

# Petroleum *Africa*

## 2010 Media Planner

The Authority on  
Africa's Oil & Gas  
Activities



Continental Focus,  
International Reach



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



# 2010 Editorial Calendar

African Focus	South Africa Mauritania	Mali Nigeria	Ghana Algeria
Editorial Focus	Knowledge Management Intranet Portals	Rating the Majors	Remote Communications Risk Mitigation
Downstream Focus	LNG Industry Update	African Refining Update	Gas Infrastructure Projects
Technology Focus	While Drilling Techs	Process Automation	Sand Control

African Focus	Mozambique Uganda	Sierra Leone Egypt	Democratic Republic of Congo Tunisia
Editorial Focus	Offshore Developments	Onshore & Maritime Security Safety Specifications	6 <sup>th</sup> Annual Independents Awards
Downstream Focus	Smart Cards	Regional Power Integration	Indigenous Players
Technology Focus	Tubulars and Piping	Artificial Lift	Drilling Software Seismic Savvy

African Focus	Gabon Sudan	Namibia Morocco	Kenya Libya
Editorial Focus	NOC/IOC Relationships	Construction & Engineering Contract Structuring	Examining the Peak
Downstream Focus	African Retail	IPP Projects	Refining & Petrochemical Technologies
Technology Focus	Enhanced Oil Recovery	Bits and Fluids	Green Trends in Production

African Focus	Equatorial Guinea Angola	Liberia Cameroon	Tanzania Republic of Congo
Editorial Focus	6 <sup>th</sup> Annual NOC Awards	Fiscal Regimes	Quays & Yards
Downstream Focus	Africa Trade Desk	World Project Economics Update	Pipeline Update
Technology Focus	Subsea Innovations	Downhole Equipment and Tools	Production Chemistry

Bonus Distribution*	
January	
MENA Natural Gas Distribution Summit ..... Jan 18-20	
February	
3 <sup>rd</sup> Annual 2010 Global Drilling	Feb 8-11
Interactive Technology Workshop	
Southern Africa Energy Week	Feb 8-10
International Petrochemical and Downstream Strategy	Feb 22-25
Nigeria Oil & Gas 2010	Feb 22-25
March	
Oil & Gas Libya 2010	Mar 8-11
Offshore West Africa	Mar 9-11
Oil & Gas Africa Week	Mar 16-18
Ghana Energy Summit 2010	Mar 22-24
CAPE IV, Africa Petroleum Congress & Exhibition	Mar 24-27
April	
Oil & Gas Outlook Africa 2010	Apr 6-9
LNG 16 (Oran, Algeria)	Apr 18-21
Mozambique Mining and Energy	Apr 22-23
Offshore Technology Conference	May 3-6
May	
Eastern Africa Energy Week	May 10-12
Minepec Niger 2010	May 10-12
Mediterranean Offshore Conference	May 18-20
Western Africa Energy Week	Jun 2-4
June	
Maghreb Oil Week	Jun 15-16
World National Oil Companies Congress 2010	Jun 21-24
September	
ATCE 2010	Sep 20-22
Africa Energy Week	Sep 27-30
October	
8 <sup>th</sup> International Bottom of the Barrel Conference	Oct 6-7
Tripoli Oil & Gas (TOG 5)	Oct 12-14
17 <sup>th</sup> Africa Upstream Week	Nov 1-5
November	
World Junior Oil & Gas Congress	Nov 16-18
Petroleum Africa/Oil & Gas Eurasia	TBA
1 <sup>st</sup> Annual Africa/Russia Summit	

\*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.



## Petroleum Africa's Advertisers

*Just a few of the many advertisers that choose Petroleum Africa to deliver their marketing message to the decision makers in Africa's petroleum industry.*

Boots & Coots

Cracow Drilling

Emerson Process Management

Fugro

Halliburton

Hughes Christensen

ION

Lufkin

RWE Dea

Schlumberger

Smith Bits

TMK

Total Safety

Wartsila

Weatherford

Western Well Tool

# 2010 Rates

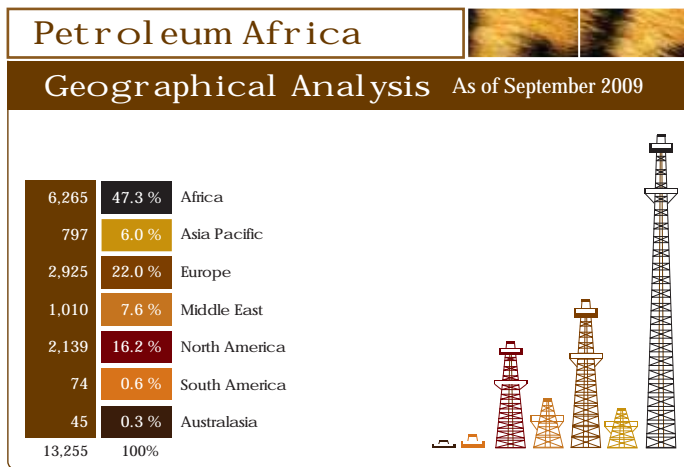
*Petroleum Africa's* numerous advertising options can assist any company in reaching their target audience, whatever the annual budget. Combine print and online advertising for unbeatable value.

## 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.

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. If your firm is targeting decision makers for products or services needed in 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.



