



**GAS PROCESSING
& LNG**

2023

MEDIA PLANNER

**Technology and Business Information for the
Midstream and LNG Industry**

MEDIA | MARKET INTELLIGENCE | EVENTS



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PUBLISHER'S LETTER

A new Gas Processing & LNG 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 midstream, gas processing and LNG 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



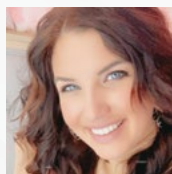
Our digital solutions deliver the audience you need to raise awareness and drive engagement with Qualified prospects through metric-driven campaigns.

EDITORIAL STAFF



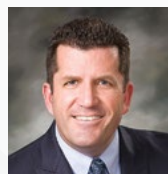
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Mike Rhodes

Managing Editor



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Technical Editor



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Managing Editor, H2Tech



GLOBAL AUDIENCE

GasProcessingNews.com

27,752

Users/Month

34,344

Sessions/Month

42,589

Pageviews/Month

US: 31.87.4%

Outside US: 68.13%



Daily Newsletter

8,558

Daily Distribution

24.66%

Open Rate

US: 40.24%

Outside US: 59.76%

Brand Reach (Lead Gen)

OU Social Media 67%

**15,042**

Distribution/Emails

**6,168**

LinkedIn Followers

**16,101**

Facebook Followers

**1,364**

Twitter Followers

2023 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Special Focus					
Treating Solutions	Floating Vessels	Environment and Safety	Storage Technologies and Solutions	Digital Technologies	Pipelines and Transport
Featured Topics					
Energy Transition	Infrastructure and Equipment	Energy Transition	Pipelines and Utilities	Energy Transition	NGL
Valves, Pumps, Turbomachinery and Compression	Inspection, Maintenance and Reliability	Digitalization, Instrumentation and Automation	Valves, Pumps, Turbomachinery and Compression	Plant/Process Optimization	Valves, Pumps, Turbomachinery and Compression
LNG	Green Technologies	Plant/Process Optimization	LNG	Treating Solutions	Carbon Capture/CO2 Mitigation
Pipelines and Utilities	Plant/Proces Optimization	Carbon Capture/CO2 Mitigation	Environment and Safety	Infrastructure and Equipment	Environment and Safety
NGL	Workforce Development and Retention	Plant Design, Engineering, Construction and Commissioning	Inspection, Maintenance and Reliability	Workforce Development and Retention	Plant/Process Optimization

2023 EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Special Focus					
Small-scale Processing	Inspection, Maintenance and Reliability	Plant/Process Optimization	LNG Technology	Valves, Pumps, Turbomachinery and Compression	Plant Design, Engineering, Construction and Commissioning
Featured Topics					
Inspection, Maintenance and Reliability	Pipelines and Utilities	Energy Transition	Process Controls	Plant/Process Optimization	Inspection, Maintenance and Reliability
Green Technologies	NGL	Digitalization, Instrumentation and Automation	Inspection, Maintenance and Reliability	Digitalization, Instrumentation and Automation	Pipelines and Utilities
LNG	Carbon Capture/CO2 Mitigation	Environment and Safety	Pipelines and Utilities	Carbon Capture/CO2 Mitigation	LNG
Plant Design, Engineering, Construction and Commissioning	LNG	Valves, Pumps, Turbomachinery and Compression	Energy Transition	NGL	Environment and Safety
Valves, Pumps, Turbomachinery and Compression	Digitalization, Instrumentation and Automation	Workforce Development and Retention	Infrastructure and Equipment	Treating Solutions	Top Projects in Gas Processing/LNG

TAILORED BRANDING

Enhance your brand's reputation with a strategic, multi-channel campaign. Showcase your solutions with an advertisement with *Gas Processing & LNG*. We place your materials against the industry's leading technical media. Choose your preferred placement or align your advertisements with select editorial on a monthly basis.



- > MPU on GasProcessingNews.com (50,000 impressions)
- > MPU on daily newsletter (three weeks)

COST**\$9,995**

- > MPU on GasProcessingNews.com (25,000 impressions)
- > MPU on daily newsletter (two weeks)

COST**\$7,495**

- > MPU on GasProcessingNews.com (12,500 impressions)
- > MPU on daily newsletter (one week)

COST**\$3,995**

Leaderboard

GAS PROCESSING & LNG

Push Down

MPU

MPU



TARGETED WEBSITE ADVERTISING

Direct your message to key decision-makers in the midstream, gas processing and LNG industries. *Gas Processing & LNG'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 *Gas Processing & LNG* 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	50,000 impressions	25,000 impressions	12,500 impressions
Pushdown	970x90 (Regular) 970x415 (Expanded) 320x50 (Mobile)	\$7,930	\$6,345	\$3,965
Leaderboard	728x90 (Regular) 320x50 (Mobile)	\$5,290	\$4,230	\$2,645
MPU	336x280	\$4,480	\$3,585	\$2,240
Mobile Only	320x50	\$3,500	\$2,800	\$1,750

