



**underground**  
infrastructure

**2024** **MEDIA  
PLANNER**  
Construction | Rehabilitation  
Asset Management



**underground**  
infrastructure  
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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 technical content, as well as market intelligence solutions, to the global infrastructure industry 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 infrastructure industry. 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



**"Underground Infrastructure's quality content and commitment to audience needs have led our company to become the most trusted resource in B2B media for the infrastructure industry."**

# EDITORIAL STAFF



**Lee Nichols**  
*Vice President, Content*



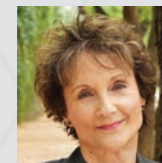
**Robert Carpenter**  
*Editor-in-Chief*



**Jeff Griffin**  
*Senior Editor*



**Mary Holcomb**  
*Digital Editor*



**Cathy Schmermund**  
*Contributing Editor*



# INFRASTRUCTURE AUDIENCE

## MAGAZINE

**28,140**

Total Subscribers

**26,593**

US

**1,535**

Outside US

**12**

Unknown

## UNDERGROUNDINFRASTRUCTURE.COM

**17,694**

Users/Month

**20,438**

Sessions/Month

**25,474**

Pageviews/Month

US: 71.95%

OUS: 28.05%

## DAILY NEWSLETTER

**21,632**

Daily Distribution

**17.2%**

Open Rate

US: 90.6%

OUS: 9.4%



## BRAND REACH (LEAD GEN)

**24,869**

Distribution/Emails

## SOCIAL MEDIA



**2,596**

LinkedIn Followers



**3,181**

Facebook Followers



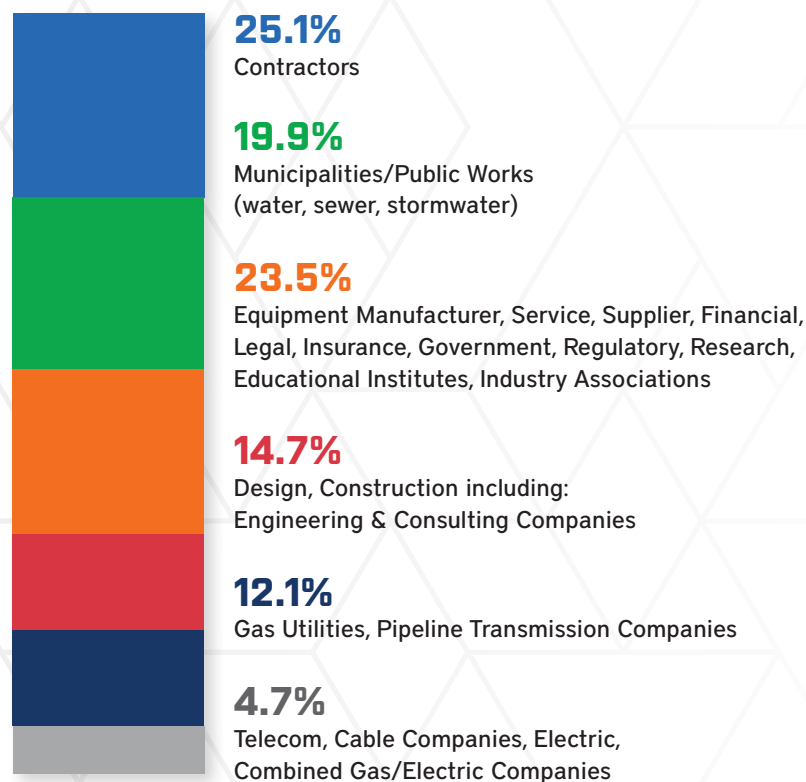
**1,411**

X Followers

## AUDIENCE BREAKDOWN

**28,140** TOTAL QUALIFIED SUBSCRIBERS

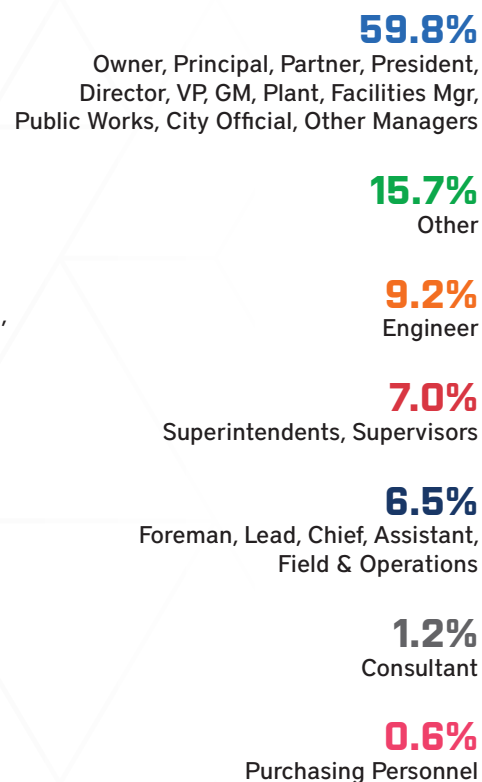
### COMPANY CLASS



### SUBSCRIBERS BY LOCATION



### JOB FUNCTION



# 2024 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
<b>Editorial Focus</b>					
Construction Outlook: Pipelines & Utilities	Municipal Survey Gas Distribution UIC Show Issue	HDD Ops/Potholing	Equipment Maintenance Safety & Damage Prevention	Rock & Difficult Soils	HDD Ops & Case Histories
<b>Bonus Features</b>					
DCA President's Profile	Vacuum Excavation PCCA Year-in-Review	Utility Locators	Cross Bores	Track Trenching Rock Drilling Tools	Pipe Selection Guide
<b>Rehabilitation</b>					
Grouting Tech Tips	Dewatering Pipe Bursting Tech Tips	Coatings NASSCO Annual Report Tech Tips	Close-Fit Liners Tech Tips	Manholes Tech Tips	Coatings Pipe Bursting Tech Tips
