

The background of the cover is a photograph of a large industrial refinery or petrochemical plant. It features several tall distillation columns, a network of pipes, and large storage tanks. In the foreground, there are two large, cylindrical storage tanks with some rust on their surfaces. The sky is clear and blue. On the right side, there is a graphic overlay consisting of several overlapping triangles in shades of blue and grey. The text is positioned in the top left and bottom right corners.

Petroleum
Economist

2024 **MEDIA
PLANNER**
Drilling Deep Into Hydrocarbons

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PUBLISHER'S LETTER

Empowered to Innovate. Committed to Excellence.

We are excited about the opportunity to work with you on your 2024 marketing plans.

Gulf Energy Information (Gulf) empowers employees to deliver premium business content, as well as market intelligence solutions, to the global energy and infrastructure industries through trusted engagement. For more than 100 years, Gulf's quality content and commitment to audience needs has led our company to become the most trusted resource in B2B media for the industries we serve. Gulf also provides market intelligence solutions to the global energy industry through Global Energy Infrastructure and the Construction Boxscore Database.

Whether you are looking for qualified leads, brand visibility or product marketing, our dedicated and experienced sales team can build a program that's right for you. We can even guarantee the number of readers, impressions, views and leads that we deliver!



Andy McDowell

President
Gulf Energy Information



"Our commitment to quality content and understanding our audience's needs has established the PE Media Network as the premier and most trusted B2B resource for the industries we cater to."

EDITORIAL STAFF



Lee Nichols
Vice President, Content



Paul Hickin
Editor-in-chief
PE Media Network



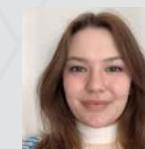
Rhys Timson
Chief Subeditor
Petroleum Economist



Stuart Penson
Co-Editor
Hydrogen Economist and
Carbon Economist



Simon Ferrie
Editor, Asia Pacific and
Sub-Saharan Africa
Petroleum Economist



Caitlin Stevens
Digital Editorial
Assistant
Petroleum Economist



PETROLEUM ECONOMIST AUDIENCE

TOTAL AUDIENCE

2,415

Total Subscribers

US: 6.1%

Outside US: 93.9%

PEMEDIANETWORK.COM

17,741

Users/Month

22,532

Sessions/Month

61,080

Pageviews/Month

EDITORIAL NEWSLETTER

11,816

Daily Distribution

26.8%

Open Rate

BRAND REACH (LEAD GEN)

