

2012

OGE

OFFSHORE ENGINEER

The Scoop on
Technology & Trends

Top-Notch
Industry Coverage

2012 MEDIA PLANNING GUIDE

AOG

ASIAN OIL & GAS

2012 Media Information
Included
Within



<http://www.OilOnline.com>

Plus: E-NEWS, BONUS DISTRIBUTIONS, EVENTS, DIRECTORIES, & MORE



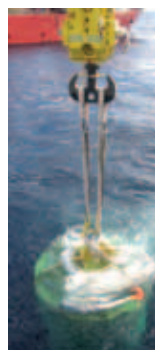
OE — Offshore Engineer

Provides topical, authoritative coverage of the global offshore oil & gas industry, concentrating on the events and developments that really matter. Above and below the water line, from the sandface to the export point, *OE* gives busy engineers and managers incisive, insightful reporting that is of practical use and value in their day-to-day work.

OE content



Offshore Engineer interactive edition



OE is now available in digital format replicating the printed version with many added features and benefits including:

- > early issue delivery
- > full search
- > archiving
- > PDF download
- > website
- > e-mail links

<http://interactive.offshore-engineer.com>

COMMITMENT TO EXCELLENCE



For over 35 years, oil & gas managers, senior engineers, and geoscientists have turned to *Offshore Engineer* (*OE*) magazine for the most accurate, authoritative and cutting edge industry coverage. Driven by an editorial team devoted to impartial and up-to-date content, *OE* covers significant events and developments taking place around the world. With roots in the North Sea, *OE* has evolved into a publication with a global perspective. Wherever news is happening, be it groundbreaking events in frontier regions, or record-breaking accomplishments by early adopters, *OE* takes a close look and seeks out industry leaders to discuss potential implications worldwide.

INDUSTRY KNOWLEDGE

OE focuses heavily on technology — both new and proven — and how it's being used or modified to overcome water depth obstacles and other regional or environmental concerns. Case studies and one-on-one interviews with early adopters showcase new technologies and techniques available for solving complex operational issues. Senior engineers rely on *OE* to learn best practices and spark new ideas.

MORE THAN THE TECHNICAL



Although *OE* is dedicated to providing technical information and solutions to exploration, drilling, completion, and production challenges, coverage does not stop there. Stories also include offshore operational issues, business management concerns, recruitment & training and HSE. The new "renewables" section looks closely at business ventures and trends in this rapidly growing section of the market.

AROUND THE WORLD

OE's global presence, with editors and contributors in every corner of the world, keeps you up-to-date on the industry as a whole. Plus, *OE* publishes monthly pieces about frontier regions and key offshore territories such as the Gulf of Mexico, North Sea, Brazil, Australasia, West Africa, Southeast Asia, Middle East and the Arctic.

TARGET DECISION MAKERS

Go beyond print media. As an integrated media provider, *OE* offers products and services such as industry events, digital advertising, directories, and e-newsletters.

CUSTOMIZE YOUR SOLUTION



2012 Editorial Calendar & Features List

Each month, *OE* features regular coverage of areas important to the energy industry and popular items including Seismic Editor Andrew McBarnet's "G&G Notebook," a penetrating monthly column on the geoscience community serving the E&P industry, and Michael Economides' popular "Ebb and Flow." To stay current with the latest trends and technology in the offshore upstream industry, the *OE* editorial staff adds to the monthly editorial content as needed. E-mail us to receive a detailed monthly preview.

