

MIDSTREAM

Business

2018 EXECUTIVE BRIEFING



ABOUT MSB

Market Leadership
and Circulation



AUDIENCE DEFINED

BPA Audit and
SIGNET Studies



SUBJECT MATTER EXPERTISE

Meet Our
Editorial Team



EDITORIAL CALENDAR

Editorial Coverage
for 2018



MSB CONTENT OFFERINGS

Digital Solutions, Newsletters,
Custom Communications & Rates



INDUSTRY VOICE



DIGITAL SOLUTIONS



CUSTOM
COMMUNICATIONS



HART ENERGY EVENTS
& MEA AWARDS



RATES & SPECS

Midstream Business is the information and data resource of choice for senior executives, managers, investors and engineers in the oil and gas gathering, processing, transportation, storage and LNG sectors. *Midstream Business* offers management and market trends that enable readers to develop business strategies tailored to future demands.

ABOUT
Markets Served

MIDSTREAM
Business

PUBLISHING FREQUENCY

Midstream Business publishes six times each year and is considered a must-read resource for those who need to keep up with industry trends.

Quick Fact: The first and only publication dedicated to helping readers monetize the midstream sector of the oil and gas industry.

IN-DEPTH COVERAGE

Midstream Business offers management and market trends that enable readers to develop business strategies tailored to future demands.

Quick Fact: Technology developments and breaking news announcements are updated daily on MidstreamBusiness.com.

THOUGHT LEADERSHIP

Increase your company's brand awareness by taking advantage of our white paper and webcast platforms to share your message.

Quick Fact: Our content marketing programs will enhance your position as a thought leader on a particular topic.



CUSTOM PUBLISHING

Extend your marketing reach by utilizing one of our custom publications delivered with *Midstream Business* magazine and online throughout the year.

Quick Fact: *Midstream Business* produces special reports such as our Midstream Capital Formation supplement.

MIDSTREAMBUSINESS.COM

Content created specifically for the midstream audience-your target market.

Quick Fact: *Midstream Business* reaches over 400,000 annual viewers online.

SOCIAL MEDIA

Connect with senior North American executives and engage them in conversations about your products and services on *Midstream Business'* Facebook, LinkedIn and Twitter pages.



NORTH AMERICAN CIRCULATION

Midstream Business delivers unparalleled access to top energy infrastructure executives, decision-makers and capital providers who need to know the North American midstream business.

MIDSTREAM BUSINESS AUDIENCE BY THE NUMBERS

MIDSTREAM
Business

Midstream Business is the information and data resource of choice for senior executives, managers, investors and engineers in the oil and gas gathering, processing, transportation, storage and LNG sectors.

We are a preferred resource for:

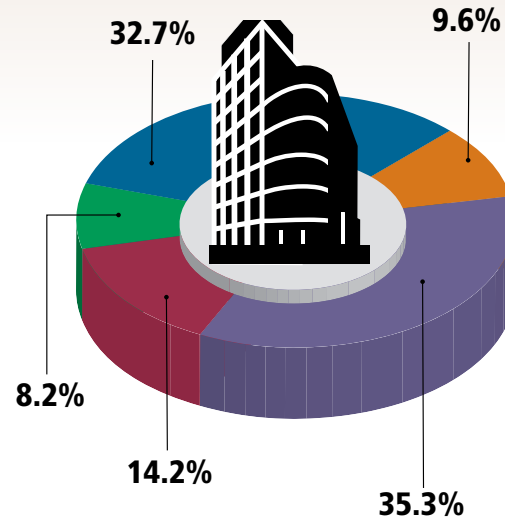
- Leading companies throughout the midstream sector
- Investors, financial analysts and fund managers

