

# MEDIA KIT 2012



**EPRASHEED**  
*signature series*



# Brazil oil & gas

[www.braziloilandgas.com](http://www.braziloilandgas.com)



# OVERVIEW

EP Rasheed Signature Series (Publishers of Brazil Oil & Gas, Norway Oil & Gas and Saudi Arabia Oil & Gas) produce several special publications in key growth markets. Brazil Oil & Gas (E&P Technology) highlights Brazil's unique E&P requirements and how technology is developed across disciplines and in a team environment in order to meet these needs.

Brazil Oil and Gas covers field development expertise, technological programmes, technology applications and, from time to time, social developments.

Specifically, the publication outlines key technology applications, technology partnerships and R&D initiatives in meeting Brazilian E&P technology needs. There is also deep coverage of local content and technology development for the future.

Details of future articles and the final editorial page plan are at the discretion of Brazil Oil & Gas and can be made available on request.

EP Rasheed distributes 16,400 copies of the publication through a number of channels to maximise exposure.

These include:

- 12,000 copies to Petrobras/Shell/Repsol/El Paso oil and gas personnel within Brazil by our distributor.
- Distribution at key industry events, incl. SPE/IADC 2012 Drilling Conference and Exhibition, Offshore Technology Conference, 73rd EAGE Conference & Exhibition/SPE EUROPEC 2012, Brasil Offshore Exhibition and Conference 2012, Offshore Europe 2012, OTC 2012 Brasil, SPE Annual Technical Conference and Exhibition, 1º Congresso Brasileiro de CO<sub>2</sub> na Indústria de Petróleo, Gás e Biocombustíveis, 11ª COTEQ Conferência Sobre Tecnologia de Equipamentos, VI Congresso Rio Automação, Rio Pipeline Conference & Exposition 2012.
- The international oil company circulation of Norway Oil & Gas and Saudi Arabia Oil & Gas.
- Website 50,000 visits per month. Average 25,000 electronic copies downloaded per month.



JAN-MAR	APRIL-MAY	JUNE-AUG	SEPT-DEC
<b>Ad Closing:</b> 3 Jan 2012 <b>Materials Closing:</b> 10 Jan 2012	<b>Ad Closing:</b> 3 April 2012 <b>Materials Closing:</b> 10 April 2012	<b>Ad Closing:</b> 5 June 2012 <b>Materials Closing:</b> 10 July 2012	<b>Ad Closing:</b> 2 October 2012 <b>Materials Closing:</b> 9 October 2012
<ul style="list-style-type: none"> <li>• Tupi &amp; Subsalt – PETRO-SAL</li> <li>• Deepwater and Subsea Technology</li> <li>• Carbonate Reservoirs</li> <li>• LWD / MWD</li> <li>• Energy Efficiency</li> <li>• Smart Well Innovations</li> <li>• Real Time Operations</li> <li>• Pipelines</li> </ul>	<ul style="list-style-type: none"> <li>• Onshore Fields</li> <li>• Completion Technology</li> <li>• Smart Fluids</li> <li>• Formation Evaluation</li> <li>• Expandables</li> <li>• Tubulars</li> <li>• Drill-Pipe</li> <li>• Casing Drilling</li> <li>• Campos Basin &amp; Independents</li> </ul>	<ul style="list-style-type: none"> <li>• Petrobras President Interview</li> <li>• Reservoir Visualization</li> <li>• Extended Seismic Feature (4D, OBC, Wide Azimuth)</li> <li>• Reservoir Characterization</li> <li>• Well Intervention</li> <li>• Pipeline</li> <li>• Rio Oil and Gas</li> </ul>	<ul style="list-style-type: none"> <li>• Controlled Source Electro Magnetic</li> <li>• Zonal Isolation</li> <li>• EOR (PRAVAP)</li> <li>• Heavy Oil (PROPES)</li> <li>• Petrobras Offshore Construction</li> <li>• Maximising Carbonate Sweep Efficiency</li> </ul>
<b>Issue 19</b>	<b>Issue 20</b>	<b>Issue 21</b>	<b>Issue 22</b>
<b>SPE/IADC Drilling Conference</b> 6-8 March 2012 San Diego California	<b>SPE LACPEC</b> 16-18 April 2012 Mexico City Mexico  <b>Offshore Technology Conference</b> 30 April - 3 May 2012 Houston Texas USA	<b>Rio Oil and Gas Exposition &amp; Conference 2012</b> 17-20 September 2012 Rio de Janeiro Brazil	<b>SPE Annual Technical Conference and Exhibition</b> 8-10 October 2012 San Antonio Texas USA
<b>Special Publications</b>			