January 2012	February 2012	March 2012	April 2012	May 2012	June 2012
Global Offshore Market Forecasts Seabed Separation/Processing Inspection, Repair & Maintenance Offshore Communications Seismic Technology Trends Australasia Offshore	Drilling & Completion Subsea Umbilicals, Risers & Flowlines Flow Assurance Transport & Logistics Marine Seismic Technology Ocean Renewable Energy	Brownfield Technology OTC Preview Pipeline Design/Install/Repair ROV/AUV Technology Seismic Data Acquisition/Processing	Global Deepwater Review Subsea Technology While-drilling Technology Seismic Vessels & Systems Recruitment & Training Regional Reports: West Africa, Brazil, Norway, Netherlands	Deepwater Positioning, Mooring & Anchoring Intervention/Workovers Heavy Oil Fluids Rig Market Review HSEQ Seismic Update Mediterranean Focus	IOR/EOR Technologies Drilling Hardware Digital Oilfields Reservoir Monitoring LNG Offshore Marine Seismic Systems & Software OTC Show Review Gulf of Mexico Update
BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION
Underwater Intervention, 24–26 January, New Orleans IADC HSE & Training C&E, 7–8 February, Houston, Texas	Australasian Oil & Gas Expo, 22–24 February, Perth SPE/IADC Drilling Conference, 6–8 March, San Diego, California	Intelligent Energy, 27–29 March, Utrecht, Netherlands	IADC Deepwater Drilling C&E, 17–18 April, Rio de Janeiro, Brasil OTC, 30 April–3 May, Houston, Texas	Mediterranean Offshore Conference, 22–24 May EAGE, 4–7 June, Copenhagen, Denmark PECOM, 12–14 June, Villahermosa, Mexico	SPE Deepwater Drilling & Completions Conference, 20–21 June, Galveston, Texas
Ad Close: 9 December	Ad Close: 13 January	Ad Close: 10 February	Ad Close: 9 March	Ad Close: 6 April	Ad Close: 4 May
Materials Due: 16 December	Materials Due: 20 January	Materials Due: 17 February	Materials Due: 16 March	Materials Due: 13 April	Materials Due: 11 May
July 2012	August 2012	September 2012	October 2012	November 2012	December 2012
Floating Production Subsea Technologies Marginal Fields/Remote Technologies Flow Assurance Seismic Scene/EAGE Report	North Sea Focus Completion Technology Abandonment & Decom Offshore Lifting Recruitment & Training Regional Reports: Scandinavia, UK, Netherlands	Downhole Technology Seabed Surveying & Trenching Intervention Seismic Update Pre-salt Technologies Seismic Data Acquisition/Processing Brazil Offshore	Drilling & Completions Pipelines & Pipelaying Offshore Installation & Construction Asset Integrity Management Dynamic Positioning Offshore Safety Seismic Update	Production Optimization Visualization Technology Offshore Support & Supply Fabrication Well Control Seismic Scene/SEG Report Southeast Asia Offshore	Floating Production Subsea Engineering & Production LNG/GTL Technologies Drilling Rig Technology Offshore Environmental Systems Seismic Update Arctic Offshore Frontier Regions
BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION	BONUS DISTRIBUTION
	Deepwater Intervention Forum, 7–9 August, Galveston, Texas ONS, 28–31 August, Stavanger, Norway	Rio Oil & Gas, 17–20 September, Rio de Janeiro, Brasil Emerging FPSO Forum, 18–20 September, Galveston, Texas OTC Brasil, 4–6 October, Rio de Janeiro, Brasil SPE ATCE, 8–10 October, San Antonio, Texas	Drilling & Completing Trouble Zones, 16–18 October, Galveston, Texas	Offshore Southeast Asia, 27–30 November	
Ad Close: 8 June	Ad Close: 6 July	Ad Close: 10 August	Ad Close: 7 September	Ad Close: 12 October	Ad Close: 9 November
Materials Due: 15 June	Materials Due: 13 July	Materials Due: 15 August	Materials Due: 14 September	Materials Due: 19 October	Materials Due: 16 November

Please note that the publisher reserves the right to alter this editorial calendar. All planned features are subject to change in light of changing industry trends and developments.

OE

circulation

GEOGRAPHIC REGIONS *

	TOTAL	PCT	PRINT ONLY	DIGITAL ONLY
ASIA	5,993	16.6	4,105	1,888
MIDDLE EAST	1,753	4.9	1,134	619
EUROPE	7,297	20.2	4,419	2,878
AFRICA	1,896	5.3	1,412	484
NORTH AMERICA	16,701	46.3	12,898	3,803
CARIBBEAN	128	.04	90	38
CENTRAL AMERICA	7	—	6	1
SOUTH AMERICA	1,508	4.2	892	616
ASIA PACIFIC	801	2.2	479	322
TOTAL	36,084	100	25,435	10,649

BUSINESS/OCCUPATION BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 2011 *

This issue is 0.3% or 100 copies above the average of the other 5 issues reported in the graph below.

