

Carbon
Economist



2024 **MEDIA
PLANNER**
Understanding the Low-Carbon
Economy

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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



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Vice President, Content



Paul Hickin
Editor-in-chief
PE Media Network



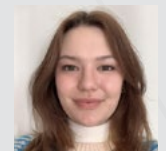
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Petroleum Economist



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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



CARBON ECONOMIST AUDIENCE

PEMEDIANETWORK.COM/CARBON-ECONOMIST

3,247

Users/Month

3,873

Sessions/Month

9,979

Pageviews/Month

EDITORIAL NEWSLETTER

15,773

Recipients/Week

27.3%

Open Rate

BRAND REACH (LEAD GEN)

69,202

Distribution/Emails

SOCIAL MEDIA



1,604

LinkedIn Followers



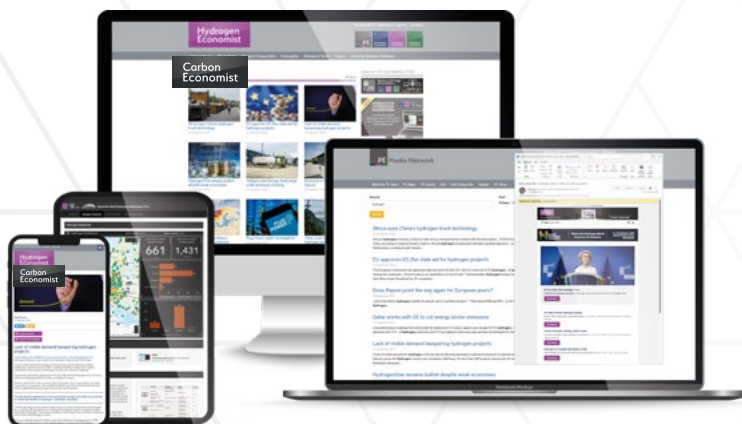
8,317

Facebook Followers

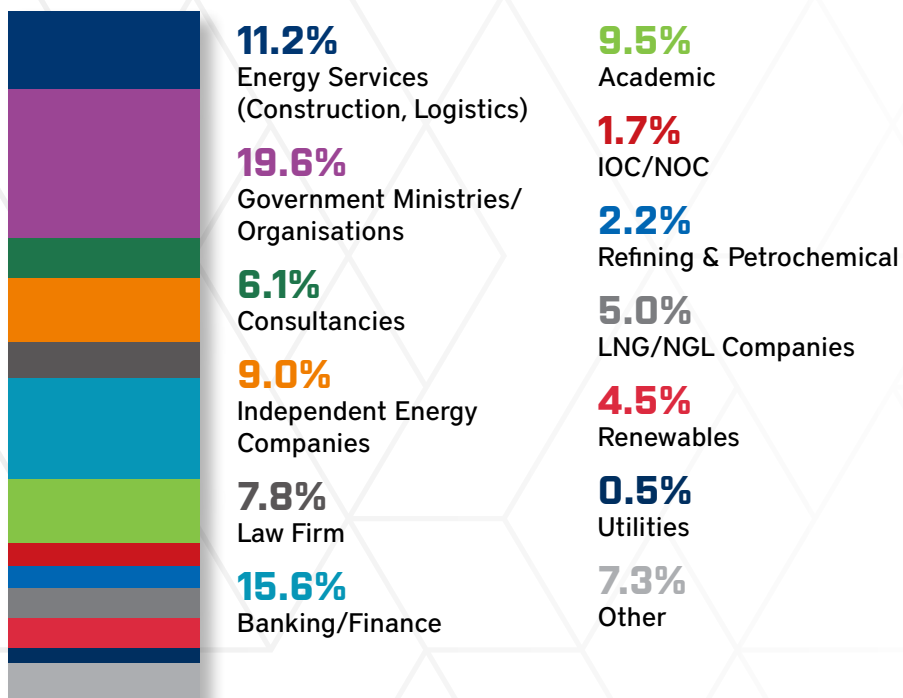


102

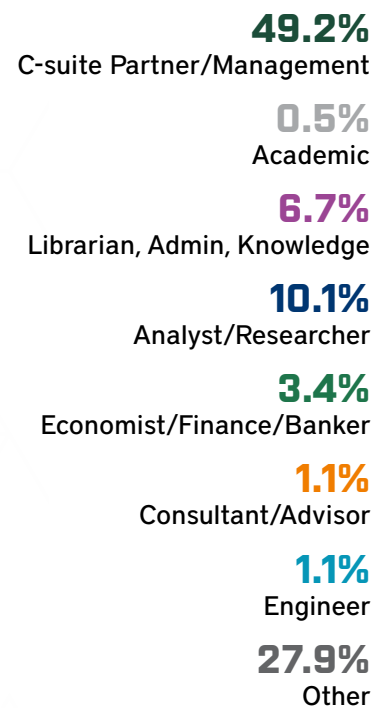
X Followers



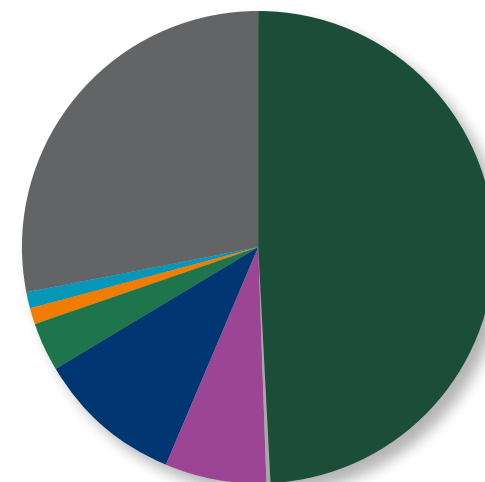
BUSINESS CLASSIFICATION



SUBSCRIBERS BY LOCATION



JOB FUNCTION



2024 EDITORIAL CALENDAR

FEBRUARY	Carbon capture and storage (CCS)
MARCH	Carbon capture, utilization and storage (CCUS)
APRIL	Net-zero targets
MAY	Policies, regulations and roadmaps
JUNE	Carbon markets/trading
JULY/AUGUST	Bio-energy with carbon capture and storage (BECCS)
SEPTEMBER	Corporate strategies
OCTOBER	Capital Investments/projects
NOVEMBER	Direct air capture (DAC)
DECEMBER/JANUARY	The future of CCS/CCUS



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

COST

\$9,950



Silver

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

COST

\$7,635



Bronze

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

COST

\$4,600

All pricing is net.

Large Leaderboard



MPU

Leaderboard

MPU