### Recruitment Ad B&W

Size (55 mm Width)	1-5 ads	6-15 ads	16-25 ads	26+ ads
70 mm length	\$110 each	\$100 each	\$95 each	\$90 each

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

Position/No. Inserts	1x-3x	4x-6x	7x-12x	13x-17x	18x-23x
Full Page	\$4,645	\$4,525	\$4,395	\$4,265	\$4,135
2/3 Page	\$3,435	\$3,325	\$3,215	\$3,105	\$2,995
1/2 Page Island	\$3,165	\$3,060	\$2,955	\$2,850	\$2,745
1/2 Page	\$2,870	\$2,775	\$2,685	\$2,590	\$2,495
1/3 Page	\$2,100	\$2,035	\$1,975	\$1,910	\$1,850
1/3 Page Square	\$2,100	\$2,035	\$1,975	\$1,910	\$1,850
1/4 Page	\$1,600	\$1,550	\$1,500	\$1,445	\$1,395

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%

### Special Positions (Including 4-Color Process)

Position/No. Inserts*	1x-3x	4x-6x	7x-12x	13x-17x	18x-23x
Inside Front Cover*	\$5,860	\$5,745	\$5,630	\$5,515	\$5,400
Inside Back Cover*	\$5,535	\$5,420	\$5,300	\$5,190	\$5,075
Back Cover*	\$5,950	\$5,850	\$5,745	\$5,640	\$5,535
Spread	\$8,460	\$8,300	\$8,145	\$7,990	\$7,835
Gate Fold, Fold-downs	Quote Upon Request				
Front Cover Folds					
Sponsored Editorials with reprint package offered; pricing and details are available 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.

### Online Banner Ad Rates

Home Page			Weekly Newsletter		
Size (Pixels WxH)	Rates		Size (Pixels WxH)	Rates	
	Weekly	Monthly		Weekly	Monthly
728X90	\$450	\$1,500	728X90	\$325	\$1,100
Main Center			Main Center		
300X250	\$700	\$2,200	728X90	\$300	\$1,000
Main Leader			Middle Center		
728X90	\$300	\$1,050	728X90	\$250	\$900
Other Center			Bottom Center		
120X240	\$240	\$850	120X240	\$185	\$640
Right Skyscraper			Right Skyscraper		
120X90	\$175	\$650	120X90	\$125	\$425
Right Button			Right Button		
Webinars	\$800	\$3,000	Event Listing	\$50	\$200
Corporate Profile pages	Contact Publisher		Event Banner	\$80	\$320
Page Sponsorship					

All other website pages, or for special sizes or requirements, contact sales representative.

Maximum file size: 80 kb

## Petroleum Africa 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 4,600 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.

### Africa Specific Editorial Coverage Comparison

(U.S. Domestic May 2009 OTC Issues and Petroleum Africa May 2009 OTC Issue)

Magazine	Editorial Pages
Petroleum Africa	53
Hart's E&P	2
JPT	0
Offshore	8
Oil & Gas Journal	1
World Oil	1

"I just read the September 2008 issue of Petroleum Africa in N'djamena while attending the CIOME 2008 conference and I wanted to take this opportunity to thank you for the great job you are doing. I am sure SHT will also take this opportunity to be known worldwide thru your magazine." - *Ahmat Khazali Agyi, CEO, Chad National Oil Company (SHT)*

### Cost per Contact

Full page, 4 color, one time rate

Magazine	Ad Price	Cost per Contact
Petroleum Africa	\$4,645	\$0.35*
World Oil	\$10,950	\$4.35
JPT	\$7,795	\$3.36
Hart's E&P	\$11,460	\$2.83

\* From January 1, 2010

We do consider Petroleum Africa a high-quality media, which with no doubt has enabled us to increase the company's public exposure and awareness among the industry and African stakeholders. - *Marie-Gabrielle Cajoly, Communications & PR Manager, Addax Petroleum Corp.*

### Petroleum Africa Circulation: 13,255

As of September 2009

Other Publications*	As Of	Africa Circulation
World Oil	June 2008	2,512
JPT	Dec 2008	2,316
Hart's E&P	June 2008	4,039

\* As per publication's Media Planner

I held my first copy of Petroleum Africa and I must confess that it is simply fantastic! Concise, informative and accurate. I am never going to miss a copy. Great work! - *Abraham Ememandu, Bids and Tenders Coordinator, Linkso Nigeria Ltd.*

## In Every Issue

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

### Subscriptions

Years	Print	Electronic	Both
One year	\$300	\$200	\$400
Two years	\$500	\$350	\$700
Three years	\$700	\$500	\$1,000

- Commanding market presence - In publication 12x per year since March 2003. High visibility, complementary daily news website since 2004, and electronic Best of the Week Newsletter since 2005.
- Petroleum Africa reports on the entire continent's upstream and downstream activities, not just a handful of countries.
- Broad Industry Coverage - Over 70% of readership is comprised of oil and gas ministries, national and international oil companies and services companies.
- Executive Level Readership Profile - The vast majority of *Petroleum Africa's* readership is comprised of technical professionals, top management, and consultants.
- Geographic Reach - Worldwide with Africa, Europe, North America, and the Middle East the dominant subscriber base.
- 75% independent editorial, with news presented in a clear and concise manner in the relevant sections. We cover what we say we are going to cover.
- Long established relationships with the African continent's oil and gas ministries, NOCs and IOCs. Access to high-level executives.
- Bonus Distribution - Thousands of additional copies are distributed nearly every month to delegates at major industry conferences and exhibitions across Africa and beyond.



# Advertising Policy Effective January 1, 2010











- 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 17<sup>th</sup> of the month preceding issue month unless specified otherwise.
- Art work due by the 22<sup>nd</sup> 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 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	 1/4 Page Strip
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	210 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	8.3 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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