

E&P

2017

Editorial Calendar



HARTENERGY

EPMag.com



2017 Editorial Calendar

IN EVERY ISSUE: INDUSTRY PULSE • DIGITAL OIL FIELD • WORLD VIEW • MARKET INTELLIGENCE • OPERATOR SOLUTIONS • SHALE/OFFSHORE

	Ad Closing	Cover Story	Exploration	Drilling
January	Closing: Dec. 2, 2016 Ad Due: Dec. 7, 2016	Hydraulic Fracturing	Processing & Interpretation	HP/HT Drilling
February	Closing: Jan. 6, 2017 Ad Due: Jan. 12, 2017	Innovation Through Industry Collaboration	Rock Physics	Drilling Fluids/ Oilfield Chemicals
March	Closing: Feb. 3, 2017 Ad Due: Feb. 10, 2017	Drilling	Time-lapse Seismic	Coiled Tubing Drilling & Tools
April	Closing: March 7, 2017 Ad Due: March 13, 2017	Subsea	Frontier Exploration	MPD/UBD
May	Closing: April 5, 2017 Ad Due: April 10, 2017	Offshore	Marine Seismic	Drillpipe & Casing Advances
June	Closing: May 4, 2017 Ad Due: May 10, 2017	Big Data Analytics & Applications	Land Seismic	Drillbits
July	Closing: June 9, 2017 Ad Due: June 13, 2017	Completions	Petrophysics	MWD/LWD
August	Closing: July 7, 2017 Ad Due: July 12, 2017	IOR/EOR	Integrated Exploration & Development	Shale Drilling Optimization
September	Closing: Aug. 8, 2017 Ad Due: Aug. 15, 2017	Exploration	Reservoir Characterization	Multilaterals/ Extended Reach
October	Closing: Sept. 5, 2017 Ad Due: Sept. 12, 2017	Shales	Potential Fields	Automation/ Drilling Efficiency
November	Closing: Oct. 5, 2017 Ad Due: Oct. 11, 2017	Production	Presalt/Subsalt	Land Rig Advances
December	Closing: Nov. 3, 2017 Ad Due: Nov. 9, 2017	Best of 2017	Basin Modeling	Cementing Advances

2017 Editorial Calendar



SOLUTIONS • UNCONVENTIONALS • TECH WATCH • INTERNATIONAL HIGHLIGHTS • TECH TRENDS/ NEW PRODUCTS • ON THE MOVE • LAST WORD

Completions & Production	Offshore	Regional Report	Technology Showcase	Playbooks/ Techbooks	Conferences
Water Management	Subsea Monitoring & Processing	Canada		Unconventional Yearbook, Digital Systems	SPE Hydraulic Fracturing Conference, Subsea Expo
Artificial Lift I	Marine Construction & Heavy Lift		Safety Gear Showcase		SPE Canada Heavy Oil Technical Conference, SPE Canada Unconventional Conference
Powering Production		Mediterranean & North Africa			SPE/IADC Drilling Conference, SPE ICoTA, DUG Rockies, SPE Middle East Oil & Gas Conference
Production Management	Rig & Drillship Efficiency	Mexico		Water Management Techbook	DUG Permian Basin, AAPG, OTC
Emissions Management	Subsea Trees	U.S. Gulf of Mexico		Artificial Lift Techbook, OTC Show Dailies	OTC
Sand Management	Pipeline & SURF Solutions	Brazil		EAGE Show Dailies, HSE	DUG East, Underwater Technology Conference, Europec/EAGE
Surface Systems	Well Intervention & Maintenance	East Africa			Unconventional Resources Technology Conference, World Petroleum Congress
Hydraulic Fracturing	Facility Decommissioning & Disposal	North Sea	SPE Offshore Europe Technology Showcase	SCOOP/STACK Playbook, Valve Techbook	SPE Offshore Europe, DUG Eagle Ford
Proppants	Floating Production, Mooring & Positioning	South America	SEG Technology Showcase	Hydraulic Fracturing Techbook	SEG Annual Meeting
Artificial Lift II	Extending Field & Infrastructure Life	Middle East	SPE ATCE Technology Showcase	Permian Basin Playbook	SPE ATCE, LAGCOE
Flow Assurance	ROVs & AUVs	Malaysia & Indonesia		Offshore Technology Yearbook	Offshore Executive Conference
Pressure Pumping	Fixed Platforms & Topsides	West Africa			

RATES:

Full Color Rates (USD)

	1x	3x	6x	12x	18x	24x	36x	48x
Spread	23,710	23,105	22,055	21,395	21,230	20,950	20,790	20,400
Full Page	13,210	12,880	12,660	11,885	11,715	11,610	11,555	11,445
2/3 Page	10,785	10,455	10,175	9,790	9,570	9,460	9,350	9,295
1/2 Page Island	9,740	9,515	9,240	8,910	8,800	8,690	8,620	8,520
1/2 Page	8,960	8,740	8,470	8,140	7,970	7,915	7,860	7,750
1/3 Page	7,035	6,865	6,705	6,485	6,315	6,265	6,205	6,155
1/4 Page	6,155	6,045	5,825	5,655	5,545	5,490	5,435	5,380

(For rates in other currencies, including sterling, NOK, Euros, etc., please contact your E&P sales representative.)