<b>Asset Management</b>					
Utility Locating	Software	Assessment	Utility Locating	System Planning	Mapping

All advertising space must be reserved by the 18th of the prior month with creative delivered by the 21st.

# 2024 EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Editorial Focus					
Auger Boring Pipe Ramming	Damage Prevention & Safety	HDD Case Histories	Equipment Maintenance	Pipelines/HDD	HDD: Fiber & Power Damage Prevention & Safety
Bonus Features					
Vac Ex	Mud Equipment	HDD Navigation	Capabilities Guide	Large HDD Rig Census Rubber-Tire/Quad Track Trenching	Micro Trenching
Rehabilitation					
Close-Fit Liners Tech Tips	Laterals Point Repair Tech Tips	Coatings Tech Tips	Manholes CIPP/Close-Fit Liners Tech Tips	Tech Tips	Bypass Pumping Tech Tips
Asset Management					
Robotics	System Maintenance	Mapping	Utility Locating	Software	Robotics

All advertising space must be reserved by the 18th of the prior month with creative delivered by the 21st.

## 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 and most effectively reach key decision-makers in the industry. Campaigns include exposure in the magazine, through ROS or targeted online advertisements and finally through well-read, highly sought-after newsletters. Showcase your solutions through a multi-channel campaign today!



**Gold**

- > MPU on UndergroundInfrastructure.com (12,500 impressions)
- > MPU on daily newsletter (two weeks)
- > Full page in *Underground Infrastructure*

COST

**\$12,120**



**Silver**

- > MPU on UndergroundInfrastructure.com (6,250 impressions)
- > MPU on daily newsletter (one week)
- > Full page in *Underground Infrastructure*

COST

**\$8,305**



**Bronze**

- > MPU on UndergroundInfrastructure.com (6,250 impressions)
- > MPU on monthly newsletter of choice
- > Half page (horizontal in-article) in *Underground Infrastructure*

COST

**\$6,030**



# DIGITAL MAGAZINE

Showcase your solutions with an advertisement in *Underground Infrastructure*. Designed for an enhanced audience experience and ease of use, the magazine positions your materials against the industry's leading technical 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	\$4,725
Half Page	Vertical	\$3,460
Half page (in-article)	Horizontal	\$3,020