5,058

Total Audited Circulation



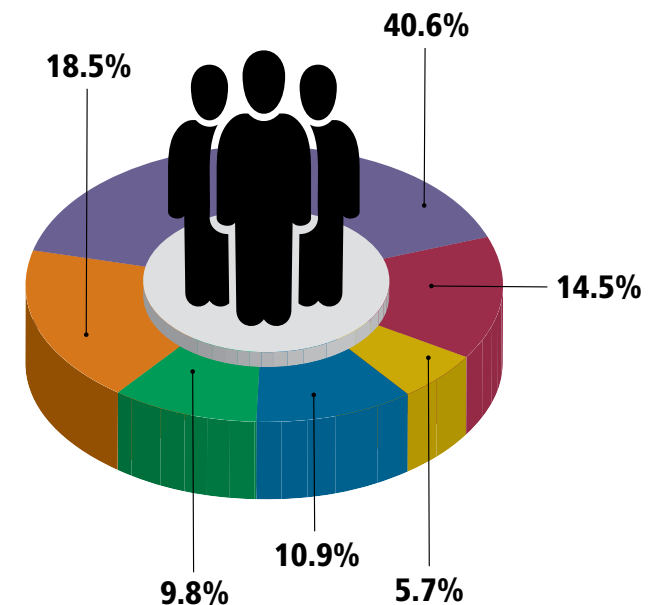
**Average qualified 9,848 BPA Audit.*



READERS BY COMPANY TYPE



READERS BY JOB FUNCTION



Our experienced editors bring diverse, informed perspectives to their tasks. They are disciplinary specialists and professional journalists backed by a well-trained and seasoned support staff who gather, analyze and produce meaningful information appropriate to the channel, whether it's the print magazine, the weekly e-newsletter, the website or a topical supplement.

EDITORIAL STAFF

Meet our Editorial Team



PAUL HART

Editor-in-Chief

pdhart@hartenergy.com

- BA Journalism – University of Oklahoma
- Manages all print content for print and digital

30+ YEARS
in the industry



PEGGY WILLIAMS, C.P.G.

Editorial Director

pwilliams@hartenergy.com

30+ YEARS
in the industry

- Certified Petroleum Geologist
- BA Geology – University of Rhode Island
- Master's in Energy Resources – University of Pittsburgh
- MS Technical Communications – University of Colorado

LEN VERMILLION

Group Managing Editor

lvermillion@hartenergy.com

- 20+ years in the industry
- BA Communications and Journalism – University of Pittsburgh
- Manages website editorial content



The ONLY publication
focused on midstream
executive issues



CHRISTOPHER SHEEHAN

Senior Financial Analyst

csheehan@hartenergy.com

- 30+ years in the industry
- BA with honors in Economics and German – University of Bradford, Yorkshire, England
- MFA in Creative Writing – University of Montana Writers' Workshop
- Contributes financial analysis

JOSEPH MARKMAN

Senior Editor

jmarkman@hartenergy.com

- 20+ years in the industry
- BS in Journalism – University of Illinois at Urbana-Champaign
- MFA in Creative Writing – University of Montana Writers' Workshop
- Covers midstream operations and finance



Winner of
multiple national
awards for
editorial quality



ERIN PEDIGO

Associate Editor, Special Projects

epedigo@hartenergy.com

- Industry and journalistic experience from Drilling Contractor Magazine at the IADC and Houston Community Newspapers
- BA, Baylor University
- MA, from the University of Nebraska-Lincoln

2018 EDITORIAL CALENDAR

Midstream Business comprehensive approach to covering the sector means that unlike other information providers who just focus on technology, we explore the funing options driving the industry construction expansion.



Hart Energy's **IndustryVoice™** content marketing program allows marketers to reach our audiences by enabling them to create and place relevant content across our media channels – online, in print, via social media and at live events. This customizable program can be adapted and scaled to your budget and specific goals.

INDUSTRY VOICE

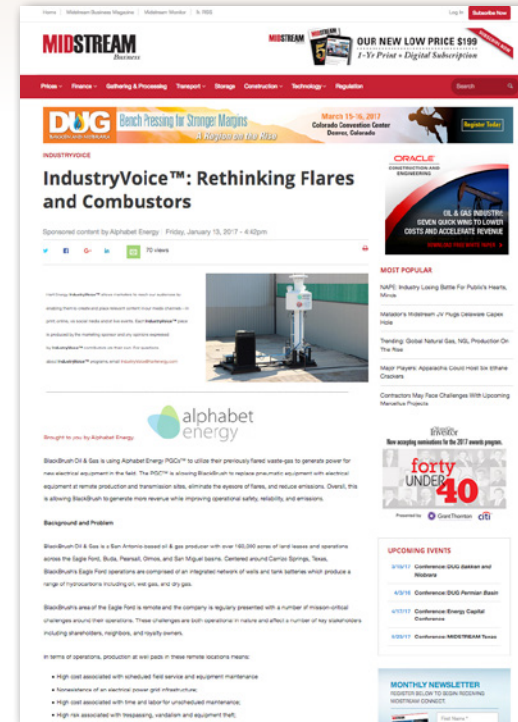
Hart Energy's Content Marketing Program

DIGITAL CHANNELS

- **Midstream Business** digital edition
- **MidstreamBusiness.com**
- **Midstream Connect**
- **Midstream Monitor** E-newsletter
- Webinars
- Social Media



See a digital example [HERE](#).



