



MEDIA KIT 2017

Saudi Arabia oil & gas

www.saudiarabiaoilandgas.com

Brazil Oil & Gas, tt_nrg and Norway Oil & Gas

EPRASHEED
signature series

2013 – Issue 31

Saudi Arabia oil & gas

www.saudiarabiaoilandgas.com



Brazil Oil & Gas and Norway Oil & Gas

EPRASHEED
signature series

2013 – Issue 32

Saudi Arabia oil & gas

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Brazil Oil & Gas, tt_nrg and Norway Oil & Gas

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2013 – Issue 33

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SPE AT&S&E 2013 REVIEW



Brazil Oil & Gas, tt_nrg and Norway Oil & Gas

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2013 – Issue 34

Saudi Arabia oil & gas

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Brazil Oil & Gas, tt_nrg and Norway Oil & Gas

EPRASHEED
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2013 – Issue 35

Saudi Arabia oil & gas

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Brazil Oil & Gas, tt_nrg and Norway Oil & Gas

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2014 – Issue 36

Saudi Arabia oil & gas

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Brazil Oil & Gas, tt_nrg and Norway Oil & Gas

EPRASHEED
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2014 – Issue 37

Saudi Arabia oil & gas

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Official Publication AT&S&E 2014

SPE ANNUAL TECHNICAL SYMPOSIUM & EXHIBITION

April 21 – 24, 2014
Fairmont Al-Rasheed, Saudi Arabia



2014 – Issue 38

EPRASHEED
signature series

Saudi Arabia oil & gas

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OVERVIEW

EPRasheed Signature Series publish award winning magazines in key growth markets. These include Brazil Oil & Gas, Norway Oil & Gas and Saudi Arabia Oil & Gas.


Over the past 10 years, Saudi Arabia Oil & Gas magazine has received official recognition, awards and praise for its technical editorial as well as promoting interaction. Each issue of Saudi Arabia Oil & Gas magazine has brought together engineers, scientists, researchers, academics and managers in the Saudi Arabian oil and gas industry to share the latest technology and know-how.

This award-winning magazine was recognised as Official Technical Publication at Saudi SPE/DGS Annual Technical Symposium 2012, 2011, Khobar, and at the December 2010 OGEP II held in Dhahran organised by the KSA Ministry of Petroleum and Minerals (MinPet), King Abdulaziz City for Science and Technology (KACST) and King Fahd University of Petroleum and Minerals (KFUPM). Previous recognition was granted at the 2010, 2009, 2008, 2007 SPE SA Dhahran Geological Society (DGS) as Official Technical Publication and 2008 OGEP I as Official Technical Publication. Over the years, there has been praise and favourable reviews from senior Ministry, Oil Company, Service Company and Academic subscribers.

In 2011, Saudi Arabia Oil & Gas consolidated its leading position through a Technical Editorial Advisory Committee detailed overleaf which is responsible for peer review and rating of editorial content as well as developing links within their respective subject areas.

EPRasheed distributes 12,000 copies of Saudi Arabia Oil & Gas through a number of channels to maximise exposure.

These include:

-  10,200 copies sent directly to subscribers within the KSA Ministry of Petroleum and Minerals, Saudi Aramco, King Abdulaziz City for Science and Technology, Oil and Gas JV's, Service Company personnel and Academics within Saudi Arabia from our exclusive subscriber database.
-  Saudi Arabia Oil & Gas is the Official Technical Publication of SPE SA ATS&E, SPE Young Professionals Symposium 2015.
-  Further 1,800 copies distributed at key industry events, incl. 20th Oil & Gas Show and Conference, Manama, Bahrain; SPE/IADC Drilling Conference 2017, The Hague, The Netherlands; and SPE Annual Technical Conference and Exhibition 2017, San Antonio, Texas.
-  Saudi Arabia Oil & Gas is also circulated to Dhahran Geological Society members and KSA SPE Dinner and special events such as Fairs within KSU, KFUPM, MinPet and KACST.
-  Website attracts 70,000 visits per month. Average 35,000 electronic copies downloaded per month.

On behalf of the publishers of Saudi Arabia Oil & Gas, I am pleased to invite you to participate in our peer reviewed magazine with editorial and/or advertising throughout the period Jan 1st 2017 to Dec 30th 2017.