## PREMIUM SPONSORSHIPS

Digital Edition Sponsorship	Left Skyscraper	\$4,195
	Right Skyscraper	\$4,195
	Repeating Skyscraper (min. 10 repeats)	\$6,295
Leaderboard	Bottom of Page	\$3,145

## PAGERAFT

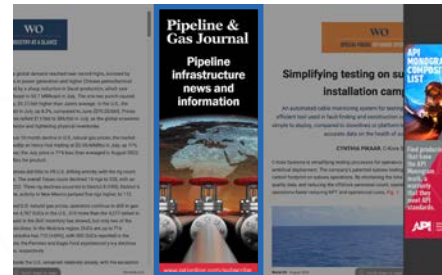
Full Page ad



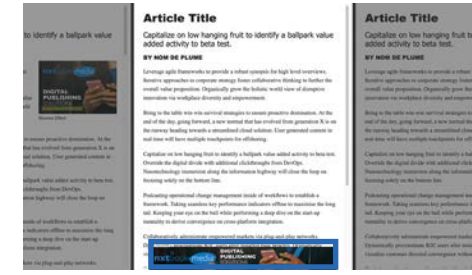
Skyscraper



Half Page Vertical ad



Leaderboard



Half Page Horizontal ad



**28,140**

**Total Subscribers**

94.5% US    5.4% OUS    0.1% Unknown

All pricing is net.

## TARGETED WEBSITE ADVERTISING

Direct your message to key decision-makers in the underground infrastructure industry. *Underground Infrastructure's* targeting capabilities give you or your company 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 *Underground Infrastructure* today. Rates start at \$210/CPM. Minimum \$3,675/month.

### RUN-OF-SITE CAMPAIGNS

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

	Sizes	25,000 impressions	12,500 impressions
Pushdown	970x250 (Regular)	\$6,105	\$3,820
	970x415 (Expanded)		
	320x50 (Mobile)		
Leaderboard	728x90 (Regular)	\$4,480	\$2,715
	320x50 (Mobile)		
MPU	336x280 (Regular)	\$5,490	\$3,325
Mobile Only	320x50 (Mobile)	\$4,335	\$2,625

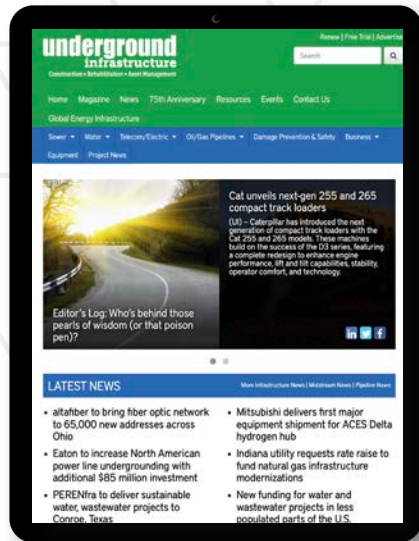
**17,694**  
Users/Month

**20,438**  
Sessions/Month

**25,474**  
Pageviews/Month

# NEWSLETTER SPONSORSHIPS

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



## Weekly Newsletters

### *Underground Infrastructure Daily News*

Delivered Monday-Friday  
Recipients/Week: 108,160  
Open Rate: 17.2%

## Monthly Newsletters

### **Breaking News**

Recipients/Email: 22,285  
Open Rate: 32.2%  
*Delivered Monthly*

### **Construction Newsletter**

Recipients/Email: 26,000  
Open Rate: 18%  
*Delivered Monthly,  
Second Tuesday*

Newsletter	Leaderboard 728x90	MPU1 336x280	MPU2 336x280	MPU3 336x280	MPU4 336x280	MPU Native 336x280
UI Daily News (per week)	\$2,655	\$2,355	\$2,355	\$2,095	\$2,095	\$2,705
UI Breaking News (per month)	\$1,940	N/A	N/A	N/A	N/A	N/A
UI Construction Newsletter	\$1,940	\$1,655	\$1,655	\$1,345	\$1,345	\$1,900

