

Roustabout Energy International

- Circulation
- Advertising Rates
 - Display Advertising
 - Website Advertising
- Artwork Charges
- Technical Information
- Advertising Layout Guide
- Special Features 2010
- Subscription Form

Media PACK 2010

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www.energyinternat.com

Circulation

Magazine Circulation

10,000

Aberdeen and North East Scotland 6,000
Other areas in UK 1,000
International 3,000

Website

Averaging over 85,000 hits per month

About Us

Publisher :-

Dennis W Davidson

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Jo Barron

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Drew Hamilton

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Established in Aberdeen in 1972 by Roustabout Publications Ltd., the magazine is one of the longest running, privately owned monthly publications covering the energy sector in the UK and overseas.

The magazine is headquartered in Aberdeen, Scotland, the acknowledged centre of UK North Sea activity.

Energy International is distributed to companies involved in all areas of the energy sector, as well as to the business community at large, and has an additional bonus circulation at many of the major international oil and gas shows, including: Offshore Europe (Aberdeen), ONS (Stavanger) and OTC (Houston).

Its distribution area covers Aberdeen & the North East of Scotland, London, Great Yarmouth, Humberside and other areas in the UK.

Its international circulation extends to the USA, Norway, Denmark, Sweden, Holland, Middle East, Far East, Russia, Azerbaijan, Kazakhstan, Australia, India and much of Europe

Primarily a current news magazine, Energy International carries up to date and informative articles on new technology, contract awards and people in the industry, along with regular monthly features which include:

- Energy Update
- Point of View
- On the Move
- Business Spotlight
- International Opportunities
- Alternative View
- International News
- Community News
- Dates for your Diary
- Companies in the News
- Business News

In addition, the magazine carries monthly features of special interest (see attached monthly features list) where advertisers can take advantage of free editorial space (equivalent to the size of space booked).

Its readership consists of a wide cross section of people in the energy industry including CEOs, directors, senior managers, buyers, engineers, drilling personnel, geologists etc and has a monthly readership of between 55,000 and 60,000 readers.

The magazine launched its website in June 04 and was available online as a fully navigable and searchable digital document in April 08. Each month Special Features and News Highlights can be viewed and downloaded as PDF files. All advertisers are listed on the advertiser's index and have a link to their own website. The site is always up to date which has been a major contributing factor to its success.

| Position | Full Colour | Spot Colour | B&W |
|-------------------------|-------------|-------------|------|
| Full Page | 1995 | 1740 | 1495 |
| Half Page Island | 1440 | 1160 | 930 |
| Half Page horizontal | 1360 | 1045 | 820 |
| Half Page vertical | 1360 | 1045 | 820 |
| Third Page horizontal | 1000 | 815 | 605 |
| Third Page vertical | 1000 | 815 | 605 |
| Quarter Page horizontal | 840 | 675 | 465 |
| Quarter Page vertical | 840 | 675 | 465 |
| Sixth Page | 595 | 535 | 370 |
| Eighth Page | 495 | 395 | 235 |

Special Positions

| | | | |
|--------------------|------|------|------|
| Front Cover | 3860 | n/a | n/a |
| Outside Back Cover | 2405 | 2090 | n/a |
| Inside Front Cover | 2290 | 1985 | n/a |
| Inside Back Cover | 2290 | 1985 | n/a |
| Page 2 | 2020 | 1740 | 1495 |
| Page 4 | 2020 | 1740 | 1495 |
| Page 6 | 2020 | 1740 | 1495 |

Series Discount

| | |
|----------------------|-----|
| 3-5 advertisements | 10% |
| 6-9 advertisements | 15% |
| 10-12 advertisements | 20% |

All of the above prices exclude VAT at the standard rate.

Website Advertising

| Type | Rate |
|--------------------------------------------------------------------------------------------------------------------------------------|---------------|
| Home Page Sponsor Banner advertisement (470 x 60 pixels) at the top of the Home Page and linked to your website | 595 per month |
| Banner advertisement (470 x 60 pixels) shown at top of high traffic pages and linked to your website | 440 per month |
| Button advertisement (180 x 90 pixels) on left or right hand panels of Home Page and linked to your website | 365 per month |
| Button advertisement (180 x 90 pixels) shown on left or right hand panels of high traffic pages and linked to your website | 290 per month |

Artwork

The prices shown are for artwork supplied digitally to our specifications, along with a hard copy proof. A digital cromalin proof is required for full colour advertisements.