Wajid Rasheed
CEO and Founder



PEOPLE

TECHNICAL EDITORIAL ADVISORY COMMITTEE

Dr Abdulaziz Al Majed Chairman, Petroleum Engineering Department KFUPM; Tariq AlKhalifah, KAUST; Dr Sami AlNuaim; Dr Mohammed Badri, Schlumberger; Dr Abdulaziz Ibn Laboun, Geology Department, College of Science, King Saud University; Dr Abdulrahman Al Quraishi, Petroleum Engineering KACST; Professor Musaed N. J. Al-Awad, Head of Department Drilling, Economics and Geomechanics, KSU; Professor Bernt Aadnoy, Stavanger University; Dr Ghaitan Muntashehri, Saudi Aramco; Mishal Al Harbi, Saudi Aramco; Dr Michael Bittar, Halliburton; Robert Kuchinski, Weatherford; Wajid Rasheed, EPRasheed.

AWARDS AND RECOGNITION

Saudi Arabia Oil & Gas has won numerous awards in recognition of technical editorial services as Official Technical Publication during 2012 and 2011 OGEP II held in Dhahran organised by the KSA Ministry of Petroleum and Minerals (MinPet), King Abdulaziz City for Science and Technology (KACST) and King Fahd University of Petroleum and Minerals (KFUPM), and during SPE ATS&E 2013 held in Khobar, Saudi Arabia. Previous recognition was granted at the 2010, 2009, 2008, 2007 SPE SA DGS as Official Technical Publication and 2008 OGEP I as Official Technical Publication. Over the years, there have been many favourable reviews from senior Ministry, Oil Company, Service Company and Academic subscribers.

A selection of awards won by Saudi Arabia Oil & Gas Magazine.



2017

EDITORIAL CALENDAR

Jan/Feb	Mar/Apr	May/June	Jul/Aug	Sep/Oct	Nov/Dec
Ad Closing: 3 Jan 2017 Materials Closing: 10 Jan 2017	Ad Closing: 3 Feb 2017 Materials Closing: 10 Feb 2017	Ad Closing: 7 April 2017 Materials Closing: 14 April 2017	Ad Closing: 7 July 2017 Materials Closing: 14 July 2017	Ad Closing: 18 August 2017 Materials Closing: 25 August 2017	Ad Closing: 6 October 2017 Materials Closing: 13 October 2017
Issue 48 <i>'Deep Diagnostics'</i>	Issue 49 <i>'Embracing the Vision Towards Energy Prosperity'</i>	Issue 50 <i>'KSA Upstream Research & Development'</i>	Issue 51 <i>'Red Sea Challenges'</i>	Issue 52 <i>'Offshore Gas'</i>	Issue 53 <i>'Maximising Sweep Efficiency'</i>
<ul style="list-style-type: none"> • Deep Reading Technology Integrated with Inflow Control Devices • Crosswell Electromagnetic Induction • Reservoir Stress Path from 4D Coupled High Resolution Geomechanics Model 	<ul style="list-style-type: none"> • Intelligent Fields • Oil Field Automation and Optimization • Extreme Reservoir Contact • Wide Azimuth • Near Surface Resolution • Technology Innovation to Secure Future of Energy Supply Middle East 	<ul style="list-style-type: none"> • Accelerating and De-risking New Technologies • Real Time Operations • I Field • Drilling Automation • KSA Upstream Research & Development • KFUPM Techno Valley 	<ul style="list-style-type: none"> • Deep Water Red Sea Challenges • Assessment of KSA & IOCs Gas Exploration Initiatives • Shale Gas • Tight Gas Developments • Tight Gas Technology Development 	<ul style="list-style-type: none"> • KSA Offshore Gas Development Projects (Karan, Wasit, Arabia, etc....) • Smart Water Chemistry in Carbonate Recovery • Development of Unconventional Gas 	<ul style="list-style-type: none"> • Maximizing Sweep Efficiency in Heterogeneous Carbonate Reservoir Using Advanced Intelligent Completion Technology • New Stimulation Technology

Bonus Circulation

	<p>20th Middle East Oil & Gas Show and Conference 6-9 March 2017 Manama Bahrain</p> <p>SPE/IADC Drilling Conference & Exhibition 14-16 March 2017 The Hague The Netherlands</p> <p>SPE-SAS Annual Technical Symposium & Exhibition 24-27 April 2017 Dammam, Saudi Arabia</p>	<p>Offshore Technology Conference 1-4 May 2017 Houston USA</p> <p>79th EAGE Conference & Exhibition 12-15 June 2017 Paris France</p>		<p>Offshore Europe 5-8 September 2017 Aberdeen UK</p> <p>SPE Annual Technical Conference and Exhibition 9-11 October 2017 San Antonio USA</p>	<p>11th International Petroleum Technology Conference December 2017 Doha Qatar</p>
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Special Publications