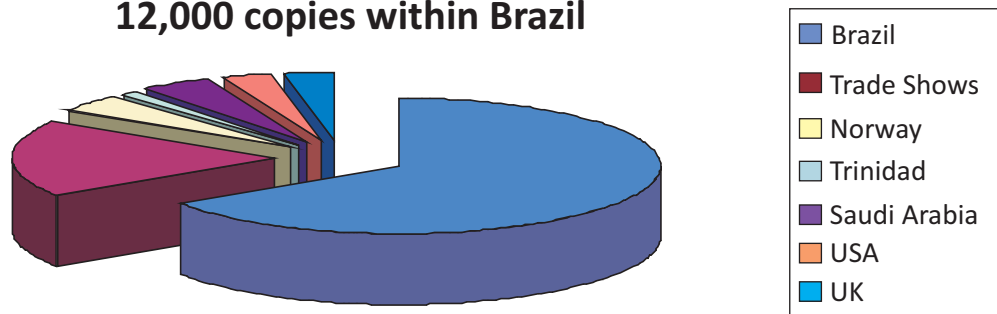
Brazil Oil & Gas is circulated to E&P management and operational personnel within the Brazilian oil and gas industry, primarily comprising National and International operating companies. The magazine is also circulated to international operational and shared services personnel within Brazil. Additional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

EPRasheed distributes 16,400 copies of the publication through a number of channels to maximise exposure.

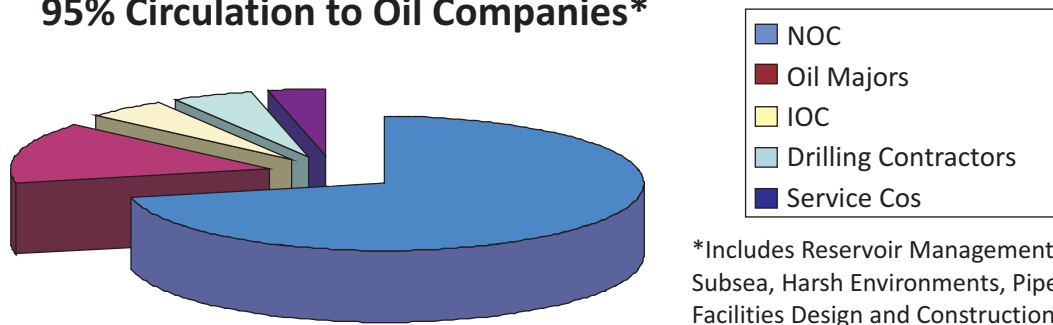
These include:

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- The international oil company circulation of Norway Oil & Gas, tt\_nrg magazine and Saudi Arabia Oil & Gas.
- Brazil Oil & Gas is distributed at SPE/IADC 2012 Drilling Conference and Exhibition, Offshore Technology Conference, 73rd EAGE Conference & Exhibition/SPE EUROPEC 2012, Brasil Offshore Exhibition and Conference 2012, Offshore Europe 2012, OTC 2012 Brasil, SPE Annual Technical Conference and Exhibition, 1° Congresso Brasileiro de CO<sub>2</sub> na Indústria de Petróleo, Gás e Biocombustíveis, 11ª COTEQ Conferência Sobre Tecnologia de Equipamentos, VI Congresso Rio Automação, Rio Pipeline Conference & Exposition 2012.

### 12,000 copies within Brazil

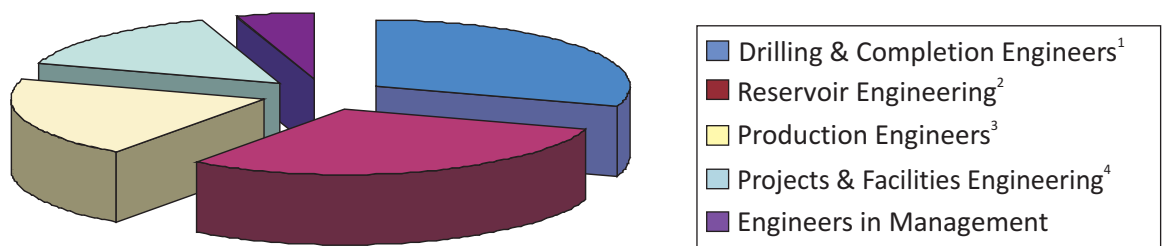


### 95% Circulation to Oil Companies\*



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

### 95% of Brazil Oil & Gas Readers are Functional Engineers



<sup>1</sup>Drilling & Completion: Covers horizontal and directional drilling, drilling fluids, bit technology, sand control, perforating, cementing, well control, completion technology, underreaming, MPD and drilling operations.

<sup>2</sup>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.

<sup>3</sup>Production: Covers production operations, artificial lift, design and operation of surface facilities, downhole equipment, formation damage control, multiphase flow, workovers, and stimulation.

