



HARTENERGY



Documenting
E&P Technology
Innovations Worldwide

2019
Media Guide
HartEnergy.com



"E&P provides communication channels that help you reach clients – online, in print and through award-winning conferences."

Russell Laas
Senior Vice President,
Media



E&P is a global media and branding platform with technology at its core.

How technology is applied remains *E&P's* editorial focus. We entice subscribers to engage with our content as they prefer. Advertisers benefit from our multi-level platforms. Used in combination they will enhance the effectiveness of your marketing message.



PRINT



DIGITAL



MOBILE

HARTENERGY
IndustryVoice®

CONTENT
MARKETING



CONFERENCES

E&P Audience by the Numbers

PRINT & DIGITAL CIRCULATION

SUBSCRIBERS WORLDWIDE¹

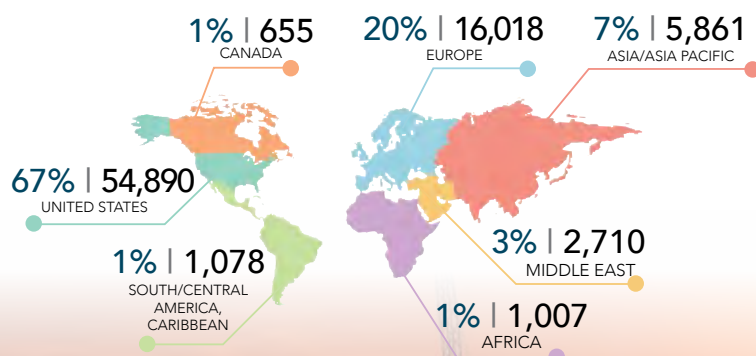


52,438 BPA Paragraph 3a
29,781 BPA Bonus Distribution Breakdown Coverage
82,219 Total Circulation
142 Countries Distributed

GEOGRAPHIC BREAKDOWN¹



54,890 Total United States
27,329 Total International



E&P COMPANIES¹



43% Major Integrated Oil and Gas Companies – 13,343 (12,922 qualified + 421 non-qualified bonus distribution)
42% Independent Oil and Gas Producers – 12,794 (12,773 qualified + 21 non-qualified bonus distribution)
7% National/State Oil Companies – 2,242 (2,242 qualified)
8% Unspecified Operators – 2,416 (2,416 non-qualified bonus distribution)

Total - 30,795

JOB FUNCTIONS¹



53% Executive Management – 43,795 (28,129 qualified + 15,666 non-qualified bonus distribution)
35% Engineering and Production – 28,492 (15,613 qualified + 12,879 non-qualified bonus distribution)
7% Exploration Function – 5,776 (5,393 qualified + 383 non-qualified bonus distribution)
5% Other Function – 4,156 (3,303 qualified + 853 non-qualified bonus distribution)

ABOUT E&P

- Published monthly, weekly and daily
- Coverage on exploration, drilling and production
- Custom-published supplements
- Two industry e-newsletters
- Connected through social media channels
- Website designed for the oilfield audience

BUSINESS CLASSIFICATIONS²



Oil & Gas Companies 27,937; 53.3%

- 24.6%** Major Integrated Oil and Gas Companies – 12,922
- 24.4%** Independent Oil and Gas Companies – 12,773
- 4.3%** National/State Oil Companies – 2,242

Contractors/Consultants 17,874; 34.1%

- 11.7%** Service Companies (seismic, exploration, production, construction) – 6,110
- 11.3%** Consultants or Consulting Firms – 5,947
- 7.2%** Drilling and Main Contractors or Subcontractors – 3,792
- 3.9%** Integrated Service Contractors – 2,025

Supply/Others 6,627; 12.6%

- 6.4%** Supply Companies – 3,350
- 3.3%** Other companies allied to the field – 1,767
- 2.9%** Insurance or Financial services; Educational Institutions; Government Agencies; Research Laboratories – 1,510



¹ June 2018 BPA Brand Report (includes both print and digital editions and the non-qualified Bonus Distribution Coverage - BDC. ² June 2018 BPA Brand Report: Paragraph 3a both print and digital.

DIGITAL

E&P WEB TRAFFIC*



- 45%** Average Monthly Increase in Visits – 109,437
- 43%** Average Monthly Increase in Unique Visits – 65,709
- 23%** Average Monthly Increase in Page Views – 188,937

