



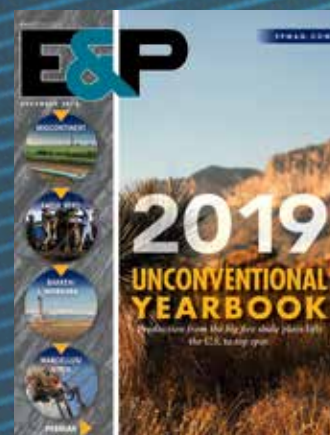
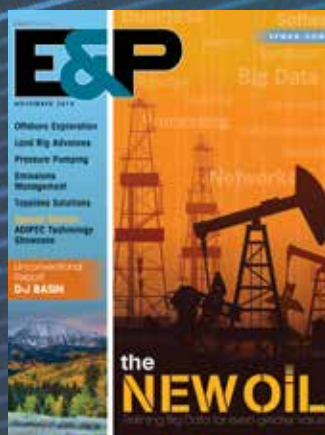
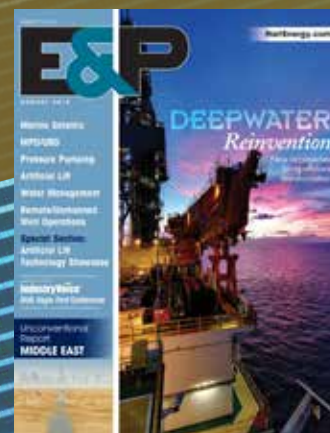
HARTENERGY



Editorial Calendar



2020 Media Guide HartEnergy.com



2020 Editorial Calendar

IN EVERY ISSUE: Industry Pulse • World View • Market Intelligence • Editors Columns • Shale Solutions

	JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
AD CLOSING	Dec. 2, 2019	Jan. 3, 2020	Feb. 3, 2020	March 2, 2020	April 3, 2020	May 4, 2020
MATERIALS DUE DATE	Dec. 5, 2019	Jan. 9, 2020	Feb. 6, 2020	March 11, 2020	April 9, 2020	May 12, 2020
EDITORIAL DEADLINE	Nov. 1, 2019	Dec. 2, 2019	Jan. 2, 2020	Feb. 3, 2020	March 2, 2020	April 1, 2020
COVER STORY	Fracturing Advances	Drilling Innovations	SPECIAL ISSUE W A T E R M A N A G E M E N T T E C H B O O K	Gulf of Mexico	Well Integrity	Completions Lessons
OPERATOR SOLUTIONS	Cost & Risk Management	Operating Efficiency		Safety Systems & Solutions	Asset Integrity Management	Environmental Advances
DIGITAL SOLUTIONS	Cybersecurity	Artificial Intelligence		Drones	Remote Operations	Automation
EXPLORATION	Processing & Interpretation	Rock Physics		Reservoir Characterization	Marine Seismic	Frontier Exploration
DRILLING	MPD/UBD	Drilling Fluids		Deepwater Rig Advances	HP/HT Drilling	Drillbits
COMPLETIONS	Plugs	Perforating Systems		Fracture Fluids	Pressure Pumping	Well Interference
PRODUCTION	Sand/Water Flowback Management	Flow Assurance		Renewables Integration	Production Logging	Emissions Management
OFFSHORE	Floating Production	Deepwater Intervention		Subsea Processing & Production	ROVs & AUVs	Decommissioning & Disposal
REGIONAL REPORT		Middle East			South America	
UNCONVENTIONAL REPORT	Midcontinent			Rockies		Haynesville
TECHNOLOGY SHOWCASE	SPE Hydraulic Fracturing	Perforating Systems		Offshore	Automation & Data	
PLAYBOOKS / TECHBOOKS / MAPS				Artificial Lift Techbook		
CONFERENCES		SPE Hydraulic Fracturing Conference, DUG Rockies	IADC/SPE Drilling Conference, SPE/ICoTA Well Intervention Conference, PESA Annual Meeting	Offshore Technology Conference, DUG Permian Basin	Offshore Technology Conference, DUG Haynesville, Midstream Texas	AAPG Annual Conference, EAGE Annual Conference, Global Petroleum Show, DUG East

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER	
June 4, 2020 June 8, 2020 May 1, 2020	July 3, 2020 July 7, 2020 June 1, 2020	Aug. 3, 2020 Aug. 7, 2020 July 1, 2020	Sept. 2, 2020 Sept. 8, 2020 Aug. 3, 2020	Oct. 2, 2020 Oct. 9, 2020 Sept. 1, 2020	Nov. 2, 2020 Nov. 10, 2020 Oct. 1, 2020	AD CLOSING MATERIALS DUE DATE EDITORIAL DEADLINE
Advances in Shale Technologies	Production Best Practices	Exploration Hot Spots	SPECIAL ISSUE P E R M I A N B A S I N P L A Y B O O K	Data Analytics Applications	SPECIAL ISSUE U N C O N V E N T I O N A L Y E A R B O O K	COVER STORY
Operating Logistics	Workforce Management & Training	Optimizing Mature Fields		Well Control		OPERATOR SOLUTIONS
Blockchain	Digital Twin	Field Apps & Gear		Visualization		DIGITAL SOLUTIONS
Land Seismic	Geomechanics	Basin Modeling		Microseismic		EXPLORATION
Downhole Tools	MWD/LWD	Drilling Automation		Land Rig Advances		DRILLING
Last-mile Logistics	Diversers	Proppants		Refracturing		COMPLETIONS
Full Field Development	Artificial Lift	Shale EOR		Production Chemicals		PRODUCTION
Offshore Wind	Mooring & Riser Technologies	Marine Construction, Pipelay&Heavy Lift		Inspection, Repair & Maintenance		OFFSHORE
Africa		Arctic				REGIONAL REPORT
	Marcellus-Utica			Eagle Ford		UNCONVENTIONAL REPORT
Shale Technology	Artificial Lift	SPE ATCE		ADIPEC		TECHNOLOGY SHOWCASE
Permian Basin Map		Hydraulic Fracturing Techbook				PLAYBOOKS / TECHBOOKS/ MAPS
URTeC	SPE Artificial Lift Conference, Offshore Northern Seas	DUG <i>Eagle Ford</i>	SPE ATCE Annual Conference, SEG Annual Conference, Executive Oil Conference	DUG <i>Midcontinent</i> , Marcellus-Utica Midstream	World Petroleum Congress	CONFERENCES

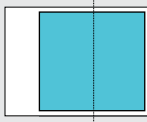
Print Specifications



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)



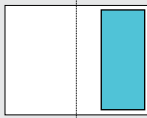
SINGLE PAGE

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



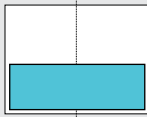
2/3 VERTICAL PAGE

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



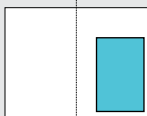
1/2 PAGE SPREAD

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



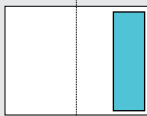
1/2 PAGE ISLAND

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



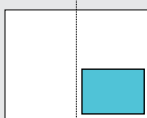
1/2 PAGE VERTICAL

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



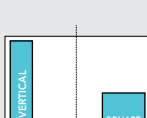
1/2 PAGE HORIZONTAL

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



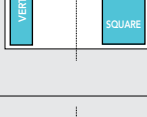
1/3 PAGE VERTICAL

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



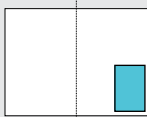
1/3 PAGE SQUARE

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

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