69,202

Distribution/Emails



PE LIVE PODCASTS: PETROLEUM ECONOMIST

1,657

Average Streams
Per Episode

1,615

Average Streams
Per Month

SOCIAL MEDIA



13,577

LinkedIn Followers



8,317

Facebook Followers



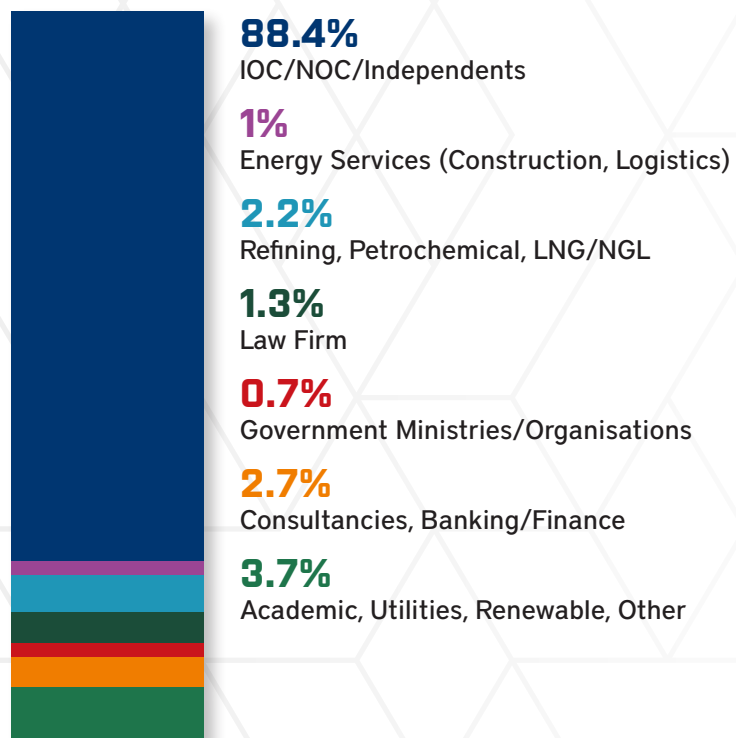
64,030

X Followers

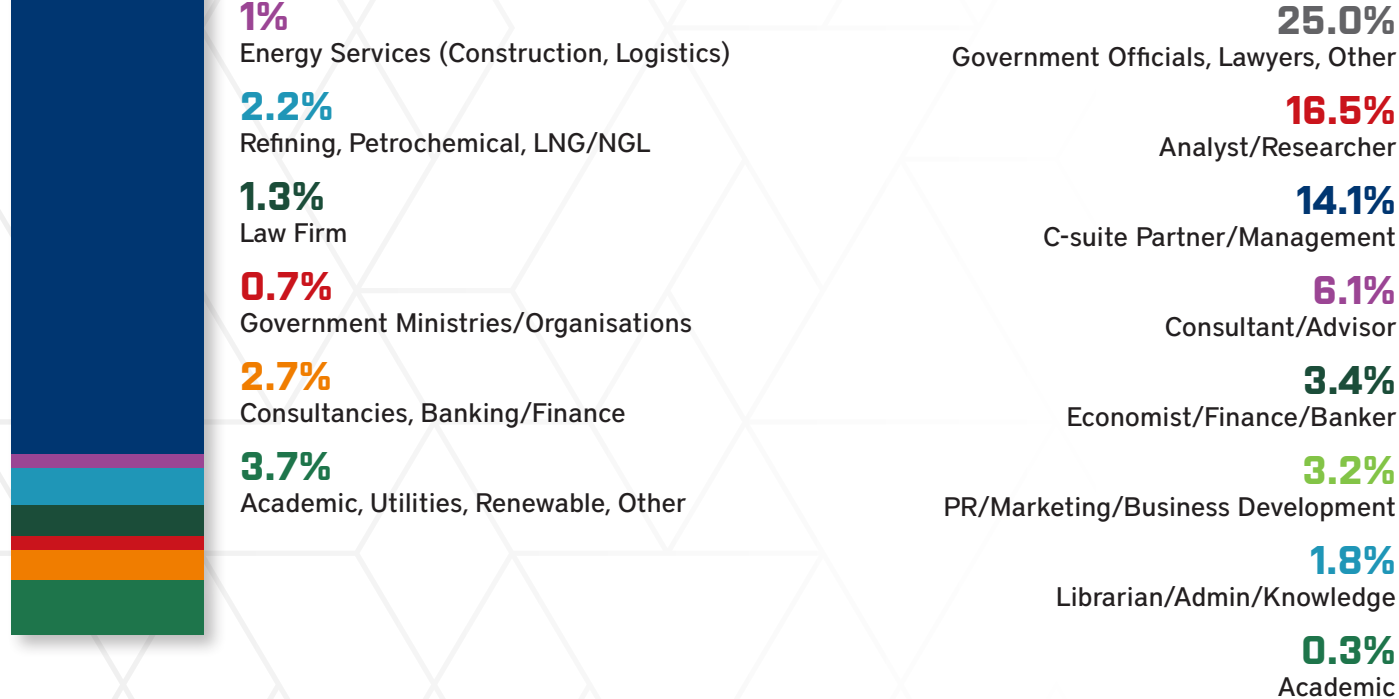
2,415

PAID SUBSCRIBERS

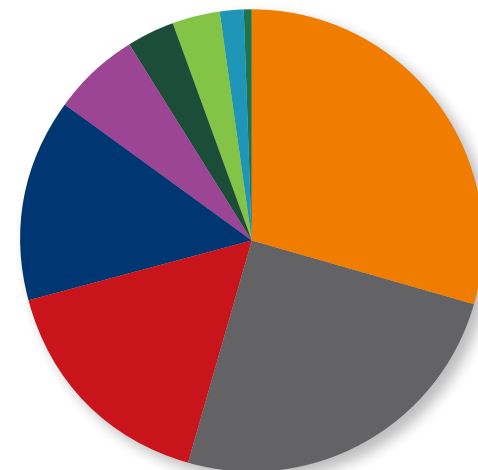
BUSINESS CLASSIFICATION



SUBSCRIBERS BY LOCATION



JOB FUNCTION



2024 EDITORIAL CALENDAR

FEBRUARY	Energy Outlook
MARCH	Asian LNG
APRIL	Inside OPEC
MAY	The evolution/future of IOCs
JUNE	European Gas
JULY/AUGUST	The evolution/future of NOCs
SEPTEMBER	US natural gas/LNG
OCTOBER	Exploration hotspots/production strongholds
NOVEMBER	Inside OPEC
DECEMBER/JANUARY	The future of CCS/CCUS

All advertising space must be reserved by the 15th of the prior month with creative delivered by the 20th.



TAILORED BRANDING

Enhance your brand's reputation with a strategic, multi-channel campaign. Our medal packages offer advertisers the opportunity to position content through our various media channels to most effectively reach key decision makers in the industry. Campaigns include exposure through ROS or targeted online advertisements and through well-read, highly sought after newsletters. Showcase your solutions through a multi-channel campaign today!