E&P AUDIENCE BREAKDOWN*



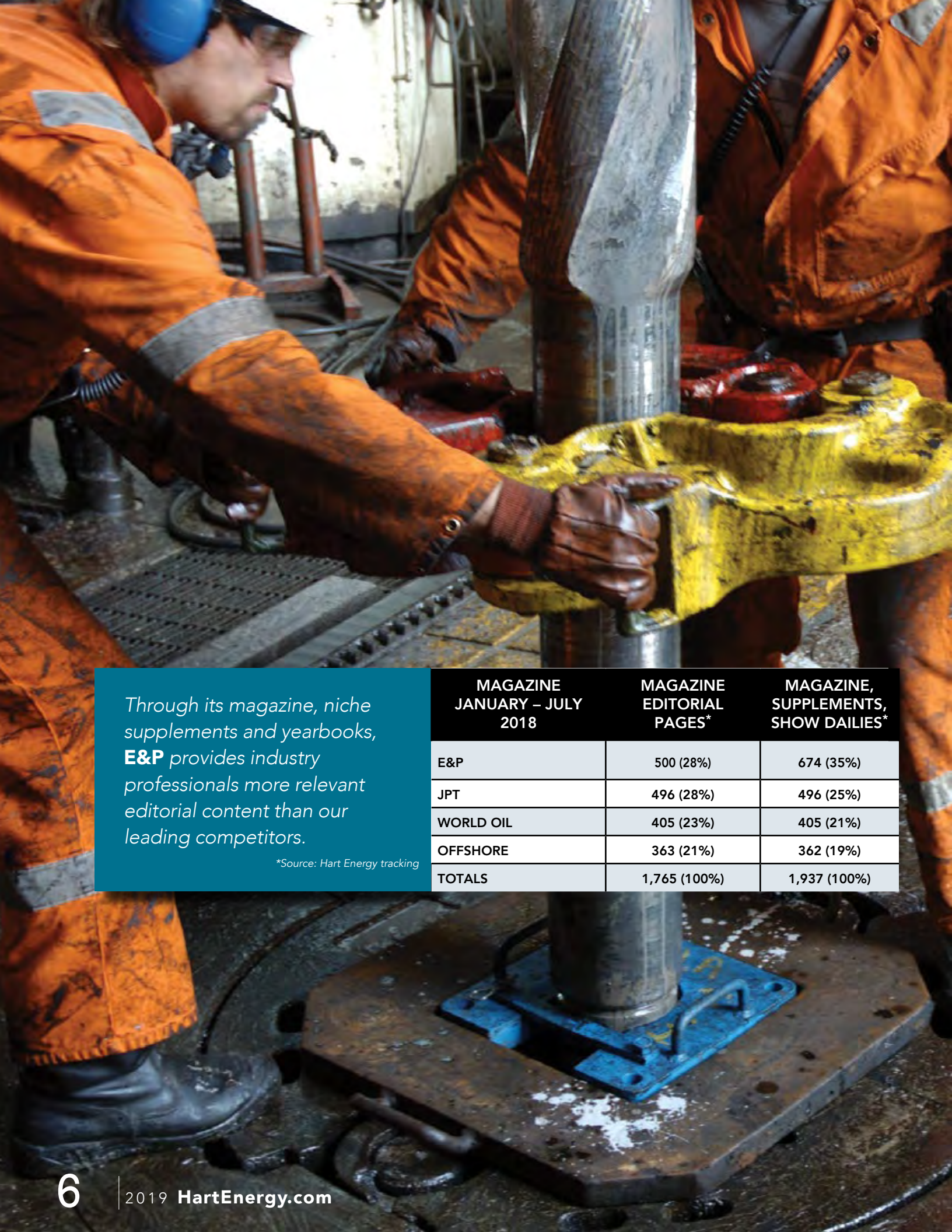
- 44%** Search
- 28%** Direct
- 17%** Referral
- 8%** Social Media
- 3%** Other

SOCIAL MEDIA*

41,207 Followers



* Aug. 1, 2017-July 31, 2018



*Through its magazine, niche supplements and yearbooks, **E&P** provides industry professionals more relevant editorial content than our leading competitors.*

**Source: Hart Energy tracking*

| MAGAZINE JANUARY – JULY 2018 | MAGAZINE EDITORIAL PAGES* | MAGAZINE, SUPPLEMENTS, SHOW DAILIES* |
|------------------------------------|---------------------------------|--|
| E&P | 500 (28%) | 674 (35%) |
| JPT | 496 (28%) | 496 (25%) |
| WORLD OIL | 405 (23%) | 405 (21%) |
| OFFSHORE | 363 (21%) | 362 (19%) |
| TOTALS | 1,765 (100%) | 1,937 (100%) |

E&P Editorial Expertise

E&P's editors share insights daily, weekly and monthly through our digital portals, print magazine and supplements. Content analysis from editors who understand the upstream oil and gas industry ensures relevance and increases engagement. Subscribers look to *E&P* magazine for technical information that can be applied today, plus insights about technology being developed for tomorrow.



Peggy Williams
VICE PRESIDENT,
EDITORIAL DIRECTOR
pwilliams@hartenergy.com



Jo Ann Davy
GROUP MANAGING EDITOR
PRINT MEDIA
jdavy@hartenergy.com



Jennifer Presley
EXECUTIVE EDITOR
jpresley@hartenergy.com



Richard Mason
CHIEF TECHNICAL DIRECTOR
rmason@hartenergy.com



Brian Walzel
ASSOCIATE EDITOR
Production Technologies
bwalzel@hartenergy.com



Velda Addison
SENIOR EDITOR
Digital News Group
vaddison@hartenergy.com



Ariana Hurtado
ASSOCIATE MANAGING EDITOR
ahurtado@hartenergy.com



Faiza Rizvi
ASSOCIATE EDITOR
frizvi@hartenergy.com



Larry Prado
ACTIVITY EDITOR
prado@hartenergy.com

IndustryVoice: Composites Repair In-Service Topside Piping System



POPULAR ARTICLES

- US Oil & Gas Tolls Have More Than 271K Tons in High Rise
- New Ties To Ocean-At-Sea Job: South-Sea-Offshore
- New Oil & Gas Tolls Have More Than 271K Tons in High Rise
- New Ties To Ocean-At-Sea Job: South-Sea-Offshore
- US Oil & Gas Tolls Have More Than 271K Tons in High Rise
- New Ties To Ocean-At-Sea Job: South-Sea-Offshore

