



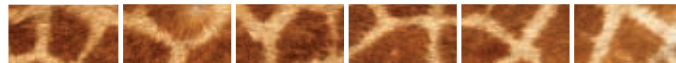
Petroleum *Africa*

2012 Media Planner

The Authority on
Africa's Oil & Gas
Activities



Continental Focus
International Reach



●
www.petroleumafrika.com

ACCRA * CAIRO * HOUSTON * LAGOS * MILAN * MOSCOW





2012 Editorial Calendar

	Ad Closing Dec 13 Materials Due Dec 19	Ad Closing Jan 15 Materials Due Jan 22	Ad Closing Feb 15 Materials Due Feb 22	Ad Closing Mar 15 Materials Due Mar 22
African Focus	Liberia Congo (DRC)	Nigeria Namibia	The Sudans Mozambique	Ghana Algeria
Editorial Focus	*HSE in Play	*Pre-Salt Plays	Banking and Finance	Methane/CBM
Downstream Focus	Clean Refining	Power Generation Projects	Plant Optimization	LNG Revisited
Technology Focus	Well Control	Smart Fields	*Shale Technology	*Offshore Services
Issue Highlight	*HSE continues to be a top workplace priority in light of the Maondo and other disasters. The industry is working harder to put best practices in place.	*Pre-salt plays are drawing more interest with the discoveries made in Brazil. Will the similar geologies of Angola and Gabon pay off for explorationists?	*Global shale plays have driven industry Research & Development spend. In this feature we cover the latest technology innovations. **Petroleum Ghana Issue 2	*With new frontier exploration activity expanding off Africa's coasts, service offerings to the offshore sector continue to grow.

	Ad Closing Apr 15 Materials Due Apr 22	Ad Closing May 15 Materials Due May 22	Ad Closing Jun 15 Materials Due Jun 22	Ad Closing Jul 15 Materials Due Jul 22
African Focus	Egypt Congo (ROC)	Tunisia Uganda	Morocco Cameroon	Mali South Africa
Editorial Focus	*Fiscal Regimes	*8 th Annual Independents Awards	Local Content Milestones	Heavy Oil & Tar Sands
Downstream Focus	LPG & CNG	Piping Solutions	African Retail	*Floating LNG
Technology Focus	Extending Field Life	Corrosion Control	*Seismic Technologies	Bit Evolution
Issue Highlight	*The African continent offers some very attractive E&P destinations for both independents and majors. Learn who's offering the most appealing fiscal terms.	*PA's not-to-be missed annual awards issue analyzes 100s of independents operating in Africa over the preceding year, resulting in winners for outstanding performance.	*Advances in seismic technology are helping operators narrow their risk and pinpoint highly prospective drilling locations.	*The industry is excited about the potential for Floating LNG to bring stranded offshore natural gas to market. Here we look at what one major is doing to make it a reality.

	Ad Closing Aug 15 Materials Due Aug 22	Ad Closing Sep 15 Materials Due Sep 22	Ad Closing Oct 15 Materials Due Oct 19	Ad Closing Nov 15 Materials Due Nov 22
African Focus	Libya Guinea Bissau	Angola Rwanda	Kenya Mauritania	Tanzania Equatorial Guinea
Editorial Focus	*Promising Shale Plays	8 th Annual NOC Awards	Recruitment	*M&A - Deal of the Year
Downstream Focus	Global Refining Lessons	Forecourt News	Biofuels	GTL
Technology Focus	Gravity & Magnetics	*Subsea Innovations	*Wireline Services	Directional Drilling
Issue Highlight	*Africa hosts significant shale resources and boasts some of the world's top reserve holders. A number of firms are looking to add African shale to their portfolios. **Petroleum Ghana Issue 3	*Featuring the latest technology feats deployed in African and global offshore projects that have allowed operators to drill deeper with greater success.	*The services industry features a number of innovative technologies in its toolbox to help operators better understand their reservoirs.	*Mergers and acquisitions continue to change the exploration landscape in Africa. Which company made the savviest transaction earning it the deal of the year?

