

HARTENERGY



**Disseminating  
E&P Technology  
Innovations Worldwide**

**EPMag.com**

**2018  
Media Guide**



*"Our **E&P** team covers upstream technology from exploration to production optimization, onshore and offshore, worldwide."*

**Russell Laas**

Vice President  
Group Publisher, E&P





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

Reaching over 85,000\* print and digital subscribers each month, we provide our audience of C-suite executives, engineering and exploration managers within the upstream oil and gas industry unbiased access to technology innovations and best practices. Our advertisers benefit from our integrated approach to become thought leaders within their respective disciplines.



PRINT



DIGITAL



MOBILE

HARTENERGY  
**IndustryVoice®**

CONTENT  
MARKETING



CONFERENCES

\* June 2017 Brand Report. 52,326 total qualified recipients + 33,223 non-qualified Extended Market Recipients equals 85,549 total circulation.

# E&P Audience by the Numbers



## PRINT & DIGITAL CIRCULATION

### SUBSCRIBERS WORLDWIDE<sup>1</sup>



**52,326** BPA Paragraph 3a  
**33,223** BPA Extended Market Coverage  
**85,549** Total Circulation  
**147** Countries Distributed

### E&P COMPANIES<sup>1,2</sup>



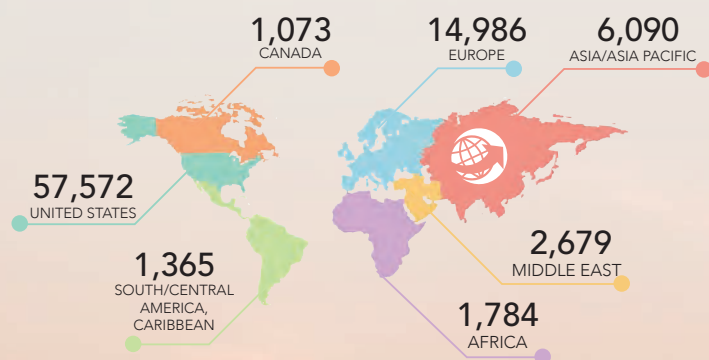
**55%** Are Major Integrated Oil and Gas Companies – 19,672  
**39%** Are Independent Oil and Gas Producers – 13,788  
**6%** Are National/State Oil Companies – 2,242

**Total - 35,702**

### GEOGRAPHIC BREAKDOWN<sup>1</sup>



**57,572** Total United States  
**27,977** Total International



### JOB FUNCTIONS<sup>1</sup>



**52%** Executive Management – 44,551  
**34%** Engineering and Production – 28,904  
**8%** Exploration Function – 6,993  
**6%** Other Function – 5,101

#### ABOUT E&P

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

<sup>1</sup> June 2017 BPA Brand Report (includes both print and digital editions and the non-qualified Extended Market Coverage - EMC)

<sup>2</sup> June 2017 BPA Brand Report: For Major Integrated Oil and Gas Companies the combined figures from Paragraph 3a, 13,883, were added to the Extended Market Coverage non-qualified, 5,789, totaling the 19,672 figure.



## BUSINESS CLASSIFICATIONS<sup>1</sup>



### Oil & Gas Companies 35,702; 42%

23%	Major Integrated Oil and Gas Companies – 19,672 <sup>3</sup>
16%	Independent Oil and Gas Companies – 13,788
3%	National/State Oil Companies – 2,242

### Contractors/Consultants 30,559; 36%

28%	Consultants or Consulting Firms – 23,889 <sup>4</sup>
5%	Drilling and Main Contractors – 4,260
3%	Integrated Service Contractors – 2,410

### Service/Others 19,288; 23%

17%	Service Companies (seismic, exploration, production, construction) and/or Supply Companies – 14,848 <sup>5</sup>
5%	Educational Institutions, Government – 4,440



June 2017 BPA Brand Report (includes both print and digital editions and the non-qualified Extended Market Coverage - EMC)

<sup>3</sup> Figures based on 13,883 (paragraph 3a) plus 5,789 (EMC) to total 19,672

