

The logo for H2TECH, featuring the letters 'H2TECH' in a bold, white, sans-serif font. The '2' is stylized with a small 'H' inside it, all set against a dark blue rectangular background.

H₂TECH

2023

MEDIA PLANNER

Hydrogen Technology for the Energy Industry

A black and white photograph of three industrial workers in a factory setting. They are wearing hard hats, safety glasses, and face masks. They are working on a large piece of machinery with many vertical pipes and valves. The worker on the left is looking at the machinery, the one in the middle is adjusting a part, and the one on the right is looking towards the camera.

MEDIA | MARKET INTELLIGENCE | EVENTS



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PUBLISHER'S LETTER

A new *H2Tech* 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 hydrogen technology 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!

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



Andy McDowell

Senior Vice President, Media
Gulf Energy Information



EDITORIAL STAFF



Lee Nichols

Vice President, Content



Tyler Campbell

Managing Editor, *H2Tech*



Mike Rhodes

Managing Editor



Sumedha Sharma

Technical Editor



Courtney Blackann

Digital Editor



HYDROGEN AUDIENCE

Magazine

6,294

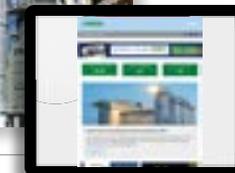
Total Subscribers

2,578

US

3,716

Outside US



H2-Tech.com

4,565

Users/Month

5,937

Sessions/Month

8,766

Pageviews/Month

US: 61.17%

OUS: 38.83%

Newsletter

6,593

Daily Distribution

27.64%

Open Rate

US: 38.5%

OUS: 61.5%

Brand Reach (Lead Gen)

6,230

Distribution/Emails

Podcasts

25,345

Total Podcast Downloads

727

Average Downloads/Month

Social Media



2,690

LinkedIn Followers



59

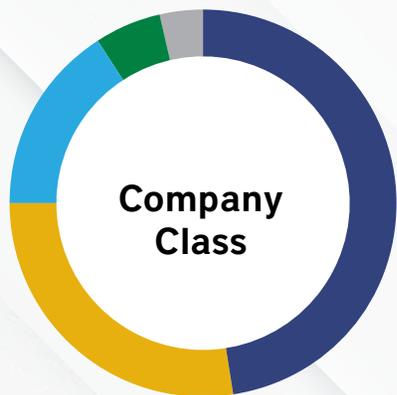
Facebook Followers



200

Twitter Followers

AUDIENCE BREAKDOWN



46.42% (2,922)

Education, Legal, Misc

28.38% (1,786)

Operator - Oil & Gas

15.92% (1,002)

Eng/Const & Tech Lic

5.61% (353)

Equip/Fuels Cells

3.67% (231)

Others

6,294

Total Qualified Subscribers



40.96% (2,578)

United States

59.04% (3,716)

Outside US

21.16% (1,332)

Engineer, Design, Consulting

15.59% (981)

Managers, Company Officials, Directors

61.22% (3,853)

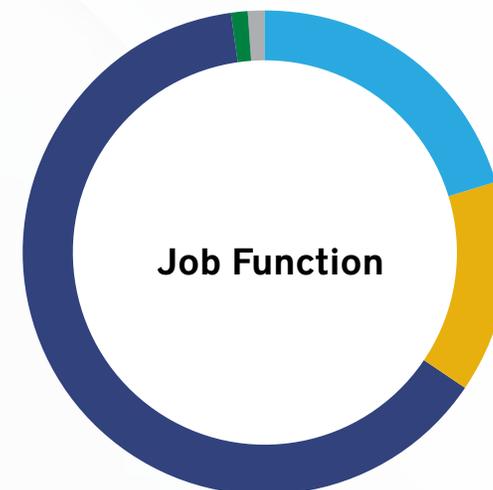
Misc. Audit/Est/Insp

1.13% (71)

Scientist/Chmist/Phycisist

0.9% (57)

Others



Job Function

2023 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Special Focus					
Avances in Hydrogen Production	Process/Project Optimization	Fuel Cell Applications	Hydrogen Infrastructure Development	H2 Equipment and Services	Mid-year Regional Outlook
Featured Topics					
Blue/Green H ₂ Production	Maintenance and Reliability	Power and Utilities	H ₂ Equipment and Services	Carbon Capture/CO ₂ Mitigation	H ₂ Mobility and Transportation
H ₂ Storage	Turbomachinery and Compression	H ₂ Mobility and Transportation	Capital Projects	Blending Natural Gas and H ₂	Pipelines and Transport
Chemical/Fertilizer Production	Power and Utilities	Marine Applications	Pipelines and Transport	Renewables for H ₂ Generation	H ₂ Storage
Electrolyzer Technology	Digital Technologies	Aerospace and Aviation	Refueling Stations	Nuclear Power	H ₂ Equipment and Services
Fuel Cell Applications	Safety and Sustainability	Refueling Stations	Converting Existing Infrastructure	Blue/Green H ₂ Production	Blue/Green H ₂ Production
Infrastructure and Distribution	H ₂ Equipment and Services	Blue/Green H ₂ Production	H ₂ Storage	Electrolysis	Process/Project Optimization