Artwork Charges

If you require artwork to be created by Energy International, the following artwork charges will apply:

| | |
|-------------------------|---------|
| Full page and half page | 250 |
| 1/3, 1/4, & 1/6 | 160 |
| 1/8 | 60 |
| Amendments | From 50 |

All of the above prices exclude VAT at the standard rate.



Technical Information

| Sizes | width x depth |
|---------------------------------------------------------------------------------|---------------|
| Front Cover Trim Size | 205 x 220 |
| Front Cover Print area | 185 x 200 |
| Front Cover, Full Bleed <small>(includes 5mm bleed on all sides)</small> | 215 x 230 |
| | |
| Double Page Spread, Full Bleed <small>(includes 5mm bleed on all sides)</small> | 420 x 285 |
| | |
| Page Trim Size | 205 x 275 |
| Page Print Size | 180 x 255 |
| Page Bleed <small>(includes 5mm bleed on all sides)</small> | 215 x 285 |
| | |
| 1/2 Page Horizontal | 180 x 125 |
| 1/2 Page Horizontal Bleed <small>(includes 5mm bleed on all sides)</small> | 215 x 145 |
| 1/2 Page Vertical | 85 x 255 |
| 1/2 Page Vertical Bleed <small>(includes 5mm bleed on all sides)</small> | 105 x 285 |
| 1/2 Page Island | 120 x 190 |
| 1/2 Page Island Bleed <small>(includes 5mm bleed on all sides)</small> | 140 x 210 |
| | |
| 1/3 Page Vertical | 55 x 255 |
| 1/3 Page Vertical Bleed <small>(includes 5mm bleed on all sides)</small> | 75 x 285 |
| 1/3 Page Horizontal | 180 x 85 |
| | |
| 1/4 Page Vertical | 85 x 125 |
| 1/4 Page Horizontal | 180 x 60 |
| | |
| 1/6 Page | 85 x 90 |
| | |
| 1/8 Page | 85 x 55 |

Digital Requirements:

We prefer artwork to be supplied as **HIGH RES PDF** files. Provided the file size does not exceed 5MB, these can be sent via e-mail.

All other files should be sent electronically on CD or Disk.

All files supplied must be Mac compatible.

- **QuarkXpress** - use the collect for output function to extract your document, attach all fonts, ensure colours are CMYK.
- **Photoshop** - save as EPS files in CMYK format with preview of 8 bits/pixel and binary encoding. Minimum resolution must be 300 pixels/inch (118 pixels/cm).
- **Adobe Illustrator** or **Macromedia Freehand** - save any graphics in EPS format with fonts converted to outlines/paths. Ensure colours are set to CMYK.
- **Bleed Adverts:** Crop marks **must** be clearly shown.

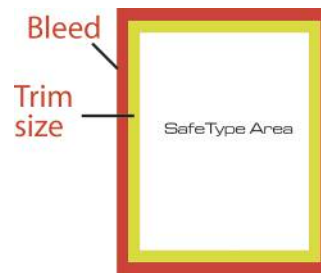
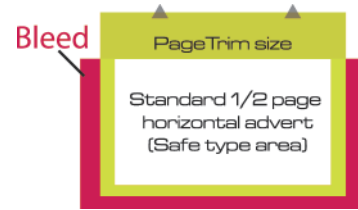
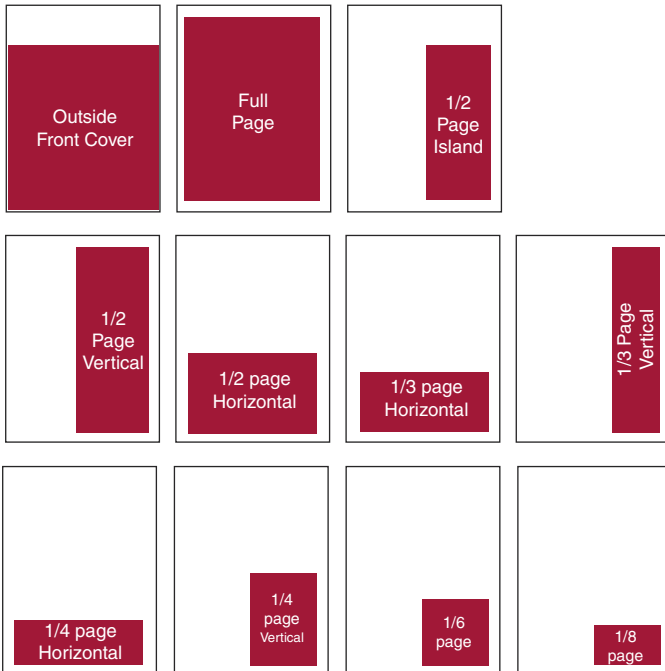
We do not normally accept artwork created in any of the following software applications:-

Microsoft Word, Microsoft Publisher, Microsoft Powerpoint, and Corel Draw

Should you be considering suppling artwork in any of these applications, please contact us for further information.



