



Media Planner

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■ Continental Focus, International Reach ■



PA Magazine

Petroleum Africa is widely read by government officials and senior and technical management of national, major, and independent energy companies for the latest information on African oil and gas. The magazine is distributed to over 95% of Africa's national oil companies, relevant petroleum ministries and agencies, and to over 3,600 readers in the continent's 'Big Five' producing countries alone, making it Africa's publication of choice.

Other publications give their readers a snapshot of activities taking place across the continent, but *Petroleum Africa* gives a complete and comprehensive picture with insights that cannot be matched. Covering the upstream-downstream continuum in depth, more decision-makers from a diverse spectrum of petroleum and related sectors will see your targeted advertising message each month.

PA Website and Newsletter

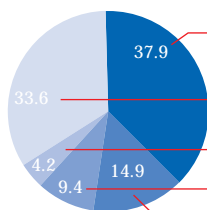
PetroleumAfrica.com provides readers with breaking daily news out of the African oil and gas scene. In addition, readers can access magazine back issues with historical data and information, an updated regional events calendar making sure you know when and where all the important industry events are taking place, and a useful directory of companies and associations serving the oil and gas industry internationally and in Africa.



Busy, and don't have time to check the news day by day? Then *Petroleum Africa Weekly Digest* is exactly what you need. Our digital newsletter bundles all the important news items of the past week and delivers them right to your inbox. Concise and easy to read, you will be kept up-to-date on what's going on in Africa in one review.

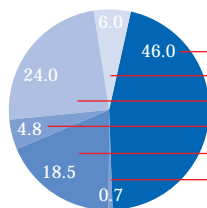
"We have had the great benefit of using the up-to-date information in *Petroleum Africa's* monthly editions in our management of the unfolding upstream oil sector in Uganda." – *Reuben Kashambuzi, Commissioner, Petroleum Exploration and Production Department, Uganda*

Industry



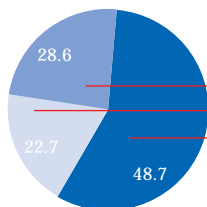
Industry	Count	Percentage
Majors, Independent, & National Oil/Gas Companies, Ministries	4,043	37.9 %
Oil Field Services, Drilling, Manufacturing, & Supply Companies	3,585	33.6 %
Financial/Investment Institutions, Legal Advisories	448	4.2 %
Consultancies, Construction & Engineering Firms	1,002	9.4 %
Government, Educational, Field Alliances, Company Copies	1,589	14.9 %
TOTAL	*10,667	100%

Geographical Analysis



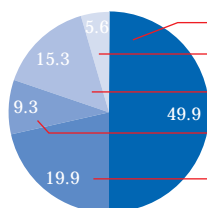
Region	Count	Percentage
Africa	4,907	46.0 %
Asia Pacific	640	6.0 %
Europe	2,560	24.0 %
Middle East	511	4.8 %
North America	1,974	18.5 %
South America	75	0.7 %
TOTAL	*10,667	100%

Corporate Activity Profile



Activity	Percentage
Upstream	28.6 %
Downstream	22.7 %
Both Upstream & Downstream	48.7 %

Job Function



Job Function	Count	Percentage
Senior & General Management	5,322	49.9 %
Superintendents, Operations	597	5.6 %
Engineers, Geologists, & Technical Staff	1,632	15.3 %
Consultants, Legal & Financial Professionals	993	9.3 %
Marketing, Purchasing, & Others	2,123	19.9 %
TOTAL	*10,667	100%

* Numbers have been rounded to the nearest decimal

Print Media, A Sound Investment

Extensive independent research¹ has proven that industry specific trade media, print or online, is considerably more effective at reaching business decision makers than general media. If your firm is targeting decision makers for products or services to Africa's oil and gas industry, then *Petroleum Africa* can assure delivery to your target audience. With unrivalled circulation in a monthly trade publication specific to the continent's petroleum sector, more Ministries, NOCs, IOCs, and Services companies will see your message. For increased effectiveness, combine a print advertisement with a www.petroleumAfrica.com banner placement.