DUG **SEPT. 10-11** **East Boston, Mass.** **WHERE**

IndustryVoice: Composites Repair In-Service Topside Piping System



HARTENERGY
IndustryVoice®

Tell your story in your own words and visuals – then use our trusted media to reach the most qualified audiences.

(See Digital Content Submission Guidelines on page 17)

IndustryVoice® Content Marketing

Your content can be and served up to our audience – your prospects – in compelling ways through our e-newsletters, print and digital magazines as well as in social media or even at live conferences.

INDUSTRYVOICE® PACKAGE*

INVESTMENT: \$6,500

Single Article or Video Content Promotion

Content appears on client-specific IndustryVoice® Landing Page

2x promotion on the home page, cascading through News Carousel, and Exclusives across ALL SITE CONTENT

2x email promotion in daily newsletters as well as weekly newsletter of your choice

STANDARD social media promotion to our Facebook, Twitter and LinkedIn

Content promoted across all content channels on the Hartenergy.com website

Client IndustryVoice® archive library

**Additional charges may apply if creative services are required.*



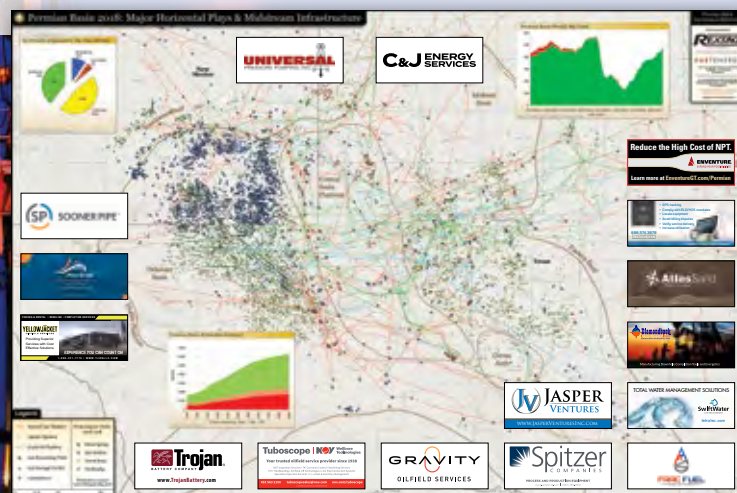
INDUSTRYVOICE® À LA CARTE OPTIONS

| | |
|--|-------------------------------|
| Creation of article content, editing and production | \$2,500 net (up to 750 words) |
| Enhanced Social Media Campaign | \$750 net |
| Add Magazine print article to any campaign (OGI, E&P, Midstream Special Reports) | \$4,000 net |
| Additional e-Newsletters promotion | \$1,000 net |
| Interview Video Creation (1:00-2:00 minutes) | \$3,000 net |
| Exclusive Video Package (Corporate Video) | Call for Quote |

How do I learn more?

Contact your Hart Energy representative
or email IndustryVoice@hartenergy.com

E&P's custom-publishing products reach your target audiences with distribution at select industry conferences throughout the year.



E&P Customized Solutions

Generating customer engagement in today's world requires multiple touch points. **E&P** reaches users multiple times through our magazine, e-newsletters, supplements, website and other niche vehicles.

| OPPORTUNITIES | FEATURES AND BENEFITS |
|--|--|
| Special Issues: Unconventional and Offshore Yearbooks | Profiles of key players and technology updates |
| | Overviews of current activity with regional snapshots |
| | Analysis of unconventional and offshore markets |
| Techbooks | Opportunities to reach niche players |
| | Market overview gets broad readership |
| | Identify key technology providers |
| Playbooks | Specific to regional shale plays |
| | Highlight advertisers' solutions for operators |
| | Include reservoir analysis, active operators, economics and infrastructure |
| Formation and Basin Maps | Focus on unconventional and horizontal plays |
| | Highlight pipeline infrastructure network |
| | Distributed with Hart Energy publications |
| Single- and Multisponsored Supplements | Establish thought leadership position |
| | Highlight new technologies and field case histories |
| | Multisponsored supplements provide broad exposure |
| Show Dailies | Highlight a company's presence at major conferences |
| | Draw traffic to your booth |
| | Align your company or brand with the event |
| Technology Showcases <i>In print and online</i> | Highlight individual products and services |
| | Link to your product or service page from our online magazine |
| | Showcase your products prior to exhibiting at major industry events |
| Wall Charts | Provide industry professionals a wall-mounted specifications chart |
| | Associate your company with the technology being highlighted |
| | Highlight technology, parameters, specifications and applications |

