

**Petroleum  
Economist**

# 2023

## **MEDIA PLANNER**

**DRILLING DEEP INTO HYDROCARBONS**



**MEDIA | MARKET INTELLIGENCE | EVENTS**



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# PUBLISHER'S LETTER

## A new Petroleum Economist for a New Industry

We are excited about the opportunity to work with you on your 2023 marketing plans.

I am proud of our B2B publishing legacy in the oil, gas and energy economics sector. As we continue to evolve our technology and invest for the next century, I am excited to announce that we are now a 100% digital brand! Editorial integrity and the unrivaled reach of industry leading decision makers remain our focus and we are more capable than ever to deliver key ROI on all marketing investments.

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**

*Senior Vice President, Media  
Gulf Energy Information*



//

*I am excited to announce  
that we have even more  
digital offerings to consider  
this year to maximize your  
marketing investment.*

## EDITORIAL STAFF



**Lee Nichols**

*Vice President, Content*



**Tom Young**

*Co-Editor  
Carbon Economist*



**Stuart Penson**

*Co-Editor  
Hydrogen Economist*



**Simon Ferrie**

*Editor, Asia Pacific and  
Sub-Saharan Africa  
Petroleum Economist*



**Polly Martin**

*Senior Hydrogen Reporter  
Hydrogen Economist*



# PETROLEUM ECONOMIST AUDIENCE

## Total Audience

**2,614**

Total Subscribers

US: 8.73%

Outside US: 91.27%



## PEMediaNetwork.com/Petroleum-Economist

**7,541**

Users/Month

**9,732**

Sessions/Month

**24,422**

Pageviews/Month

## Editorial Newsletter

**12,405**

Recipients/Week

**22.28%**

Open Rate

## Brand Reach (Lead Gen)

**27,397**

Distribution/Emails

## PE Live Podcasts: Petroleum Economist

**461**

Total Podcast Downloads

**75**

Average Downloads/Month

## Social Media



**10,641**

LinkedIn Followers



**8,474**

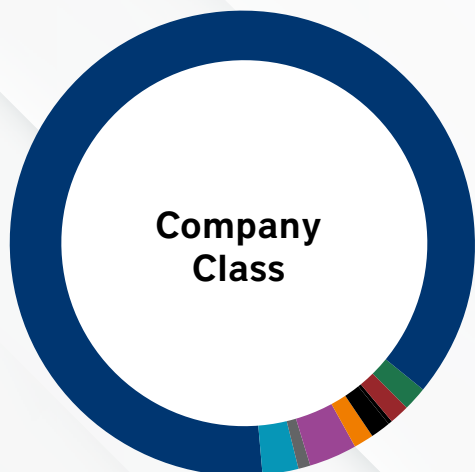
Facebook Followers



**61,387**

Twitter Followers

## AUDIENCE BREAKDOWN



**87%**

IOC/NOC/independent energy companies

**3%**

Consultancy

**2%**

Academic

**2%**

Government ministries/organisations

**2%**

Law firm

**1%**

Banking/finance

**1%**

Energy services

**1%**

Utilities

**1%**

Other

**2,614**

Paid Subscribers



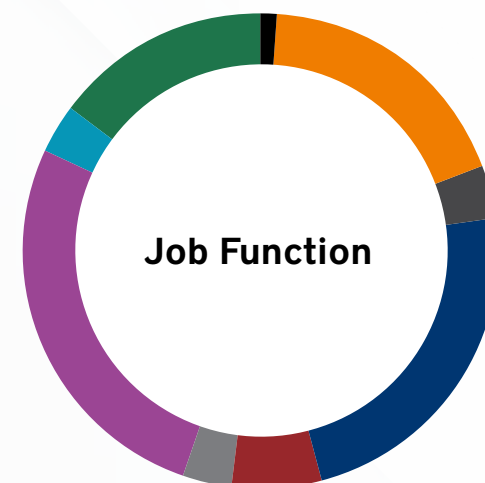
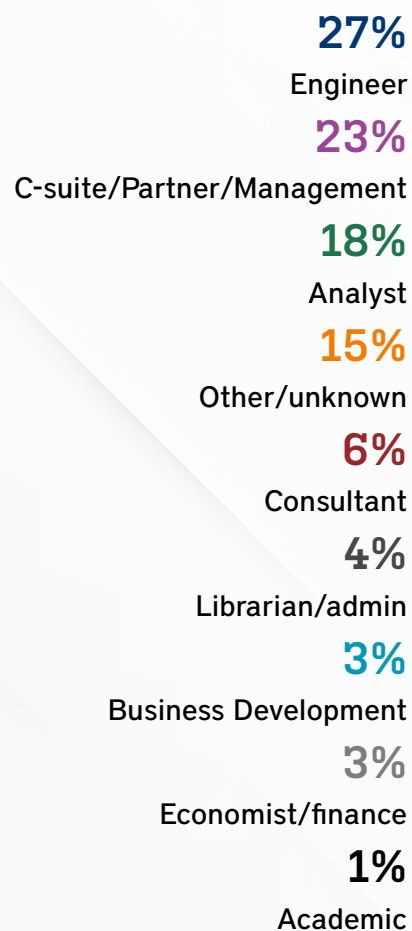
**Subscribers by Location**

**8.73%**

United States

**91.27%**

Outside US



**Job Function**



## 2023 EDITORIAL CALENDAR

<b>FEBRUARY</b>	LNG
<b>MARCH</b>	Global Oil Production
<b>APRIL</b>	Future of EU gas
<b>MAY</b>	Energy Transition