PRINT CHANNELS

- **Featured content**
- **Bi-monthly publication**
- **Cover presence**



HARTENERGY
IndustryVoice™
HEART OF THE MARKET
At the epicenter of America's
midstream buildup
MIDSTREAM
TEXAS

Check out the online version
in **Midstream Business**
magazine [HERE](#).

Midstream Business' digital solutions create opportunities for you to reinforce your brand and drive interaction through industry-leading products. Our platform brings you a truly hybrid approach to access readers, by offering both paid/subscription-only content and articles available to all website visitors.

DIGITAL SOLUTIONS

A myriad of digital solutions

*Leverage **Midstream Business'** superior products and solutions, which include banner advertising, content marketing, social media platforms, and lead-generation tools, all designed to help you accomplish your marketing objectives.*



MistreamBusiness.com

Digital Display Ads

Responsive Leaderboard

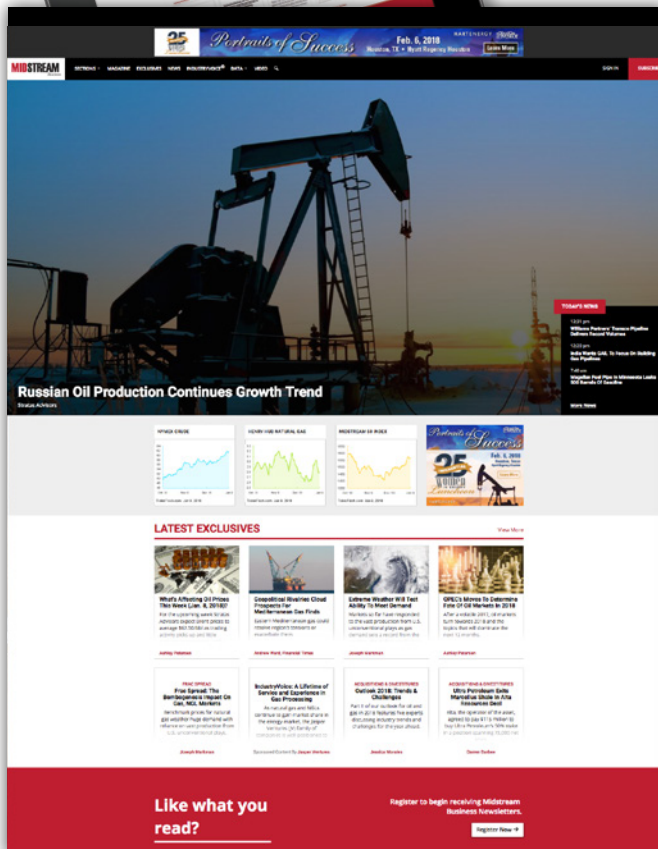
- Our Top Ad position
- Displays properly on any device (from large screens to smartphones)
- Can contain motion or be static
- Specs: 1,170w x 90h px

Medium Rectangle

- Right and center positions available
- Displays properly on any device
- Can contain motion or be static
- Specs: 300w x 250h px

Interstitial Roadblock

- Maximizes your brand awareness
- Drives traffic to your website
- Has the highest click-through rate of all **Midstream Business** online properties
- Can contain motion or be static
- Specs: 615w x 400h px



For more information on digital specs click [HERE](#).

HART ENERGY

Video e-Newsletters

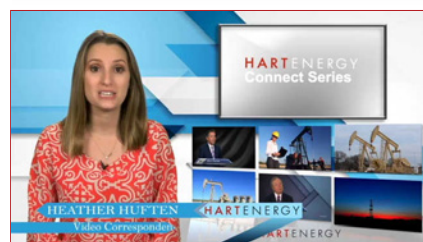
Hart Energy's **Connect E-Newsletter Series** provides readers with premium video and editorial content on the industry's most important topics.

Video Production Services

Turnkey video solutions for companies to elevate their investor relations programs, corporate presentations or presence at industry conferences.