Gold

- > MPU on PEMediaNetwork.com/Petroleum-Economist (5,000 impressions)
- > MPU on daily newsletter (two weeks)
- > Full page in *Petroleum Economist*

COST

\$9,950



Silver

- > MPU on PEMediaNetwork.com/Petroleum-Economist (5,000 impressions)
- > MPU on daily newsletter (one week)
- > Full page in *Petroleum Economist*

COST

\$7,635



Bronze

- > MPU on PEMediaNetwork.com/Petroleum-Economist (5,000 impressions)
- > MPU on monthly newsletter of choice
- > Half page (in-article ad) in *Petroleum Economist*

COST

\$4,600

AUDIENCE EXTENSION:

Enhance your marketing impact with our Audience Retargeting Packages.

Click to learn more!

[READ MORE](#)

All pricing is net.

DIGITAL MAGAZINE

Showcase your solutions with an advertisement in *Petroleum Economist*. Designed for an enhanced audience experience and ease of use, the digital edition positions your materials against the industry's leading media. Choose your preferred placement or align your advertisements with select editorial on a monthly basis.

2024 GLOBAL ADVERTISEMENTS

Size	Orientation	Cost/Issue
Full Page	Vertical	\$6,065
Half Page	Vertical	\$4,715
Half page (in-article)	Horizontal	\$4,275

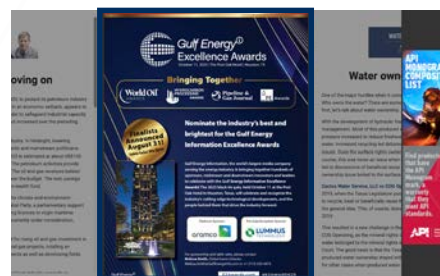
PREMIUM SPONSORSHIPS

Digital Edition Sponsorship	Left Skyscraper	\$5,500
	Right Skyscraper	\$5,500
	Repeating Skyscraper (min. 10 repeats)	\$7,710
Leaderboard	Bottom of Page	\$3,985

2,415
Paid Subscribers
6.1% US 93.9% OUS

PAGERAFT

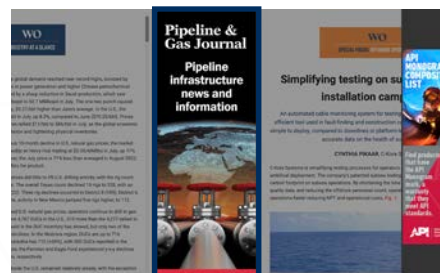
Full Page ad



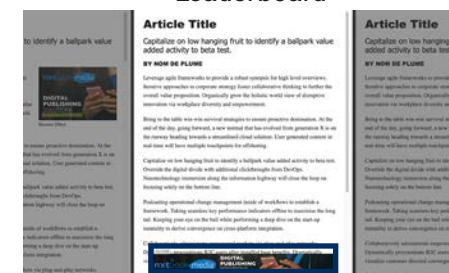
Skyscraper



Half Page Vertical ad



Leaderboard



Half Page Horizontal ad



Leaderboard



TARGETED WEBSITE ADVERTISING

Direct your message to key decision-makers in the hydrocarbons industry. *Petroleum Economist's* targeting capabilities give you the ability to direct your campaign to reach those most interested in your company's solutions. Targeting options include:

- > Job Title/Function
- > Company Type
- > Behavioral Interests
- > Geographical

Don't purchase wasted impressions. Start your targeted campaign with *Petroleum Economist* today. Rates start at \$400/CPM. Minimum \$3,500/month.

RUN-OF-SITE CAMPAIGNS

Each run-of-site campaign comes with a guaranteed number of impressions.

	Sizes	20,000 impressions	10,000 impressions	5,000 impressions
Pushdown	970x90 (Regular) 320x50 (Mobile)	\$7,930	\$6,345	\$3,965
Leaderboard	728x90 (Regular) 320x50 (Mobile)	\$5,270	\$4,215	\$2,635
MPU	300x250 (Regular)	\$4,600	\$3,680	\$2,300
Mobile Only	320x50	\$3,500	\$2,800	\$1,750

17,741

Users/Month

22,532

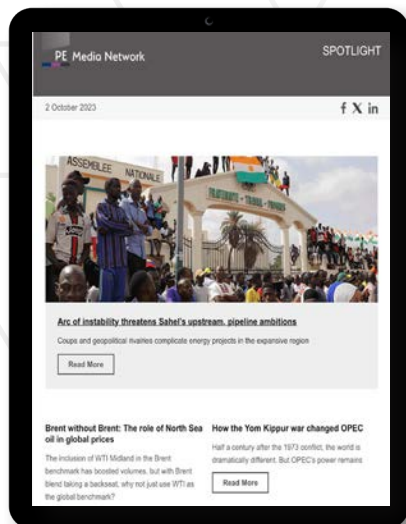
Sessions/Month

61,080

Pageviews/Month

NEWSLETTER SPONSORSHIPS

Each newsletter includes five ad positions: One leaderboard and four MPUs.