<b>JUNE</b>	Oil Trading
<b>JULY/AUGUST</b>	Digitizing Energy
<b>SEPTEMBER</b>	Future of Refining & Petrochemicals
<b>OCTOBER</b>	Global Pipelines
<b>NOVEMBER</b>	Navigating Regulations
<b>DECEMBER/JANUARY</b>	Global Investment Outlook

## 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 through ROS or targeted online advertisements and through well-read, highly sought after newsletters. Showcase your solutions through a multi-channel campaign today!



- > MPU on PEMediaNetwork.com/Petroleum-Economist (10,000 impressions)
- > MPU on daily newsletter (two weeks)
- > Full page in *Petroleum Economist*

**COST**
**\$9,950**


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

**COST**
**\$7,635**


- > 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**

# DIGITAL MAGAZINE

Showcase your solutions with an advertisement in *Petroleum Economist*. Choose your preferred placement or align your advertisements with select editorial on a monthly basis.

## 2023 Global Advertisements

Size	Orientation	Cost/Issue
Full Page	Vertical	\$4,500
Half Page	Vertical	\$3,295
Half page (in-article)	Horizontal	\$2,875

## Premium Sponsorships

Digital Edition Sponsorship	Left Skyscraper	\$3,995
	Right Skyscraper	\$3,995
	Repeating Skyscraper (min. 10 repeats)	\$5,995
Pop Up Leaderboard	Bottom of Page	\$2,995

# 2,614

Paid Subscribers

8.73% US 91.27% OUS

## PageRaft launching January 2023

Full page ad



Half page (in-article)



Skyscrapers



Leaderboard







## TARGETED WEBSITE ADVERTISING

Direct your message to key decision-makers in the hydrocarbons industry. *Petroleum Economist'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 *Petroleum Economist* today. Rates start at \$200/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
Large Leaderboard	970x90 (Regular) 320x50 (Mobile)	\$7,930	\$6,345	\$3,965
Leaderboard	728x90 (Regular) 320x50 (Mobile)	\$5,270	\$4,215	\$2,635
MPU	300x250	\$4,600	\$3,680	\$2,300
Mobile Only	320x50	\$3,500	\$2,800	\$1,750

**7,541**  
Users/Month

**9,732**  
Sessions/Month

**24,422**  
Pageviews/Month

# NEWSLETTER SPONSORSHIPS

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



## Daily Newsletters

### Editorial Newsletter

Delivered Tuesday, Friday  
Recipients/Week: 12,405  
Open Rate: 22.28%

## Monthly Newsletters

New for 2023  
**Geopolitics**

New for 2023  
**Executive Talks**

## 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
PE Breaking News (per month)	\$2,995	N/A	N/A	N/A	N/A	N/A
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, newsletters, and social media.