BUSINESS ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Only (A)	Digital Only (B)	JOB FUNCTION				
					Executive & Senior Management (Note 1)	Engineering & Engineering Management (Note 2)	Operations & Operating Management (Note 2)	Geology, Geophysics, Exploration (Note 3)	Other Job Functions
Oil & Gas Company	16,267	45.1	12,345	3,922	2,657	8,300	3,345	1,902	63
Main Contractor	5,404	15.0	4,074	1,330	885	3,087	1,225	177	30
Sub-Contractor	1,049	2.9	753	296	298	396	320	28	7
Service Company	3,846	10.7	2,064	1,782	945	1,389	1,179	296	37
Consultants	5,440	15.1	3,808	1,632	1,542	2,706	685	467	40
Manufacturers	2,641	7.3	1,448	1,193	713	1,175	702	23	28
Finance	136	0.4	95	41	78	23	21	2	12
Government	356	1.0	225	131	33	172	75	59	17
Others Allied to the Field including Association, Library & Company Copies	945	2.6	623	322	279	272	280	38	76
TOTAL QUALIFIED CIRCULATION	36,084	100.0	25,435	10,649	7,430	17,520	7,832	2,992	310

Note 1: Includes CEO, Chairman, President, VP, Director and other senior management.

Note 2: Includes Operations or Dept. Mgrs., Supervisors, Coordinators

Note 3: Includes Geologists and Geophysicists.

ADDITIONAL DATA *

COMPANY/ BUSINESS ACTIVITY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print Only	Digital Only	AREA OF ACTIVITY											
					Exploration	Drilling	Subsea Production/ Construction	Topsides/Jackets/ Design	Inspection/Repair/ Maintenance	Production Process Control Instrumentation/ Power Generation	Support Service/ Supply Boats/Transport/ Supply Ships	Equipment Supply	Safety Prevention And Protection	Production	Reservoir	Other Area Of Activity
Oil & Gas Company	16,267	45.1	12,345	3,922	2,630	2,857	1,664	1,801	804	1,536	383	397	306	1,893	734	1,252
Main Contractor	5,404	15.0	4,074	1,330	267	869	1,175	1,174	403	384	218	215	119	170	27	382
Sub-Contractor	1,049	2.9	753	296	52	77	188	135	108	97	91	131	24	41	3	102
Service Company	3,846	10.7	2,064	1,782	330	661	311	205	420	258	383	361	98	245	110	461
Consultants	5,440	15.1	3,808	1,632	555	623	676	833	264	473	253	188	270	274	278	752
Manufacturers	2,641	7.3	1,448	1,193	37	176	307	145	118	343	73	928	53	175	5	279
Insurance/Finance	136	0.4	95	41	7	15	8	2	5	2	8	6	6	11	10	56
Government	356	1.0	225	131	53	32	19	11	37	23	22	5	46	24	15	69
Others Allied to the Field including Association, Library & Company Copies	945	2.6	623	322	61	66	69	43	35	54	51	74	35	26	20	406
TOTAL QUALIFIED CIRCULATION	36,084	100.0	25,435	10,649	3,992	5,376	4,417	4,349	2,194	3,170	1,482	2,305	957	2,859	1,202	3,759

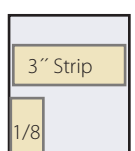
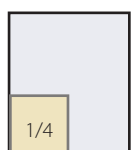
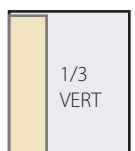
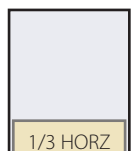
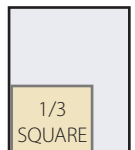
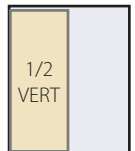
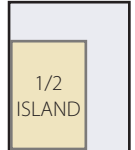
* Source, June 2011 BPA