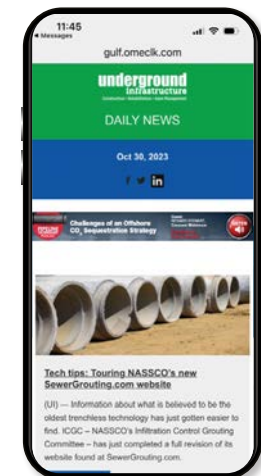
## CUSTOM NEWSLETTERS & EXCLUSIVE SPONSORSHIP

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 \$3,675/brand

PRICE  
STARTS AT

**\$6,010**



# BUYERSGUIDE365

Imagine the impact of positioning your company's content hosted in the location industry decision-makers and experts are visiting daily. Now you can! Branded as sponsored content, *Underground Infrastructure's* editorial team strategically places your content across our channels to maximize exposure, drive traffic to your landing page and generate leads.

BuyersGuide365 sponsorships include:

## Branding

- > Company logo
- > Company description
- > Areas of operation and contact details

## Content Options

- > Case studies
- > Technical articles
- > Press releases
- > Videos
- > Whitepapers
- > Webcasts

## Reporting

- > Campaign analytics are reported monthly

## Content Distribution

- > Dedicated microsite
- > Website placements
- > Newsletter placements
- > Social media

Premium (Unlimited Content/Month)	Standard (2-3 Content Pieces/Month)
\$62,315/year	\$42,515/year
\$5,770/month	\$3,940/month



## 2,596

LinkedIn Followers



## 3,181

Facebook Followers



## 1,411

X Followers



## FEATURED ARTICLE

Promote your editorial content in *Underground Infrastructure* with a sponsored article. Guaranteed placement on UndergroundInfrastructure.com, newsletters, and social media.

> From \$2,890/article

## NEED HELP WITH CONTENT? LEVERAGE THE UI CONTENT STUDIO

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

> From \$5,885/article

# 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. *Underground Infrastructure's The Underground Pod* is the industry's leading technical 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 midstream professionals.

Episode sponsorships/ brief company reference	<ul style="list-style-type: none"> <li>&gt; 20 second blurb read prior to each episode of the podcast</li> </ul>	\$1,575/episode (minimum of 5 episodes)
Episode sponsorships/ interviews	<ul style="list-style-type: none"> <li>&gt; Interview with SME and <i>Underground Infrastructure</i> moderator</li> <li>&gt; Headshot, bio and company logo needed from sponsor</li> </ul>	\$6,040/episode
Episode sponsorship/ interviews including video	<ul style="list-style-type: none"> <li>&gt; Interview with SME and <i>Underground Infrastructure</i> moderator</li> <li>&gt; Headshot, bio and company logo needed from sponsor</li> </ul>	\$9,995/episode
New Podcast Season sponsorship	<ul style="list-style-type: none"> <li>&gt; 10 episode season</li> <li>&gt; Sponsor provides episode, content and speakers</li> <li>&gt; <i>Underground Infrastructure</i> provides moderator</li> </ul>	\$52,500/10-episodes

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



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



Launching at  
**Underground Infrastructure  
Conference 2024!**

## 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 *Underground Infrastructure's* qualified audience with the functionalities, features and benefits of your solutions.

Client provided videos are listed on UndergroundInfrastructure.com and promoted on as a featured video on the website's home page.

PRICE PER VIDEO

**\$3,265**

## TECHNICAL INTERVIEWS

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

**\$10,630**



# 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 *Underground Infrastructure* editorial team.

Each webcasts 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.