¹The Digital Transformation, Forrester Research, October 2007

Calendar ²⁰⁰⁹

	January	February	March	April
African Focus	In-Depth	Somalia	Botswana	Chad
	E&P Update	Uganda	Nigeria	Algeria
Editorial Focus	Supply Chain Management	Equity Acquisition Strategies	Project Finance	Offshore Developments
Downstream Focus	LNG	African Refining Update	Downstream Organizations	Cogeneration
Technology Focus	Artificial Lift	Process Automation	Well Control & Intervention	Seismic Surveys
Bonus Distribution	Offshore West Africa Africa Power & Electricity Mali Mining & Petroleum Conference (JMP 2009)	Nigeria Oil & Gas 2009 International Downstream Technology Conference	Offshore Mediterranean Conference East Africa Petroleum Conference	German-African Energy Forum

	May	June	July	August
African Focus	In-Depth	Republic of Guinea	Zambia	Madagascar
	E&P Update	Egypt	Tunisia	Gabon
Editorial Focus	HSE in Play	5th Annual Independents Awards	Heavy Oil Update	Top Career Paths
Downstream Focus	Gas Utilization Projects	Pipeline Update	African Retail	Alternative Power Strategies
Technology Focus	Software Savvy	Wireline Logging	Reservoir Simulation & Modeling	Drilling & Completion Fluids
Bonus Distribution	Offshore Technology Conference 6th African Petroleum Forum	Maghreb Oil Week	TBA	TBA

	September	October	November	December
African Focus	In-Depth	Sudan, North & South	Ethiopia	Sao Tome & Principe
	E&P Update	Libya	Angola	Tanzania
Editorial Focus	Acquisitions & Mergers	4th Annual NOC Awards	Risk Control & Legal Challenges	Asian Forays
Downstream Focus	Plant Safety	Refining & Petrochemical Technologies	Transport & Storage	Pumps and Valves
Technology Focus	Water Management	EOR & Brownfield Redevelopment	Reservoir Management	Corrosion Control
Bonus Distribution	TBA	International Bottom of the Barrel Conference ATCE 2009	16th Annual African Upstream Angola Upstream	World LNG

*As events are continually added and dates subject to change, please check with publisher for the most updated list of events *Petroleum Africa* will participate in and offer Bonus Distribution at.

2009 Rates

Petroleum Africa's numerous advertising options can assist any company in reaching their target audience, whatever the annual budget. Combine print and online advertising for unbeatable value.

4-Color Standard Rates All rates are quoted in US dollars.

Position/No. Inserts	1x-3x	4x-6x	7x-12x	13x-17x	18x-23x	24x +
Full Page	\$4,545	\$4,425	\$4,295	\$4,165	\$4,035	\$3,900
2/3 Page	\$3,355	\$3,245	\$3,135	\$3,025	\$2,915	\$2,800
1/2 Page Island	\$3,090	\$2,985	\$2,880	\$2,775	\$2,670	\$2,565
1/2 Page	\$2,810	\$2,715	\$2,625	\$2,530	\$2,435	\$2,340
1/3 Page	\$2,050	\$1,985	\$1,925	\$1,860	\$1,800	\$1,735
1/3 Page Square	\$2,050	\$1,985	\$1,925	\$1,860	\$1,800	\$1,735
1/4 Page	\$1,560	\$1,510	\$1,460	\$1,405	\$1,355	\$1,300

All frequency rates are for campaigns conducted within one 12-month period
Position requests opposite editorial – add 10% to applicable rate
B&W Ads – deduct 25%, 2-color Ads – deduct 15%

Classified Box

Size (55 mm Width)	3 Months	6 Months	12 Months
70 mm length	\$1,000	\$1,700	\$2,900

Special Positions (Including 4-Color Process)