2023 EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Special Focus					
Electrolyzer Technologies	Maintenance and Reliability	Environment and Safety	Hydrogen Mobility and Transportation	Pathways for Sustainable Hydrogen	Digital Technologies
Featured Topics					
Electrolysis	Environment and Safety	Blue/Green H ₂ Production	Fuel Cell Application	Electrolyzer Technology	Maintenance and Reliability
Blue/Green H ₂ Production	Digital Technologies	Renewables for H ₂ Generation	H ₂ Mobility and Transportation	Blue/Green H ₂ Production	Process/Project Optimization
Hydrogen Fuel Cells	Process/Project Optimization	Decarbonization Efforts	Power and Utilities	H ₂ Mobility and Transportation	Environment and Safety
Power-to-X	H ₂ Equipment and Services	Environmental/Regulatory Incentives	Refueling Stations	H ₂ Storage	H ₂ Equipment and Services
Renewables for H ₂ Generation	Aerospace and Aviation	Carbon Capture/CO ₂ Mitigation	Marine Applications	Chemical/Fertilizer Production	Aerospace and Aviation
Infrastructure and Distribution	Policy and Procedure	Industrial Feedstock	Digital Technologies	Industrial Feedstock	Pipelines and Transport

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 digital edition of 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 H2-Tech.com (10,000 impressions)
- > MPU on daily newsletter (two weeks)
- > Full page in *H2Tech*

COST

\$8,950



Silver

- > MPU on H2-Tech.com (5,000 impressions)
- > MPU on daily newsletter (one week)
- > Full page in *H2Tech*

COST

\$6,635



Bronze

- > MPU on monthly newsletter of choice
- > Half page (horizontal in-article) in *H2Tech*

COST

\$3,600

DIGITAL MAGAZINE

Showcase your solutions with an advertisement in *H2Tech*. Designed for an enhanced audience experience and ease of use, the digital edition 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.

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

6,294

Total Subscribers

40.96% US 59.04% 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 midstream industry. *H2Tech'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 *H2Tech* 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	10,000 impressions	5,000 impressions
Pushdown	970x90 (Regular)	\$6,345	\$3,965
	970x415 (Expanded)		
	320x50 (Mobile)		
Leaderboard	728x90 (Regular)	\$4,230	\$2,645
	320x50 (Mobile)		
MPU	336x280 (Regular) or	\$3,585	\$2,240
	300x250 (Regular)		
Mobile Only	320x50 (Mobile)	\$2,800	\$1,750

4,565

Users/Month

5,937

Sessions/Month

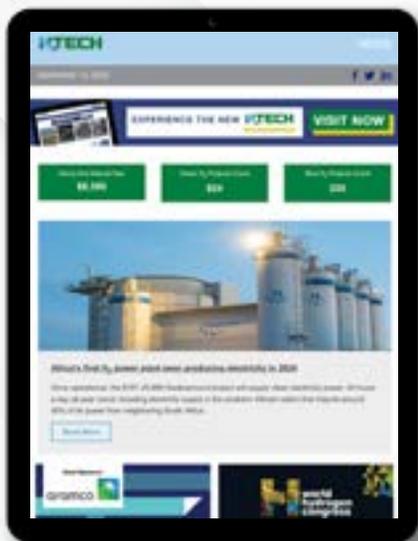
8,766

Pageviews/Month



NEWSLETTER SPONSORSHIPS

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



Weekly Newsletters

H2Tech News Brief

Delivered Monday, Wednesday, Friday
 Recipients/Week: 19,779
 Open Rate: 27.64%

Monthly Newsletters

H2Tech Breaking News

Recipients/Email: 6,593
 Open Rate: 27%
Delivered Monthly

H2 Production Technologies

Recipients/Email: 6,500
 Open Rate: 27%
Delivered Monthly, Second Thursday

H2 Equipment & Services

Recipients/Email: 6,500
 Open Rate: 27%
Delivered Monthly, Fourth Thursday

Custom Newsletters & Exclusive Sponsorship

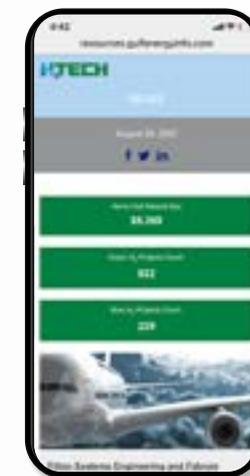
Don't see a relevant topic listed? Work with the editorial team to develop and customize a newsletter and targeted distribution list. Contact your account manager for details.