Services include:

- Scripting, question preparation and interviews conducted by an experienced editor
- Set-up, shooting, post-production and editing
- Copy of video for your website
- Promotion of the live video on **OilandGasInvestor.com** or **MidstreamBusiness.com**



DIGITAL SOLUTIONS

MIDSTREAM

Business

Midstream Connect Series

- Focuses on two key midstream topic per edition
- Reaches Hart Energy's entire midstream community
- Published monthly

VIDEO PRE-ROLL SPONSOR

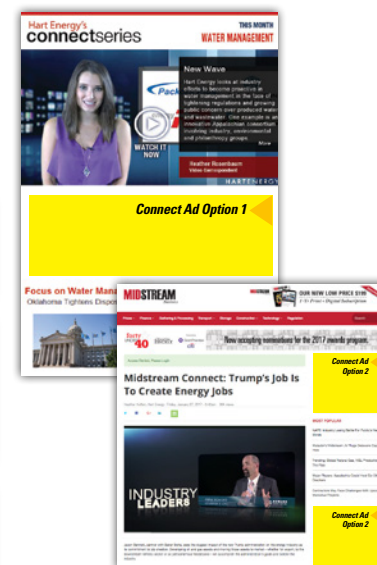
- Only one available per video/month

AD OPTION 1

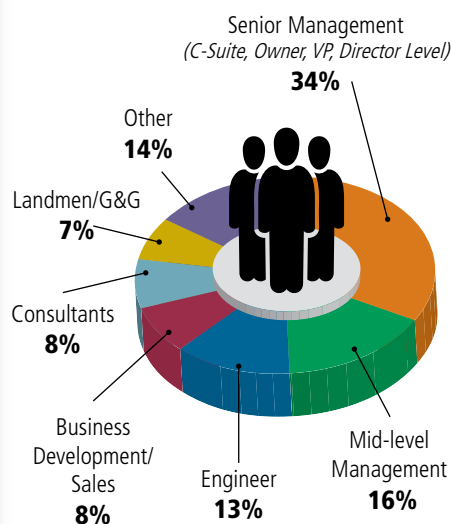
- Specs: 465 x 200h px
- Only one available per video/month

AD OPTION 2

- Specs: 300w x 250h px



Midstream Connect Series Readership Demographics



Midstream Connect Series Onshore 2018 Editorial Calendar

MONTH	CORE FOCUS	HIGHLIGHT
January	Artificial Lift	
February	Wireline	
March	Frac Plugs	
April	Water Management	OTC Product Preview
May	Chemicals/Proppant	
June	Drill Bits	
July	Stimulation	
August	PPE (Personal Protective Equip)	
September	Heavy Equipment	SPE Product Preview
October	Big Data	SEG Product Preview
November	Power Generation	
December	Training Including VR	



TO OBTAIN PRICING
contact your sales representative.

Midstream Monitor E-Newsletter



- Reaches **Midstream Business'** entire audience weekly
- Drives quality readers to your content on the **Midstream Business** website
- Summarizes the week's news on construction, gathering and processing, technology and regulatory news from around the globe
- Also includes commodity prices, debt and equity issues and our exclusive NGL fractionation spread

SPECS: LARGE RECTANGLE AD 465W X 200H PX

Trade Show Webcast

- Trade show webcasts are presented at the event and are streamed live to a specific registrant community
- Each webcast has a captive, in-person audience
- Promoted through traditional mediums such as e-newsletters, websites and more



Gathered.24 [Daily] Daily fix of midstream data, news and features, including analysis of the week's NGL prices and preview for tomorrow's earnings announcements.

Traditional Webcasts

- Provides your company executives and product managers an opportunity to be recognized as leaders in their respective areas of expertise
- Promoted through our E-Newsletters, websites and email marketing
- Generates valuable sales leads with full-contact information



White Papers

- Solidify your company's thought-leadership position through this powerful lead-generation tool
- Distributed to **Midstream Business'** online community
- This promotion includes, but is not limited to, websites such as **MidstreamBusiness.com**, **OilandGasInvestor.com**, **EPmag.com** as well as newsletters, custom e-blasts and print ads



Custom Events

- **Midstream Business** will co-brand an event with your company at an agreed upon location throughout the U.S.
- The event can be videotaped and streamed live to a registered audience around the globe
- Promoted through our various media channels

Midstream Business will produce a series of special reports targeting key topics in the midstream space. Each supplement offers the opportunity to maximize your marketing investment. Reports include customized content which directly supporting your advertising message.

CUSTOM COMMUNICATIONS Targeted Media Channels for Greater ROI

Capital Formations Supplement

- Publishes May/June 2018 issue
- Distributed to our entire subscriber base
- Contains a wall map



Polybag Opportunities

- Include your custom marketing material in our bi-monthly mailings
- Single or multi-page brochures are accepted
- Select by total subscribers, geography or business type
- Let our experts design, write and print your collateral if preferred



Reprints & PDF Opportunities

- Custom reprints available for your company articles appearing in *Midstream Business*
- Variety of options for your distribution needs

TO OBTAIN PRICING
contact your sales representative.

