



UPSTREAM, DOWNSTREAM... WE HAVE THEM ALL COVERED

energy world

MEDIA INFORMATION 2010

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EVIDENTIALLY SPEAKING, the oil, gas and petrochemical sectors have never been as volatile as now. With several clear pictures emerging about the global market demand for oil, gas and petrochemicals, often each contradicting the other, there is, in reality, no clear picture. Add to that the diminishing faith in predictive modelling as a smug go-to reference for all situations, and the answer is

obvious – people in the oil, gas and petrochemical businesses need information that is at once accurate, relevant and comprehensive. In this new paradigm, evidence is everything. Solid reporting, based on dogged fact gathering, diligence, fairness and objectivity, is the need of the hour. That has been our aspiration and avowed approach since we launched *Energy World*, in the thick of the downturn, in November 2009.

Thanks to our founding principles, *Energy World* is looked at as a reliable monthly resource for making key decisions in the oil, gas and petrochemical sectors. It is packed with information on upstream and downstream activities and, not to forget, such aspects as government regulations and policies, finance, logistics, safety and environmental stewardship. While the magazine largely focuses on the oil, gas and petrochemical sectors, it also covers issues related to renewable energy. A case-in point is the rather robust coverage given to hydrogen energy, which the magazine has ascertained, is a viable option for the GCC.

Energy World is published by CPI Industry, which is an engaging presence in different industry sectors, such as water (H₂O), power (MEGAWHAT) and HVACR (*Climate Control Middle East*).

In a nutshell...

- *Energy World* is a monthly that is widely distributed to key decision makers in the government and the private sectors in the Middle East region. The distribution profile includes conventional direct mailing, electronic mailing and circulation initiatives at key oil and gas events that we organise, co-organise or participate in, as strategic media partners.
- The magazine is packed with news, features, perspectives and analyses primarily on the oil, gas and petrochemical sectors.
- It is rich in relevant and timely data, necessary for key business decisions.
- It also contains country reports, product features and profiles of key personalities in the industry.
- The people behind *Energy World* have a combined expertise of over 40 years in the industry. The result is a comprehensive and focused offering that will help you navigate through the intricate world of the oil, gas and petrochemical sectors.
- Considering that *Energy World* goes to a coveted readership of public sector and private sector clients, it presents itself as a unique platform to announce your commercial messages, be they in the form of advertisements or advertorials.

Oil

Gas

Petrochemicals

Supplements

EQ

EQ, or *Energy Quarterly*, is a bilingual (English and Arabic) digest that is published at the end of every business quarter. It contains key issues that have shaped or concerned the oil, gas and petrochemical sectors in the preceding three months. EQ encapsulates key trends and attempts to understand how they will impact the subsequent months.

> MONTHS OF PUBLICATION: MARCH, JUNE, SEPTEMBER AND DECEMBER

Blue Waters: Environmental cleaning in the O&G industry

In recognition of the crucial nature of the issue of marine environment, *Energy World* publishes *Blue Waters: Environmental cleaning in the O&G industry*. The aim of the supplement is to explore new technologies, initiatives and government policies and regulations in the region. The supplement also celebrates path-breaking initiatives by private players.

> MONTH OF PUBLICATION: JULY

Pipe Report

Keeping in mind the critical nature of piping, the report offers a comprehensive overview of the piping industry, including

the latest technological innovations, successful installation stories, challenges and solutions at offer to surmount them. It also contains information on pricing trends and business developments.

> MONTH OF PUBLICATION: SEPTEMBER

ADIPEC Preview 1 and 2

The two supplements constitute a curtain-raiser to by far the most important oil and gas event on the UAE firmament. Typical of all previews, they highlight and showcase key technologies and critical areas for discussion in the context of the event.

> MONTHS OF PUBLICATION: OCTOBER AND NOVEMBER

The A-list

The A-list is *Energy World's* way of celebrating the best practices and outstanding business strategies in the oil, gas and petrochemical sectors. Essentially, a coffee-table book, *The A-list* contains profiles of top oil, gas and petrochemical contracting companies and personalities.

> MONTH OF PUBLICATION: NOVEMBER

2010 editorial programme *(subject to change)*

Months	Country reports	Product focus	Supplements	Events (with extra distribution)
February	UAE			
March	Bahrain		EQ (Energy Quarterly)	MEGAS Summit 2010, Abu Dhabi, UAE
April	Oman	Compressors		Oil and Gas West Asia, Muscat, Oman
May	Egypt	Pipeline and storage		Petrotech, Manama, Bahrain
June	Algeria	Flow measurement, metering & automation	EQ (Energy Quarterly)	Caspian Oil & Gas, Baku, Azerbaijan
July	Russia	IT infrastructure	Blue Waters	
August	Iran	Exploration, drilling and production equipment		
September	Iraq	Processing equipment	Pipe Report, EQ (Energy Quarterly)	
October	Saudi Arabia	Maintenance	ADIPEC Preview 1	SAOGE, Dammam, Saudi Arabia
November	UAE	Instrumentation, supply vessels	ADIPEC Preview 2, The A-list	ADIPEC, Abu Dhabi, UAE
December	Kuwait	Software solutions	ADIPEC Report, EQ (Energy Quarterly)	
January 2011	Qatar	HSS&E		