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
H2Tech News Brief (per week)	\$2,070	\$1,555	\$1,555	\$1,265	\$1,265	\$1,790
H2Tech Breaking News (per month)	\$1,495	N/A	N/A	N/A	N/A	N/A
Monthly Newsletters	\$1,210	\$1,005	\$1,005	\$975	\$975	\$1,155



FEATURED ARTICLE

Promote your editorial content in *H2Tech* with a sponsored article. Guaranteed placement on H2-Tech.com, newsletters, and social media.

PRICE PER
ARTICLE

\$3,500



Need help with content? Leverage the *H2Tech* Content Studio

H2Tech's impactful technical case studies are highly specialized and complex, making them time consuming to write. The *H2Tech* Content Studio is your opportunity to present your real-world solutions to qualified industry professionals while leveraging *H2Tech's* experienced editorial team. Partner with the *H2Tech* 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. *H2TechTalk* is the hydrogen 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 hydrogen technology professionals.



Episode sponsorships/ interviews	<ul style="list-style-type: none"> > Interview with SME and <i>H2Tech</i> 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 > <i>H2Tech</i> provides moderator 	\$50,000 / 10-episodes

All episodes are marketed throughout *H2Tech's* website, newsletters, social media and targeted e-blasts.

25,345

Total Podcast
Downloads

727

Average
Downloads/Month

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 *H2Tech's* qualified audience with the functionalities, features and benefits of your solutions.

Client provided videos are listed on H2-Tech.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 *H2Tech* for more impact. This 15-minute video interview with the author of a recent article in *H2Tech* 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 *H2Tech* 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:



2,949

Social Media Followers



6,230

Distribution/Email



4,565

Website Users/Month



6,294

Magazine Subscribers

Webcast Preparation Timeline

6-8 Weeks Out:	Sponsor confirms webcast title, data, time
5 Weeks Out:	Full page ad finalized for <i>H2Tech</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.

215

Leads/Webcast

**PRICE PER
WEBCAST**

\$16,665



MULTI-SPONSOR WEBCASTS

H2Tech's multi-sponsored webcasts are produced by our editorial team and include the annual industry forecasts.

All content is prepared and delivered by the *H2Tech* editorial team, making a multi-sponsored webcasts the ideal choice. *H2Tech* does the work, but sponsors receive the leads.

PRICE PER
WEBCAST

\$6,210



SPONSORED PANEL WEBCASTS

H2Tech's sponsored panel webcasts bring subject matter experts together to address a specific topic. Each sponsor provides one speaker and may suggest two others. *H2Tech* 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:

- > Infrastructure and Distribution
- > Aerospace and Aviation
- > Blue/Green H₂ Production Chemical/Fertilizer Production
- > Process/Project Optimization
- > Pipelines and Transport

PRICE PER
WEBCAST

\$7,990



TOPICAL EBOOKS

Don't have content? Let *H2Tech* put together a topical eBook with your company as the sponsor!

The editorial team selects a compilation of 10-12 articles published in *H2Tech* 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:

- > The Energy Transition: Technologies and processes that are evolving the HPI - **739 Leads**
- > Optimizing Gas/Liquid Flow eBook - **296 Leads**

Contact us to start your custom eBook today.

SINGLE
SPONSOR

\$25,000

MULTI-
SPONSOR

\$10,000

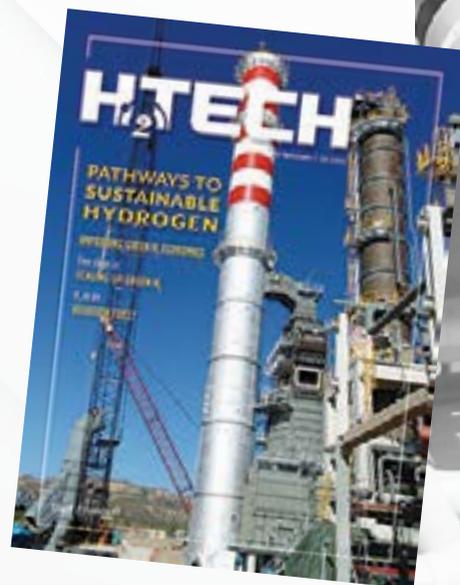
Brand Reach



6,230

Emails/Distribution

**Our Content.
Your Leads.**



WHITEPAPERS

Your whitepaper is promoted to *H2Tech'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 H2-Tech.com (title, company logo and Whitepaper synopsis)
- > A custom-built registration form including name, title, company, contact information, and email address.
- > *H2Tech* featured Whitepapers are promoted through a monthly email blast.
- > Leads can be provided in Excel or .CSV format.