> From \$3,500/article



10,641

LinkedIn Followers



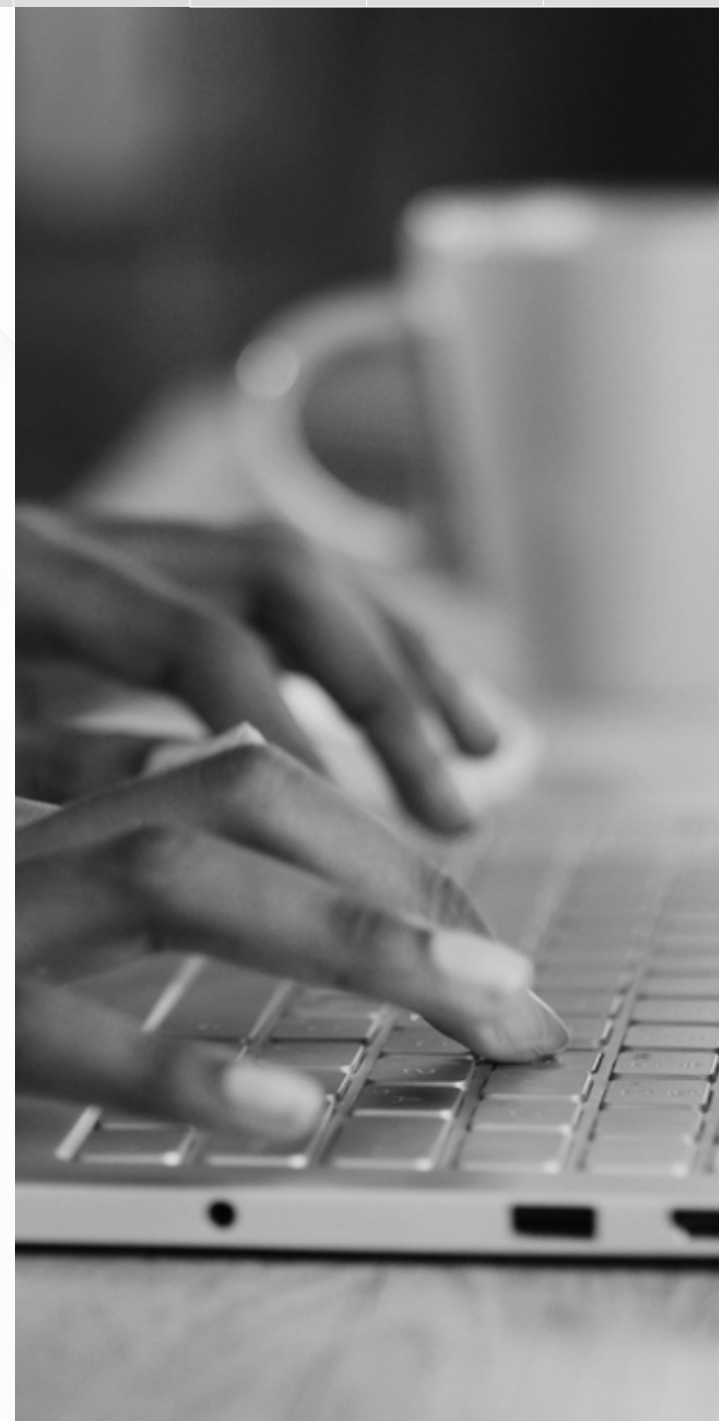
8,474

Facebook Followers



61,387

Twitter 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'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 hydrocarbon professionals.