**150+**  
Leads/Webcast

PRICE PER  
WEBCAST

**\$14,490**

Webcasts are promoted through:



**7,188**

Social Media Followers



**24,869**

Distribution/Email



**17,694**

Page Views/Month

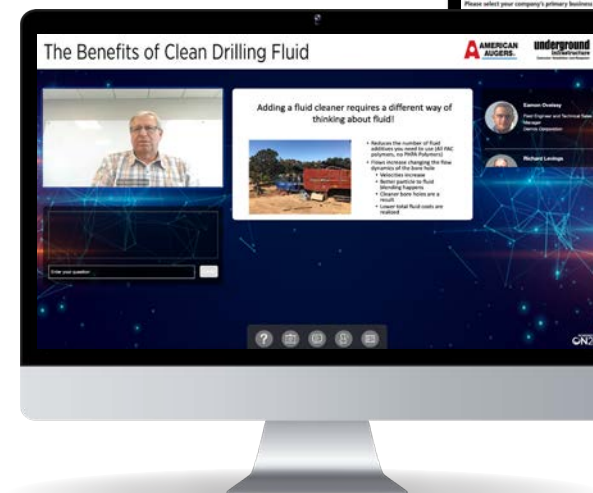
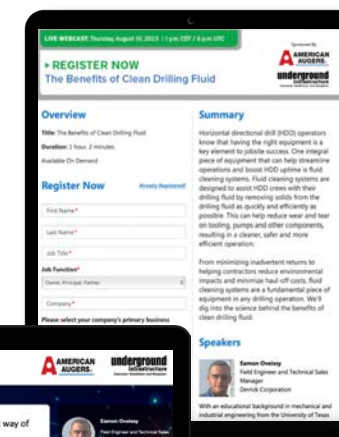


**28,140**

Magazine Subscribers

## WEBCAST PREPARATION TIMELINE

6-8 Weeks Out:	Sponsor confirms webcast title, date, time
5 Weeks Out:	Half-page ad finalized for <i>Underground Infrastructure</i>
3-4 Weeks Out:	Registration Launches, Online Promotions
2 Weeks Out:	Targeted Promos (email) Begin
1 Week Out:	Dry Run With Moderator/Speakers
Post Event:	Leads Provided. Webcast Archived for 1 Year.



## MULTI-SPONSORED WEBCASTS

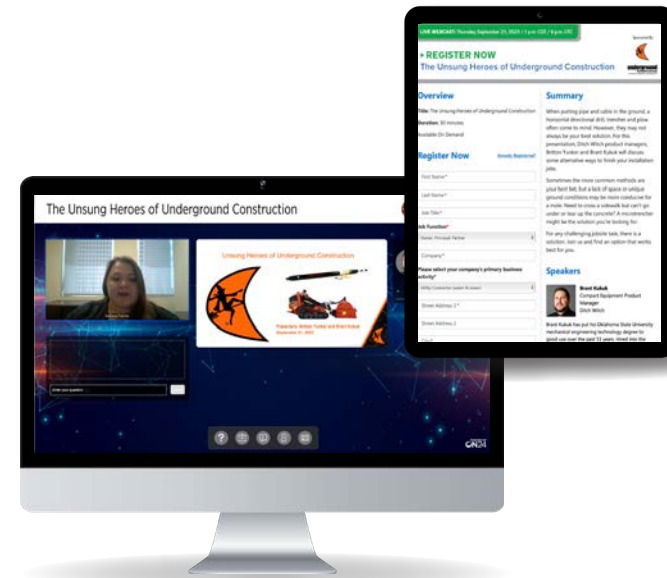
*Underground Infrastructure's* multi-sponsored webcasts are produced by our editorial team and include the annual industry forecasts.

All content is prepared and delivered by the *Underground Infrastructure* editorial team, making a multi-sponsored webcast the ideal choice.

*Underground Infrastructure* does the work, but sponsors receive the leads.