Rate Card/No. 37

DISPLAY RATES — RUN OF BOOK	AD SIZE	1X	3X	6X	12X	18X	24X	36X
2 Page Spread (DPS), 4 Color	DPS	\$20,975	\$19,790	\$19,140	\$18,505	\$18,020	\$17,280	\$16,715
Full Page, 4 Color	FP	\$10,925	\$10,505	\$10,170	\$9,855	\$9,625	\$9,260	\$8,980
2/3 Page & 1/2 Page Island, 4 Color	2/3	\$9,465	\$8,930	\$8,655	\$8,395	\$8,145	\$7,905	\$7,690
Half Page, 4 Color	HP	\$7,460	\$7,040	\$6,850	\$6,655	\$6,495	\$6,305	\$6,150
3" Strip, 4 Color	3"	\$6,700	\$6,320	\$6,155	\$5,990	\$5,845	\$5,705	\$5,555
1/3 Page Horizontal, Vertical, Square, 4 Color	1/3	\$6,650	\$6,275	\$6,115	\$5,975	\$5,815	\$5,680	\$5,525
1/4 Page, 4 Color	1/4	\$5,360	\$5,060	\$4,940	\$4,830	\$4,720	\$4,615	\$4,525
1/8 Page (Literature Showcase), 4 Color	1/8	\$1,270	\$1,200	\$1,165	\$1,125	\$1,085	\$1,060	\$1,015
DISPLAY RATES — RUN OF BOOK	AD SIZE	1X	3X	6X	12X	18X	24X	36X
2 Page Spread (DPS), Black & White	DPS	\$17,830	\$16,820	\$16,170	\$15,535	\$15,050	\$14,310	\$13,745
Full Page, Black & White	FP	\$8,920	\$8,415	\$8,080	\$7,765	\$7,535	\$7,170	\$6,890
2/3 Page, Black & White & 1/2 Page Island, Black & White	2/3	\$7,250	\$6,840	\$6,565	\$6,305	\$6,055	\$5,815	\$5,600
Half Page, Black & White	HP	\$5,245	\$4,950	\$4,760	\$4,565	\$4,405	\$4,215	\$4,060
3" Strip, Black & White, Black & White	3"	\$4,485	\$4,230	\$4,065	\$3,900	\$3,755	\$3,615	\$3,465
1/3 Page Horizontal, Vertical, Square, Black & White	1/3	\$4,435	\$4,185	\$4,025	\$3,885	\$3,725	\$3,590	\$3,435
1/4 Page, Black & White	1/4	\$3,150	\$2,970	\$2,850	\$2,740	\$2,630	\$2,525	\$2,435
1/8 Page (Literature Showcase), Black & White	1/8	\$1,270	\$1,200	\$1,165	\$1,125	\$1,085	\$1,060	\$1,015
DISPLAY RATES — RUN OF BOOK	AD SIZE	1X	3X	6X	12X	18X	24X	36X
Back Cover, 4 Color	FP	\$14,365	\$13,555	\$13,125	\$12,690	\$12,290	\$11,890	\$11,520
Inside Front Cover, 4 Color	FP	\$13,335	\$12,580	\$12,180	\$11,795	\$11,425	\$11,080	\$10,735
Opposite Contents, 4 Color	FP	\$12,940	\$12,210	\$11,820	\$11,450	\$11,080	\$10,760	\$10,420
2 Page Spread Between Table Of Contents, 4 Color	DPS	\$23,260	\$21,945	\$21,235	\$20,530	\$20,005	\$19,190	\$18,570
Inside Back Cover - Opposite Ebb and Flow, 4 Color	FP	\$12,095	\$11,410	\$11,055	\$10,710	\$10,405	\$10,080	\$9,785
First Left Hand Page Opposite Digest News Pages, 4 Color	FP	\$11,775	\$11,110	\$10,945	\$10,430	\$10,125	\$9,810	\$9,515
First Right Hand Page Within Digest News Pages, 4 Color	FP	\$11,750	\$11,085	\$10,725	\$10,415	\$10,095	\$9,790	\$9,500



MECHANICAL REQUIREMENTS ■

Sizes	Width x Depth (mm)	Width x Depth (in)
Trim Size	205 x 275 mm	8 1/8 x 10 7/8 in
2 Page Spread, Full Bleed	425 x 285 mm	16 3/4 x 11 1/8 in
2 Page Spread, Gutter Bleed	390 x 255 mm	15 1/4 x 10 in
1 Page Standard (Live Area)	180 x 255 mm	7 x 10 in
1 Page Bleed	219 x 289 mm	8 5/8 x 11 3/8 in
2/3 Page Standard	120 x 255 mm	4 5/8 x 10 in
2/3 Page Bleed	135 x 285 mm	5 3/16 x 11 1/8 in
1/2 Page Horizontal Standard	180 x 125 mm	7 x 4 7/8 in
1/2 Page Horizontal Bleed	210 x 145 mm	8 1/4 x 5 5/8 in
1/2 Page Vertical Standard	85 x 255 mm	3 3/8 x 10 in
1/2 Page Vertical Bleed	105 x 285 mm	4 3/16 x 11 1/8 in
1/2 Page Island Standard	120 x 190 mm	4 5/8 x 7 1/2 in
1/2 Page Island Bleed	135 x 205 mm	5 5/16 x 8 1/8 in
1/3 Page Square, 2 Col. Wide	120 x 125 mm	4 5/8 x 4 7/8 in
1/3 Page Vertical, 1 Col. Wide	55 x 255 mm	2 1/4 x 10 in
1/3 Page Vertical Bleed	75 x 285 mm	2 7/8 x 11 1/8 in
1/4 Page	85 x 125 mm	3 3/8 x 4 7/8 in
3 inch Strip	180 x 75 mm	7 x 3 in
1/8 Page	85 x 55 mm	3 3/8 x 2 1/4 in

