

MEDIA KIT 2017



EPRASHEED
signature series



Brazil oil & gas

www.braziloilandgas.com



OVERVIEW

EPRasheed 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 & 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.

EPRasheed 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 2017 Drilling Conference and Exhibition, Offshore Technology Conference, 79th EAGE Conference & Exhibition/SPE EUROPEC 2017, Offshore Technology Conference 2017, SPE Annual Technical Conference and Exhibition, SPE LACPEC 2017.
- The international oil company circulation of Norway Oil & Gas and Saudi Arabia Oil & Gas.
- Website attracts 68,000 visits per month. Average 35,000 electronic copies downloaded per month.



JAN-MAR	APRIL-MAY	JUNE-AUG	SEPT-DEC
Ad Closing: 4 Jan 2017 Materials Closing: 4 Jan 2017	Ad Closing: 5 April 2017 Materials Closing: 7 April 2017	Ad Closing: 7 June 2017 Materials Closing: 14 July 2017	Ad Closing: 27 September 2017 Materials Closing: 4 October 2017
Issue 39	Issue 40	Issue 41	Issue 42
<ul style="list-style-type: none"> • Seismic • Libra & Subsalt – PETRO-SAL • Deepwater and Subsea Technology • Carbonate Reservoirs • LWD/MWD Energy Efficiency • Smart Well Innovations • Real Time Operations 	<ul style="list-style-type: none"> • Onshore Fields • Completion Technology • Smart Fluids • Formation Evaluation • Expandables • Tubulars • Drill-Pipe • Casing Drilling • Campos Basin & Independents 	<ul style="list-style-type: none"> • Petrobras President Interview • Reservoir Visualization • Extended Seismic Feature (4D, OBC, Wide Azimuth) • Reservoir Characterization • Well Intervention • Pipeline 	<ul style="list-style-type: none"> • Controlled Source Electro Magnetic • Zonal Isolation • EOR (PRAVAP) • Heavy Oil (PROPES) • Petrobras Offshore Construction • Maximising Carbonate Sweep Efficiency
SPE/IADC Drilling Conference & Exhibition 14-16 March 2017 The Hague The Netherlands	Offshore Technology Conference 1-4 May 2017 Houston USA SPE LACPEC 17-19 May 2017 Buenos Aires Argentina 79th EAGE Conference & Exhibition 12-15 June 2017 Paris France	Brasil Offshore 20-23 June 2017 Macaé Brazil	SPE Annual Technical Conference and Exhibition 9-11 October 2017 San Antonio USA OTC Brasil 24-26 October 2017 Rio de Janeiro Brazil

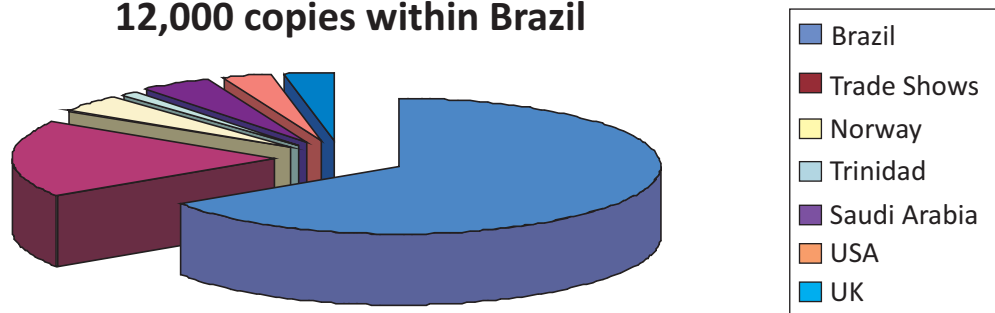
Brazil Oil & Gas is circulated to E&P management and operational personnel within the Brazilian oil and gas industry, primarily comprising National and International operating companies. The magazine is also circulated to international operational and shared services personnel within Brazil. Additional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

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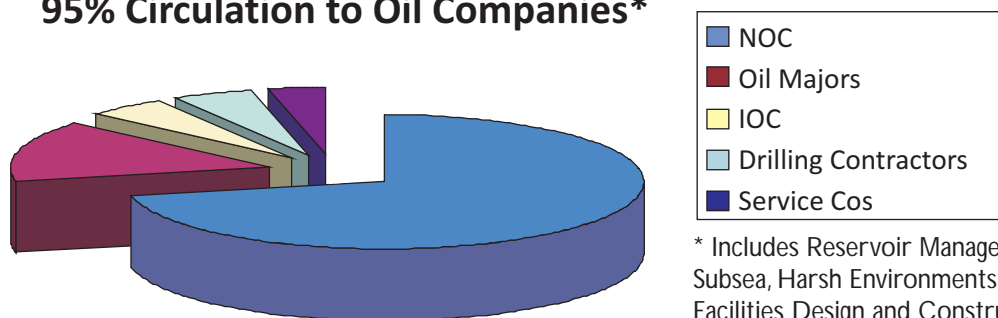
These include:

- 12,000 copies to Petrobras/Shell/Repsol/El Paso oil and gas personnel within Brazil by our distributor.
- 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 2017 Drilling Conference and Exhibition, Offshore Technology Conference, 79th EAGE Conference & Exhibition/SPE EUROPEC 2017, Offshore Technology Conference 2017, SPE Annual Technical Conference and Exhibition.