<sup>4</sup> Figures based on 6,040 (paragraph 3a) plus 17,849 (EMC) to total 23,889

<sup>5</sup> Figures based on 5,589 (paragraph 3a) plus 9,259 (EMC) to total 14,848

## DIGITAL

### E&P WEB TRAFFIC\*



84%	Average monthly increase in Visits – 79,670
77%	Average monthly increase in Unique Visits – 47,808
71%	Average monthly increase in Page Views – 155,419

### SOCIAL MEDIA\*

40,675 Followers



### E&P AUDIENCE BREAKDOWN\*



44%	Search
34%	Direct
14%	Referral
5%	Social media
3%	Other


### E&P AUDIENCE VELOCITY INCREASE YEAR-OVER-YEAR\*



33%	Search
82%	Direct
285%	Referral
85%	Social media

\* September 1, 2016-August 31, 2017





**E&P** provides more editorial content than our leading competitors making it a trusted source to deliver your technical innovations.

\*Source: Hart Energy tracking

**MAGAZINE  
JAN. - OCT. 2017**

**EDITORIAL  
PAGES\***

**MAGAZINE,  
SUPPLEMENTS  
SHOW DAILIES\***

<b>E&amp;P</b>	<b>666 (30%)</b>	<b>966 (38%)</b>
JPT	640 (29%)	640 (25%)
World Oil	502 (23%)	514 (20%)
Offshore	410 (18%)	420 (17%)
<b>Totals</b>	<b>2,218</b>	<b>2,540</b>



# E&P Editorial Expertise

*E&P* is uniquely positioned in its markets with consistent content analysis from editors who understand the upstream oil and gas industry. Subscribers look to *E&P* magazine for practical information that can be applied today, plus the latest about what's happening, or about to happen.



**Peggy Williams**  
EDITORIAL DIRECTOR  
[pwilliams@hartenergy.com](mailto:pwilliams@hartenergy.com)



**Richard Mason** ↑↓  
CHIEF TECHNICAL DIRECTOR  
[rmason@hartenergy.com](mailto:rmason@hartenergy.com)



**Jennifer Presley**     
EXECUTIVE EDITOR  
[jpresley@hartenergy.com](mailto:jpresley@hartenergy.com)



**Velda Addison** ↑↓  
SENIOR EDITOR  
Digital News Group  
[vaddison@hartenergy.com](mailto:vaddison@hartenergy.com)



**Jo Ann Davy**   
GROUP MANAGING EDITOR  
[jdavy@hartenergy.com](mailto:jdavy@hartenergy.com)



**Ariana Benavidez**   
ASSOCIATE MANAGING EDITOR  
[abenavidez@hartenergy.com](mailto:abenavidez@hartenergy.com)



**Rhonda Duey**,   
SENIOR EDITOR, EXPLORATION  
[rduey@hartenergy.com](mailto:rduey@hartenergy.com)



**Larry Prado**   
ACTIVITY EDITOR  
[lprado@hartenergy.com](mailto:lprado@hartenergy.com)



**Brian Walzel**   
ASSOCIATE EDITOR  
Production Technologies  
[bwalzel@hartenergy.com](mailto:bwalzel@hartenergy.com)

## AREA OF FOCUS:



ACTIVITY  
HIGHLIGHTS



OFFSHORE



EXPLORATION



PRODUCTION



SPECIAL  
PROJECTS



DRILLING



INDUSTRY  
TRENDS





## HARTENERGY IndustryVoice®

Hart Energy's IndustryVoice® content marketing platform lets you integrate digital, mobile, print – even “live” events.

### EXAMPLES INCLUDE:



Online video

Web article



Print &  
digital content

Technical briefs



Links in  
e-newsletters



White papers



Web ad links  
to content



Tagging for  
search visibility



Social media  
posts



Visibility at  
conferences



Online  
archives



Capture  
contact data

# What is IndustryVoice® content marketing?

This multi-platform marketing service, unique in the oil and gas industry, allows companies to tell their own story, in their own words, while reaching audiences across all our media platforms.