Advertising Layout Guide



Bleed

What is bleed

Magazines are printed on large sheets of paper and are then trimmed to the final size by the printer. Where an advert's image extends to the edge of the page, the image needs to extend 5mm beyond what will become the trimmed size of the page. This extra image is removed when the page is cut to size. As there is a small amount of variation then the printer cuts the page to size this extra image - the bleed - ensures that no white unprinted page shows at the edge of the advert.

Safe Type Area

General Adverts

Please note that for bleed adverts, type must be kept within area of the equivalent standard advert size.

For example, in a half page horizontal bleed advert, the safe type area would be 180 x 125 mm or 7 x 4 7/8 in.

Front cover

Type must be constrained to a safe area of 185 x 200mm or 7 1/3 x 8 inches.

Special Features for 2010

January

Decommissioning
Subsea Services
Seals and Gaskets
Training and Development

Copy deadline: 14 January '10

February

Bonus circulation:
Oceanology, London ExCeL - 09-11 March 2010

Pipelines and Flowlines
Hydraulic and Pneumatic Equipment
Safety Equipment and Services
Drilling and Oilfield Equipment

Copy deadline: 11 February '10

March

Downhole: Fishing/Cutting and Rental Tools
Wireline Services
Occupational Health
Business Feature: Office Accommodation and Services

Copy deadline: 16 March '10

April

Bonus circulation:
OTC, Houston - 03-06 May 2010
All-Energy, AECC, Aberdeen - 19-20 May 2010
Caspian Oil and Gas, Azerbaijan - 01-04 June 2010
OGU, Uzbekistan - 11-13 May 2010
POGEE, Pakistan - 19-22 May 2010

Innovative Drilling Technology
Leak Detection
PPE
Downhole Tools

Copy deadline: 07 April '10

May

Hazardous Area: Equipment and Services
Waste Management
Fasteners
Chemical Services and Supply

Copy deadline: 13 May '10

June

Seals and Gaskets
Containers: Sales and Services
Logistics
Business Feature: Computer Software Services

Copy deadline: 16 June '10

PUBLISHING DATE Last working day of cover month

Roustabout Publications Ltd reserves the right to alter features without notice. The magazine may also publish other features of special interest.

July

Bonus circulation:
ONS, Stavanger, Norway - 24-27 August 2010

Coatings and Corrosion Services
Subsea Services
Drill Cuttings: Management and Disposal
Pumps and Valves

Copy deadline: 15 July '10

August

Bonus circulation:
Instrumentation Scotland, Aberdeen - 08-09 September 2010
SEAOCC, Australia - 22-24 September 2010
KIOGE, Kazakhstan - 05-08 October 2010

Instrumentation and Controls
IRM
NDT

Copy deadline: 13 August '10

September

Bonus circulation:
ADIPEC, Abu Dhabi, UAE - 01-04 Nov 2010
ASPO-USA World Conference, Washington, DC - 07-09 October

Pipe and Tubular Services
Testing and Certification Services
Lifting and Handling
Drilling and Oilfield Equipment

Copy deadline: 15 September '10

October

Bonus circulation:
SPE ICoTA 16th European Round Table,
Aberdeen - 17-18 November 2010
OSEA, Singapore - 30 Nov-03 Dec 2010

Hazardous Area: Equipment and Services
Coiled Tubing
Communications Equipment: Services and Supply

Copy deadline: 14 October '10

November

Port and Marine Services
Hose and Coupling Supplies
Well Control and Intervention

Copy deadline: 15 November '10

December

Surface Preparation and Water Jetting
Tools: Hand, Power and Machine Hire - Sales and Service
Modules: Offshore and Onshore

Copy deadline: 08 December '10

Subscription Form

To receive your copy of Energy International each month,
Fax back this form on +44 (0) 1224 879757 or post to:

Roustabout Publications Ltd, Suite 1, International Base,
Greenwell Road, East Tullos, Aberdeen,
AB12 3AX, Scotland

Name:

Job Title:

Company:

Address:

.....

PostCode:..... Country:

Telephone: Fax:

- One copy within Grampian but outwith local distribution - £20
- One copy UK - £55
- One copy overseas - £60
- Two copies UK - £65
- Two copies overseas - £100

Payment enclosed Please send me an invoice

For further information on Energy International call on:
+44 (0) 1224 876582

Subscribe on-line at:

www.energyinternat.com