2019 Editorial Calendar

| Issue Date | Editorial Themes | Ads Close | Ads Due |
|----------------------|---|-------------|-------------|
| January | Cover Story: Hydraulic Fracturing Features: Seismic Processing/Interpretation, Directional Drilling, Plugs, Produced Water Management, Subsea Processing/Monitoring Unconventional Focus: Bakken Bonus Distribution: SPE Hydraulic Fracturing Conference, Subsea Expo | 12/3 | 12/5 |
| February | Cover Story: Drilling Rock Physics, CT Drilling, Perforating Systems, Well Intervention, SURF Solutions Unconventional Focus: Haynesville Bonus Distribution: DUG Haynesville, IADC/SPE Drilling Conference, SPE ICoTA | 1/4 | 1/10 |
| March | Water Management Techbook Water management is a necessary line item on budgets and a growing concern for many producers. This issue will examine the strategies and technologies used by leading operators. Bonus Distribution: DUG Permian Basin, DUG Rockies, DUG East, DUG Eagle Ford, DUG Midcontinent, Executive Oil Conference, SPE ICoTA, TIPRO Annual Convention, URTEC, SPE ATCE | 2/1 | 2/7 |
| SPECIAL ISSUE | | | |
| April | Cover Story: Frac Sand & Logistics Features: Land Seismic, Drilling Fluids/Oilfield Chemicals, Sliding Sleeves, Flow Assurance, Subsea Trees/Controls Unconventional Focus: Permian Basin Special Report: Automation & Data Technology Showcase Special Project: 2019 Artificial Lift Techbook Bonus Distribution: DUG Permian Basin, PESA Annual Meeting, Offshore Technology Conference, AAPG Annual Convention, Midstream Texas, Frac Sand Supply & Logistics Conference, SPE ATCE, SPE Hydraulic Fracturing Conference | 3/4 | 3/8 |
| May | Offshore Technology Yearbook The annual Offshore Technology Yearbook delivers comprehensive coverage of the global offshore market, including offshore technology and production trends. Special Report: Perforating Systems Spotlight Show Dailies: Offshore Technology Conference Bonus Distribution: DUG Permian Basin, DUG Rockies, DUG East, DUG Eagle Ford, DUG Midcontinent, Executive Oil Conference, Offshore Technology Conference, EAGE, URTEC, Offshore Europe | 4/4 | 4/11 |
| SPECIAL ISSUE | | | |
| June | Cover Story: Completions Features: Reservoir Characterization, Drillpipe, Proppant Logistics, Surface Systems, ROVs/AUVs Unconventional Focus: Appalachia: Marcellus-Utica Show Dailies: EAGE Bonus Distribution: DUG East | 5/2 | 5/10 |
| July | Cover Story: Shale Technologies Features: Geomechanics, Drillbits, Hydraulic Fracturing, Production Optimization, Deepwater Production Facilities Unconventional Focus: Denver-Julesburg Basin Special Report: Shale Technology Showcase Bonus Distribution: URTEC | 6/6 | 6/11 |

| Issue Date | Editorial Themes | Ads Close | Ads Due |
|------------------|--|-------------|--------------|
| August | Cover Story: Deepwater Features: Marine Seismic, MPD/UBD, Pressure Pumping, Artificial Lift, Remote/Unmanned Well Operations Unconventional Focus: Global Shale Plays Special Report: Artificial Lift Technology Showcase Special Project: Permian Basin Map Bonus Distribution: Offshore Europe, SPE Artificial Lift Conference | 7/5 | 7/11 |
| September | Cover Story: Production Features: Presalt/Subsalt, Multilaterals/Extended Reach, Proppants, Production Chemicals, Topsides Solutions Unconventional Focus: Eagle Ford Special Report: SPE ATCE Technology Showcase Special Project: 2019 Hydraulic Fracturing Techbook Show Dailies: SEG Annual Meeting Bonus Distribution: SPE ATCE, SEG Annual Meeting, DUG Eagle Ford | 8/5 | 8/9 |
| October | Permian Basin Playbook Delivers answers to essential questions on active operators, economics, key technologies and infrastructure issues in the Permian Basin. Special Project: 2019 Drilling Systems Techbook Bonus Distribution: DUG Permian Basin, DUG Rockies, DUG East, DUG Eagle Ford, DUG Midcontinent, Executive Oil Conference, LAGCOE, Frac Sand Supply & Logistics Conference, Marcellus-Utica-Midstream, AAPG Annual Convention, SPE ATCE, SPE Hydraulic Fracturing Conference, SEG Annual Meeting, SPE Artificial Lift Conference, URTeC | 9/4 | 9/9 |
| November | Cover Story: Downhole Tools Features: Basin Modeling, Cementing Advances, Fracture Fluid Optimization, Emissions Management, Decommissioning Unconventional Focus: Oklahoma Special Report: ADIPEC Technology Showcase Special Projects: 2019 Frac Sands Logistics Wall Chart, Oklahoma Map Bonus Distribution: DUG Midcontinent, Marcellus-Utica Midstream, ADIPEC | 10/4 | 10/11 |
| December | Unconventional Yearbook Provides an overview of current activity in the regional plays, profiles of key players, a review of advances in technology, as well as economic analysis and data. Bonus Distribution: Marcellus-Utica-Midstream, DUG Permian Basin, DUG Rockies, DUG East, DUG Eagle Ford, DUG Midcontinent, Executive Oil Conference, Offshore Technology Conference, EAGE, AAPG Annual Convention, SPE ATCE, SPE Hydraulic Fracturing Conference, SEG Annual Meeting, SPE Artificial Lift Conference, URTeC | 11/4 | 11/8 |