DAILY NEWSLETTERS

Latest Analysis

Delivered Tuesday, Friday
Recipients/Week: 11,816
Open Rate: 26.78%

MONTHLY NEWSLETTERS

Spotlight

Delivered Monday
Recipients: 11,374
Open rate: 22.85%

Best In Energy
Starts January 2024

CUSTOM NEWSLETTERS & EXCLUSIVE SPONSORSHIP

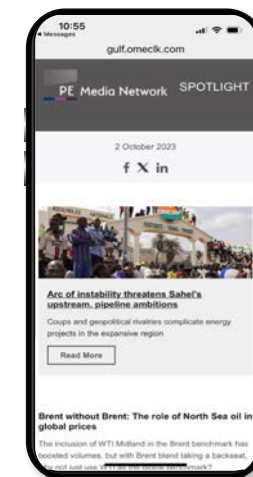
Don't see a relevant topic listed? Work with the editorial team to develop and customize a newsletter and targeted distribution list. Contact your account manager for details.

Additional titles can be added for \$3,500/brand

PRICE STARTS AT

\$8,620

Newsletter	Leaderboard 728x90	MPU1 336x280	MPU2 336x280	MPU3 336x280	MPU4 336x280	MPU Native 336x280
PE Latest Analysis (per week)	\$3,160	\$2,750	\$2,750	\$2,275	\$2,275	\$3,635
Monthly Exposure	\$1,210	\$1,005	\$1,005	\$975	\$975	\$1,155



SPONSORED CONTENT

NEED HELP WITH CONTENT? LEVERAGE THE PE CONTENT STUDIO

Petroleum Economist's impactful articles are highly specialized and complex, making them time consuming to write. The PE Content Studio is your opportunity to present your solutions to qualified industry professionals while leveraging *Petroleum Economist's* experienced editorial team. Partner with the PE Content Studio's qualified writers to leverage their in-depth industry knowledge for your benefit. Annual subscriptions are available.

> From \$5,605/article

FEATURED ARTICLE

Promote your editorial content in *Petroleum Economist* with a sponsored article. Guaranteed placement on PEMediaNetwork.com/Petroleum-Economist, newsletters, and social media.

> From \$3,500/article



13,577

LinkedIn Followers



8,317

Facebook Followers



64,030

X Followers

PODCASTS: ENGAGEMENT FOR A MOBILE AUDIENCE

In a crowded market, podcast sponsorships are a unique way to differentiate your brand and stand apart from competitors. *Petroleum Economist's PE Live* podcast is the hydrocarbon industry's leading strategic program.

Podcast listener engagement is high, and their recall and purchase intent of advertised brands increase significantly. Sponsor a podcast interview or series dedicated to hydrocarbon professionals.



Episode sponsorships/ interviews	<ul style="list-style-type: none"> > Interview with SME and PE moderator > Headshot, bio and company logo needed from sponsor 	\$5,750/episode
Episode sponsorships/ brief company reference	<ul style="list-style-type: none"> > 20 second blurb read prior to each episode of the podcast 	\$1,500/episode (minimum of 5 episodes)
Episode sponsorship/ interviews including video	<ul style="list-style-type: none"> > Interview with SME and PE moderator > Headshot, bio and company logo needed from sponsor 	\$9,995/episode
New Podcast Season sponsorship	<ul style="list-style-type: none"> > 10 episode season > Sponsor provides episode, content and speakers > PE provides moderator 	\$50,000 / 10 episodes

\$2,500 surcharge for any podcast interviews taking place onsite.



All episodes are marketed throughout *Petroleum Economist's* website, newsletters, social media and targeted e-blasts.



1,657

Average Streams
Per Episode



1,615

Average Streams
Per Month

VIDEOS

Take your content marketing to a new level with video marketing. With more people turning to videos for technical and educational content, videos are a unique medium to build trust, boost conversion, and encourage sharing on social media.

A video sponsorship program gives you the opportunity to reach *Petroleum Economist's* qualified audience with the functionalities, features and benefits of your solutions.

Client provided videos are listed on PEMediaNetwork.com/Petroleum-Economist and promoted on as a featured video on the website's home page.