12,000 copies within Brazil

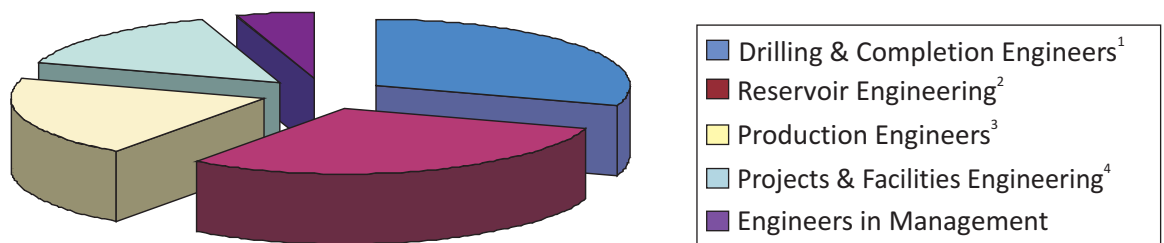


95% Circulation to Oil Companies*



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

95% of Brazil Oil & Gas Readers are Functional Engineers



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

²Reservoir 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.

³Production: 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.
- 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.



We 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 saddle stitched.

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



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.

Saudi Arabia Oil & 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 & 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.



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.



SPE LACPEC 2017
17-19 May 2017
Buenos Aires
Argentina

The SPE Latin American and Caribbean Petroleum Engineering Conference (LACPEC) continues the tradition as the preeminent technical event for E&P in the region and the venue for showcasing cutting-edge research and development to meet the needs of the upstream petroleum sector.

This year, LACPEC returns to Argentina, home of the second largest reserves of shale gas in the world. The multi-disciplinary technical program will serve as a crucial platform for technology dissemination, knowledge sharing and collaboration.



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 and 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.



Brasil Offshore
20-23 June 2017
Macaé, Rio de Janeiro, Brazil

Brasil Offshore is a 4 day event being held from 20th June to 23rd June 2017 at the Macae Centro in Macae, Brazil.

This event showcases products like Catering service providers, suppliers of chemical products, garments, uniforms and safety equipment, services and communications devices, equipment, accessories and parts for boring, drilling and extraction; equipment for generating electricity; Systems automation and optimization, systems ducts; computers and control-software and hardware equipment, products and services for fire prevention, pumping equipment, hoses, pipes, valves and other, helicopters and service vessels and much more etc. in the Business Services, Shipping, Marine & Ports industries.



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.



OTC Brasil
24-26 October 2017
Macaé, Rio de Janeiro

OTC Brasil is one of the world's foremost events for the development of offshore resources in the fields of drilling, exploration, production, and environmental protection. It is organized by the Offshore Technology Conference and Instituto Brasileiro de Petróleo, Gás e Biocombustíveis.

Focused on deepwater developments, delegates can hear from worldwide E&P experts on a range of topics on exploration and reservoirs, flow assurance and operations, material performance, topside and subsea facilities, and more.

* All rates are in US Dollars and apply to size as well as position. To benefit from 2015 frequency rates, the number of insertions must be booked by 31st Dec 2014. 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
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: 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%.

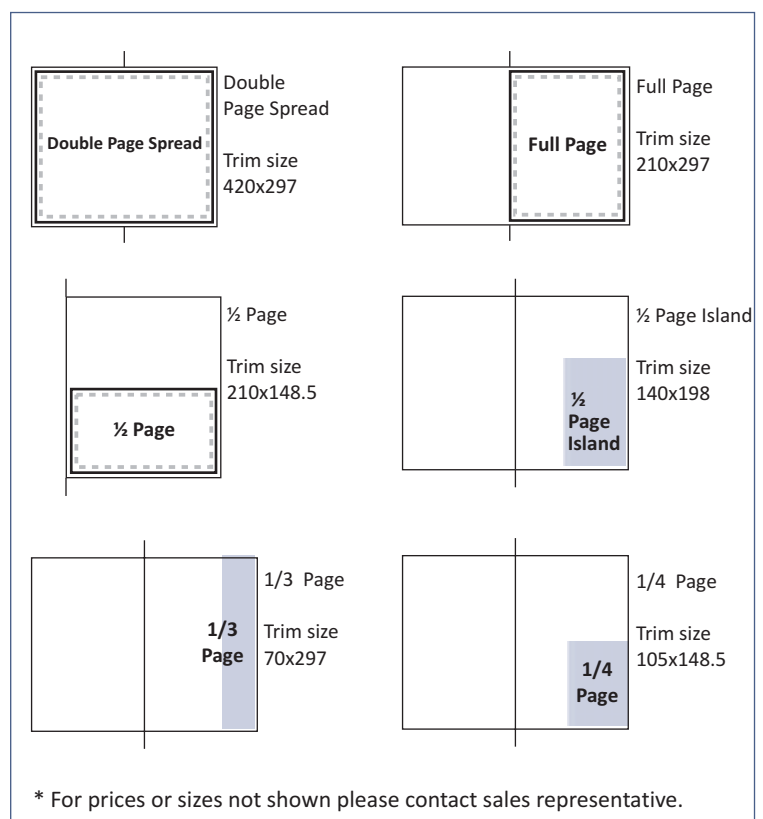
Production Notes. All ad materials must be received by the due date shown on the editorial calendar. Method of Printing: CTP Web on Offset. Saddle Stitch.

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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