Hart Energy, a leader in energy information services, hosts an array of must-attend annual conferences covering the full spectrum of the oil and gas industry. From our renowned **DUG** conference series for unconventional oil and gas development to specialty events focused on midstream activity and financial transactions, we offer value for every conference attendee.

HART ENERGY EVENTS

**Connect with Industry
Leaders at our Live Events**



January 30 – February 1, 2018

Pittsburgh, PA

David L. Lawrence Convention Center



February 26, 2018

Houston, TX

Hilton of the Americas



June 5 – 6, 2018

Midland, TX

Midland County Horseshoe Pavilion



October 22 – 23, 2018

Dallas, TX

Fairmont Hotel

DUG Haynesville

February 20 – 21, 2018

Shreveport Convention Center

Shreveport, LA

DUG Permian Basin

May 21 – 23, 2018

Fort Worth Convention Center

Fort Worth, TX

DUG Eagle Ford

September 19 – 21, 2018

Henry B. Gonzalez Convention Center

San Antonio, TX

DUG Rockies

April 24 – 25, 2018

Colorado Convention Center

Denver, CO

DUG East

June 19 – 21, 2018

David L. Lawrence Convention Center

Pittsburgh, PA

Executive Oil Conference

November 5 – 6, 2018

Midland County Horseshoe Pavilion

Midland, TX

Energy Capital Conference

May 6 – 7, 2018

Fairmont Hotel

Dallas, TX

A&D Strategies and Opportunities

September 5 – 6, 2018

Ritz-Carlton Dallas

Dallas, TX

DUG Midcontinent

November 13 – 15, 2018

Cox Convention Center

Oklahoma City, OK

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

**For more information, visit
HartEnergyConferences.com**



2018 ADVERTISING

Rates and Ad Specs

MIDSTREAM

Business

B/W RATES	1x	3x	6x	12x
Cover Fold-out Spread	\$25,000	\$20,000	\$18,000	\$16,000
Spread	\$12,850	\$11,950	\$10,400	\$9,195
Full Page	\$7,150	\$6,550	\$5,725	\$5,200
1/2 Page Horizontal	\$4,195	\$3,795	\$3,395	\$2,995
1/4 Page Vertical	\$2,795	\$2,595	\$2,250	\$1,950

(All rates are quoted in USD. For rates in other currencies, including sterling, NOK, Euros, etc., please contact your Midstream Business sales representative.)

MECHANICAL SPECIFICATIONS

Publication Size: The publication size/final trim size is 8.125" x 10.875". 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 8.375" x 11.125" to allow for 0.125" trim on all sides. The final trim size will still be 8.125" x 10.875". **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: 100-lb. gloss-coated offset cover, 70-lb. coated offset body (recycled).

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.

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

COLOR RATES	PAGE	SPREAD
	\$1,300	\$2,100

COVER POSITIONS	6X
Outside Back	\$7,995
Inside-Front Cover	\$7,400
Outside Back	\$7,995
Inside-Back Cover	\$7,995

ADVERTISING SIZES



Cover Fold-Out

Ad size: 15.1875" x 10.875"

Bleed: 15.3125" x 11.125"

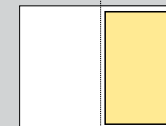
No bleed on left-hand side - contact your sales representative for setup details.



2-Page Spread

Ad size: 16.25" x 10.875"

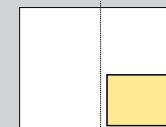
Bleed: 16.5" x 11.125"



1-Page

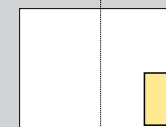
Ad size: 8.125" x 10.875"

Bleed: 8.375" x 11.125"



1/2 Horizontal

Ad size:
7" x 4.875"



1/4 Vertical

Ad size:
3.375" x 4.875"

FTP Site for Ads: Please upload collected files as zipped archives.

Host: [ftp.hartenergy.com](ftp://ftp.hartenergy.com)

User ID: msbads

Password: 4ads

Directory: ftp/msb_ads



CONTACT US

Our Sales Professionals

As you plan for 2018, we encourage you to contact your *Midstream Business* sales representative. Our team can help you work through the intricacies of content marketing and ensure you get best use from our communications channels. We have multiple packages and options for all budget considerations.

SALES TEAM

Darrin West

Publisher

dwest@hartenergy.com

713-260-6449

John Flowers

Director of Business Development and Digital Specialist

jflowers@hartenergy.com

713-260-4629



HART ENERGY

MEDIA | RESEARCH | DATA

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