PRICE PER VIDEO

\$7,820

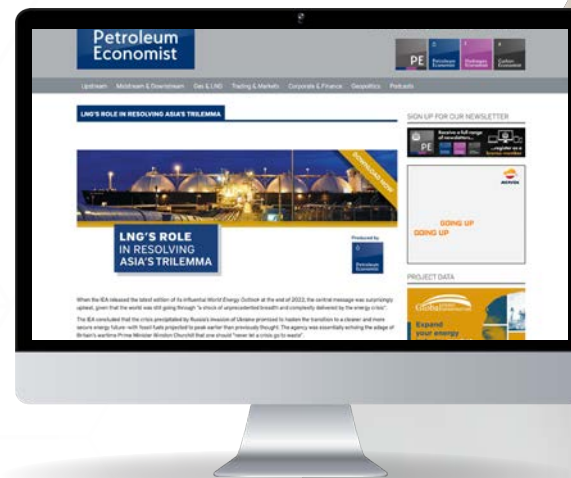
INTERVIEWS

Repurpose your article in *Petroleum Economist* for more impact. This 15-minute video interview with the author of a recent article in *Petroleum Economist* is featured on our homepage and promoted through our media channels, generating strong engagement and visibility for the author and the author's company.

PRICE PER MONTH

\$10,120

All pricing is net.



SINGLE-SPONSORED WEBCASTS

Webcasts are our most popular lead generation offering. Each single-sponsored webcast is run by a dedicated manager and hosted by a member of the *Petroleum Economist* editorial team.

Each webcast includes a 45-minute presentation and a subsequent question and answer session and is promoted to our highly qualified global audience through a multi-channel marketing campaign. The on-demand version of your webcast will be available on demand for one year.

Sponsors receive full contact details of all registrants.

385+

Leads/Webcast

PRICE PER WEBCAST

\$17,245

Webcasts are promoted through:



85,924

Social Media Followers



69,202

Distribution/Email



17,741

Users/Month

Webcast Preparation Timeline

6-8 Weeks Out:	Sponsor confirms webcast title, date, time
3-4 Weeks Out:	Registration launches, online and email promotions begin
1 Week Out:	Dry Run With Moderator/Speakers
Post Event:	Leads Provided. Webcast Archived for 1 Year



MULTI-SPONSORED WEBCASTS

Petroleum Economist's multi-sponsored webcasts are produced by our editorial team and include the annual industry forecasts.

All content is prepared and delivered by the *Petroleum Economist* editorial team, making a multi-sponsored webcast the ideal choice. *Petroleum Economist* does the work, but sponsors receive the leads.

PRICE PER
WEBCAST

\$6,210

SPONSORED-PANEL WEBCASTS

Petroleum Economist's sponsored-panel webcasts bring subject matter experts together to address a specific topic. Each sponsor provides one speaker and may suggest two others. *Petroleum Economist* does the rest.

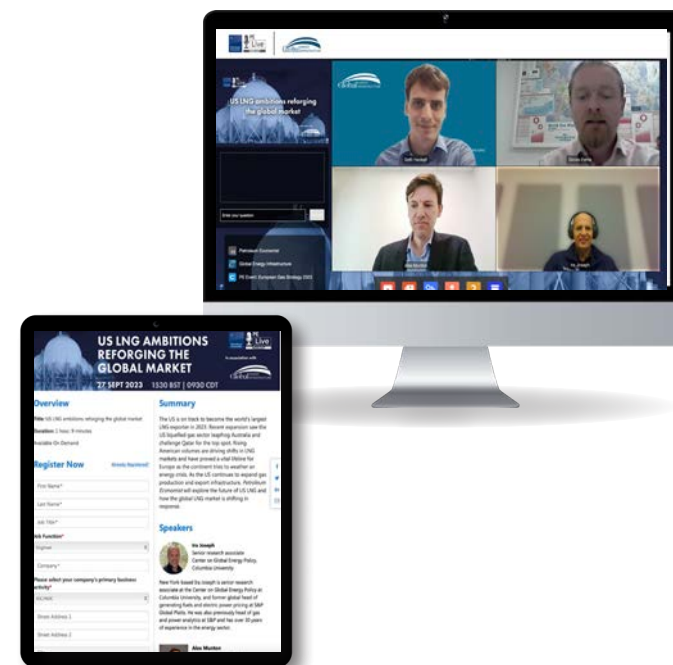
Once confirmed, each company's 10–12-minute presentation is delivered live, followed by a live Q&A session for all speakers. Registrant details are shared with all sponsors.

Topics include the following:

- > Oil price – Risks for demand destruction
- > Oil markets – Mapping new trade flows in a sanctions world
- > Supply – Africa's frontier provinces
- > Supply – Fiscal terms in the international competition for the upstream dollar
- > Refining – The overlooked world of specialty products
- > Corporate strategies – NOCs doubling down at home over pursuing INOC status
- > Corporate strategies – Rise of the independents as IOCs reduce footprints

PRICE PER
SPONSOR

\$7,990



TOPICAL EBOOKS

Don't have content? Let *Petroleum Economist* put together a topical eBook with your company as the sponsor!

The editorial team selects a compilation of 10-12 articles published in *Petroleum Economist* on a topic of your selection.

Sponsors are recognized on the cover and with a full-page ad within the eBook and receive all registrant information. Each eBook is promoted through a three-month multi-channel campaign to drive qualified leads.