	* Official Saudi Magazine	* Official Technical Magazine			* Media Partner
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Each issue of Saudi Arabia Oil & Gas is also circulated to Dhahran Geological Society and KSA SPE Dinner and special events as well as Fairs within King Fahd University of Petroleum and Minerals.

CIRCULATION

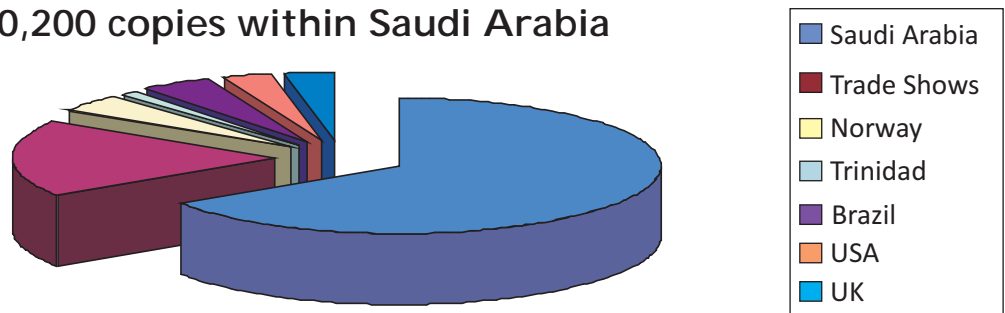
Saudi Arabia Oil & Gas is circulated to E&P management and operational personnel within the Saudi Arabian oil and gas industry, primarily comprising National and International operating companies. The magazine is also circulated to international operational and shared services personnel within Saudi Arabia. Additional circulation covers regional and international observers in the Gulf and Houston and London.

EPRasheed distributes 12,000 copies of Saudi Arabia Oil & Gas through a number of channels to maximise exposure.

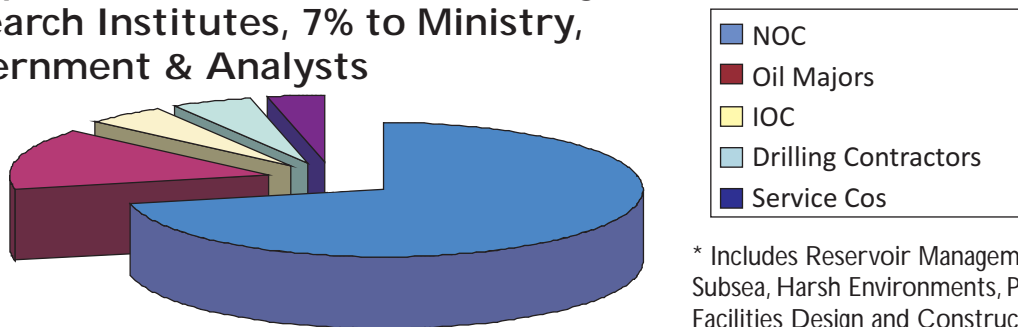
These include:

- 10,200 copies sent directly to subscribers within the KSA Ministry of Petroleum and Minerals, Saudi Aramco, King Abdulaziz City for Science and Technology, Oil and Gas JV's, Service Company personnel and Academics within Saudi Arabia from our exclusive subscriber database.
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10,200 copies within Saudi Arabia

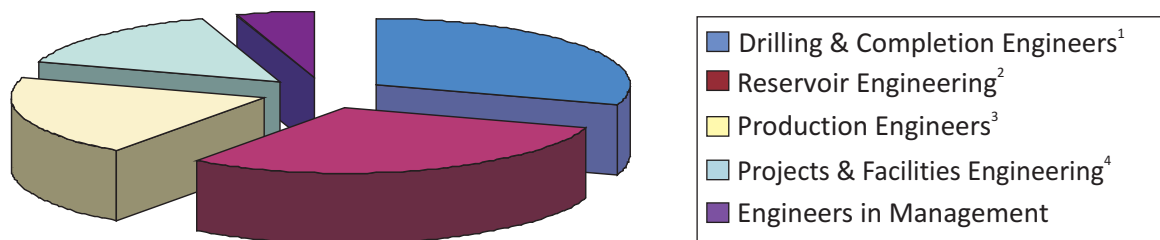


65% Circulation to Oil Companies*, 15% to Service & Supply Companies, 10% to Universities, Higher Educational & Research Institutes, 7% to Ministry, Government & Analysts