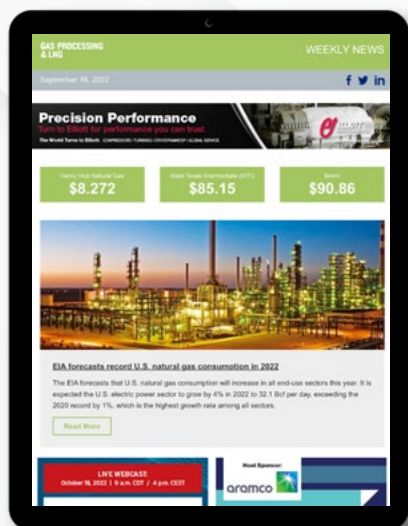
27,752
Users/Month

34,344
Sessions/Month

42,589
Pageviews/Month

NEWSLETTER SPONSORSHIPS

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



Weekly Newsletters

GP News Brief

Delivered Monday, Wednesday, Friday
Recipients/Week: 25,674
Open Rate: 24.66%

Monthly Newsletters

GP Breaking News

Delivered Monthly
Recipients/Email: 8,878
Open Rate: 27.93%

GP Special Focus

Delivered Monthly
Recipients/Week: 8,751
Open Rate: 21.66%

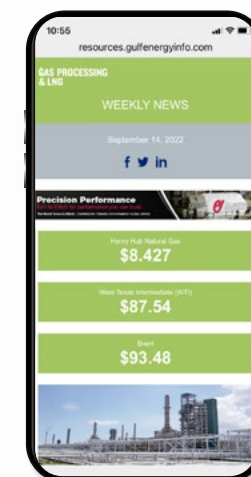
Custom Newsletters & Exclusive Sponsorship

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**
\$5,750

Newsletter	Leaderboard 728x90	MPU1 336x280	MPU2 336x280	MPU3 336x280	MPU4 336x280	MPU Native 336x280
GP News Brief (per week)	\$2,070	\$1,555	\$1,555	\$1,265	\$1,265	\$1,790
GP Projects Brief (per week)	\$1,210	\$1,005	\$1,005	\$975	\$975	\$1,155
GP Breaking News (per month)	\$1,495	N/A	N/A	N/A	N/A	N/A



GASPROCESSING365

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, *Gas Processing & LNG's* editorial team strategically places your content across our channels to maximize exposure, drive traffic to your landing page and generate leads.

GasProcessing365 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)
\$4,545/month	\$3,445/month
48,295/year	\$36,795/year



Featured Article

Promote your editorial content in *Gas Processing & LNG* with a sponsored article. Guaranteed placement on GasProcessingNews.com newsletters, and social media.

> From \$3,500/article



6,168

LinkedIn Followers



16,101

Facebook Followers



1,364

Twitter Followers

Need help with content? Leverage the GP Content Studio

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

> From \$5,605/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. *Gas Processing & LNG's* podcast 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, gas processing and LNG professionals.

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

Want to turn any episode into a video podcast?

> \$20,000/episode

All episodes are marketed throughout *Gas Processing & LNG's* website, newsletters, social media and targeted e-blasts.



WOMEN IN DOWNSTREAM PODCAST

Leading female executives share their insights on thriving in the market through sister brand, *Hydrocarbon Processing*.



GLOBAL ENERGY MARKETING PODCAST

Leading marketers from the global energy industry share their expertise.

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 *Gas Processing & LNG*'s qualified audience with the functionalities, features and benefits of your solutions.

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

PRICE PER VIDEO

\$3,775

TECHNICAL INTERVIEWS

Repurpose your article in *Gas Processing & LNG* for more impact. This 15-minute video interview with the author of a recent article in *Gas Processing & LNG* 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 *Gas Processing & LNG* 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.