**SPECIAL
ISSUE**

**SPECIAL
ISSUE**

**IN EVERY
ISSUE**

- Industry Pulse
- Operator Solutions
- Tech Watch
- World View
- Shale Solutions

- Tech Trends
- Market Intelligence
- Offshore Solutions
- International Highlights
- Editor's Columns

- Unconventional Report
- On The Move
- Digital Solutions
- Regional Report
- Last Word

TECHNICAL WALLCHARTS

- Artificial Lift
- Frac Plugs and Balls
- Frac Sand & Logistics

The editorial deadline for contributed copy is the first of the month, two months prior to publication (e.g., January 2019 copy is due Nov. 1, 2018).

HARTENERGY.COM

Hart Energy's newly restructured website combines: **EPmag.com**, **OilandGasInvestor.com**, **UGCenter.com** and **MidstreamBusiness.com** ... into one easy-to-access and browse site.

Daily in-depth journalism and insights with critical news and exclusives

Pertinent information on crude, natural gas, renewables, technology and software

Interviews with top industry leaders' opinions

Articles from syndication partners such as Reuters and Financial Times

Access to video presentations from our DUG conferences and industry events



HARTENERGY.COM

Interactive Media Solutions

Industry professionals visit upwards of six separate news sites to stay current with energy news and information*. That's why we provide a simple way to access news and insights along the entire energy sector.

| DIGITAL AD RATES** | 300 w x 250 d pixels | 970 w x 250 d pixels | 300 w x 600 d pixels | 728 w x 90 d pixels |
|--|--|----------------------|----------------------|---------------------|
| Prices are based on 25,000 impressions minimum. | | | | |
| PACKAGE 1 | CPM | CPM | CPM | CPM |
| RUN OF SITE (ROS) Campaign runs across entire platform | \$110 | \$120 | \$120 | \$110 |
| All Market Segments/ Targets Listed | Upstream, Midstream, Downstream, Global Market Reach, Exploration and Production, Business and Financial, Gathering and Processing, Policy and Regulation, Storage, Transportation and Logistics, Conference Content, Homepage Placement (Standard), Technology and New Segments Added | | | |
| PACKAGE 2 | CPM | CPM | CPM | CPM |
| E&P FRANCHISE FOCUSED Similar to advertising on E&Pmag.com | \$120 | \$140 | \$140 | \$120 |
| All Market Segments/ Targets Listed | Exploration and Production, Upstream, "Homepage General and Homepage Section", Conference Content (DUG/OTC/SEG/SPE), Databases and Technology | | | |

| À LA CARTE | | |
|---|-----------------------------------|---|
| Offered in conjunction with packages listed above | Additional CPM for each selection | Ability to bolt on subcategories for an additional investment |
| WHITE PAPER/ WEBCAST | COST | FREQUENCY |
| Traditional White Paper | Packages start at \$3,900 | - |
| Editorial Webcast (E&P creates content) | \$8,500 | 2 Sponsors Maximum |
| Editorial Webcast (E&P creates content) | \$14,000 | Exclusive |
| EXCLUSIVE VIDEO PACKAGE | COST | EXCLUSIVE SPONSORSHIP |
| Weekly | \$1,500 | Exclusive |
| Monthly | \$4,500 | Exclusive |
| Six Months | \$18,000 | Exclusive |

*Source: Hart Energy Survey Data
 **All prices quoted in net U.S. dollars

Hart Energy's new daily and weekly e-Newsletters provide timely information to subscribers. Each newsletter links technology articles and information back to HartEnergy.com to assist advertisers, generate leads and gain share of voice.

Morning Rush and Daily Wrap

Twice daily e-notes provide direct links to news and analytical features

Morning Rush focuses on current events from around the world

Daily Wrap provides updates to news with exclusive analytical features from our editors

Tech Direct

Covers the shale plays in North America to the deepwater fields across the globe

Focuses on new and emerging onshore and offshore technology helping the industry be more efficient

Latest news in seismic technology, subsea cables and risers

E&P Buzz

Weekly summary with insights on new technology developments

Provides activity, discoveries, play analysis and oilfield services

Drives qualified readers to your content

Shale Weekly

A direct source of coverage of the U.S. shale plays

Focuses on the outlook of shale play economics, activity, and technology

Analyses from company executives and experts who produce oil and gas in North America