PRICE PER  
WEBCAST

**\$5,245**



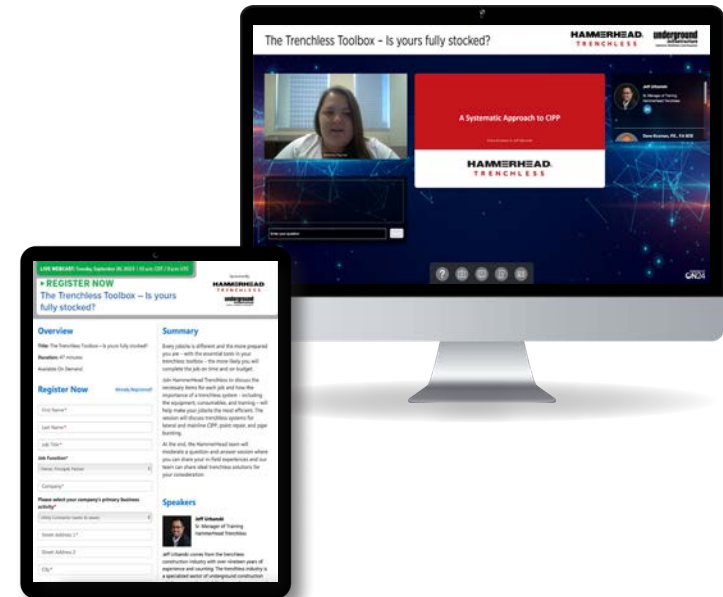
## SPONSORED-PANEL WEBCASTS

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

PRICE PER  
WEBCAST

**\$5,670**





# TOPICAL EBOOKS

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

The editorial team selects a compilation of 10-12 articles published in *Underground Infrastructure* 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**  
**\$26,250**

**MULTI-SPONSOR**  
**\$10,500**

## BRAND REACH



**21,632**

Distribution/Email

**Our Content. Your Leads.**



# WHITEPAPERS

Your whitepaper is promoted to *Underground Infrastructure'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

**\$5,985**

## Program Details

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

## BRAND REACH



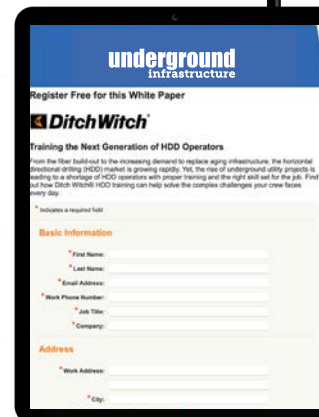
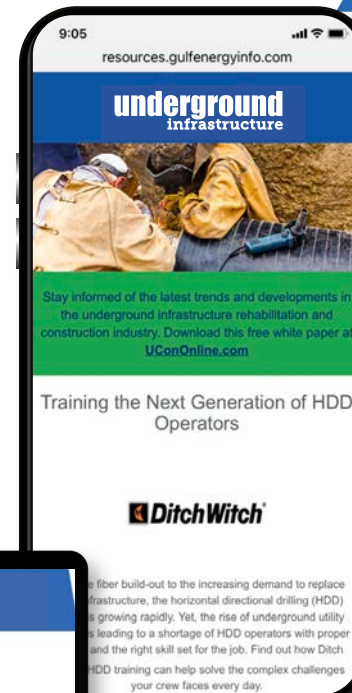
**21,632**

Distribution/Email



**34**

Leads/Whitepaper



# SPONSORED SURVEYS/ CAMPAIGN BENCHMARKING

Unbiased, Confidential Feedback

## SPONSORED SURVEY

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

> From \$8,065/survey

## SPONSORED SURVEY WITH LEAD GEN

Providing targeted leads without content. *Underground Infrastructure* sends out a targeted survey for categories, such as directional drilling, vacuum excavation, asset management 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 \$3,675 charge.

> From \$10,710/survey

## CAMPAIGN BENCHMARK STUDY

*Underground Infrastructure* 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 \$5,355/survey