* Includes Reservoir Management, Subsea, Harsh Environments, Pipelines, Facilities Design and Construction

75% of Saudi Arabia Oil & Gas Readers are Functional Engineers



Drilling & Completion: Covers horizontal and directional drilling, drilling fluids, bit technology, sand control, perforating, cementing, well control, completion technology, underreaming, MPD and drilling operations.

Reservoir Engineering: Includes reservoir engineering, characterization, geology and geophysics, core analysis, well logging, well testing, reservoir management, enhanced oil recovery, fluid mechanics, performance, prediction, and reservoir simulation.

Production: Covers production operations, artificial lift, design and operation of surface facilities, downhole equipment, formation damage control, multiphase flow, workovers, and stimulation.

Projects & Facilities: Includes the design and construction of oil and gas rigs, installations, pipelines and refineries.

We produce and distribute Saudi Arabia Oil & Gas, providing all of the following services:

- Project management
- Media Placement
- Art direction, design and production
- Content development
- Print management
- Results measurement

DESIGN SERVICES

As marketing experts, we understand how to create and present advertising material that is credible and informative with easy to navigate content that drives response. At the same time, our design for the proposed custom publication will conform to EPR design objectives and corporate communication guidelines. We provide the entire range of creative services needed to develop and present advertorial content, including writing, proofing and editing, and page production. Furthermore, we have experience of, and processes for managing the editorial outline, development and client approval processes.

PRINT SPECIFICATION

Based on negotiated contracts, EPRasheed enjoys highly favorable rates with its printing and paper sources. We utilize these resources for Saudi Arabia Oil & Gas. We have based our prices on the use of a 170 gsm matt finish for the covers and 115 gsm for the body. The magazine is perfect bound.

RESULTS MEASUREMENT

We distribute an email survey request to a representative sample of recipients within 3-4 weeks of distribution to measure recall, readership and influence. The email includes a link to an online survey form that can be completed in minutes. Response data will be made available exclusively to sponsors.

ELECTRONIC PUBLICATIONS

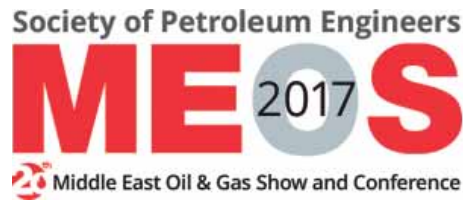
Brazil oil & gas
www.braziloilandgas.com

Norway oil & gas
www.norwayoilandgas.com

Brazil Oil & Gas is a unique publication that focuses on E&P issues as they affect Brazil.

Editors for Brazil Oil & Gas are listed:

- Mauro Martins (Baker Hughes, Christensen Roder) has 25 years oilfield experience and serves as Brazil Oil & Gas Editorial and Business Development Manager in Brazil.
- Wajid Rasheed (Ex Hart's E&P Well Construction and Latin America Editor) has worked in many countries and has also served as a country manager for a major service company and as a technical consultant for Baker Hughes and Petrobras.



20th Middle East Oil and Gas Show and Conference
6-9 March 2017
Manama
Bahrain

The MEOS exhibition is the most established showcase of oil and gas products and services in the Middle East, attracting NOCs, IOCs and major operating companies. Inaugurated in 1979, the profile covers all areas of the upstream oil and gas industry and this three day event consistently attracts over 8,000 high quality attendees.

Of paramount importance to the continuing success of MEOS is its Middle East focused conference programme. Organised by the Society of Petroleum Engineers (SPE) in collaboration with a committee of regional and international oil company representatives, over the years it has evolved into the largest and best attended technical event of its kind in the region.



SPE/IADC Drilling Conference & Exhibition
14-16 March 2017
The Hague
The Netherlands

The SPE/IADC Drilling Conference and Exhibition has been the leading drilling event in the E&P world for 30 years. Renowned for its excellent technical content, it alternates annually between Europe and North America, providing the opportunity for producers, contractors, and service company professionals to meet, discuss, evaluate, and share ideas to promote advancements in worldwide drilling operations, address challenges, and to deliver improved performance.