### Episode sponsorships/ interviews

- > Interview with SME and PE moderator
- > Headshot, bio and company logo needed from sponsor

\$5,750/episode

### Episode sponsorships/ brief company reference

- > 20 second blurb read prior to each episode of the podcast

\$1,500/episode  
(minimum of 5 episodes)

### New Podcast Season sponsorship

- > 10 episode season
- > Sponsor provides episode, content and speakers
- > PE provides moderator

\$50,000 / 10 episodes

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

75

Average  
Downloads/Month

461

Total Podcast  
Downloads

**Want to turn any  
episode into a video  
podcast?**

> \$20,000/episode



## 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](http://PEMediaNetwork.com/Petroleum-Economist) and promoted on as a featured video on the website's home page.

PRICE PER VIDEO

**\$3,775**

## TECHNICAL 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**





## SINGLE SPONSOR 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.

# 250+

Leads/Webcast

# PRICE PER WEBCAST

# \$17,245

Webcasts are promoted through:



# 80,502

Social Media Followers



# 27,397

Distribution/Email



# 7,541

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



## MULTI-SPONSOR 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 webcasts 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  
WEBCAST

**\$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**

### Brand Reach



**27,397**

Emails/Distribution

**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**



**30**

Leads/  
Whitepaper

### Program Details

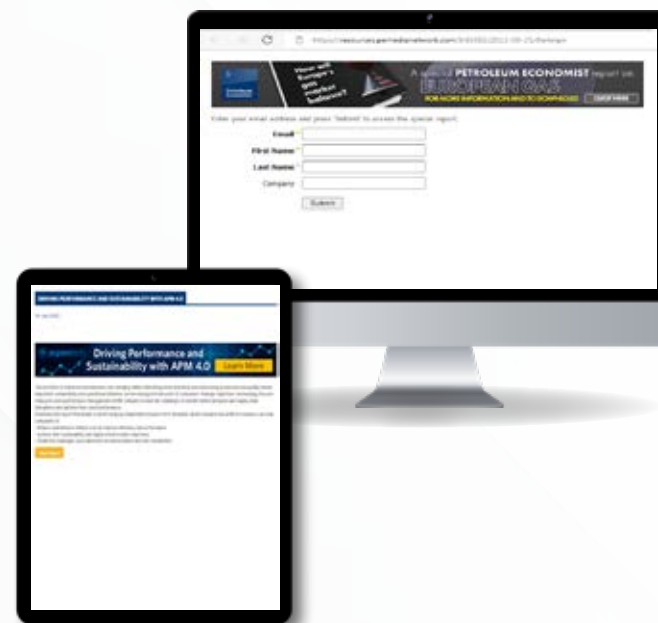
- > Listing on PEMediaNetwork.com/Petroleum-Economist (title, company logo and whitepaper synopsis)
- > A custom-built registration form including name, title, company, contact information, and email address.
- > *Petroleum Economist* featured whitepapers are promoted through a monthly email blast.
-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

### Brand Reach



**27,397**

Emails/Distribution





# 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 80,502 followers, *Petroleum Economist's* social media package facilitates access to the publication's followers on Facebook, Twitter and LinkedIn.

One post per social media channel per month.