## EDITORS

- 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.
- Mauro Martins (Baker Hughes, Christensen) has 25 years oilfield experience. Brazil Oil & Gas' Latin America Editor.
- Rolv Rommetveit (SINTEF). Rommetveit has over 25 years experience in Oil and Gas and currently serves as Research Director at SINTEF.
- Majid Rasheed (International Editor). Majid has worked as a journalist for nearly 10 years and has interviewed many high profile Oil company executives.
- Bernt Aadnoy (Professor Petroleum Engineering - Stavanger University) is a highly respected member of the Oil and Gas Industry and has authored numerous petroleum publications.

Details of other editors can be made available on request.

## ARTISTS

We use renowned artists and photographers to generate original artwork for Brazil Oil & Gas. These include Neuza Marcondes, Jair Mendes and Alex Smailes.





**W**e produce and distribute Brazil 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 Brazil 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 will include a link to an online survey form that can be completed in minutes. Response data will be made available exclusively to sponsors.

## PRINT PUBLICATIONS



Over the past 7 years, Saudi Arabia Oil and Gas magazine has received official recognition, awards and praise for its technical editorial as well as promoting interaction. Each issue of Saudi Arabia Oil and 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.

Saudi Arabia Oil and Gas has won numerous awards in recognition of technical editorial services as Official Technical Publication during 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 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.

Industry conferences and events provide a cost effective way to demonstrate products and services. Targeted distributions at select Oil and Gas events will help enhance your image as an industry leader. We will distribute the supplement at the following key events.



**SPE/IADC Drilling Conference**  
**6-8 March 2012**  
**San Diego, California**

The International Association of Drilling Contractors is pleased to announce its international conference on Drilling on Mar 2012. The conference will mainly focus on Drilling. Regional operations have their own unique requirements and Drilling will explore those opportunities and challenges important in the region. This forum on Drilling provides attendees the opportunity to present research findings, share experiences, enhance knowledge, and discuss emerging Drilling topics. The Congress will provide an international forum for scientific discovery, professional networking, research collaboration, interdisciplinary education, and dissemination of our most recent scientific advances. Several keynote speeches on topics of current by experts in the field will be part of the conference program.



**Offshore Technology Conference**  
**30 April - 3 May 2012**  
**Houston, Texas, USA**

Founded in 1969, the Offshore Technology Conference is the world's foremost event for the development of offshore resources in the fields of drilling, exploration, production, and environmental protection. OTC is held annually at Reliant Center in Houston.

Each year, OTC attracts more than 60,000 attendees and 2,000 exhibiting companies representing more than 110 countries.

OTC is sponsored by 12 industry organizations and societies, who work cooperatively to develop the technical program. OTC also has endorsing and supporting organizations.





**SPE LACPEC 2012**  
**16-18 April 2012**  
**Mexico City**  
**Mexico**

Participating in LACPEC 2012 provides your company the opportunity to showcase your products and services to today's key industry professionals representing worldwide organizations but with specific focus on the Latin American and Caribbean region.

Meet face-to-face with your clients to develop business relationships and obtain valuable sales leads. Making this important decision allows your company to demonstrate its expertise to a targeted audience of managers, engineers, and other professionals in the oil and gas industry. Exhibitors benefit from a targeted, regional marketing campaign, featuring highlights of the exhibition and technical program, as well as strategic conference advertising in the industry's foremost publications.



**Rio Oil and Gas Exposition and Conference**  
**17-20 September 2012**  
**Rio de Janeiro, Brazil**

Since its first edition in 1982, The Rio Oil & Gas Show Expo and Conference have contributed to build up Rio de Janeiro's reputation of being the 'Brazilian oil capital'.

The Expo is an outstanding opportunity for national and foreign companies to display their products and services. Similarly, the Conference stands as a prominent place for networking, discussing major technological issues and promoting innovative ideas. Past panels have included: shale gas, natural gas, pre-salt reservoirs and Liquefied Natural Gas (LNG).

The 2012 edition of Rio Oil & Gas Expo, the 16th biennial event, will occupy the entire Riocentro Convention Center complex with four exhibition pavilions and additional tents.



**SPE Annual Technical Conference and  
Exhibition  
8-10 October 2012  
San Antonio, Texas, USA**

For the past 88 years, ATCE has been the leading technical conference in the E&P world. It brings together emerging technologies; state-of-the art innovations; leading-edge companies and organizations; and thousands of engineers, scientists, managers, and executives.

The four-day event features more than 350 technical paper presentations, posters, and panel sessions covering: Drilling and Completions, Projects, Facilities, and Construction, Health, Safety, and Environment (HSE), Management and Information, Production and Operations, Reservoir Description and Dynamics

\* All rates are in US Dollars and apply to size as well as position. To benefit from 2012 frequency rates, the number of insertions must be booked by 31st Dec 2010. Frequency rates cannot be applied after this date or to insertions that are made on a issue by issue basis.