TARGETED WEBSITE ADVERTISING

Direct your message to key decision-makers in the global energy industry. *Carbon 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 *Carbon 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	5,000 impressions
Pushdown	970x90 (Regular) 320x50 (Mobile)	\$3,965
Leaderboard	728x90 (Regular) 320x50 (Mobile)	\$2,635
MPU	300x250 (Regular)	\$2,300
Mobile Only	320x50	\$1,750

3,247

Users/Month

3,873

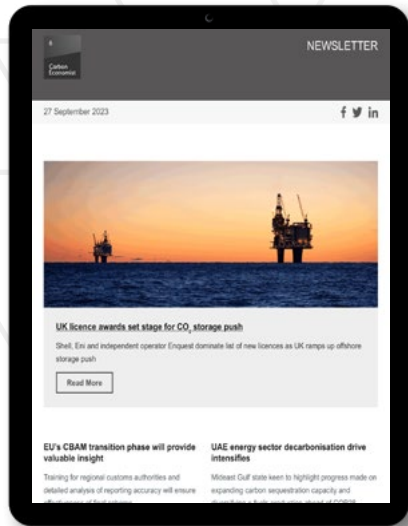
Sessions/Month

9,979

Pageviews/Month

NEWSLETTER SPONSORSHIPS

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



DAILY NEWSLETTERS

Latest Analysis

Delivered Wednesday
Recipients/Week: 15,773
Open Rate: 27.26%

MONTHLY NEWSLETTERS

Spotlight

Delivered Every Monday
Recipients - 11,374
Open rate - 22.85%

Best In Energy

Starts January 2024

CUSTOM NEWSLETTERS & EXCLUSIVE SPONSORSHIP

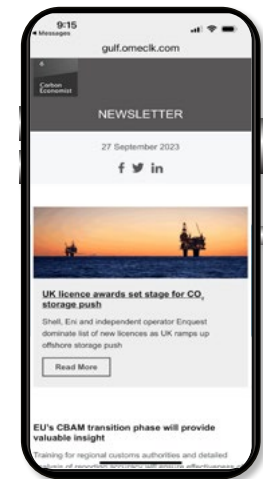
Don't see a relevant topic listed? Work with the editorial team to develop and customize a newsletter and targeted distribution list. Contact your account manager for details.

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
CE Latest Analysis (per week)	\$3,160	\$2,750	\$2,750	\$2,275	\$2,275	\$3,635
CE Monthly Newsletter	\$3,160	\$2,750	\$2,750	\$2,275	\$2,275	\$3,635



SPONSORED CONTENT

NEED HELP WITH CONTENT? LEVERAGE THE CE CONTENT STUDIO

Carbon Economist's impactful articles are highly specialized and complex, making them time consuming to write. The CE Content Studio is your opportunity to present your solutions to qualified industry professionals while leveraging *Carbon Economist's* experienced editorial team. Partner with the CE 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 *Carbon Economist* with a sponsored article. Guaranteed placement on PEMediaNetwork.com/Carbon-Economist, newsletters, and social media.