Special Positions

First spread Add \$600

Page opposite Add \$600

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

Geographic splits are available. Contact your sales representative.

Cover Positions (4/color, USD)

Cover Fold-Out	12x
Inside Front Cover	Contact Publisher
Inside Back Cover	12,500
Outside Back Cover	11,950
	12,500

MECHANICAL SPECIFICATIONS

Publication Size: The publication size/final trim size is 8" x 10.5". 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

Method of Printing: CTP Web on Offset

Type of Binding: Perfect Bound

4-Color Ads: Supply digital files in CMYK plus a color chromalin, matchprint, pictro or other color proof output from the final ad file. Ads submitted as high-resolution PDFs can also be used as proofs.

Standard Second Color: Standard second colors (red, blue, green, yellow) must be built from process colors. PMS equivalents are given for reference only.

Red – 100 magenta plus 70 yellow (PMS 185) **Green** – 100 cyan plus 100 yellow (PMS 355)
Blue – 100 cyan plus 50 magenta (PMS 300) **Yellow** – 100 process yellow

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 Specifications: Preferred format: High-resolution Adobe PDF/X files (distilled at 300 dpi with all fonts embedded). We also accept Quark Xpress and Adobe InDesign files accompanied by collected artwork, scans, logos and all fonts; Adobe Photoshop TIFF or EPS formats, 300-dpi or better resolution; or Adobe Illustrator EPS files. Media - CD/DVD.

In-house Production: The advertiser must submit copy plus high-resolution artworks. 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

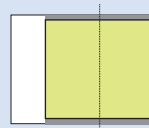
Password: ads

Directory: ftp/hep_ads

ADVERTISING COORDINATOR:

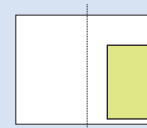
Carol Nunez
 1616 S. Voss, Suite 1000
 Houston, TX 77057
 1-713-260-6408
 cnunez@hartenergy.com

ADVERTISING SIZES



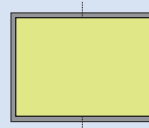
Cover Fold-Out

Ad size: 10.5" x 10.5"
Bleed: 10.625" x 10.75"
 No bleed on left-hand side - contact your sales representative for setup details.



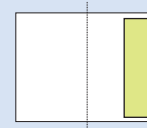
1/2 Island

Ad size: 4.5625" x 7.375"



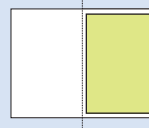
2 Page Spread

Ad size: 16" x 10.5"
Bleed: 16.25" x 10.75"



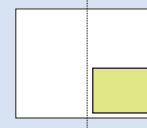
1/2 Vertical

Ad size: 3.375" x 10"



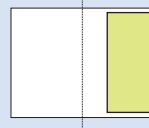
1 Page

Ad size: 8" x 10.5"
Bleed: 8.25" x 10.75"



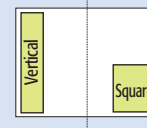
1/2 Horizontal

Ad size: 7" x 4.875"



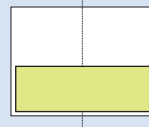
2/3 Vertical

Ad size: 4.5625" x 10"



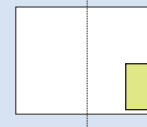
1/3 Vertical

Ad size: 2.1875" x 10"



1/2-Page Spread

Ad size: 16" x 5.375"



1/4 Vertical

Ad size: 3.375" x 4.875"

Fractional ads listed are non-bleed.

Please contact your sales representative for sizing on fractional bleed advertising.

Revised 9/1/2016

SALES TEAM:

Henry Tinne

Senior Director of Business Development
 Tel: 1-713-260-6478
 htinne@hartenergy.com

Christopher Hartnett

Digital Publisher
 Tel: 1-713-823-8333
 chartnett@hartenergy.com

Danny Foster

Director of Business Development
 Tel: 1-713-260-6437
 dfoster@hartenergy.com

Russell Laas

Vice President, Group Publisher
 Tel: 1-713-260-6447
 rlaas@hartenergy.com

David Hoggarth

Sales Manager, Eastern Hemisphere
 Tel: +44 7930 380782
 Fax: +44 1276 859469
 dhoggarth@hartenergy.com

HARTENERGY

1616 S. Voss, Suite 1000
 Houston, Texas 77057
 Tel: 1-713-260-6400
 fax 1-800-874-2544

HartEnergy.com