**For more information on editorial and advertising opportunities in *Petroleum Ghana* bonus issues, contact advertise@petroleumafrika.com

2012



Bonus Distribution

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/or offer Bonus Distribution at:

January Issue
SPE Middle East Unconventional Gas Conference & Exhibition (UGAS) January 23-25 — Abu Dhabi, UAE
Offshore West Africa Conference & Exhibition January 24-26 — Lagos, Nigeria
February Issue
Gas Tech Cairo Conference & Exhibition February 13-15 — Cairo, Egypt
North Africa Technical Conference & Exhibition (NATC) February 20-22 — Cairo, Egypt
International Petroleum Week 2012 February 20-22 — London, UK
12th Nigeria Oil & Gas (NOG12) February 20-23 — Abuja, Nigeria
March Issue
10th Middle East Geosciences Conference & Exhibition (GEO 2012) March 4-7 — Manama, Bahrain
IADC/SPE Drilling Conference & Exhibition March 6-8 — San Diego, CA, USA
3rd Eastern African Oil, Gas & Energy Conference 2012 March 26-28 — Nairobi, Kenya
3rd Annual Ghana Oil & Gas Summit March 27-29 — Accra, Ghana
April Issue
4th Nigeria International Infrastructure & Construction April 17-18 — Lagos, Nigeria
6th German-African Energy Forum April 23-25 — Lagos, Nigeria
5th Annual Sub-Saharan Africa Oil & Gas Conference 2012 April 26-27 — Houston, TX
OTC 2012 (Offshore Technology Conference) April 30-May 3 — Houston, TX
May Issue
4th African Gas Week May 21-24 — London, UK
MOC 2012 Mediterranean Offshore Conference & Exhibition May 22-24 — Alexandria, Egypt
13th Southern Africa Energy Week May 28-30 — Johannesburg, South Africa
The 25th World Gas Conference June 4-8 — Kuala Lumpur, Malaysia
October Issue
Annual Technical Conference & Exhibition (ATCE) October 8-10 — San Antonio, TX, USA
Gastech Conference & Exhibition October 8-11 — London, UK
IADC Drilling Africa Conference & Exhibition October 26-28 — Lisbon, Portugal
19th Africa Oil Week October 29-November 2 — Cape Town, South Africa
November Issue
Power-Gen Africa Conference & Exhibition November 6-8 — Johannesburg, South Africa

Petroleum Africa's participation at the most prestigious events focused on Africa, as well as global events relevant to the entire industry, ensures not only that the magazine is in front of a global audience, but also that your advertising message is read by 1,000s of additional potential clients every month.



“*Petroleum Africa* is an important reference for any oil and gas professional, whether in the operations, commercial, legal, or finance fields. Nowhere else will you find a better collection of all the important news and issues from around the continent.
— Ricardo Silva, Partner, Miranda Law Firm

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 impact and social issues
 - Legal and contractual issues
 - Oil security analysis
 - Key management changes at major players
 - Best selling book reviews
 - Market updates
 - New products and services
 - A synopsis of the politics at work in Africa
 - African and world rig counts, oil prices
- And much more...**

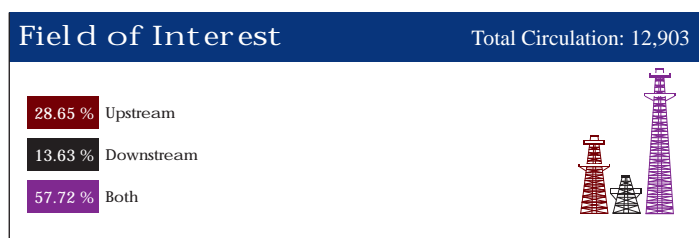
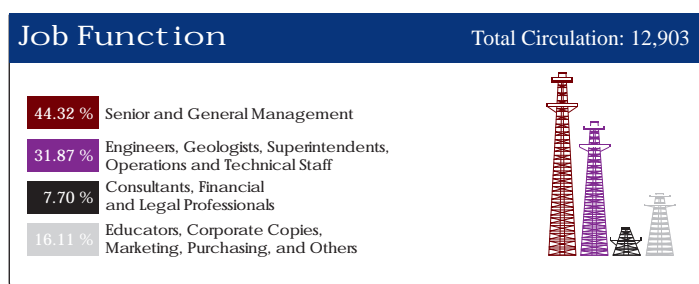
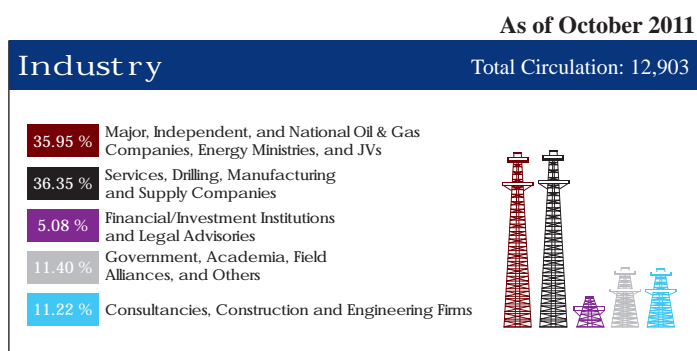
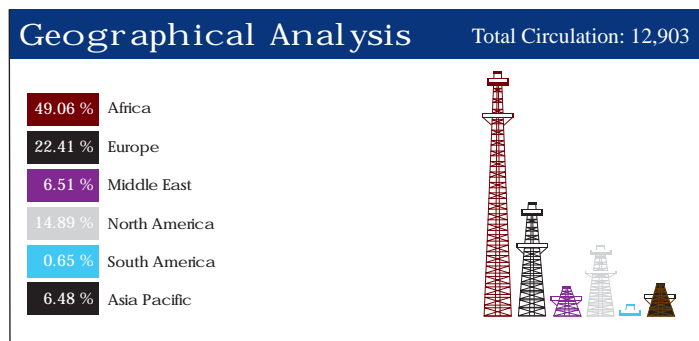
“ For keeping up with what is going on in the African oil patch, *Petroleum Africa* is my “go to” source and has been for almost the last 10 years.
Mark W. Campbell — Fox-Davies Capital Ltd.

