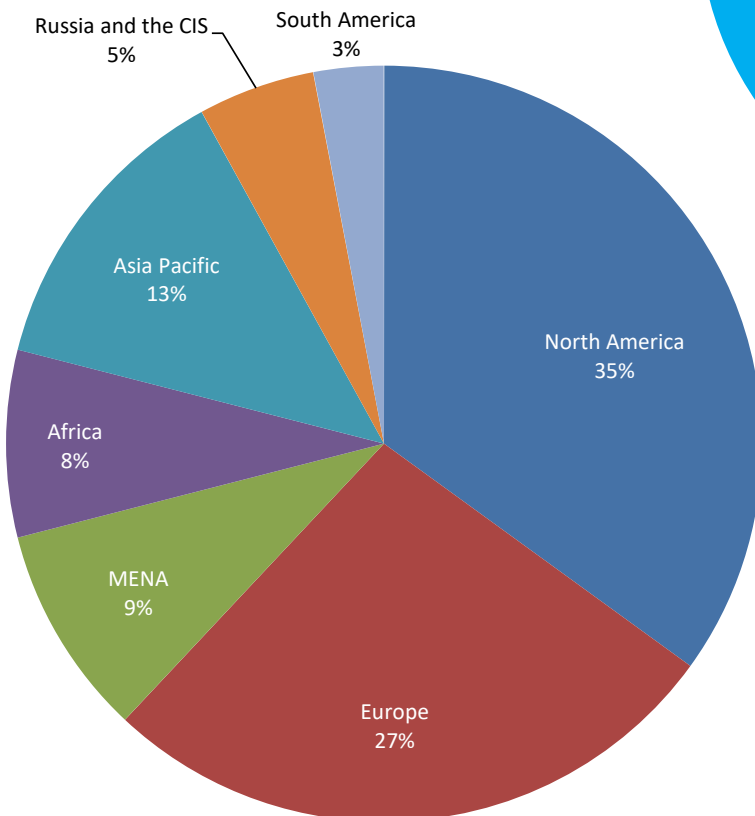
This list is not exhaustive, rather it's the top 16 destinations by country among the many countries the magazine is sent out.



Inset 1

Reader Profile By Job Title

- | | |
|----------------------|-----------------------|
| C - Suite Executives | Project Managers |
| CEO/COO/CMO/ | Chief Engineers |
| CTO's | Heads of Exploration |
| GM's | and Production |
| VP Sales | Health and Safety |
| VP Operations | Supervisors |
| Senior Engineers | Plant Supervisors |
| Process Engineers | Supply Chain Managers |
| Geophysicists | Geologists |



Inset 2

Regional Breakdown

- North America
- Brazil
- India
- Northern Europe
- Russia and the Former Soviet States
- South East Asia
- Sub Saharan Africa
- The Middle East and North Africa

EDITORIAL CALENDAR

INDUSTRY SOLUTIONS



All copies of the magazine will include stories, interviews and in depth analysis from our five main reporting sectors: Hydrogen Technology, Exploration and Production, Midstream and Pipelines, Downstream and Processing, Health and Safety. There will also be news from around the world in every issue.

WINTER

- Hydrogen Fuel
- FPSO Special
- Subsea / ROV Focus
- Tank Storage Special

StocExpo 

SUMMER

- Corrosion & Coatings
- Breakbulk Technology Focus
- Pipelines Feature
- UAV / ROV / Drones



SPRING

- ATEX, Ex and Hazardous Areas
- Flow Control Technology Special
- The Downstream / Refining Special



AUTUMN

- AI & Robotics
- E&P Cover Story Special
- Health and Safety Focus
- Hydrogen Technology: Where Are We?



We have bonus coverage and distribution at many trade shows around the world. We also have reporting from events which include but are not limited to ADIPEC, Offshore Europe, Stocexpo, Valve World Expo, OTC Asia, OTC Houston, Gastech, SMM Hamburg, Global Energy Show, SPE ATCE, Sippe, Cippe, EAGC, World Petroleum Congress, Caspian Oil and Gas, and more.

READERSHIP

70,000 SUBSCRIBERS (SENT TO) PER ISSUE

12,000 UNIQUE VISITS PER MONTH ON THE WEBSITE

34,960 SOCIAL MEDIA FOLLOWERS *

 FACEBOOK **22,000**

 LINKEDIN **12,144**

 X **3,329**

Some of the Companies That Read the Magazine

Norse Energy	Pertamina	Cameron
Petrobras	Nigerian NPC	ONGC
TotalEnergies	Group Sonangol	ConocoPhillips
TransOcean	Sonatrach	Chevron
Halliburton	Saudi Aramco	Equinor
Aker	Kuwait Oil	BP
Baker Hughes	Reliance	Royal Dutch
FMC	Industries	Shell
CNOOC	Qatar	Kamunai Gaz
Petrochina	Petroleum	SLB
CNPC	Repsol	Petrofac
Sinopec	Technip	COSL
Petronas	Eni	and more..