# RATES

Colour Rates	1x	2x	3x	4x
Double Page Spread	\$ 8,600	\$ 8,225	\$ 7,995	\$ 7,755
Full Page	\$ 4,755	\$ 4,465	\$ 4,225	\$ 4,115
½ Page Island	\$ 3,440	\$ 3,280	\$ 3,100	\$ 2,995
½ Page	\$ 3,225	\$ 2,950	\$ 2,580	\$ 2,430
⅓ Page	\$ 1,900	\$ 1,845	\$ 1,685	\$ 1,645
¼ Page	\$ 1,615	\$ 1,420	\$ 1,185	\$ 1,035

Prime Positions	1x	2x	3x	4x
Inside Front Cover	\$ 5,540	\$ 5,115	\$ 4,785	\$ 4,565
Inside Back Cover	\$ 5,275	\$ 4,915	\$ 4,615	\$ 4,445
Outside Back	\$ 5,540	\$ 5,115	\$ 4,785	\$ 4,565
Lead Features	\$ 5,120	\$ 4,805	\$ 4,470	\$ 4,280
Contents Page	\$ 5,275	\$ 4,915	\$ 4,615	\$ 4,445

**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:epasheedads, Password: ads, Directory: <http://www.eprasheed.com/tutti/upload.php>

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

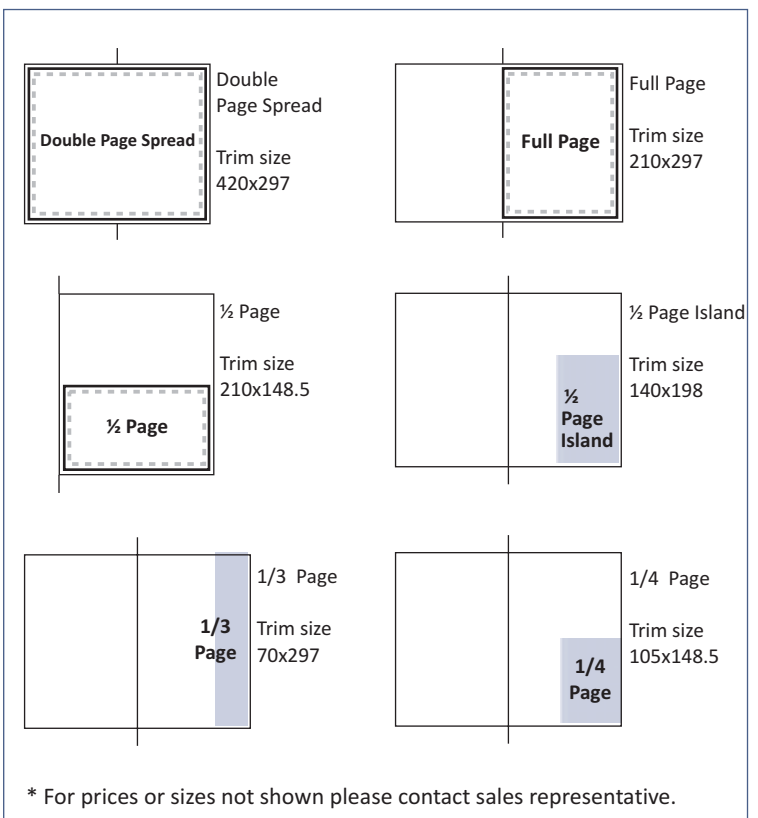
**Production Notes:** All ad materials must be received by the due date shown on the editorial calendar. Method of Printing. CTP Web on Offset. Saddle Stitch.

**Color Ads.** Supply digital files in CMYK, plus a color chromalin, matchprint, pictro, or other color 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 10 mm within trim size. For bleed add an extra 5mm on all sides. The final trim size will remain 210mm x 297mm.

**Paper Stock.** 200 gsm matt laminate cover, and 115 gsm offset body.

## ALL DIMENSIONS IN MILLIMETERS



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Brazil Oil & Gas, tt\_nrg and Norway Oil & Gas

EPRASHEED

signature series

2011 - Issue 22

## Saudi Arabia oil & gas

[www.saudiarabiaoilandgas.com](http://www.saudiarabiaoilandgas.com)



Norway Oil & Gas, tt\_nrg and Saudi Arabia Oil & Gas

EPRASHEED

signature series

2011 - Issue 18

## Brazil oil & gas

[www.braziloilandgas.com](http://www.braziloilandgas.com)



Brazil Oil & Gas, Norway Oil & Gas and Saudi Arabia Oil & Gas

EPRASHEED

signature series

## tt\_nrg



2008 - Issue 1

## Norway oil & gas

EPRASHEED

signature series

Inside