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 Africa's national oil companies, relevant petroleum ministries and agencies, as well as service providers, and to over 4,100 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.

- **Established Market Authority** – In publication 12x per year since March 2003. Complementary daily news website since 2004; electronic *Best of the Week Newsletters* since 2005, along with breaking news alerts.
- **Cross-Continent** – *Petroleum Africa* reports on the entire continent's upstream and downstream activities, not just on 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.
- **Geographic Reach** – Worldwide with Africa, Europe, North America, and the Middle East the dominant subscriber base.
- **Executive Level Readership Profile** – *Petroleum Africa's* readership is comprised of top management, technical, legal and financial professionals, consultants and analysts.
- **Predominantly Independent Editorial** – We cover what we have committed to covering. News is presented independently in a clear and concise manner.
- **"Insider" Information** – 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.



Petroleum Africa's Advertisers

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

- | | |
|-----------------------------------|---------------------------------|
| Baker Hughes | ION |
| Cracow Drilling | INOVA |
| Cudd | Lion Petroleum |
| DynaEnergetics | Postle Industries |
| Emerson Process Management | RDFC |
| Ferguson Modular | RWE Dea |
| FMC | Schlumberger |
| Fugro | Seismic Micro Technology |
| Halliburton | Total Safety |
| Inmarsat | TPDC |

2012 Magazine Ad Rates

Petroleum Africa's varied advertising options can assist any company in reaching their target audience, whatever the annual budget. Cross platform advertising – print, online, and digital – combine for unbeatable value.

Why Your Ad is a Sound Investment

Petroleum Africa strives to deliver your company's message right to your target audience. Our BPA business magazine membership is in progress and *Petroleum Africa* is preparing for its audit, making it the first African oil and gas publication to do so.

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 oil and gas scene. And because we don't include numbers from across the industrial spectrum, you can be sure that the return on your advertising investment 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* should be your choice. 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.

Integrated Packages

Bronze

Package Price \$12,000

- 4 1/3-Page Print Ads
- 4 Weekly e-Newsletter Banners (120x240 pixels)
- 6-Month Corporate Link on petroleumafrika.com
- 2-Month Banner on petroleumafrika.com (120x240 pixels)

Silver

Package Price \$22,500

- 6 1/2-Page Island Print Ads
- 6 Weekly e-Newsletter Banners (120x240 pixels)
- 6-Month Corporate Link on petroleumafrika.com
- 6-Month Linked Banner on petroleumafrika.com (120x240 pixels)

Gold

Package Price \$34,500

- 6 Full Page Ads
- 12 Weekly e-Newsletter Banners (120x240 pixels)
- 1-Year Corporate Link on petroleumafrika.com
- 1-Year Linked Banner on petroleumafrika.com (120x240 pixels)

Platinum

Package Price \$72,500

- 12 Full Page Ads
- 12 Weekly e-Newsletter Banners (728x90 pixels)*
- 1-Year Corporate Link on petroleumafrika.com
- 1-Year Linked Banner on petroleumafrika.com (728x90 pixels)*
- 1 Sponsored Editorial in the Issue of Choice

* Mid-center position

4-Color Standard Rates (Including 4-Color Process)