Hart Energy e-Newsletters

| E-NEWSLETTER AD RATES* | | | |
|--|-----------|-----------|-----------|
| NEWSLETTER | FREQUENCY | 600 X 155 | 300 X 250 |
| MORNING RUSH AND DAILY WRAP 5 Days a week (Monday - Friday) | 1x | \$2,000 | \$1,750 |
| | 3x | \$1,800 | \$1,600 |
| | 6x | \$1,500 | \$1,350 |
| | 12x | \$1,100 | \$1,000 |
| TECH DIRECT 1 Day a week (Tuesday) | 1x | \$1,750 | \$1,500 |
| | 3x | \$1,575 | \$1,350 |
| | 6x | \$1,325 | \$1,125 |
| | 12x | \$975 | \$825 |
| E&P BUZZ 1 Day a week (Thursday) | 1x | \$1,750 | \$1,500 |
| | 3x | \$1,575 | \$1,350 |
| | 6x | \$1,325 | \$1,125 |
| | 12x | \$975 | \$825 |
| SHALE WEEKLY 1 Day a week (Friday) | 1x | \$1,500 | \$1,300 |
| | 3x | \$1,350 | \$1,175 |
| | 6x | \$1,125 | \$975 |
| | 12x | \$825 | \$725 |

DIGITAL CONTENT SUBMISSION GUIDELINES

Keyword Rich Title – 5 to 10 words or a maximum of 75 characters

Summary/Callout – 10 to 20 words which provides the reader an overview of the content

Content Body – Recommended length is 600 words and not to exceed 2,000 words. Copy including primary keywords improves search ranking and helps search engines identify your article

Images – One image is required but multiple images are preferred. Recommended size is 1,280 pixels wide x 720 pixels deep with a resolution of 72 DPI (dots per inch)

Videos – Can be substituted for text content or used in conjunction with supplied article. Provide video using your embedded code or submit your video to a file sharing platform such as Dropbox, Google Drive, Vimeo etc.

Print – Varies by franchise and package selected. Call or email details.

Other – Infographs, podcasts and other forms of content are also accepted



Entering their 50th year, Hart Energy's Meritorious Engineering Awards represent the most respected engineering recognition program in the petroleum industry.





Engineering Excellence is celebrated at Hart Energy

Each year Hart Energy recognizes the best new tools and techniques for finding, developing and producing hydrocarbons. Our special **Meritorious Awards for Engineering Innovation (MEAs)** are the oldest and most respected engineering recognition in the petroleum industry.

MEA CATEGORIES

| | |
|---|---------------------------------------|
| Onshore Rigs | Exploration |
| Intelligent Systems and Components | Formation Evaluation |
| IOR/EOR Remediation | HSE |
| Artificial Lift | Drillbits |
| Water Management | Drilling Fluids/Stimulation |
| Subsea Systems | Drilling Systems |
| Floating Systems and Rigs | Hydraulic Fracturing/Pressure Pumping |
| Marine Construction and Decommissioning | Non-fracturing Completions |



Enter your product or technology into the Special Meritorious Awards for Engineering Innovation.

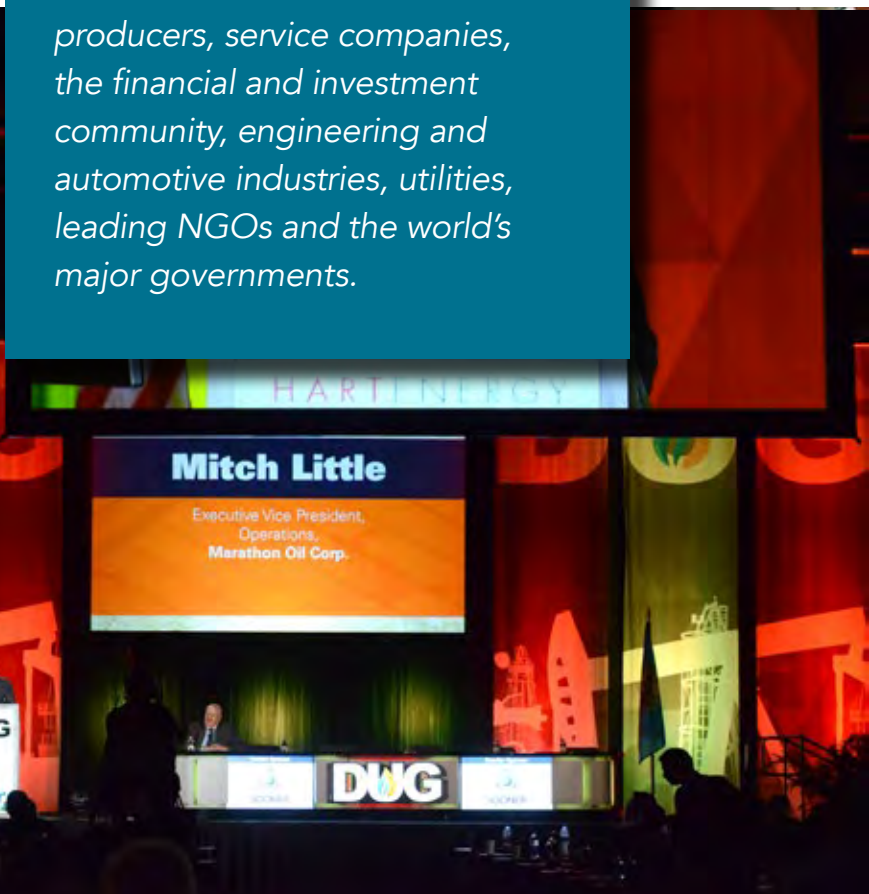
Entry is free and winners will be recognized during the 2020 Offshore Technology Conference in Houston.