Webcasts are promoted through:



23,633

Social Media Followers



15,042

Distribution/Email



27,752

Website Users/Month

Webcast Preparation Timeline

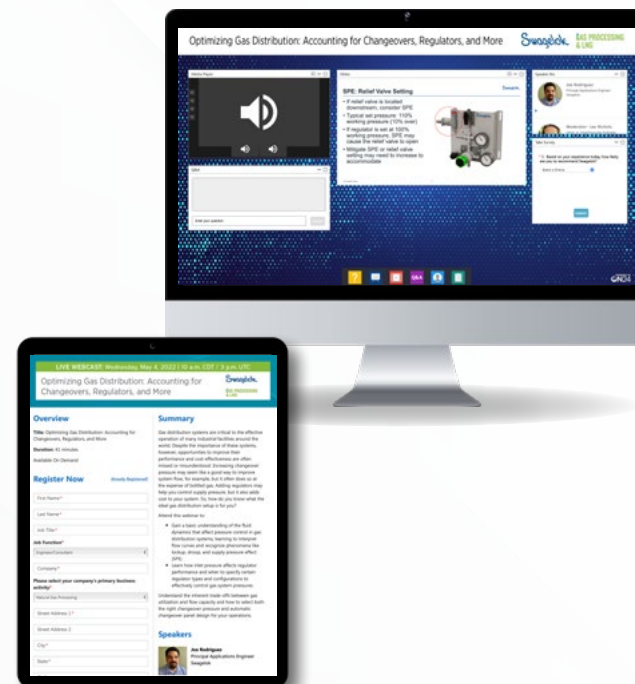
6-8 Weeks Out:	Sponsor confirms webcast title, data, time
3-4 Weeks Out:	Registration Launches, Online Promotions
2 Weeks Out:	Targeted Promos (email) Begin
1 Week Out:	Dry Run With Moderator/Speakers
Post Event:	Leads Provided. Webcast Archived for 1 Year.

143

Leads/Webcast

PRICE PER
WEBCAST

\$16,665



MULTI-SPONSOR WEBCASTS

Gas Processing & LNG's multi-sponsored webcasts are produced by our editorial team and include the annual industry forecasts.

All content is prepared and delivered by the *Gas Processing & LNG* editorial team, making a multi-sponsored webcasts the ideal choice. *Gas Processing & LNG* does the work, but sponsors receive the leads.

PRICE PER
WEBCAST

\$6,210



SPONSORED PANEL WEBCASTS

Gas Processing & LNG's sponsored panel webcasts bring subject matter experts together to address a specific topic. Each sponsor provides one speaker and may suggest two others. *Gas Processing & LNG* 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:

- > Decarbonizing LNG operations
- > Corrosion mitigation in gas facilities
- > Optimizing amines usage in gas processing
- > Troubleshooting pump failures
- > Pipeline defense: Cybersecurity in a digital age
- > Best practices in gas plant commissioning

PRICE PER
WEBCAST

\$7,990

TOPICAL EBOOKS

Don't have content? Let *Gas Processing & LNG* put together a topical eBook with your company as the sponsor!

The editorial team selects a compilation of 10-12 articles published in *Gas Processing & LNG* 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.

Recent 2022 topics include:

- > Optimizing Gas/Liquid Flow eBook – **296 Leads**
- > Industrial Water eBook – **463 Leads**
- > Contact us to start your custom eBook today.

**SINGLE
SPONSOR**

\$25,000

**MULTI-
SPONSOR**

\$10,000

Brand Reach



15,042

Emails/Distribution

**Our Content.
Your Leads.**



WHITEPAPERS

Your whitepaper is promoted to *Gas Processing & LNG*'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

\$3,675

Program Details

- > Listing on GasProcessingNews.com (title, company logo and Whitepaper synopsis)
- > A custom-built registration form including name, title, company, contact information, and email address.
- > *Gas Processing & LNG* featured Whitepapers are promoted through a monthly email blast.
- > Leads can be provided in Excel or .CSV format.