**8,474**  
Facebook  
Followers



**10,641**  
LinkedIn  
Followers

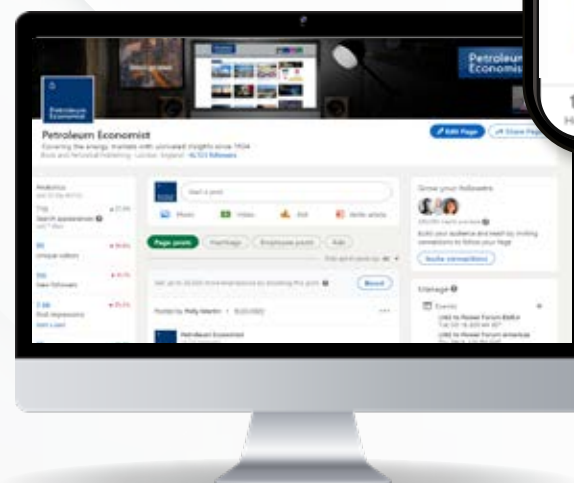
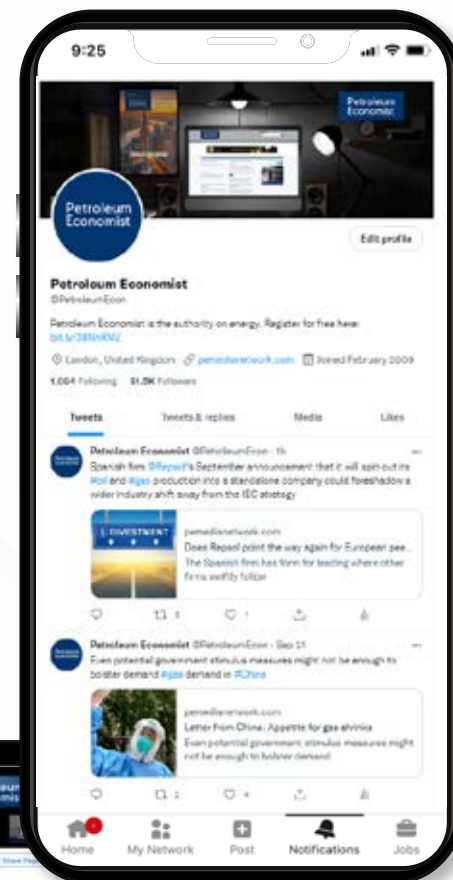


**61,387**  
Twitter  
Followers

Social media posts can include a non-clickable ad or picture (Facebook 1,200x620, Twitter 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).

PRICE PER  
MONTH

**\$3,500**



# MAGAZINE ADVERTISING SPECS

Assets must be provided in JPG or PNG format, cropped as desired for final display and optimized to a file size under 1 MB. Alternatively, A GIF format file at or under 1 MB can be used but is only recommended if supplying an animation. Assets not provided in the ready-to-use format will be converted via export or screen capture. Please provide an asset at the specified size or at a larger size using the same proportions.

## Full Page Between Articles

8.125 in. x 10.875 in. or 1485 x 1988 pixels

## Half Page Between Articles (Vertical)

4 in. x 10.875 in. or 732 x 1988 pixels

## Half Page In Article (Horizontal)

7 in. x 4.75 in. or 1280 x 872 pixels

## Skyscraper

160 x 600 pixels

## Leaderboard

728 x 90 pixels



**Other Acceptable (but billable) Materials:** Contact Publisher.

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

## Material Submission

Email digital files to Advertising Production at [AdProd@GulfEnergyInfo.com](mailto: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\*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, *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
- > Twitter 1600x900
- > LinkedIn 1200x628
- > Link Preview also accepted



# SUBSCRIPTIONS

## Downstream 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.

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

## Get More From *Petroleum Economist*

As the leading, premium global energy digital media, *Petroleum Economist* equips you with actionable insights and analysis of the hydrocarbon market. Each full access subscription provides unlimited access to the online archive, the digital editions archive, all the published Outlook books, and more! Larger team? Speak to us about a corporate subscription.