PLATINUM PACKAGE**	GOLD PACKAGE**	SILVER PACKAGE**
INVESTMENT: \$15,995 NET	INVESTMENT: \$7,500 NET	INVESTMENT: \$5,500 NET
Article or video content	Article or video content	Article or video content
Content appears on client-specific IndustryVoice® landing page	Content appears on client-specific IndustryVoice® landing page	Content appears on client-specific IndustryVoice® landing page
2x promotion on home page of website, cascading through news carousel to exclusive content section	2x promotion on home page of website, cascading through news carousel to exclusive content section	2x promotion on home page of website, cascading through news carousel to exclusive content section
2x email promotion in daily and weekly newsletters	2x email promotion in daily and weekly newsletters	2x email promotion in daily and weekly newsletters
Enhanced social media promotion via Facebook, Twitter and LinkedIn	Enhanced social media promotion via Facebook, Twitter and LinkedIn	Social media promotion to our Facebook, Twitter and LinkedIn audiences
Website banner advertising* directing additional traffic to content page	Website banner advertising* directing additional traffic to content page	Client IndustryVoice® archive library
Included/distributed in print and digital magazine editions (incl. E&P Tech Trends)	Client IndustryVoice® archive library	Detailed campaign performance report including demographic data on users with titles/companies viewing content
Re-targeting to website visitors *NOTE: We can accept 3 IndustryVoice® campaigns per month (max). Additional charges apply for creative services.	Detailed campaign performance report including demographic data on users with titles/companies viewing content	
Client IndustryVoice® archive library		
Detailed campaign performance report including demographic data on users with titles/companies viewing content		

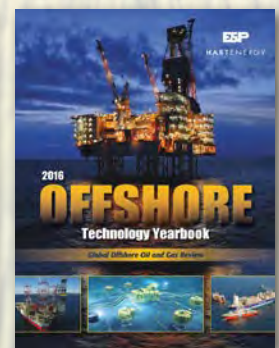
\* Additional charges may apply if creative services are required.

\*\* All packages are optimized for search engines (SEO) and receive unlimited organic traffic on Google, Yahoo, Bing and other search engines beyond the end of the campaign.

To learn more contact your Hart Energy representative  
or email [IndustryVoice@hartenergy.com](mailto:IndustryVoice@hartenergy.com).



**E&P's** custom publishing products reach targeted niche audiences and we distribute these products at conferences to broaden advertisers' effective reach.



# E&P Customized Solutions

Generating customer engagement in today's world requires multiple touch points. **E&P** reaches individuals multiple times each month through our magazine, newsletters, supplements, mobile app and website.

OPPORTUNITIES	FEATURES AND BENEFITS
<b>Unconventional &amp; Offshore Yearbooks</b>	Profiles of key players and technology updates
	Overviews of current activity with regional snapshots
	Analysis of unconventional and offshore markets
<b>Techbooks</b>	Opportunities to reach niche players
	Market overview gets broad readership
	Identifies key technology providers
<b>Playbooks</b>	Specific to regional shale plays
	Highlights advertisers' solutions for operators
	Includes reservoir analysis, active operators, economics and infrastructure
<b>Formation and Basin Maps</b>	Focus on unconventional and horizontal plays
	Highlights pipeline infrastructure network
	Distributed with Hart Energy publications
<b>Single and Multi-Sponsored Supplements</b>	Establishes thought-leadership position
	Highlights new technologies and field case histories
	Multi-sponsor supplements provide broad exposure
<b>Show Dailies</b>	Highlights a company's presence at major conferences
	Draws traffic to your booth
	Aligns your company or brand with the event
<b>Technology Showcases</b> (At our conferences, in print and online)	Highlight individual products and services
	Live presentations made during our conferences and exhibitions
	Showcase your products prior to exhibiting at major industry events



# 2018 Editorial Calendar


IN EVERY ISSUE: Industry Pulse • World View • Market Intelligence • Editors' Columns • Digital Solutions • Operator