Alongside the conference, the exhibition will showcase the latest technologies, new product launches, and industry services from around the world.



**SPE-SAS Annual Technical Symposium
& Exhibition**
20-23 April 2017
Al Khobar
Saudi Arabia

The Annual Technical Symposium and Exhibition (ATS&E) is considered a prime event that highlights the mission of the Society of Petroleum Engineers – Kingdom of Saudi Arabia (SPE-KSA) in providing means for trading technical information concerning the oil and gas industry. Over the past couple of decades, this event has grown in size, representation, and importance to include the accepted papers in the SPE online e-library.

Saudi Arabia Oil & Gas – Official Technical Publication of SPE SA ATS&E, SPE Young Professionals Symposium 2015 for the 10th Year



**Offshore Technology
Conference**
4-7 May 2017
Texas
USA

The Offshore Technology Conference (OTC) is where energy professionals meet to exchange ideas and opinions to advance scientific and technical knowledge for offshore resources and environmental matters.

OTC is the largest event in the world for the oil and gas industry featuring more than 2,400 exhibitors, and attendees representing 120 countries.



79th EAGE Conference & Exhibition/SPE EUROPEC 2017
12-15 June 2017
Paris, France

The 79th EAGE Conference & Exhibition 2017 is the largest and most comprehensive multi-disciplinary geoscience event in the world. The event includes a large conference – in total over 1,000 technical oral and poster presentations – and a technical exhibition presenting the latest developments in geophysics, geology and reservoir/petroleum engineering. In 2016, around 5,000 people attended the event.

EAGE's annual event attracts over 6,500 industry leaders and energy professionals to explore the newest technologies, state of the art products and innovative services. EAGE offers a 3-5 day opportunity for your company to showcase your services, technologies, launch new products and heighten brand awareness. Take part in the exhibition and sponsor programme of Paris 2017 and reach thousands of geoscientists and engineers.



Offshore Europe
5-8 September 2017
Aberdeen
UK

SPE Offshore Europe is recognised by offshore E&P professionals as Europe's leading E&P event. Attending will ensure you are up to date with the most significant technologies and can connect with a global network of 56,000 attendees.

Engage directly with technical experts from more than 1,500+ suppliers on the exhibition floor, from international market leaders to new innovative technology companies, to source and compare effective solutions.

Expand your technical knowledge with exceptional insight and best practice in the industry's largest free-to-attend Conference. Produced in association with SPE, four days of cutting-edge content will ensure you and your company stay informed and competitive.



SPE Annual Technical Conference and Exhibition
9-11 October 2017
San Antonio, Texas, USA

ATCE is SPE's annual meeting of members and features groundbreaking papers and special technical events designed to accelerate the application of innovations in every technical discipline. Attendees come from around the world to ATCE to keep up with the latest technologies, industry best practices, and new product launches.

Whether your goal is to cultivate relationships or spotlight your brand on the industry's grandest stage, stake your presence where the industry's present and future torchbearers will come together – at ATCE 2017.



11th International Petroleum Technology Conference
December 2017
Doha, Qatar

Founded in 2005, the International Petroleum Technology Conference (IPTC) is the flagship multidisciplinary technical event in the Eastern Hemisphere. IPTC is held annually and rotates between Doha, Qatar and venues in the Asia Pacific region. The scope of the conference programme and associated industry activities will address technology and relevant industry issues that challenge industry specialists and management around the world.

* All rates are in US Dollars and apply to size as well as position. To benefit from 2017 frequency rates, the number of insertions must be booked by 31st Dec 2016. Frequency rates cannot be applied after this date or to insertions that are made on an issue by issue basis.