*Numbers as of July 1st 2024

Edward Findlay - Publishing Director
+44 330 043 4969 - edward@oilandgasinnovation.co.uk



INNOVATION

We are committed to helping you achieve ROI

Digital Magazine

- Magazine Advertising
- Exclusive Interviews
- White Papers
- Advertorials
- Belly Wraps
- Front Cover Packages

Digital / E-Marketing

- Electronic Direct Mailing Campaigns (E-Shots)
- Social media strategic marketing campaigns
- White Papers
- Web Banners
- E-Newsletter Advertising
- Web Site Placement
- Digital Magazine Advertising and Advertorial

Maximum Digital Exposure

All paid For articles / Q&A's include the following:

- Placed in the "news" section of our website for 1 year.
- Shared via our over 30,000 social media followers.
- Distributed over 3 months in our digital magazine

Software and Logistics in Automation

The Oil & Gas Pipeline Challenge that Automation offers is a lack of skilled workers, especially welders, which demands a consistent, growing, and profitable pool of qualified candidates to work in often remote areas, without enough new workers picking up the slack to replace them.

To make the most of this challenge, the Oil & Gas Pipeline industry must adopt a holistic approach to automation. This means not only investing in automation technology, but also in the workforce. This includes providing training and development opportunities for existing workers, as well as recruiting and hiring new talent. By taking a holistic approach, the industry can ensure that it has the right mix of technology and human resources to meet the challenges of automation.



As the O&G industry continues to evolve, automation will play an increasingly important role. By embracing automation and investing in the workforce, the industry can ensure that it is well-positioned to meet the challenges of the future.

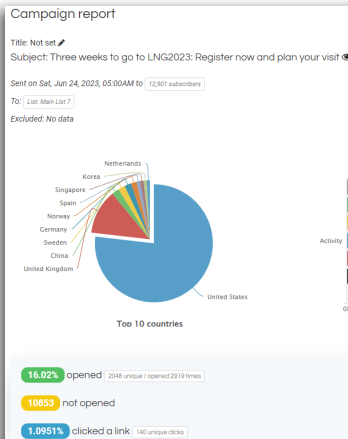


ARTICLES & Q&A's

Exploration & Production

Precision in Motion: Exploring Innovations

In the dynamic landscape of oil and gas, precision and innovation are key to success. This article explores the latest trends in exploration and production, highlighting the role of precision in motion technologies. These technologies are revolutionizing the way we explore and produce oil and gas, leading to increased efficiency and reduced costs. The article also discusses the challenges of precision in motion and offers solutions for overcoming these challenges.



Post Campaign Statistics, Metrics Report

2025 RATE CARD

INDUSTRY SOLUTIONS

MAXIMUM EXPOSURE

FRONT COVER PACKAGE:

FRONT COVER + 3 PAGE ARTICLE (SAME ISSUE)
TWO ADVERTISEMENTS IN TWO SEPARATE ISSUES
100 COPIES OF THE MAGAZINE
£8,000

Digital Prices (Per Page Costs For Adverts & Articles)

DOUBLE PAGE SPREAD (Q&A / ARTICLE)	£5,950
FULL PAGE	£3,950
HALF PAGE	£2,450
QUARTER PAGE	£1,450
INSIDE FRONT COVER*	£6,950
BACK COVER*	£8,950
OPPOSITE CONTENTS*	£5,650
OPPOSITE LEADER*	£5,950
INSIDE BACK COVER*	£5,950
AD/ARTWORK DESIGN	£500 **

*Limited Supply per Issue / Year

** Per Page

E-Marketing Solutions

ELECTRONIC DIRECT MAILING (EDM / E-SHOT)***	£0.17 PER E-MAIL
DATA PURCHASE FOR PRIVATE USE	£1 PER E-MAIL
BANNER ON MAIN PAGE (3 MONTH LEASE)	£3000
BANNER ON SUB PAGE (3 MONTH LEASE)	£1,000
ARTICLE WHITE PAPER UPLOAD ON NEWS SITE: 6 MONTHS	£500

E-SHOTS

★ Figures based on average of all electronic direct mailing campaigns conducted on our behalf from April 2023 to July 2024

- Database of 79,240 opt-in subscribers from around the world. For regional and county break down please see inset 1 & 2 on page 2.
- EDM's can be targeted with metrics such as: company name, job title, city, country, sector eg. E&P, midstream etc
- Average Metrics: 19% open. 06% unsubscribed .039% bounced. 0% marked as spam. 7% Click-Through

*** Minimum E-shot is 3,000 e-mails