Brand Reach



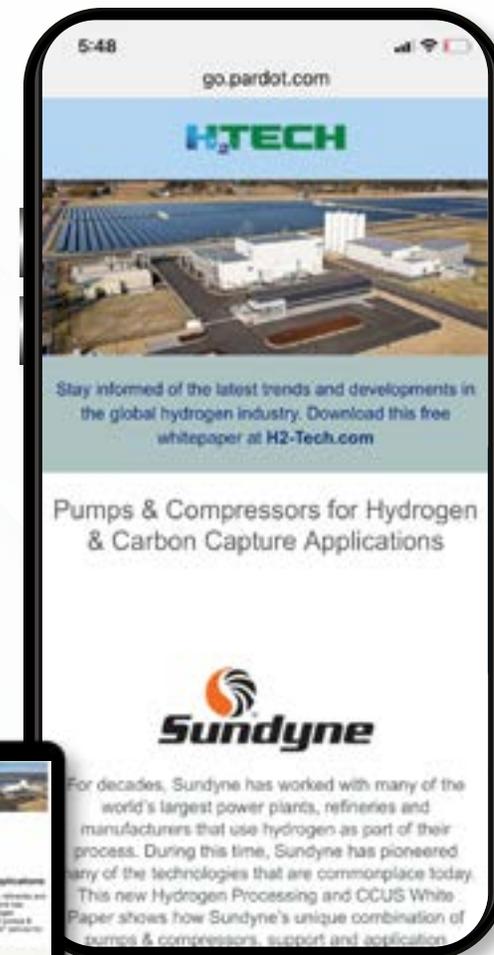
6,230

Emails/Distribution



51

Leads/Whitepaper



SPONSORED SURVEYS/ CAMPAIGN BENCHMARKING

Unbiased, Confidential Feedback

Sponsored Survey

H2Tech polls its readers with 6-7 proprietary questions that you provide along with 2-3 open questions. The survey is branded *H2Tech* 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. *H2Tech* sends out a targeted survey for categories. 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

H2Tech 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 *H2Tech's* brand reach. With engaged followers located around the globe, you too can access this audience as part of your advertising campaign.

H2Tech'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



59

Facebook Followers



2,690

LinkedIn Followers



200

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.

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.



ONLINE SPECIFICATIONS

H2-Tech.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

H2Tech 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, H2Tech 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

Hydrogen 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.com



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

First Element

June 12-16, 2023

Houston, TX

FirstElementConf.com

IRPC

June 2023

Houston, TX

HPIRPC.com

Hydrogen Investment Forum

September 2023

TBC

PE Events (pemedianetwork.com)

North Sea Investment Forum

September 2023

TBC

PEMediaNetwork.com/Petroleum-Economist/PE-Events

Oilfield Electrification Technology Conference

September 2023

Houston, TX

OilfieldElectrification.com

Carbon Intel Forum

September 2023

Houston, TX

CarbonIntelForum.com

Pipeline Technology Forum

September-October 2023

Houston, TX

PGJOnline.com/Events

World Oil Awards

October 12, 2023

Houston, TX

WorldOil.com/Awards

LNG to Power Forum EMEA

October 2023

London, United Kingdom

PEMediaNetwork.com/Petroleum-Economist/PE-Events

Hydrocarbon Processing Awards

October 2023

Houston, TX

HydrocarbonProcessing.com/Awards

ChemE Show

November 2023

Galveston, TX

ChemE-Show.com

Deepwater Executive Summit

November 2023

Houston, TX

DeepwaterExecSummit.com

Pipeline & Gas Journal Awards

November 2023

Houston, TX

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



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

Hydrogen and Carbon

H₂TECH

Total Brand Reach: 20,349

Midstream

Pipeline & Gas Journal

GAS PROCESSING & LNG

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

Hydrogen Economist

Carbon Economist

Total Brand Reach: 45,092 Total Brand Reach: 39,157

Downstream

HYDROCARBON PROCESSING

Total Brand Reach: 193,430

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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