Position/No. Inserts*	1x-3x	4x-6x	7x-12x	13x-17x	18x-23x	24x +
*Inside Front Cover	\$5,760	\$5,645	\$5,530	\$5,415	\$5,300	\$5,185
*Inside Back Cover	\$5,435	\$5,320	\$5,200	\$5,090	\$4,975	\$4,860
*Back Cover	\$5,850	\$5,750	\$5,645	\$5,540	\$5,435	\$5,330
Spread	\$8,360	\$8,200	\$8,045	\$7,890	\$7,735	\$7,575
Gate Fold, Fold-downs Front Cover Folds	Quote Upon Request					

*Cover positions may NOT be canceled.
Inserts, supplements, reprints, bellybands, and special marketing requests count toward frequency rate – full circulation or targeted markets: contact sales representative for quotation.

“Africa’s best monthly journal on oil and gas, with independent thinking, great coverage and analytical depth, and insight and information for the industry worldwide, *Petroleum Africa* is a credit to its top-line editorial team, and a valuable asset for all involved in Africa’s hydrocarbons future.”

– *Duncan Clarke, Chairman & CEO, Global Pacific & Partners*

Online Ad Rates

Website			Newsletter		
Size (Pixels WxH) Position	*Rates		Size (Pixels WxH) Position	Rates	
	Weekly	Monthly		Weekly	Monthly
468x120 Main Center	\$400	\$1,200	468x80 Main Center	\$200	\$650
468x80 Top Center	\$300	\$1,000	468x80 Other Center	\$175	\$550
468x80 Other Center	\$250	\$850	180x360 Skyscraper	\$300	\$900
180x150 Left	\$175	\$600	180x240 Right	\$220	\$750
180x120 Right	\$175	\$550	180x120 Right	\$125	\$425

*Guaranteed home-page positioning add 10%
Website and Newsletter package deal, deduct 25% from combined cost
Maximum file size: 120 kb
For special sizes or requirements, contact sales representative

Why Your Ad is a Sound Investment

Petroleum Africa is the industry player’s oil and gas magazine of choice when it comes to the African continent, acting as a channel of communication between ministries and national oil companies on one end, and operators and services companies on the other. Our subscribers look to us as a reference, reading the magazine from cover to cover. We provide our readers with the latest developments in the oil and gas industry across the African continent, as well as a global overview.

Our distribution numbers reflect our highly targeted nature. We are unique in this aspect, focusing on those who really count in the industry. And because we don’t include numbers from across the industrial spectrum, you can be sure that the return on your advertising dollar will be high.

“The magazine is in a class of its own. It demonstrates strong talent in providing high-quality reports combining both a technical overview of the industry and a comprehensive understanding of the challenges of the African continent.”
– *Marie-Gabrielle Cajoly, PR Manager, Addax Petroleum*

- Geographic Reach – Worldwide with Africa, Europe, and North America the dominant subscriber base.
- Executive Level Readership Profile – The vast majority of *Petroleum Africa's* readership is comprised of top management, consultants, and technical professionals.
- Broad Industry Coverage – Over 70% of readership is comprised of oil and gas operating and services companies.
- Bonus Distribution – Thousands of additional copies are distributed nearly every month to delegates at major industry conferences and exhibitions across Africa and beyond.

Plus in Every Issue

- In-depth coverage of Africa’s ‘Big Five’ producing countries
- Local impacts and social issues
- Leading-edge E&P technology
- Legal and management issues
- Downstream: refineries to lubricants
- Key management changes at major players
- Oil security analysis
- Best selling book reviews
- A synopsis of the politics at work in Africa
- Petroleum stocks watch
- African and world rig counts, oil prices
- And much more...