Position/No. Inserts	1x-3x	4x-6x	7x-12x	13x-17x	18x-23x
Full Page	\$5,150	\$5,025	\$4,900	\$4,775	\$4,650
2/3 Page	\$3,845	\$3,735	\$3,625	\$3,515	\$3,405
1/2 Page Island	\$3,530	\$3,430	\$3,330	\$3,230	\$3,130
1/2 Page	\$3,220	\$3,120	\$3,020	\$2,920	\$2,820
1/3 Page Island	\$2,340	\$2,290	\$2,240	\$2,190	\$2,140
1/3 Page	\$2,310	\$2,260	\$2,210	\$2,160	\$2,110
1/4 Page	\$1,785	\$1,745	\$1,705	\$1,665	\$1,625
1/6 Page	\$1,240	\$1,200	\$1,160	\$1,120	\$1,080

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
Full Cover Gatefold*	\$10,600	\$10,300	\$10,100	\$9,900	\$9,750
Half-page Gatefold*	\$7,970	\$7,870	\$7,770	\$7,720	\$7,670
Two-page Spread*	\$8,625	\$8,525	\$8,425	\$8,325	\$8,225
Half-page Spread*	\$6,400	\$6,300	\$6,200	\$6,150	\$6,100
Back Cover*	\$6,500	\$6,400	\$6,300	\$6,250	\$6,200
Inside Back Cover*	\$5,925	\$5,825	\$5,725	\$5,675	\$5,625
Inside Front Cover*	\$6,270	\$6,170	\$6,070	\$6,020	\$5,970
Fold-downs	Quote Upon Request				
Sponsored editorials with reprint packages; pricing and details are available upon request.					

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

Recruitment & Event Rates (Black & White)

Size (55 mm Width)	1-5 ads	6-15 ads	16-25 ads	26+ ads
Recruitment per 70 mm length	\$150	\$140	\$130	\$120
Event per 35 mm length	\$110	\$105	\$95	\$90

4 Color: add 25%. Recruitment and event advertising also available online.

Subscriptions

Years	Print	Electronic	Both
One year	\$350	\$225	\$440
Two years	\$550	\$400	\$750
Three years	\$750	\$550	\$1,100

Electronic Corporate license agreements available for 15 or more users; contact subscribe@petroleumafrika.com for pricing and terms.

All rates are quoted in US dollars.

“*Petroleum Africa* is the best monthly magazine with a sole focus on Africa that I have come across. With business development my focus, I find the information very useful in planning sales strategy for my staff, and the weekly newsletter provides timely updates.”
– Sales Manager, FMC

Digital Advertising on www.petroleumafrika.com

Home page



PetroleumAfrica.com provides readers with breaking daily news out of the African oil and gas scene. In addition, you can access previous issues of the magazine 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's 'Best of the Week' e-newsletter 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.

Why Advertise on www.petroleumafrika.com

- ★ Established brand identity
- ★ Targeted audience
- ★ Thousands of unique visitors each week
- ★ Updated daily content drives new traffic
- ★ Over 12,000 opt-in e-newsletter subscribers, and growing daily

“Petroleum Africa isn't just about Africa, it is African, with insider reports from across the Continent. Russia's new, globally-active NOCs and IOCs rely on www.petroleumafrika.com, for reliable intel as they become increasingly competitive in what is a natural market for Russian operators, service companies, and equipment manufacturers.

– Pat Davis Szymczak, President, Oil&Gas Eurasia, Moscow”

Events page



Industry Links page



Online Banner Ad Rates

www.petroleumafrika.com			Weekly e-Newsletter		
Size (Pixels WxH) Position	Rates		Size (Pixels WxH) Position	Rates	
	Weekly	Monthly		Weekly	Monthly
728x90 Leaderboard	N/A	\$3,200	728x90 Leaderboard	N/A	\$1,600
300x250 Webinar or Banner	\$800	\$2,750	728x90 Center #1	\$375	\$1,350
728x90 Center #1 and 2	\$650	\$2,400	728x90 Center #2	\$320	\$1,050
728x90 Center #3	\$500	\$1,900	120x240 Right Skyscraper	\$250	\$850
120x240 Skyscraper	\$280	\$1,000	120x90 Right Skyscraper	\$150	\$450
120x90 Right Button	\$200	\$650	120x90 Event Listing	\$100	\$300
120x90 Event Banner	\$200	\$650	728x90 News Alert Banner	\$1,000	\$3,000
Corporate Link (6-month minimum)	N/A	\$100	120x240 News Alert Link	\$250	
Recruitment Link	N/A	\$200	Announcement Link	Contact Publisher for more information on opportunities within news alerts	
Conference Link	N/A	\$100			
Corporate Profile pages	Contact Publisher		List Rental	Contact Publisher	
Page Sponsorship					