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING MATERIALS DUE DATE EDITORIAL DEADLINE	12/1/2017 12/8/2017 11/1/2017	1/5/2018 1/11/2018 12/1/2017	2/2/2018 2/7/2018 1/3/2018	3/3/2018 3/9/2018 2/1/2018	4/4/2018 4/11/2018 3/1/2018	5/2/2018 5/10/2018 4/2/2018
COVER STORY	Hydraulic Fracturing	Subsea	Drilling	Digital Innovations	Offshore	Completions
EXPLORATION	Processing/ Interpretation	Rock Physics	Reservoir Characterization	Land Seismic	Frontier Exploration	Marine Seismic
DRILLING	HP/HT Drilling	Drilling Fluids/ Oilfield Chemicals	Coiled Tubing Drilling & Tools	MPD/UBD	Pressure Control Equipment	Drillpipe Advances
COMPLETIONS	Unconventional Completions Optimization	Proppants	Plugs	Perforating Systems	Offshore Completions Optimization	Sliding Sleeve Advances
PRODUCTION	Produced Water Management	Sand Management	Onshore Well Intervention	Artificial Lift	Flow Assurance	Surface Systems
OFFSHORE	Subsea Processing & Monitoring	SURF Solutions	Deepwater Production Facilities	Subsea Trees & Controls	Spill Response/ Containment	Well Intervention
UNCONVENTIONAL REPORT	Scoop/Stack	Haynesville	Permian: Midland Basin	Argentina	Bakken	Permian: Delaware Basin
PLAYBOOKS, TECHBOOKS & SPECIAL REPORTS	Unconventional Yearbook		Water Management		OTC Show Dailies	Artificial Lift/Automation Techbook EAGE Show Dailies
CONFERENCES	SPE Hydraulic Fracturing Conference	DUG Haynesville DUG Executive Subsea Expo	SPE/IADC Drilling Conference ICoTA	DUG Rockies OTC SPE IOR	DUG Permian Basin OTC AAPG	DUG East EAGE UTC

Solutions • Shale/Offshore Solutions • Tech Watch • International Highlights • Tech Trends • On The Move • Last Word

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
6/8/2018 6/12/2018 5/1/2018	7/6/2018 7/11/2018 6/1/2018	8/4/2018 8/10/2018 7/2/2018	9/4/2018 9/11/2018 8/1/2018	10/5/2018 10/12/2018 9/4/2018	11/2/2018 11/9/2018 10/1/2018	<b>AD CLOSING MATERIALS DUE DATE EDITORIAL DEADLINE</b>
Shale Technologies	Mature Assets	Production	Exploration	Big Data Analytics & Applications	Emerging Technologies	<b>COVER STORY</b>
Emerging Shale Plays	Geomechanics	Potential Fields	Basin Modeling	Presalt/ Subsalt	Petrophysics	<b>EXPLORATION</b>
Drillbits	Multilaterals/ Extended Reach	MWD/LWD	Automation/ Drilling Efficiency	Land Rig Advances	Cementing Advances	<b>DRILLING</b>
Hydraulic Fracturing	Proppant Logistics	Proppants	Fracture Fluid Optimization	Pressure Pumping	Water Treatment	<b>COMPLETIONS</b>
Production Optimization	Artificial Lift	Production Chemicals	Mature Field Life Extension	Emissions Management	Production Tubing Coating/ Liners	<b>PRODUCTION</b>
FPSO Advances	Remote/ Unmanned Well Operations	Deepwater Pipeline Inspection	ROVs & AUVs	Topsides Solutions	Marine Construction	<b>OFFSHORE</b>
Canada	Utica	Marcellus	Eagle Ford	D-J Basin	MidCon	<b>UNCONVENTIONAL REPORT</b>
Permian Basin Map	Hydraulic Fracturing Techbook Oklahoma Map	Oklahoma Playbook	Permian Basin Playbook SEG Show Dailies	Eagle Ford Playbook	Offshore Technology Yearbook	<b>PLAYBOOKS, TECHBOOKS &amp; SPECIAL REPORTS</b>
URTEC	ONS SPE Artificial Lift	DUG Eagle Ford SPE ATCE	SEG	Executive Oil Conference DUG Midcontinent ADIPEC		<b>CONFERENCES</b>