ENTRY DEADLINE: Jan. 31, 2020

Learn more at MEAentry.com



Our conferences provide targeted information to a worldwide audience that includes E&P companies, pipeline operators, refiners and finished fuel producers, service companies, the financial and investment community, engineering and automotive industries, utilities, leading NGOs and the world's major governments.



Hart Energy Conferences

Hart Energy conferences provide advertisers opportunities to interact with industry leaders, policy makers and experts in a relaxed business atmosphere conducive for long-term partnerships. Exhibit floor networking events combined with after-hours functions provide ample time for business and pleasure.

DUG Haynesville

February 19 – 20, 2019
Shreveport Convention Center
Shreveport, LA
DUGHaynesville.com

DUG Permian Basin

April 15 – 17, 2019
Fort Worth Convention Center
Fort Worth, TX
DUGPermianBasin.com

DUG Rockies

May 14 – 15, 2019
Colorado Convention Center
Denver, CO
DUGRockies.com

MIDSTREAM Texas

June 5 – 6, 2019
Midland Horseshoe Pavillion
Midland, TX
MidstreamTexas.com

DUG East

June 18 – 20, 2019
David L. Lawrence Convention Center
Pittsburgh, PA
DUGEast.com

DUG Eagle Ford

Sept. 24 – 26, 2019
Henry B. Gonzales Convention Center
San Antonio, TX
DUGeagleford.com

Executive Oil Conference

Nov. 4 – 6, 2019
Midland Horseshoe Arena
Midland, TX
ExecutiveOilConference.com

DUG Midcontinent

Nov. 19 – 21, 2019
Cox Convention Center
Oklahoma City, OK
DUGMidcontinent.com

Marcellus-Utica Midstream

Dec. 3-5, 2019
David L. Lawrence Convention Center
Pittsburgh, PA
MarcellusMidstream.com



For more information, visit
HartEnergyConferences.com



A silhouette of an oil worker wearing a hard hat and operating a large industrial valve. The worker is positioned on the right side of the frame, reaching out to turn a large wheel on the valve. The valve is a complex piece of machinery with multiple sections and another wheel visible above it. The background is a bright sky with scattered clouds, suggesting a sunset or sunrise. The overall scene is in silhouette, emphasizing the shapes of the worker and the equipment against the light sky.

E&P magazine's cohesive content marketing programs combine print and digital channels to provide advertisers cost-effective means to reach their clients.

Print Advertising Rates*

TWO-PAGE SPREAD **COST**

| | |
|---------------|----------|
| 1 Insertion | \$18,670 |
| 3 Insertions | \$18,200 |
| 6 Insertions | \$17,370 |
| 12 Insertions | \$16,848 |
| 24 Insertions | \$16,500 |

ONE-PAGE **COST**

| | |
|---------------|----------|
| 1 Insertion | \$10,410 |
| 3 Insertions | \$10,140 |
| 6 Insertions | \$9,970 |
| 12 Insertions | \$9,360 |
| 24 Insertions | \$9,150 |

TWO-THIRDS PAGE **COST**

| | |
|---------------|---------|
| 1 Insertion | \$8,500 |
| 3 Insertions | \$8,230 |
| 6 Insertions | \$8,010 |
| 12 Insertions | \$7,710 |
| 24 Insertions | \$7,450 |

HALF-PAGE ISLAND **COST**

| | |
|---------------|---------|
| 1 Insertion | \$7,670 |
| 3 Insertions | \$7,500 |
| 6 Insertions | \$7,280 |
| 12 Insertions | \$7,020 |
| 24 Insertions | \$6,850 |

HALF-PAGE **COST**

| | |
|---------------|---------|
| 1 Insertion | \$7,060 |
| 3 Insertions | \$6,880 |
| 6 Insertions | \$6,770 |
| 12 Insertions | \$6,410 |
| 24 Insertions | \$6,230 |

ONE-THIRD PAGE **COST**

| | |
|---------------|---------|
| 1 Insertion | \$5,540 |
| 3 Insertions | \$5,510 |
| 6 Insertions | \$5,280 |
| 12 Insertions | \$5,110 |
| 24 Insertions | \$4,940 |

ONE-FOURTH PAGE **COST**

| | |
|---------------|---------|
| 1 Insertion | \$4,850 |
| 3 Insertions | \$4,760 |
| 6 Insertions | \$4,590 |
| 12 Insertions | \$4,450 |
| 24 Insertions | \$4,330 |

COVER POSITIONS X12 **COST**

| | |
|--------------------|----------------------|
| Cover Fold-out | Contact Publisher |
| Inside Front Cover | \$12,500 |
| Inside Back Cover | \$11,950 |
| Outside Back Cover | \$12,500 |

* All rates based on 4-color ads

SPECIAL POSITIONS

First Spread

Add \$600

Page Opposite: Table of Contents, Editors' Columns, Lead Features, Tech Trends, Statistics, Activity Highlights, People, New Products