SINGLE SPONSOR

\$25,000

MULTI-SPONSOR

\$10,000



69,202

Distribution/Email

Our Content. Your Leads.

WHITEPAPERS

Your whitepaper is promoted to *Petroleum Economist's* qualified audience via a monthly promotional email. Leads for each whitepaper are captured on a custom landing page and provided to the sponsor.

Promotions can be targeted to desired industry segments or geographically.

PRICE PER
WHITEPAPER

\$5,750

Program Details

- > Listing on PEMediaNetwork.com/Petroleum-Economist (title, company logo and whitepaper synopsis)
- > A custom-built registration form including name, title, company, contact information, and email address.
- > *Petroleum Economist* featured whitepapers are promoted through a monthly email blast.
- > Leads can be provided in Excel or .CSV format.

BRAND REACH



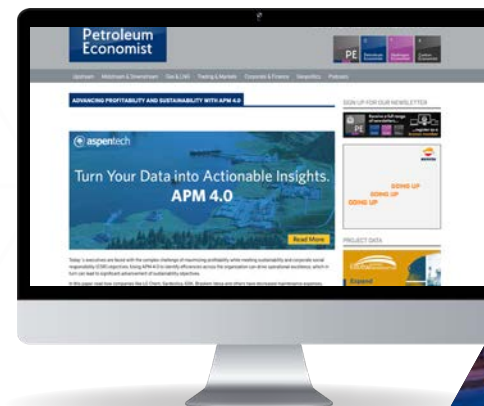
69,202

Distribution/Email



100

Leads/Whitepaper



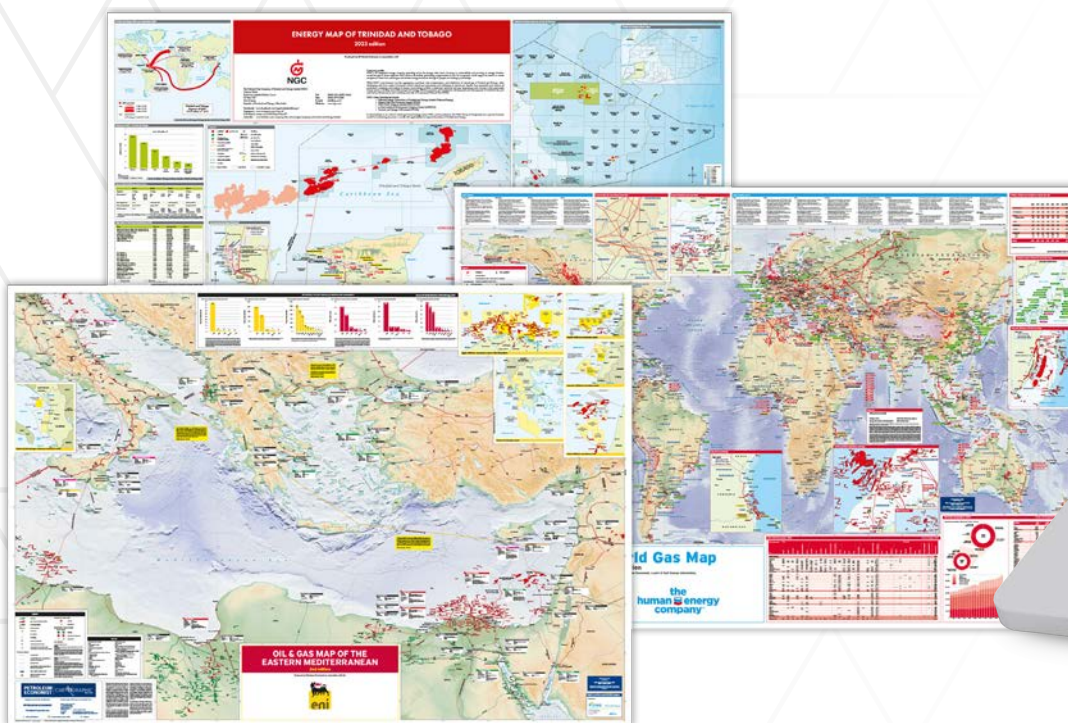
PE MAPS

Discover the impactful world of energy mapping with Petroleum Economist (PE) Maps.

With three decades of experience in visualizing the energy industry and over 350 maps published, our maps have evolved over the years, incorporating imagery in 2005 and live data in 2019 to ensure accuracy and relevance for industry professionals, making them a trusted source for energy executives worldwide. Our journey began in 1990 when we introduced the Middle East Oil & Gas Export Routes map, offering subscribers a unique perspective on the energy landscape before the first Gulf War. We also offer digital maps, such as the World LNG map produced in collaboration with ExxonMobil.