Interactive Media  
by the Numbers

48K

Monthly  
Website Users

1.9M

Page Views

41K

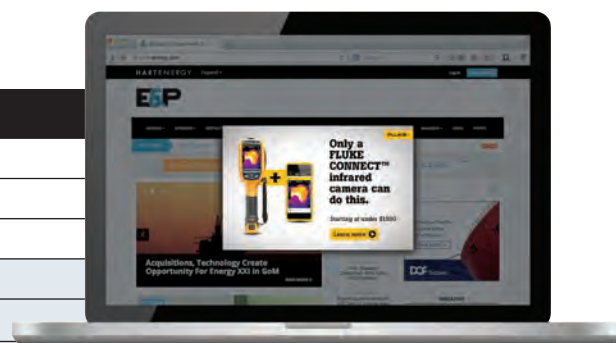
Social Media  
Followers

Monthly  
Analytics  
Reports  
Included

# Interactive Media Solutions

EPmag.com is designed to easily reconfigure to whatever device is being used while providing multiple interaction solutions for our content audience. The website offers many ways for the upstream oil and gas community to connect with the latest industry news, technology, webinars, white papers, videos, editorial and case histories.

DIGITAL DISPLAY OFFERING	ADVANTAGES
<b>Billboards</b>	Large banner size grabs attention Increase click-through rates Can have motion or be static
<b>Roadblocks/Interstitial</b>	Maximizes brand awareness Large click-through rates Can have motion or be static
<b>Responsive Leaderboard</b>	Top ad position Displays properly on any device
<b>Medium Rectangle</b>	Right and center positions available Displays properly on any device
<b>Floating Footer</b>	A large, rich-media canvas Designed to enhance creative unit
<b>Co-branded Email Campaigns*</b>	Reach 8,000 subscribers within the right demographics
<b>Connect Series™ Video</b>	Timely video interviews and content Monthly e-newsletter on key resource plays (one play highlighted each issue) Highest open rates for our digital “push” products
<b>Video Pre-Roll Sponsor</b>	Only one available per video/month
<b>Ad Option 1</b>	Specs: 465 x 200 pixels
<b>Ad Option 2</b>	Specs: 300 x 250 pixels
<b>White Papers</b>	Solidifies your company's thought leadership position Distributed to the E&P online community Promotional support across all E&P products
<b>Webcasts</b>	Be recognized as leaders in your areas of expertise Promoted via e-newsletters, websites and email Generates sales leads with full contact information



\* All transmissions completed by Hart Energy and include multiple HTML/text. A/B splits and basic campaign reports for two tests.



# Digital Ad Specs

WEBSITE	UNITS*	DIMENSIONS (PIXELS)	FILE TYPE	START DATE	LOOPS	MAX. SIZE
Epmag.com	<b>Billboard</b>	970 x 250	GIF, JPEG, HTML5	First Day of Month	3	75KB
	<b>Responsive Leaderboard</b>	1170 x 90	GIF, JPEG, HTML5	First Day of Month	3	75KB
	<b>Medium Rectangle</b>	300 x 250	GIF, JPEG, HTML5	First Day of Month	3	50KB
	<b>Floating Footer</b>	Open / Close image 1170 x 60 Expanded image 1170 x 325 User initiated expand	GIF, JPEG, HTML5	First Day of Month	N/A	70KB expanded 30KB
	<b>Roadblock</b>	615 x 400	GIF, JPEG, -static	First Day of Month	N/A	100KB
	<b>Lateral Expander</b>	300 x 250 Expanded image 600 x 250	GIF, JPEG, HTML5	First Day of Month	3	75KB
EPBuzz & EPToday Newsletters	<b>Large Rectangle</b>	465 x 200	GIF, JPG, static	First Day of Month	N/A	50KB
	<b>Medium Rectangle</b>	300 x 250	GIF, JPG, static	First Day of Month	N/A	50KB
	<b>Leaderboard</b>	468 x 60	GIF, JPG, static	First Day of Month	N/A	50KB
Subsea Engineering News (SEN) Newsletter	<b>Front Page</b>	1.34" x 1.65" 34mm x 42mm	GIF, JPG, static	N/A	N/A	300 dpi CMYK pdf
	<b>Back Page</b>	6.77" x 0.98" 172mm x 25mm	GIF, JPG, static	N/A	N/A	300 dpi CMYK pdf
	<b>One-third horizontal</b>	6.77" x 3.17" 172mm x 80.4mm	GIF, JPG, static	N/A	N/A	300 dpi CMYK pdf
	<b>Inside Column</b>	3.15" x 1.57" 80mm x 40mm	GIF, JPG, static	N/A	sN/A	300 dpi CMYK pdf
	<b>Inside Banner</b>	6.77" x 0.98" 172mm x 25mm	GIF, JPG, static	N/A	N/A	300 dpi CMYK pdf