DIGITAL REQUIREMENTS ■

OE (*Offshore Engineer*) prefers ad material to be supplied as PDFs (with PDF/X-4:2007 format optional).

We also accept ads built in these programs: InDesign, Quark, Illustrator and Photoshop.

Please supply all fonts, images, and artwork with ads supplied in these applications. All supplied material should be in CMYK color space and have fonts embedded in all graphics.

OE does not accept ads built in Microsoft Word, Microsoft Publisher, PowerPoint or Corel Draw.

GENERAL INFORMATION ■

Offshore Engineer is printed offset sheet-fed or web. Perfect bound. *Offshore Engineer* accepts advertisements electronically either on CD, disk or via FTP.

FTP INFORMATION ■

If using an FTP client application, use the following information:

Hostname: ftp.rrd.com

Username: atlantic01

Password: adman,02

Please Note:

Select "Allow Passive Transfers" in your FTP browser or application such as Fetch/WS FTP Pro. This option is under your "Advanced" tab. Once the file transfer has completed, please send an e-mail to james@OilOnline.com with the file name.

Send Advertisement Materials to:

Offshore Engineer

Attn: James W. Self

1635 W. Alabama

Houston, TX 77006-4196

Ph: 713-831-1769 | Fax: 713-523-2339

E-mail: james@OilOnline.com

Inserts/Onserts/Specialty Programs — Bound-in, tabbed, loose, poly bag sticker, CDs — details available upon request. Please contact your nearest sales representative for a personalized quote.



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ATCOM also publishes *Asian Oil & Gas*, the Gulf Coast Oil Directory, the Houston/Texas Oil Directory, and the web-based industry news service OilOnline.com

Events

Organized by *OE (Offshore Engineer)* magazine, the technical events are content-driven, relying on case study presentations solicited by the members of each event's technical advisory board. Each presentation is equally divided between the case study and an extended Q&A with audience. The goal is to allow the audience interest to direct the focus of the discussion. *OE* distinguishes itself in the style, content, and quality of its technical forums.

Petroleum Exhibition & Conference of Mexico

June 12-14, 2012 in Villahermosa, Mexico

The Petroleum Exhibition and Conference of Mexico (PECOM) has been Mexico's premier oil and gas show for 16 years, attracting decision makers and executives from the energy industry from around the world and hosting audiences that rank in the thousands.



Deepwater Intervention Forum

August 7-9, 2012 in Galveston, Texas

At the Deepwater Intervention Forum, we are committed to bringing together global industry experts to discuss and highlight the latest developments in numerous subsea technologies that will benefit the offshore energy industry. Case studies will be presented on key fields highlighting new techniques, lessons learned and best practices. Forum attendees will be able to discover the latest systems and technologies, learn from recent intervention case studies and network with industry experts working on deepwater interventions worldwide.



Emerging FPSO Forum

September 18-20, 2012 in Galveston, Texas

At the Emerging FPSO Forum, we bring together those from around the globe who have real-world experience with FPSOs. These experts discuss the latest developments in the realm of FPSO technology and provide case histories on new techniques. Lessons learned and best practices also dominate this conference's paper lineup. Forum attendees will hear about the latest systems and technologies during the papers and then will have the opportunity to ask plenty of questions. Of course, no conference is complete without the opportunity to network with other experts from around the world, so the conference also sets aside time for that important activity.



Drilling & Completing Trouble Zones Forum

October 16-18, 2012 in Galveston, Texas

DCTZ will address all aspects of well construction including onshore, offshore, completing, best practices, and emerging technology. Of equal importance to the top talent of the presentations is the networking and relationship building aspect of the event. This forum is designed to promote attendee participation and interaction, and includes an electronic audience response survey program to allow audience interaction in real time.



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