Brand Reach



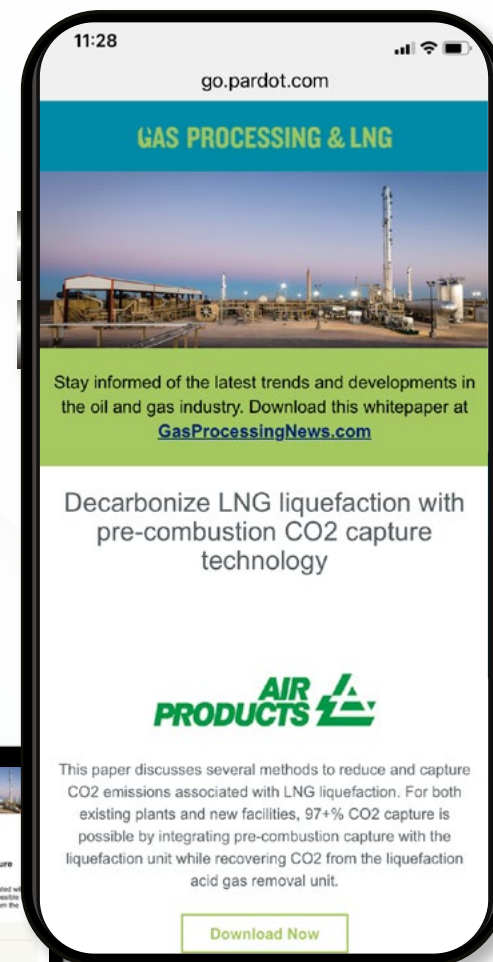
15,042

Emails/Distribution



53

Leads/
Whitepaper



SPONSORED SURVEYS/ CAMPAIGN BENCHMARKING

Unbiased, Confidential Feedback

Sponsored Survey

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

> From \$7,680/survey

Sponsored Survey with Lead Gen

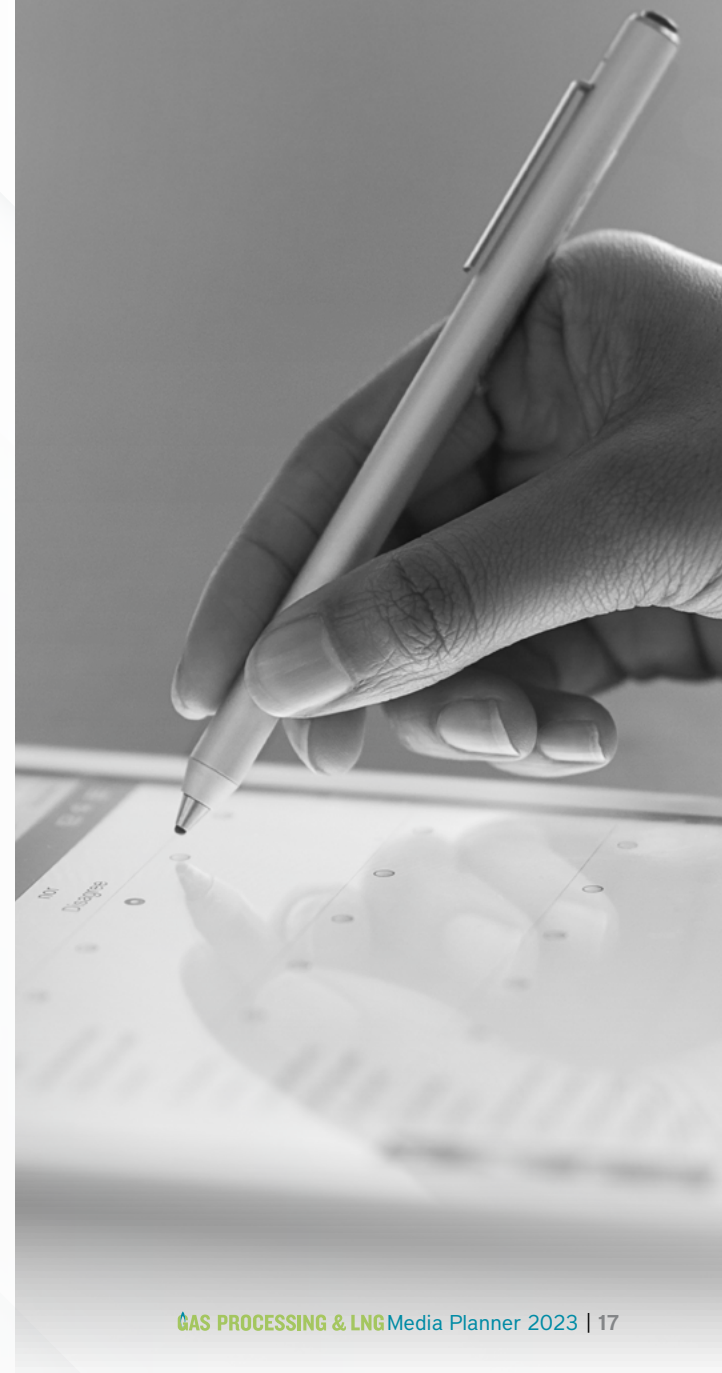
Providing targeted leads without content. *Gas Processing & LNG* sends out a targeted survey for categories such as Compressors, Engineering Services, Industrial Automation or Valves. At the end of the survey, the respondent is informed that the consolidated results will be made available at no charge courtesy of the sponsor(s) for a limited time, instead of the usual \$3,500 charge.