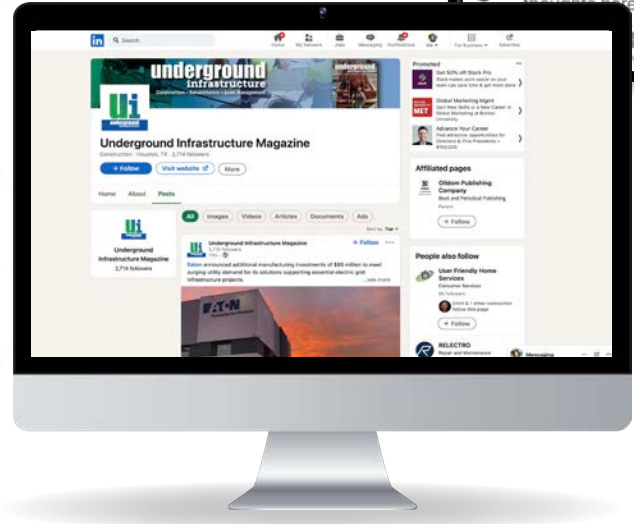
# SOCIAL MEDIA

Social media is an integral part of *Underground Infrastructure'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 7,188 followers, *Underground Infrastructure'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  
**\$3,675**



**2,596**

LinkedIn Followers



**3,181**

Facebook Followers



**1,411**

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).

All pricing is net.

# 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 18th of the previous month with the creative delivered by the 21st.



**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](mailto:AdProd@GulfEnergyInfo.com).

# ONLINE SPECIFICATIONS

## UndergroundInfrastructure.com 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

## Underground Infrastructure Newsletters

.GIF or .JPG file only. Include URL for where the display ad should direct. For special focus, please submit three ads (728x90, and two 336x280) and an article in Microsoft Word. Newsletter file size limit is 300kb. Native ads fit in the MPU slots and can include a 336x280 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, *Underground Infrastructure* can host your video on its channel.

## Infrastructure365

- > Company logo in JPEG or PNG format
- > 50-word company description
- > Company contacts (email/phone)
- > Social media links
- > Website link
- > Hero image: 1,500x570
- > Articles in Microsoft Word format. - Length is optional, but no less than about 350 words.
- > Images for the articles, size minimum of 500 KB and 300 dpi
- > Three ad sizes (GIF/JPEG): 728x90, - 336x280 and 320x50 + click thru URLs for each
- > Optional videos: Videos should link to advertiser's YouTube account or Vimeo. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted.
- > Optional downloads: Downloadable PDFs **about products, processes, etc.**

## 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

# SUBSCRIPTIONS AND MARKET INTELLIGENCE

## Midstream Project Intelligence

*Global Energy Infrastructure (GEI)* consolidates project data and market intelligence for easy access for our customers across refining and petrochemicals, hydrogen, LNG, oil and gas pipelines and renewables.

The GEI hydrogen data set includes the feedstock types, production technology type and hydrogen color, as well as project status, scope and owners. For the LNG and gas processing data set, we include details of the engineering and construction companies, LNG storage tanks, terminal expansions, as well as contact details for owners of the project. In our downstream data set, we include capacity and cost estimates, including FIDs, who has FEED duties on projects and much more.

Business development and market analysts love GEI for the comprehensive overview and intelligence it provides of the global energy market. This service will bring your company the data it needs to make smarter decisions, an advantage in winning new business and understanding trends in important market segments.

With data on more than 5,100 global gas pipelines and more than 2,000 global oil pipelines, GEI is the most comprehensive resource for the midstream industry. The hydrogen data set includes the feedstock types, production technology type and hydrogen color, as well as project status, scope and owners. For the LNG and gas processing data set, we include details of the engineering and construction companies, LNG storage tanks, terminal expansions, as well as contact details for owners of the project. In our downstream data set, we include capacity and cost estimates, including FIDs, who has FEED duties on projects and much more.

Contact our sales team to schedule your free demo with us today!



### LARGER TEAM? SPEAK TO US ABOUT GROUP AND CORPORATE SUBSCRIPTIONS?

To schedule a discussion and free demo, please contact Ed Bramwell, Director, Market Intelligence at [Ed.Bramwell@GulfEnergyInfo.com](mailto:Ed.Bramwell@GulfEnergyInfo.com) or +44 (0)20 3793 9705.

Digital | Desktop | Tablet | Mobile | LinkedIn | Facebook | Thread | X | Email



# 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

## EnergyTech Interactive Expo

Pasadena, TX  
November 2024

## 4 WAYS TO PARTICIPATE

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



### LEARN MORE!

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