\*All ad units due 5 days before start date

# Digital Ad Rates\*



BILLBOARDS	COST	IMPRESSIONS PER MONTH**
One-third Share Voice	\$3,300	40,000
Half Share Voice	\$4,700	60,000
Full Share Voice	\$8,000	120,000

RESPONSIVE LEADERBOARD		
One-third Share Voice	\$2,900	40,000
Half Share Voice	\$4,500	60,000
Full Share Voice	\$7,800	120,000

MEDIUM RECTANGLE		
One-third Share Voice	\$2,600	40,000
Half Share Voice	\$4,100	60,000
Full Share Voice	\$6,500	120,000

FLOATING FOOTER		
Exclusive Share of Voice	\$8,000	80,000

ROADBLOCK		
Half Share Voice	\$5,500	45,000
Full Share Voice	\$8,500	85,000

LATERAL EXPANDER		
Exclusive Share of Voice	\$4,500	30,000

\* All prices quoted in net U.S. Dollars  
 \*\* Approximate impressions per month  
 \*\*\* Archived for 12 months

CONNECT SERIES	COST	FREQUENCY
Video Interview (IndustryVoice®)	\$3,900	Monthly
Video Pre-Roll Sponsor	Only one available per video/month	
Ad Option 1: 465 x 200 pixels	\$2,900	Monthly
Ad Option 2: 300 x 250 pixels	\$1,500	Monthly
Video Pre-Roll Sponsor (Supplied by client or created as a logo with text by Hart Energy)	\$900	Monthly

WHITE PAPER/WEBCAST***		
Traditional White Paper	Packages begin at \$3,900	
Editorial Webcast (E&P creates content)	\$8,500	2-Sponsors Maximum
Editorial Webcast (E&P creates content)	\$14,000	Exclusive
Custom Webcast (Client creates content)	\$9,500	Monthly

E-NEWSLETTERS			
EPBuzz	Large Rectangle	\$1,200	Weekly
	Medium Rectangle	\$900	Weekly
	Leaderboard	\$1,100	Weekly
EPToday	Large Rectangle	\$1,400	Weekly
	Medium Rectangle	\$1,200	Weekly
	Leaderboard	\$1,300	Weekly
SEN	Front Page	\$2,000	6x Rate
	Back Page	\$6,000	12x Rate
	One-third horizontal	\$5,500	12x Rate
	Inside Column	\$2,000	6x Rate
	Inside Banner	\$2,500	6x Rate



## CONNECTING ADVERTISERS WITH TECHNOLOGY USERS e-Newsletters Advantages

### EPToday

Reviews daily changes in upstream markets  
 Reaches 52,000+ of E&P's global audience daily  
 Provides a link to recent job postings

### EPBuzz

Weekly summary with insights on new technology developments  
 Reaches 39,500+ of E&P's global audience weekly  
 Drives qualified readers to your content on the E&P website

### Subsea Engineering News (SEN)

Published bi-monthly  
 In-depth coverage from every major offshore region  
 Delivered through individual and site license subscriptions





Our MEA awards are the oldest and most respected engineering awards recognition program in the petroleum industry.