Advertising Policy Effective January 1, 2009

- General** – If more or less space than contracted is used within one year from date of first insertion, the rate will be adjusted to the earned rate published herein. Advertiser will be short-rated at the prevailing frequency rate if they have not completed the terms of their contracted frequency rate within 12 months of first insertion order.
- Frequency Rates** – Number of insertions in a 12-month period determines frequency rate. Covers, each ad, each page of a spread, and each page of preprinted inserts count as one insertion toward earning a frequency rate of 1x – 24x.
- Issuance & Closing** – Published 12 times per year. Closing date to reserve ad space is the 17th of the month preceding issue month unless

- specified otherwise; art work due by the 20th of the month preceding issue date. Magazine issued within the first three days of each month.
- Positioning** – Regular full page adverts are run-of-the-house positioning. If a special placement is requested such as facing editorial, there is a 10% premium above published ad rates.
 - Payment Terms** – Terms of payment are Net 30 on approved credit. Late payments will incur an interest charge of 1.5% per month, compounded monthly, if received after the payment due date.
 - Agency Commission** – A 15% agency commission applies to recognized agencies. Payment due Net 30 from billing date (on approved credit). Publisher will hold Agency and Advertiser jointly responsible for payment.

Publisher's Copy Protective Clause

- In the event that no acceptable copy is furnished, Publisher reserves the right to repeat latest advertisement for scheduled space.
- With the exception of cover and premium positions, contracts may be terminated by either party on 30 days notice before closing date.
- In the event of non-payment of invoices, the Publisher may terminate the contract without notice.
- Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at Publisher's discretion.
- Cancellations will be accepted only before closing date for reservations.
- Advertisers are liable for all content of advertisements printed and for any claims made against *Petroleum Africa*. The Publisher reserves the right to reject any advertising that does not conform to the publication's standards.

Advertisement Specifications

- Standard Page:** Standard type and advertising page size is 8.3" x 11.0" (210 mm x 280 mm).
- Bleed:** 3 mm bleed on all sides. All type must be inset 0.20" (5 mm) inside the final trim size, all four sides.
- Pre-Trim Size:** 8.5" x 11.3" (216 mm x 286 mm).
- Ad Materials:** All ad materials should be supplied in one of the following digital file formats accompanied by a hardcopy color proof. Ad materials other than acceptable digital files will incur additional charges (see Production Charges).
- Acceptable Digital Files:** Adobe Acrobat PDFs (8 bits/channel, binary CMYK, all fonts embedded) or flattened CMYK TIFF or EPS files, 300 dpi at actual size. Please do not submit files created in wordprocessing programs, MS PowerPoint, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.
- Graphic/Imaging Formats:** All graphic elements should be imported from drawing or imaging applications. To assure optimum results, graphics should be saved as PDF, TIFF, or EPS files. We do not accept JPEG, GIF, or Pict files. Images should be placed at 100% of size in final document, converted to CMYK, and saved as either a PDF, TIFF, or EPS file.
- Storage Media:** Files may be submitted using the following media: Email, CD-ROM, or FTP. When submitting your electronic files, clearly label the media with the magazine issue date, Advertiser's and Agency's complete contact details, list of contents, platform (Mac, PC), and file name/number. Files sent through electronic channels must be compressed. Files less than 5 MB may be e-mailed.

Ad Size	2 Page Spread	Full Page	1/2 Page Horizontal	1/2 Page Island	2/3 Page Vertical	1/3 Page Horizontal	1/3 Page Vertical	1/3 Page Square	1/4 Page Box	Classified Advert
Mm	420 x 280	210 x 280	210 x 140	130 x 186	140 x 280	210 x 95	70 x 280	130 x 130	105 x 140	55 x 70
Inches	16.5 x 11	8.3 x 11	8.3 x 5.5	5.1 x 7.3	5.5 x 11	8.3 x 3.7	2.8 x 11	5.1 x 5.1	4.1 x 5.5	2.2 x 2.8

NOTE: Ads scaled to other publications will be centered in space nearest to size and proportion.

Production Charges

- Any prepress intervention to digital files, revisions to film, or other necessary expense required to meet printing specifications not met by Advertiser will be billed to Advertiser at Publisher's prevailing rates.
- Ad design services are available upon advance request. Prevailing rates apply. Contact sales department for further information
- Proofs will not be furnished. Should proofs be requested, the printing material should be delivered at Publisher 10 days prior to normal closing date. Alterations after first proof are charged at current printing rates.





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