> From \$10,200/survey

Campaign Benchmark Study

Gas Processing & LNG 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 *Gas Processing & LNG'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 23,633 followers, *Gas Processing & LNG'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



16,101

Facebook Followers



6,168

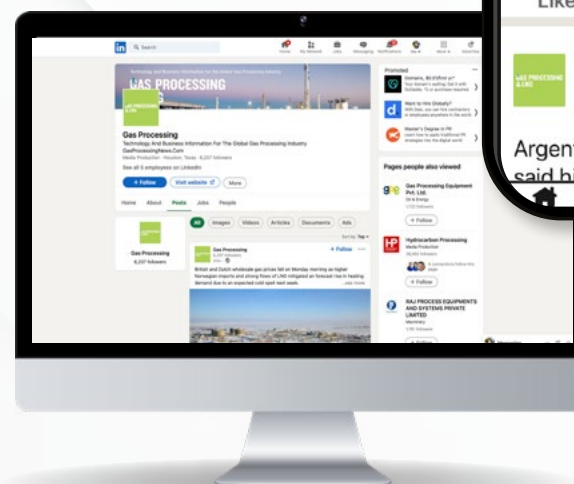
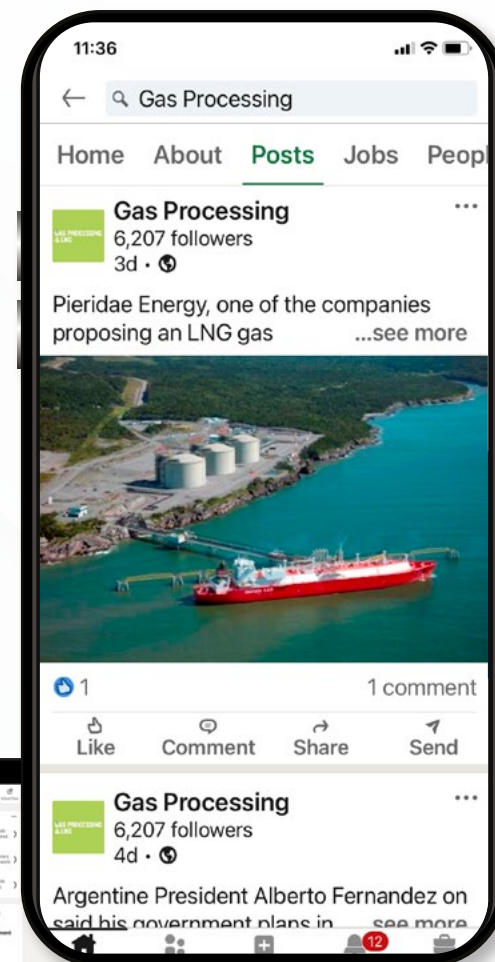
LinkedIn Followers



1,364

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).



ONLINE SPECIFICATIONS

GasProcessingNews.com Creative

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

Gas Processing & LNG 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 300kb. 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, *Gas Processing & LNG* can host your video on its channel.

GasProcessing365

- > Company logo in JPEG or PNG format
- > 50-word company description
- > Company contacts (email/phone)
- > Social media links
- > Website link
- > Hero image: 1500x570
- > 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, - 300x250 and 300x250 + 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
 - > Twitter 1600x900
 - > LinkedIn 1200x628
 - > Link Preview also accepted



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.

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!



LEARN MORE!

Sales@GlobalEnergyInfrastructure.com

Ed Bramwell, Head of Sales: Ed.Bramwell@gulfenergyinfo.



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](#)

LNG to Power Forum APAC

[March 2023](#)

TBC

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

MCEDD

[March 28-30, 2023](#)

London, United Kingdom

[MCEDD.com](#)

Carbon Intel Forum

[May 2023](#)

Houston, TX

[CarbonIntelForum.com](#)

H2Tech Solutions

[June 2023](#)

Virtual

[H2-TechSolutions.com](#)

IRPC

[September 2023](#)

Houston, TX

[HPIRPC.com](#)

North Sea Investment Forum

[September 2023](#)

TBC

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

World Energy Awards

[October 12, 2023](#)

Houston, TX

[GulfEnergyInfo.com/Awards](#)

Deepwater Executive Summit

[November 2023](#)

Houston, TX

[DeepwaterExecSummit.com](#)

OETC

[November 2023](#)

Houston, TX

[OilfieldElectrification.com](#)

Women's Global Leadership Conference

[November 2023](#)

Houston, TX

[WGLConference.com](#)

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®

Petroleum Economist

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

Midstream

Pipeline & Gas Journal

GAS PROCESSING & LNG

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

Downstream

HYDROCARBON PROCESSING®

Total Brand Reach: 193,430

Hydrogen and Carbon

H2TECH

Total Brand Reach: 20,349

Hydrogen Economist

Carbon Economist

Total Brand Reach: 45,092 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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