# Hart Energy Honors Engineering Excellence

The **Special Meritorious Awards for Engineering Innovation (MEA)** are the industry's most established and widely respected engineering awards. Each year, Hart Energy recognizes the best new tools and techniques for finding, developing and producing hydrocarbons.

## 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 are recognized during the 2018 Offshore Technology Conference in Houston.**

ENTRY DEADLINE: January 31, 2018

Learn more at [MEAentry.com](http://MEAentry.com)





*Hart Energy produces  
informative, impactful  
and innovative oil and gas  
conferences that attract the  
industry's best and brightest.*





# Hart Energy Conferences

Exhibiting at Hart Energy Conferences places your brands in the center of the action. Our informative, impactful and innovative oil and gas conferences attract the industry's leaders, policy makers, innovators and experts.

## **Marcellus Utica Midstream**

January 30 – February 1, 2018  
David L. Lawrence Convention Center  
Pittsburgh, PA

## **DUG Haynesville**

February 20 – 21, 2018  
Shreveport Convention Center  
Shreveport, LA

## **DUG Executive**

February 26, 2018  
Hilton of the Americas  
Houston, TX

## **DUG Rockies**

April 24 – 25, 2018  
Colorado Convention Center  
Denver, CO

## **Energy Capital Conference**

May 6 – 7, 2018  
Fairmont Hotel  
Dallas, TX

## **DUG Permian Basin**

May 21 – 23, 2018  
Fort Worth Convention Center  
Fort Worth, TX

## **MIDSTREAM Texas**

June 5 – 6, 2018  
Midland County Horseshoe Pavilion  
Midland, TX

## **DUG East**

June 19 – 21, 2018  
David L. Lawrence Convention Center  
Pittsburgh, PA

## **A&D Strategies and Opportunities**

September 5 – 6, 2018  
Ritz-Carlton Dallas  
Dallas, TX

## **DUG Eagle Ford**

September 19 – 21, 2018  
Henry B. Gonzalez Convention Center  
San Antonio, TX

## **MIDSTREAM Finance**

October 22 – 23, 2018  
Fairmont Hotel  
Dallas, TX

## **Executive Oil Conference**

November 5 – 6, 2018  
Midland County Horseshoe Pavilion  
Midland, TX


## **DUG Midcontinent**

November 13 – 15, 2018  
Cox Convention Center  
Oklahoma City, OK

*For more information, visit  
[HartEnergyConferences.com](http://HartEnergyConferences.com)*





A full-page photograph of an offshore oil and gas worker. The worker is a man with dark hair, wearing a white hard hat, safety glasses, and a bright orange jumpsuit with reflective silver stripes. He is crouching on a yellow-painted metal platform. He holds a black handheld electronic device with a screen and a small antenna. To his right is a large, complex piece of yellow industrial machinery, likely a valve or wellhead, with many bolts and pipes. The background shows more of the platform and the ocean under a bright sky.

**E&P** magazine offers an array of products across multiple platforms to address communications challenges marketers face when building their brands.