RATES

Colour Rates	1x	2x	3x	4x	5x	6x
Double Page Spread	\$ 10,120	\$ 9,680	\$ 9,405	\$ 9,130	\$ 8,500	\$ 8,000
Full Page	\$ 5,588	\$ 5,400	\$ 5,200	\$ 5,000	\$ 4,900	\$ 4,600
½ Page Island	\$ 4,048	\$ 3,850	\$ 3,652	\$ 3,520	\$ 3,300	\$ 3,080
½ Page	\$ 3,740	\$ 3,465	\$ 3,036	\$ 2,860	\$ 2,640	\$ 2,420
⅓ Page	\$ 2,233	\$ 2,167	\$ 1,980	\$ 1,936	\$ 1,738	\$ 1,496
¼ Page	\$ 1,870	\$ 1,672	\$ 1,397	\$ 1,210	\$ 990	\$ 770

Prime Positions	1x	2x	3x	4x	5x	6x
Inside Front Cover*	* These positions are available on x 6 basis only.					\$ 800
Inside Back Cover*						\$ 800
Outside Back*						\$ 1,000
Pages 3, 4 and 5*						\$ 600
Contents Page*						\$ 700
Note From the CEO*						\$ 600
Lead Features	\$ 462	\$ 429	\$ 400	\$ 380	\$ 360	\$ 340

Digital Files. All ads are required in digital format: (distilled at 300dpi with all fonts embedded); Quark Xpress files accompanied by collected artwork, scans, logos and all fonts; Adobe Photoshop TIFF or EPS formats, 300dpi or better resolution; or Adobe Illustrator EPS files. Media – CDROM.

In-House Production. The advertiser must submit copy, preferably on Mac-formatted disk, plus high resolution logo, photos or slides.

FTP Site for Ads. You may forward your ad files to our FTP site at: Host: ftp.eprasheed.com
User ID: eprasheedads, Password: ads,
Directory: http://www.eprasheed.com/upload.php

Scanned images should be provided for placement; halftone images should be 266 lpi or higher, at 100% or reproduction size. Line art should be scanned at 1,200 dpi at 100%.

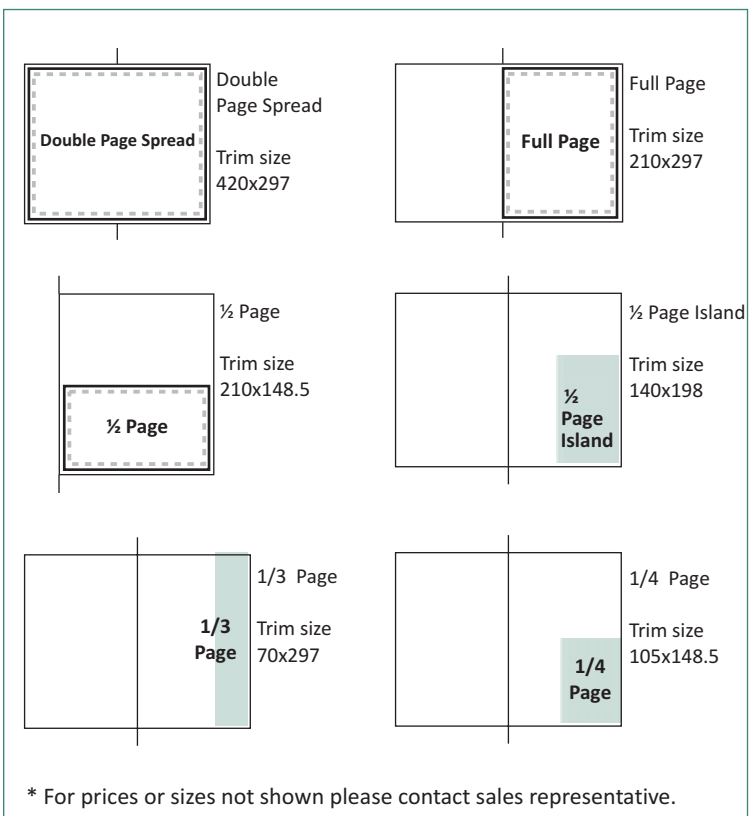
Production Notes. All ad materials must be received by the due date shown on the editorial calendar. Method of Printing: CTP Web on Offset. Perfect Bound.

Colour Ads. Supply digital files in CMYK, plus a colour chromalin, matchprint, pictro or other colour proof output from the final ad file. Ads submitted as hi-res Adobe PDFs can also be used as proofs. Colour lasers or inkjet prints are not acceptable proofs.

Publication Size is A4 European (210mm wide by 297 height). All body copy, text and art must be 10mm within trim size. For bleed add an extra 5mm on all sides. The final trim size will remain 210mm x 297mm.

Paper Stock. 170 gsm matt laminate cover, and 115 gsm offset body.

ALL DIMENSIONS IN MILLIMETERS



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Reach a wider customer base through our Signature Series magazines.



EPRASHEED
signature series



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