

ROUSTABOUT

**ENERGY
INTERNATIONAL**

MEDIA PACK

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Features 2012

Subscription Form

Roustabout Publications Ltd.
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www.energyinternat.com

2012

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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WEBSITE: www.energyinternat.com

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

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.

A digital version of the magazine is available via our website. Each month 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.

Advertising Rates (page 1 of 2) [GBP]

Position	Full Colour	Spot Colour	B&W
Full Page	1995	1740	1495
Half Page Island	1495	1160	930
Half Page horizontal	1410	1045	820
Half Page vertical	1410	1045	820
Third Page horizontal	1040	815	605
Third Page vertical	1040	815	605
Quarter Page horizontal	875	700	485
Quarter Page vertical	875	700	485
Sixth Page	595	535	370
Eighth Page	495	395	235

Special Positions

Front Cover	3960	n/a	n/a
Outside Back Cover	2500	2090	n/a
Inside Front Cover	2380	1985	n/a
Inside Back Cover	2380	1985	n/a
Page 2	2095	1740	1495
Page 4	2095	1740	1495
Page 6	2095	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.

Advertising Rates (page 1 of 2) [GBP]

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

Camera Ready 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 where colour is critical.

Artwork Charges [GBP]

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 (includes 5mm bleed on all sides)	215 x 230
Double Page Spread, Full Bleed (includes 5mm bleed on all sides)	420 x 285
Page Trim Size	205 x 275
Page Print Size	180 x 255
Page Bleed (includes 5mm bleed on all sides)	215 x 285
1/2 Page Horizontal	180 x 125
1/2 Page Horizontal Bleed (includes 5mm bleed on all sides)	215 x 145
1/2 Page Vertical	85 x 255
1/2 Page Vertical Bleed (includes 5mm bleed on all sides)	105 x 285
1/2 Page Island	120 x 190
1/2 Page Island Bleed (includes 5mm bleed on all sides)	140 x 210
1/3 Page Vertical	55 x 255
1/3 Page Vertical Bleed (includes 5mm bleed on all sides)	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 advert artwork to be supplied as **HIGH RES PDF** files. Provided the file size does not exceed 5MB, these can be sent via e-mail. Larger files should be sent on CD.

Copy for editorial should be supplied as a Word document and images supplied separately as either JPEG or TIFF files at 300dpi. Images should not be embedded in the Word file.

All files supplied must be Mac compatible.

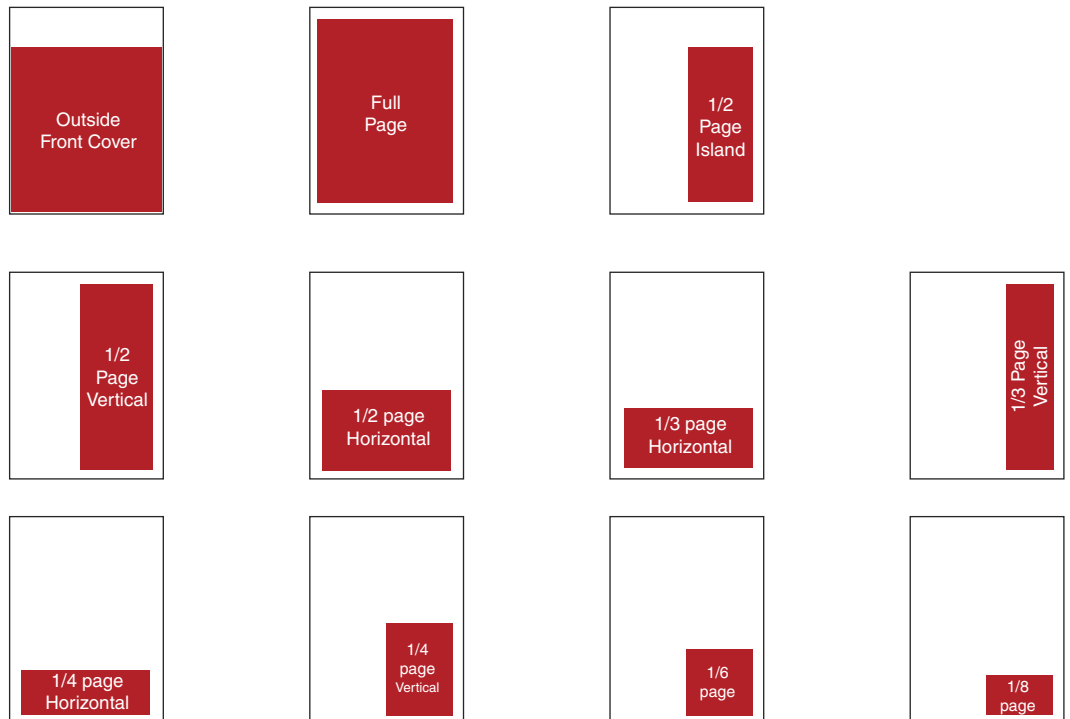
- **QuarkXpress** - use the collect for output function to extract your document, attach all fonts, ensure colours are CMYK.
- **Photoshop** - save as EPS files in CMYK format with preview of 8 bits/pixel and binary encoding. Minimum resolution must be 300 pixels/inch (118 pixels/cm).
- **Adobe Illustrator 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 supplying artwork in any of these applications, please contact us for further information.

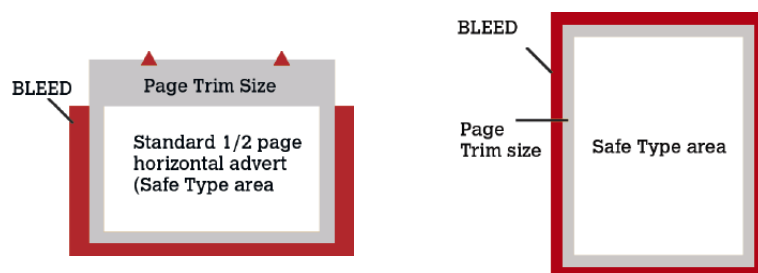
Technical Information



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.

Features for 2012

January

Decommissioning
Subsea Services
Seals and Gaskets
Training and Development

Copy deadline: 13th January '12

February

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

Copy deadline: 10th February '12

March

Occupational Health
Cable Services and Supplies
Electrical Engineering
Generators

Copy deadline: 16th March '12

April

Bonus Circulation:
OTC, Houston – 30 April - 03 May 2012
All-Energy, Aberdeen – 23 - 24 May 2012
POGEE, Pakistan - 08-10 May 2012

Subsea Services
Leak Detection
Lifting and Handling
Waste Management

Copy deadline: 9th April '12

May

Hazardous Area: Equipment and Services
Fasteners
Fabrication Services
HVAC

Copy deadline: 11th May '12

June

Seals and Gaskets
Pumps and Valves
NDT
Machining Services

Copy deadline: 18th June '12

July

Bonus Circulation:
ONS, Norway – 28 – 31 August 2012

Drill Cuttings: Management and Disposal
IRM
Monitoring Equipment and Services
Seismic Services

Copy deadline: 13th July '12

August

Instruments and Controls
Environmental Services
Bolting Systems and Torque Equipment
Marine Engineering

Copy deadline: 13th August '12

September

Bonus Circulation:
ADIPEC, Abu Dhabi – 05-08 November 2012

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

Copy deadline: 14th September '12

October

Bonus Circulation:
OSEA, Singapore – 27 – 30 November 2012

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

Copy deadline: 15th October '12

November

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

Copy deadline: 16th November '12

December

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

Copy deadline: 7th December '12

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.

Subscription

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:

E-mail:

- 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