The readers

Broadly speaking, the readership includes key decision makers in the government and the private sectors in the Middle East region. Specifically, our readers include government organisations, national and international oil and gas companies, petrochemical companies, national and international service companies, equipment manufacturing businesses, EPC contracting companies, consultancy firms, independent consultants, environmental agencies and academicians. In short, the magazine covers the entire industry, and for this, we are armed with appropriate databases and expertise gathered through our well-entrenched presence in the Middle East.

In terms of job title, the readership includes...

- Ministers, Presidents, Chairpersons
- CEOs, Managing Directors
- Project Managers
- Procurement Managers
- Installation Managers
- HSE Managers
- Contractors
- Consultants

Contents

A typical issue of *Energy World* contains

- Exclusive one-to-one interviews with key government officials and CEOs
- Feature stories, updates and guest columns on
 - 1) Business initiatives
 - 2) Technology
 - 3) Logistics
 - 4) Legal affairs
 - 5) HSE
- Market analysis
- Tenders information
- Events-related information
- Profiles of key personalities



Advertising rates (1 Insertion)

Advertising rates (4 colour, 1 insertion); discounts available on series

Normal page rates:	PRINT	PRINT+DIGITAL (Zinio)
Full-page colour	USD 6,900	<p>SPECIAL ZINIO OFFER! Only USD 600 extra for a digital ad on all sizes!</p> <p>Zinio only available with print</p> <p>Advertising agency commission: 15%</p> <p>Guaranteed position: +10%</p> <p>PAYMENT: On receipt of invoice</p>
Double-page spread	USD 10,000	
2/3 page	USD 5,500	
1/2 page - island	USD 4,100	
1/2 page	USD 4,800	
1/3 page	USD 3,500	
1/4 page	USD 3,100	
Cover positions: (Zinio compulsory)		
Outside back cover	USD 8,900	
Inside front cover	USD 7,900	
Inside back cover	USD 7,500	
Classifieds rates	on request	

Format and distribution

- Energy World is in A4 format and saddle stitched.
- The print edition reaches in excess of 29,000 readers.
- The magazine is distributed at relevant regional industrial shows.

Geographic circulation

UAE	6,401
Saudi Arabia	4,640
Qatar	2,900
Kuwait	3,190
Bahrain	2,631
Oman	2,320
Other Middle East	3,480
International	3,480
TOTAL	29,042

Material:

- All artwork should be supplied in either Adobe Illustrator, InDesign, Acrobat (PDF) or Photoshop formats.
- All images need to be at least 300 pixels/inch resolution, CMYK. All fonts need to be supplied or, if in Illustrator, converted to outline. Colour proofs or print-outs must be supplied along with the digital file.

Technical specifications (WxH)

<p>Bleed: 22cm x 30.7cm Trim: 21cm x 29.7cm Type area: 18.5cm x 27cm</p>	<p>Bleed: 43cm x 30.7cm Trim: 42cm x 29.7cm</p>	<p>12.3cm x 27cm</p>	
Full page (FP)	Double-page spread (DPS)	Two-thirds page vertical (2/3V)	
<p>18.5cm x 18cm</p>	<p>12cm x 18cm</p>	<p>9cm x 27cm</p>	<p>18.5cm x 13cm</p>
Two-thirds page horizontal (2/3H)	Half-page island (HPI)	Half page vertical (HPV)	Half page horizontal (HPH)
<p>6cm x 27cm</p>	<p>18.5cm x 9cm</p>	<p>9cm x 13cm</p>	<p>18.5cm x 7cm</p>
One-third page vertical (1/3V)	One-third page horizontal (1/3H)	Quarter page portrait (QP)	Quarter page strip (QS)

- Other/special sizes and loose inserts are available by request.
- Advertisements can be designed. Cost to be advised

Global reach

Our magazines reach a worldwide audience through Zinio, a unique proprietary digital delivery service that CPI has pioneered in the region.

The technology enables readers to access CPI Industry magazines on-line and/or in a digital format anytime and any place, thus adding to the marketing reach of advertisements and increasing the user-friendliness of the titles.



Key benefits include:

- Instant delivery to readers before the magazine is even printed – particularly valuable to readers based in countries where postal systems are unreliable and/or slow.

- Advertisements can become fully interactive – direct hot links to your Website or embedded video files, for example.
- Instant reader-response facility is provided on clicking on the e-mail address embedded in the advertisement.
- Instant auditing of readership as downloads and page clicks are monitored via management reports.
- Faster access to information – a powerful search engine allows the reader to locate any articles mentioning your company or products instantly.

Please click on www.cpi-industry.com/digital for digital access

Contact us:

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