> From \$3,500/article



1,604

LinkedIn Followers



8,317

Facebook Followers



102

X Followers

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 *Carbon Economist's* qualified audience with the functionalities, features and benefits of your solutions.

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

PRICE PER VIDEO

\$7,820

INTERVIEWS

Repurpose your article in *Carbon Economist* for more impact. This 15-minute video interview with the author of a recent article in *Carbon 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 *Carbon 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.

Webcasts are promoted through:



10,023

Social Media Followers



69,202

Distribution/Email



3,247

Website Users/Month

Webcast Preparation Timeline

6-8 Weeks Out:	Sponsor confirms webcast title, data, 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

385+

Leads/Webcast

PRICE PER
WEBCAST

\$17,245



MULTI-SPONSORED WEBCASTS

Carbon 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 *Carbon Economist* editorial team, making a multi-sponsored webcast the ideal choice. *Carbon Economist* does the work, but sponsors receive the leads.

PRICE PER WEBCAST

\$6,210

SPONSORED-PANEL WEBCASTS

Carbon 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. *Carbon 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:

- > CCUS: Enabling the transition
- > Oil majors: A new business model
- > Is sustainable finance finally flowing?
- > EVs: The road ahead
- > Carbon pricing: Implications of the Ukraine crisis

PRICE PER WEBCAST

\$7,990



TOPICAL EBOOKS

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

The editorial team selects a compilation of 10-12 articles published in *Carbon 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 *Carbon 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/Carbon-Economist (title, company logo and Whitepaper synopsis)
- > A custom-built registration form including name, title, company, contact information, and email address.
- > *Carbon 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



SPONSORED SURVEYS/ CAMPAIGN BENCHMARKING

Unbiased, Confidential Feedback

SPONSORED SURVEY

Carbon Economist polls its readers with 6-7 proprietary questions that you provide along with 2-3 open questions. The survey is branded *Carbon 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. *Carbon Economist* sends out a targeted survey for categories such as energy companies, consultancies, hydrogen producers, and 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

Carbon 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 *Carbon 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 10,023 followers, *Carbon 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



1,604

LinkedIn Followers



8,317

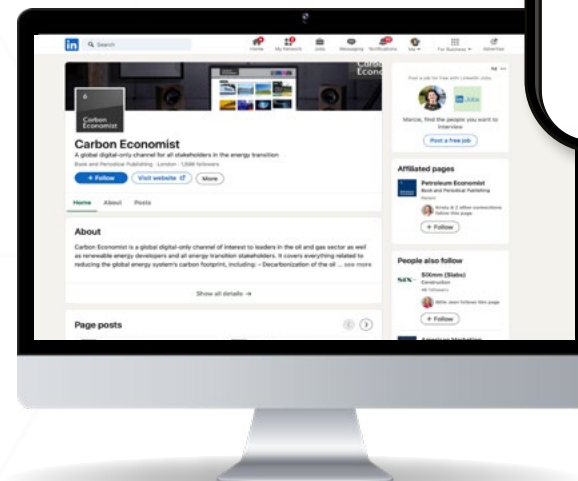
Facebook Followers



102

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).



ONLINE SPECIFICATIONS

PEMediaNetwork.com/Carbon-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

Carbon 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*80 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, *Carbon 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
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or +44 (0)20 3793 9705.

TECHNICAL CONFERENCES AND EVENTS

World Oil Forecast Breakfast
Houston, TX
January 26, 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

Deepwater Executive Summit
Houston, TX
October 2024

Women's Global Leadership Conference
Houston, TX
November 2024

EnergyTech Interactive Expo
Pasadena, TX
November 2024



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.

4 WAYS TO PARTICIPATE

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

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: 176,080

Midstream

Pipeline & Gas Journal

GAS PROCESSING & LNG

Total Brand Reach: 206,269 Total Brand Reach: 68,877

Downstream

HYDROCARBON PROCESSING

Total Brand Reach: 231,060

Hydrogen and Carbon

H2TECH

Total Brand Reach: 39,400

Hydrogen Economist

Carbon Economist

Total Brand Reach: 100,761 Total Brand Reach: 98,282

Project Intelligence

Global ENERGY INFRASTRUCTURE

HYDROCARBON PROCESSING CONSTRUCTION BOXSCORE DATABASE

Infrastructure

underground infrastructure

Total Brand Reach: 103,863



INTERESTED IN SUBSCRIBING?

For corporate subscriptions, please contact Sales@GulfEnergyInfo.com

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