Exclusive sponsorship of our maps establishes a meaningful connection between the sponsor and the map, guaranteeing brand exposure for a minimum of 12 months and is distributed to all Petroleum Economist subscribers and at major industry events.

**CONTACT OUR
COMMERCIAL TEAM
ABOUT SPONSORING A
MAP TODAY.**



SPONSORED SURVEYS/ CAMPAIGN BENCHMARKING

Unbiased, Confidential Feedback

SPONSORED SURVEY

Petroleum Economist polls its readers with 6-7 proprietary questions that you provide along with 2-3 open questions. The survey is branded *Petroleum Economist* with no mention of the sponsor. The proprietary results are shared only with the sponsor.

> From \$7,680/survey

SPONSORED SURVEY WITH LEAD GEN

Providing targeted leads without content. *Petroleum Economist* sends out a targeted survey for categories such as oil & gas traders, pipelines, regulators, service providers, shipping, state oil/gas, utility companies and many more. At the end of the survey, the respondent is informed that the consolidated results will be made available at no charge courtesy of the sponsor(s) for a limited time, instead of the usual \$3,500 charge.

> From \$10,200/survey

CAMPAIGN BENCHMARK STUDY

Petroleum Economist offers regular advertisers the option to benchmark advertising efforts by providing a pre- and post-campaign survey for a product or company over a period of time. The final report provides you with verifiable information on the impact of your campaign.

> From \$5,100/survey

SOCIAL MEDIA

Social media is an integral part of *Petroleum Economist's* brand reach. With engaged followers located around the globe, you too can access this audience as part of your advertising campaign.

With a total reach of 85,924 followers, *Petroleum Economist's* social media package facilitates access to the publication's followers on Facebook, X and LinkedIn.

One post per social media channel per month.

PRICE PER MONTH

\$3,500



13,577

LinkedIn Followers



8,317

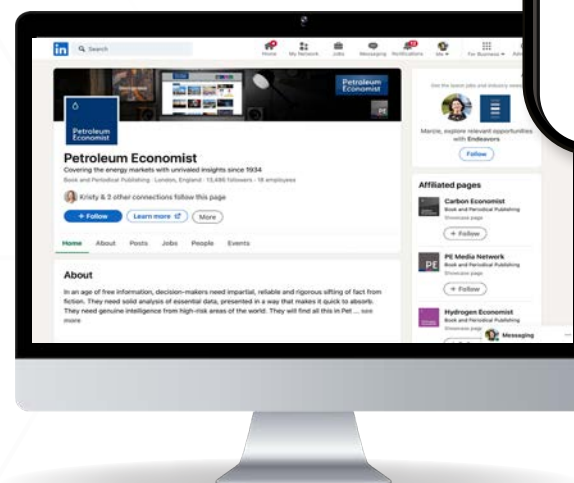
Facebook Followers



64,030

X Followers

Social media posts can include a non-clickable ad or picture (Facebook 1,200x620, X 1,600x900, LinkedIn 1,200x628) with a clickable link above it. Alternatively, if the link automatically generates a clickable link preview that includes a picture, that can be posted instead. The picture automatically generated by the link preview cannot be edited. Both options can include your choice of text (50 words max).



MAGAZINE ADVERTISING SPECS

Assets can be provided in JPG, PNG or PDF format, cropped as desired for final display. Alternatively, a GIF file under 1 MB can be used, but is only recommended if supplying an animation. All files need to be at least 150 dpi. We can easily resize a print-format PDF for you.

Full Page Between Articles

8.125 in. x 10.875 in. (at least 1485 x 1988 pixels and at least 150 dpi)

Half Page Between Articles (Vertical)

4 in. x 10.875 in. (at least 732 x 1988 pixels and at least 150 dpi)

Half Page in Article (Horizontal)

7 in. x 4.75 in. (at least 1280 x 872 pixels and at least 150 dpi)

Skyscraper

160 x 600 pixels

Leaderboard

728 x 90 pixels

All advertising space must be reserved by the 15th of the prior month with creative delivered by the 20th.



Other Acceptable (but billable) Materials: Contact Publisher.

Upgrades: Contact Publisher for specifications on upgrades and sponsorship materials.

Material Submission

Upload digital files via our Ad Orbit client portal or email to Advertising Production at AdProd@GulfEnergyInfo.com.

ONLINE SPECIFICATIONS

PEMediaNetwork.com/Petroleum-Economist Creative

Types: .GIF, .JPG, .PNG, Third Party Tags; File Size: Max 100 KB;
There is no limit to animation as long as it stays under 100 KB

Petroleum Economist Newsletters

.GIF or .JPG file only. Include URL for where the display ad should direct. For special focus, please submit three ads (728*90, and two 336*280) and an article in Microsoft Word. Newsletter file size limit is 300 kb. Native ads fit in the MPU slots and can include a 336*280 image, header (100 characters) and intro 150 characters).