# Print Advertising Rates\*

## 2 PAGE SPREAD **COST**

1 Insertion	\$17,785
3 Insertions	\$17,330
6 Insertions	\$16,540
12 Insertions	\$21,395
24 Insertions	\$15,715

## 1 PAGE **COST**

1 Insertion	\$9,910
3 Insertions	\$9,660
6 Insertions	\$9,495
12 Insertions	\$8,915
24 Insertions	\$8,710

## TWO-THIRDS PAGE **COST**

1 Insertion	\$8,090
3 Insertions	\$7,840
6 Insertions	\$7,630
12 Insertions	\$7,345
24 Insertions	\$7,095

## HALF PAGE ISLAND **COST**

1 Insertion	\$7,305
3 Insertions	\$7,135
6 Insertions	\$6,930
12 Insertions	\$6,685
24 Insertions	\$6,520

## HALF PAGE **COST**

1 Insertion	\$6,720
3 Insertions	\$6,555
6 Insertions	\$6,355
12 Insertions	\$6,105
24 Insertions	\$5,935

## ONE-THIRD PAGE **COST**

1 Insertion	\$5,275
3 Insertions	\$5,250
6 Insertions	\$5,030
12 Insertions	\$4,865
24 Insertions	\$4,700

## ONE-FOURTH PAGE **COST**

1 Insertion	\$4,615
3 Insertions	\$4,535
6 Insertions	\$4,370
12 Insertions	\$4,240
24 Insertions	\$4,120

## 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

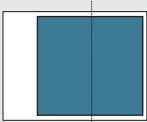
### COVER FOLD-OUT

**AD SIZE:** 10.5" x 10.5"

(267mm x 267mm)

**BLEED:** 10.625" x 7.375"\*

(269.9mm x 273mm)



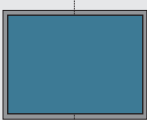
### TWO PAGE SPREAD

**AD SIZE:** 16" x 10.5"

(406.4mm x 266.7mm)

**BLEED:** 16.25" x 10.75"

(412.8mm x 273mm)



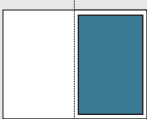
### SINGLE PAGE

**AD SIZE:** 8" x 10.5"

(203.2mm x 266.7mm)

**BLEED:** 8.25" x 10.75"

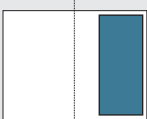
(209.6mm x 273mm)



### 2/3 VERTICAL PAGE

**AD SIZE:** 4.5625" x 10"

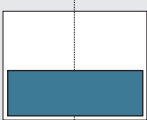
(115.89mm x 254mm)



### 1/2 PAGE SPREAD

**AD SIZE:** 16" x 5.375"

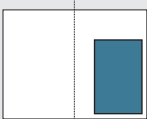
(406.4mm x 136.52mm)



### 1/2 PAGE ISLAND

**AD SIZE:** 4.5625" x 7.375"

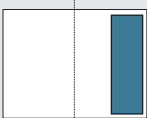
(115.89mm x 187.33mm)



### 1/2 PAGE VERTICAL

**AD SIZE:** 3.375" x 10"

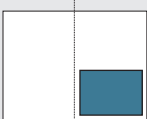
(85.73mm x 254mm)



### 1/2 PAGE HORIZONTAL

**AD SIZE:** 7" x 4.875"

(177.8mm x 123.83mm)



### 1/3 PAGE VERTICAL

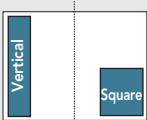
**AD SIZE:** 2.1875" x 10"

(55.56mm x 254mm)

### 1/3 PAGE SQUARE

**AD SIZE:** 4.5625" x 4.875"

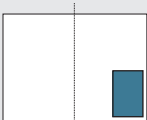
(115.89mm x 123.83mm)



### 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 0.25" 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 TIFF 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

VICE PRESIDENT, GROUP PUBLISHER

+1 713 260 6447

rlaas@hartpublishing.com

### Darrin West

VICE PRESIDENT, SALES

+1 713 260 6449

dwest@hartenergy.com

### Henry Tinne

SENIOR DIRECTOR OF

BUSINESS DEVELOPMENT

+1 713 260 6478

htinne@hartenergy.com

### Danny Foster

DIRECTOR OF BUSINESS

DEVELOPMENT

+1 713 260 6437

dfoster@hartenergy.com

### David Hoggarth

SALES MANAGER,

EASTERN HEMISPHERE

+44 7930 380782

dhoggarth@hartenergy.com

### Christopher Harnett

DIGITAL PUBLISHER

+1 713 823 8333

chartnett@hartenergy.com

## HARTENERGY

MEDIA | RESEARCH | DATA

1616 South Voss, Suite 1000

Houston, Texas 77057

Tel: +1 713 260 6400

Fax: +1 800 874 2544

**HartEnergy.com**