Add \$600

Geographic Splits are available

Contact your sales rep

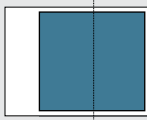
Print Specifications



ADVERTISING SIZES

COVER FOLD-OUT

AD SIZE: 10.5" x 10.5"
(267mm x 267mm)
BLEED: 10.625" x 7.375"*
(269.9mm x 273mm)



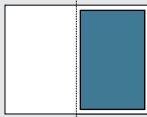
TWO-PAGE SPREAD

AD SIZE: 16" x 10.5"
(406.4mm x 266.7mm)
BLEED: 16.25" x 10.75"
(412.8mm x 273mm)



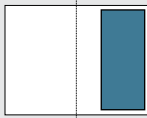
SINGLE PAGE

AD SIZE: 8" x 10.5"
(203.2mm x 266.7mm)
BLEED: 8.25" x 10.75"
(209.6mm x 273mm)



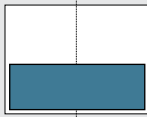
2/3 VERTICAL PAGE

AD SIZE: 4.5625" x 10"
(115.89mm x 254mm)



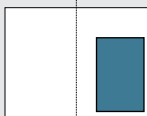
1/2 PAGE SPREAD

AD SIZE: 16" x 5.375"
(406.4mm x 136.52mm)



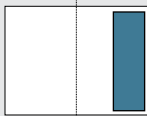
1/2 PAGE ISLAND

AD SIZE: 4.5625" x 7.375"
(115.89mm x 187.33mm)



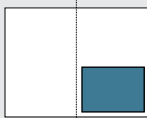
1/2 PAGE VERTICAL

AD SIZE: 3.375" x 10"
(85.73mm x 254mm)



1/2 PAGE HORIZONTAL

AD SIZE: 7" x 4.875"
(177.8mm x 123.83mm)

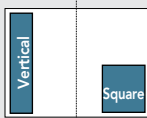


1/3 PAGE VERTICAL

AD SIZE: 2.1875" x 10"
(55.56mm x 254mm)

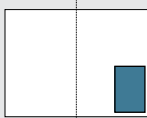
1/3 PAGE SQUARE

AD SIZE: 4.5625" x 4.875"
(115.89mm x 123.83mm)



1/4 PAGE VERTICAL

AD SIZE: 3.375" x 4.875"
(85.73mm x 123.83mm)



*No bleed on left-hand side.

Fractional ads are listed as non-bleed.
Contact your sales representative for sizing
on fractional bleed advertising.

MECHANICAL SPECIFICATIONS

MAGAZINE TRIM SIZE: 8" x 10.5"

(203mm x 267mm) All body copy, headings and other text must be at least 0.50" inside the trim size on all sides (live area). If your ad has bleed, then the ad should be sized to 8.25" x 10.75" to allow 0.125" trim on all sides. The final trim size will still be 8" x 10.5." Note: Alignment of type and design is not guaranteed on facing page spreads. Precision folding and trim of all copies is not guaranteed.

PAPER STOCK: 80-lb gloss-coated offset cover, 50-lb coated offset body
PRINTING METHOD: CTP Web on Offset
BINDING: Perfect Bound

4-COLOR ADS: Supply digital files in CMYK plus a color proof. PDF or a printed proof is sufficient.

MATCHED COLOR: When PMS or other matched colors are specified, these will be built from process colors. If a matched color requires that we run a PMS color, see your representative for five-color ad rates.

FILE PREPARATION: Preferred format: High-resolution Adobe PDF/X files (distilled at 300 dpi with all fonts embedded). Quark Xpress and Adobe

InDesign files accompanied by collected artwork, logos and all fonts; Adobe Photoshop TIF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files also accepted.

IN-HOUSE PRODUCTION: The advertiser must submit copy plus high-resolution artwork. Your sales representative will provide a cost quote.

FTP SITE FOR ADS: Please upload collected files as zipped archives.

HOST: ftp.hartenergy.com

USER ID: hepads

PASSWORD: ads

DIRECTORY: ftp/hep_ads

ADVERTISING COORDINATOR

Carol Nunez

1616 South Voss, Suite 1000
Houston, Texas 77057
+1 713 260 6408
cnunez@hartenergy.com

E&P prints 100% computer to plate.

SALES TEAM CONTACTS

Russell Laas

SENIOR VICE PRESIDENT, MEDIA
+1 713 260 6447
rlaas@hartenergy.com

Henry Tinne

PUBLISHER
+1 713 260 6478
htinne@hartenergy.com

David Hoggarth

SALES MANAGER,
EASTERN HEMISPHERE
+44 7930 380782
dhoggarth@hartenergy.com

Darrin West

VICE PRESIDENT, SALES
+1 713 260 6449
dwest@hartenergy.com

Danny Foster

EXECUTIVE DIRECTOR,
DIGITAL MEDIA
+1 713 260 6437
dfoster@hartenergy.com

1616 South Voss, Suite 1000
Houston, Texas 77057
Tel: +1 713 260 6400 • Fax: +1 800 874 2544

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