Online Videos

Videos should link to advertiser's YouTube account. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted. For clients without a YouTube account, *Petroleum Economist* can host your video on its channel.

Podcasts

- > Speaker Headshot, Speaker Name and Title, Company Logo in EPS.

Webcasts

- > 100-word overview
- > Speaker name, title, bio and headshot (2 in. x 2 in., 300 DPI in JPEG)
- > Company logo (EPS)
- > Three questions for registration page

eBooks/Whitepapers

- > Title
- > 50-word description
- > Company logo (EPS)

Social media

- > 50-word text
- > JPG image (1200x628) (not clickable)
- > Tracked URL
- > Facebook 1200x620
- > X 1600x900
- > LinkedIn 1200x628
- > Link Preview also accepted

MARKET INTELLIGENCE

With over 80 years of knowledge and experience, PE Media Network is essential reading for senior executives and energy strategists. Across three channels Petroleum Economist, Hydrogen Economist and Carbon Economist, our global network of trusted writers and expert contributors provide unrivalled, actionable intelligence to keep you up to date and ahead of the competition.

Subscriptions from:

PETROLEUM
ECONOMIST

\$2,450

HYDROGEN
ECONOMIST

\$1,450

CARBON
ECONOMIST

\$1,450

Global Energy Infrastructure - Global Project Data

The Global Energy Infrastructure platform provides an essential global project data tool for key decision makers and executives in the energy sector. It is uniquely positioned to address our customers' needs and keep you up to date with global project insights across hydrogen, LNG, pipelines, refining, petrochemicals, biofuels and carbon capture storage as the industry moves through the energy transition.

You can access our data through the following services:



LEARN MORE!

Petroleum Economist subscriptions

Ricky Tracey, Head of Subscription Sales
ricky.tracey@pemedianetwork.com

Global Energy Infrastructure

Director, Market Intelligence at
Ed.Bramwell@GulfEnergyInfo.com
or +44 (0)20 3793 9705.

TECHNICAL CONFERENCES AND EVENTS

World Oil Forecast Breakfast

Houston, TX
January 26, 2024

Deepwater Executive Summit

Houston, TX
March 5, 2024

Underground Infrastructure Conference/Underground Infrastructure Awards

Oklahoma City, OK
March 19-21, 2024

CCS Strategy: Building Partnerships for Net-Zero Success

London, UK
April 2024

MCEDD: Deepwater Synergy: Next-Generation Solutions for a Sustainable Future

Amsterdam, The Netherlands
April 9-11, 2024

Oilfield Electrification Technology Conference

Houston, TX
May 21-22, 2024

Women's Global Leadership Conference Europe

June 2024

International Refining & Petrochemical Conference

Houston, TX
September 2024

Gulf Energy Information Energy Excellence Awards

Houston, TX
October 9, 2024

Women's Global Leadership Conference

Houston, TX
November 2024

4 WAYS TO PARTICIPATE

- ✓ Sponsor
- ✓ Exhibit
- ✓ Speak
- ✓ Attend



LEARN MORE!

For conference or sponsorship information, please contact Jacob Adams Mireles, Vice President, Events at jacob.adams.mireles@gulfenergyinfo.com or +1 (713) 525-4603.

MEDIA PACKAGES

Gulf Energy Information is the leading provider of media, market intelligence and events to the international energy industry, offering in-depth insights, technical content and strategic direction.

Gulf's market-leading brands—*World Oil*, *Petroleum Economist*, *Pipeline & Gas Journal*, *Hydrocarbon Processing*, *Gas Processing & LNG*, *H2Tech*, *Hydrogen Economist*, *Carbon Economist* and *Underground Infrastructure*—serve their markets with digital media that leverage highly targeted audiences.

Gulf also provides market intelligence solutions to the international energy industry through Global Energy Infrastructure.

CONTACT YOUR SALES REP TODAY!

Explore cross-brand packages to position your marketing message in front of the global oil, gas and energy decision makers.

Upstream

World Oil

Petroleum Economist

Total Brand Reach: 456,066 Total Brand Reach: 187,098

Hydrogen and Carbon

H2TECH

Total Brand Reach: 39,400

Midstream

Pipeline & Gas Journal

GAS PROCESSING & LNG

Total Brand Reach: 206,269 Total Brand Reach: 78,367

Hydrogen Economist

Carbon Economist

Total Brand Reach: 112,361 Total Brand Reach: 98,421

Downstream

HYDROCARBON PROCESSING

Total Brand Reach: 231,060

Project Intelligence

Global ENERGY INFRASTRUCTURE

HYDROCARBON PROCESSING CONSTRUCTION BOXSCORE DATABASE

Infrastructure

underground infrastructure

Total Brand Reach: 94,375



INTERESTED IN SUBSCRIBING?

For corporate subscriptions, please contact Sales@GulfEnergyInfo.com

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