### LEARN MORE!

#### Petroleum Economist subscriptions

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#### Petroleum Economist subscriptions

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#### Global Energy Infrastructure

Ed Bramwell, Head of Sales  
[ed.bramwell@gulfenergyinfo.com](mailto:ed.bramwell@gulfenergyinfo.com)



## TECHNICAL CONFERENCES AND EVENTS

### World Oil Forecast Breakfast

January 27, 2023

Houston, TX

[WorldOilForecastBreakfast.com](http://WorldOilForecastBreakfast.com)

### Underground Construction Technology

February 7-9, 2023

Orlando, FL

[UCTOnline.com](http://UCTOnline.com)

### Underground Infrastructure Awards

February 6, 2023

Orlando, FL

[UconOnline.com/Awards](http://UconOnline.com/Awards)

### MCEDD

March 28-30, 2023

London, United Kingdom

[MCEDD.com](http://MCEDD.com)

### Carbon Intel Forum

May 2023

Houston, TX

[CarbonIntelForum.com](http://CarbonIntelForum.com)

### LNG to Power Forum APAC

May 2023

Singapore

[PEMediaNetwork.com/Petroleum-Economist/PE-Events](http://PEMediaNetwork.com/Petroleum-Economist/PE-Events)

### Women in Hydrogen 50 networking reception

May 2023,

London

### First Element

June 12-16, 2023

Houston, TX

[FirstElementConf.com](http://FirstElementConf.com)

### IRPC

June 2023

Houston, TX

[HPIRPC.com](http://HPIRPC.com)

### North Sea Investment Forum

June 2023

TBC

[PEMediaNetwork.com/Petroleum-Economist/PE-Events](http://PEMediaNetwork.com/Petroleum-Economist/PE-Events)

### Oilfield Electrification Technology Conference

September 2023

Houston, TX

[OilfieldElectrification.com](http://OilfieldElectrification.com)

### Pipeline Technology Forum

September-October 2023

Houston, TX

[PGJOnline.com/Events](http://PGJOnline.com/Events)

### World Oil Awards

October 12, 2023

Houston, TX

[WorldOil.com/Awards](http://WorldOil.com/Awards)

### European Gas Price Dynamics

October 2023

London, United Kingdom

[PEMediaNetwork.com/Petroleum-Economist/PE-Events](http://PEMediaNetwork.com/Petroleum-Economist/PE-Events)

### Hydrocarbon Processing Awards

October 2023

Houston, TX

[HydrocarbonProcessing.com/Awards](http://HydrocarbonProcessing.com/Awards)

### ChemE Show

November 2023

Galveston, TX

[ChemE-Show.com](http://ChemE-Show.com)

### Deepwater Executive Summit

November 2023

Houston, TX

[DeepwaterExecSummit.com](http://DeepwaterExecSummit.com)

### Pipeline & Gas Journal Awards

November 2023

Houston, TX

[PGJOnline.com/Awards](http://PGJOnline.com/Awards)

### Women's Global Leadership Conference

November 2023

Houston, TX

### LNG to Power Forum Americas

December 2023

TBC

[PEMediaNetwork.com/Petroleum-Economist/PE-Events](http://PEMediaNetwork.com/Petroleum-Economist/PE-Events)



### LEARN MORE!

For conference or sponsorship information, please contact Melissa Smith, Events Director, at [Melissa.Smith@GulfEnergyInfo.com](mailto:Melissa.Smith@GulfEnergyInfo.com) or +1 (713) 520-4475.

## 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




Total Brand Reach: 449,923    Total Brand Reach: 115,440

#### Midstream




Total Brand Reach: 169,584    Total Brand Reach: 66,427

#### Downstream



Total Brand Reach: 193,430

#### Hydrogen and Carbon



Total Brand Reach: 20,349



Total Brand Reach: 45,092



Total Brand Reach: 39,157

#### Project Intelligence



#### Infrastructure



Total Brand Reach: 89,315



#### INTERESTED IN SUBSCRIBING?

For corporate subscriptions, please contact [Sales@GulfEnergyInfo.com](mailto:Sales@GulfEnergyInfo.com)

# SALES CONTACT INFORMATION

## North America

### Central U.S., Midwest, Gulf Coast

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## Outside North America

### Africa

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Africa@GulfEnergyInfo.com

### Brazil

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