For all other website pages, or special sizes or requirements, contact sales representative. Acceptable files: Gif, Animated Gif, and JPEG. Animated Macromedia Flash SWF accepted for website only, not accepted for e-newsletter. 8 bits/channel RGB, 72 dpi at actual size. Maximum file size: 80 kb

1. Publisher's Copy Protective Clause –

- In the event that no acceptable copy is furnished, Publisher reserves the right to repeat last submitted 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.
- Contracts for covers and special positions are non-cancelable, except for non-payment of invoices at Publisher's discretion.
- In the event of non-payment of invoices, the Publisher may terminate the contract without notice.
- Advertisers are liable for all content of advertisements (print or digital) 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.

2. 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.

3. 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 pre-printed inserts count as one insertion toward earning a frequency rate of 1x – 24x.

4. Issuance & Closing – Published 12 times per year with distribution beginning during the first week of each month. Reservation and artwork deadlines are as specified in the editorial calendar.















5. 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.

6. 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.

7. 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.

Print Advertisement Specifications

1. Standard Page: Standard type and advertising page size is 8.3" x 11.0" (210 mm x 280 mm).
2. Bleed: 3 mm bleed on all sides. All type must be inset 0.20" (5 mm) inside the final trim size, all four sides.
3. Pre-Trim Size: 8.5" x 11.3" (216 mm x 286 mm).
4. 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).
 - a. 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 such as MS PowerPoint, MS Publisher, etc. Production charges will be incurred if files do not meet these acceptable digital file guidelines.
 - b. 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.
 - c. Storage Media: Files may be submitted using the following media: Email, CD-ROM, or FTP. When submitting your electronic files, clearly label 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 8 MB may be e-mailed.

				
Full Cover Gatefold	Half-page Cover Gatefold	Full Page Spread	Half-page Spread	Full Page
420 x 280 MM	105 x 280 MM	420 x 280 MM	420 x 140 MM	210 x 280 MM
16.5 x 11 Inches	8.3 x 11 Inches	16.5 x 11 Inches	16.5 x 5.5 Inches	8.3 x 11 Inches
				
1/2 Page Horizontal	1/2 Page Island	2/3 Page Vertical	1/3 Page Horizontal	1/3 Page Vertical
210 x 140 MM	130 x 186 MM	140 x 280 MM	210 x 95 MM	70 x 280 MM
8.3 x 5.5 Inches	5.1 x 7.3 Inches	5.5 x 11 Inches	8.3 x 3.7 Inches	2.8 x 11 Inches
				
1/3 Page Island	1/4 Page Box	1/4 Page Strip	1/6 Page Strip	
130 x 130 MM	105 x 140 MM	210 x 70 MM	210 x 45 MM	
5.1 x 5.1 Inches	4.1 x 5.5 Inches	8.3 x 2.8 Inches	8.3 x 1.8 Inches	

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

Digital Advertisement Specifications

1- Website Banners

- **Files accepted:** Gif, Animated Gif, and JPEG. Animated Macromedia Flash SWF accepted for website only, not accepted for e-newsletter.
- **Specification:** 8 bits/channel RGB, 72 dpi at actual size. Maximum file size: 80 kb.
- **Deadlines:** All website banner artwork, links, or announcements must be received at least four days in advance of scheduled program start date.

2- e-Newsletter Banners

- **Files accepted:** Gif, Animated Gif, and JPEG
- **Specification:** 8 bits/channel RGB, 72 dpi at actual size. Maximum file size: 80 kb.
- **Deadlines:** All newsletter banner artwork, links, or announcements must be received at least four days in advance of scheduled program start date.

Ad Material Submission

- **Send by Email:** Petroleum Africa can accept ads up to 8 MB in size. If you choose to email your ad, address it to advertise@petroleumafrika.com. Please be sure to indicate Advertiser Name and Issue Date in the subject line.
- **FTP Upload:** For ads between 8 MB and 100 MB in size, you may upload to our FTP site. Please contact your sales representative for access information.
- **By Post or Courier:** Mario Saad, Art Department, PAMSCO, 10G Ahmed Abd El-Aziz St., New Maadi, Cairo, Egypt



Petroleum Africa Magazine, Inc.
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CONTACT US WORLDWIDE

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