

**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



Paul Hickin

Editor-in-chief
PE Media Network



Stuart Penson

Co-Editor
Carbon 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

3,478Average Streams
Per Episode**1,738**Average Streams
Per Month

Social Media

**10,641**

LinkedIn Followers

**8,474**

Facebook Followers

**61,387**

Twitter Followers

AUDIENCE BREAKDOWN

2,614
Paid
Subscribers

Company Class

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

Subscribers by Location

8.73%

United States

91.27%

Outside US

27%

Engineer

23%

C-suite/Partner/Management

18%

Analyst

15%

Other/unknown

6%

Consultant

4%

Librarian/admin

3%

Business Development

3%

Economist/finance

1%

Academic

Job Function

2023 EDITORIAL CALENDAR

FEBRUARY	LNG
MARCH	Global Oil Production
APRIL	Future of EU gas
MAY	Energy Transition
JUNE	Oil Trading
JULY/AUGUST	Digitizing Energy
SEPTEMBER	Future of Refining & Petrochemicals
OCTOBER	Global Pipelines
NOVEMBER	Navigating Regulations
DECEMBER/JANUARY	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		\$4,500
Half Page Island	Vertical	\$3,295
Half page	Horizontal	\$2,875

Premium Sponsorships

Inside Front Cover	\$7,140
Outside Back Cover	\$6,499
Inside Back Cover	\$5,869

2,614

Paid Subscribers

8.73% US 91.27% OUS



Full page ad



Half page



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



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

Average streams per month

1,738

Average streams per episode

3,478

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

**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 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.

PRICE PER MONTH

\$3,500



8,474

Facebook Followers



10,641

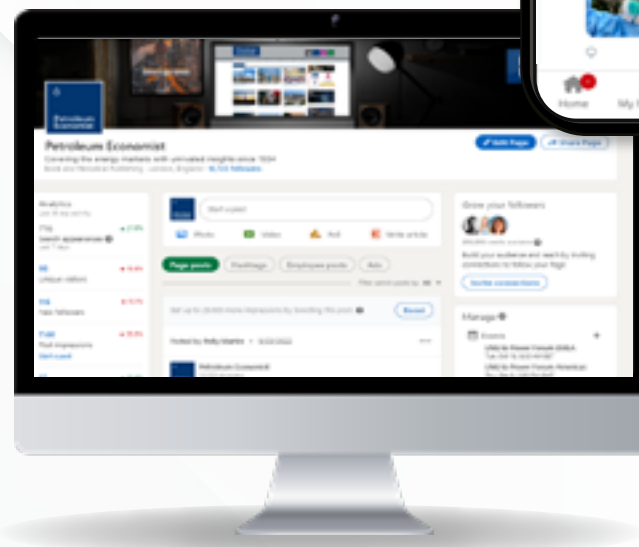
LinkedIn Followers



61,387

Twitter Followers

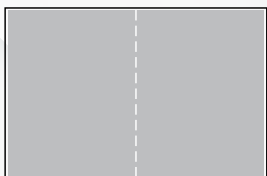
Social media posts can include a non-clickable ad or picture (Facebook 1,200x620, Twitter 1,600x900, LinkedIn 1,200x628) with a clickable link above it. Alternatively, if the link automatically generates a clickable link preview that includes a picture, that can be posted instead. The picture automatically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



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.

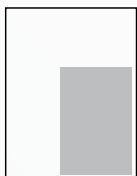
Double Page Spread



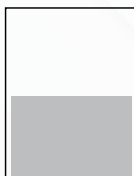
Full Page



Half Page Island



Half Page Horizontal



Double Page Spread with Bleed

426mm W x 303mm H

Full Page with Bleed

216mm W x 303mm H

Half Page Island

120mm W x 181mm H

Half Page Horizontal

181mm W x 80mm H



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.



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!

Commercial Opportunities

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Petroleum Economist subscriptions

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Global Energy Infrastructure

Ed Bramwell, Head of Sales
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TECHNICAL CONFERENCES AND EVENTS

World Oil Forecast Breakfast

January 27, 2023

Houston, TX

WorldOilForecastBreakfast.com

Underground

Construction Technology

February 7-9, 2023

Orlando, FL

UCTOnline.com

Underground

Infrastructure Awards

February 6, 2023

Orlando, FL

UconOnline.com/Awards

MCEDD

March 28-30, 2023

London, United Kingdom

MCEDD.com

Carbon Intel Forum

May 23-24, 2023

Houston, TX

CarbonIntelForum.com

Asian LNG Strategy

18 May 2023

Singapore

PEMediaNetwork.com/

Petroleum-Economist/PE-Events

Women in Hydrogen 50

Networking Reception

14 June 2023

London

IRPC

September 12-13, 2023

Houston, TX

HPIRPC.com

Energy Excellence Awards

11 October 2023

Houston, TX

European Gas Strategy

October 2023

London, United Kingdom

PEMediaNetwork.com/

Petroleum-Economist/PE-Events

ChemE Show

November 28-20, 2023

Galveston, TX

ChemE-Show.com

Deepwater Executive Summit

November 9, 2023

Houston, TX

DeepwaterExecSummit.com

Oilfield Electrification

Technology Conference

November 14-15, 2023

Houston, TX

OilfieldElectrification.com

Women's Global

Leadership Conference

November 2023

Houston, TX

LNG to Power Forum Americas

December 2023

TBC

PEMediaNetwork.com/

Petroleum-Economist/PE-Events



LEARN MORE!

For conference or sponsorship information, please contact Melissa Smith, Events Director, at 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

World Oil®

Total Brand Reach: 449,923

Petroleum Economist

Total Brand Reach: 115,440

Midstream

Pipeline & Gas Journal

Total Brand Reach: 169,584

GAS PROCESSING & LNG

Total Brand Reach: 66,427

Downstream

HYDROCARBON PROCESSING®

Total Brand Reach: 193,430

Hydrogen and Carbon

H2TECH

Total Brand Reach: 20,349

Hydrogen Economist

Total Brand Reach: 45,092

Carbon Economist

Total Brand Reach: 39,157

Project Intelligence

Global ENERGY INFRASTRUCTURE

Infrastructure

underground infrastructure

Total Brand Reach: 89,315



INTERESTED IN SUBSCRIBING?

For corporate subscriptions, please contact Sales@GulfEnergyInfo.com

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