

**digital**  
**energy**  
journal

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

# Media planning guide and editorial calendar

# 2011

A large offshore oil rig structure is shown against a clear blue sky and a dark blue sea. The rig is a complex of steel beams, platforms, and ladders, with a red structure visible at the base. Two white text boxes are overlaid on the image.

**David Jeffries**  
Advertising and sponsorship  
Tel +44 (0)20 8674 9444  
[djeffries@onlymedia.co.uk](mailto:djeffries@onlymedia.co.uk)

**Karl Jeffery**  
Editor  
Tel +44 (0)20 7017 3405  
[jeffery@d-e-j.com](mailto:jeffery@d-e-j.com)



## DIGITAL ENERGY JOURNAL MEDIA PLANNING GUIDE

Digital Energy Journal aims to chart the evolution of the oil and gas industry, help create its future, and help its people work smarter and more effectively.

Subjects covered include new exploration techniques, digital technology, new types of resources, new technology, oilfields around the world and their politics, safety and social responsibility in operations, and business opportunities, focussing on the upstream oil and gas industry.

Karl Jeffery, editor, was founder and editor of Digital Energy Journal. He is also publisher and a past editor of Tanker Operator magazine, publisher and a founder of Carbon Capture Journal, and a founder of Digital Ship magazine. He has a BEng in chemical engineering from University of Nottingham.

David Bamford, consultant editor, is a non-executive director of Tullow Oil, and a past head of exploration, head of geophysics and general manager West Africa for BP.

Circulation is around 5,000, with distribution both on print and pdf. We have an online social network with 750 members.

Circulation is 37 per cent North America, 24 per cent UK, 15 per cent elsewhere in Europe, 11 per cent Asia, 7 per cent Middle East and Africa, 4 per cent South America. It is 25 per cent oil and gas operators, 21 per cent of integrated service suppliers, 14 per cent to research, consulting and regulating organisations, and 40 per cent to suppliers.

Our readership have a variety of different roles within each organisation. Every week in our e-mail newsletter we publish a list of some of the companies and roles of people who have just signed up, so you can get a feel for the type of readers we have.

In the pages of our media guide you can find our editorial calendar for 2011, including issue deadlines and events each issue will be distributed at. You can also find a list of sample readers, and the various advertising options available, including in our magazine, newsletter, website and social network.



David Bamford

# EDITORIAL CALENDAR

## January 2011

- Rock physics
- Intelligent wells
- Drilling automation
- Accounting software
- Economic modelling
- Business intelligence
- Data management
- Satcoms in oil and gas

*Ad copy deadline: Dec 10 2010*

*Publication date: Jan 04 2011*

## February - March 2011

- Subsurface structural modelling
- Reservoir modelling
- Flow modelling
- Well planning
- Data archiving
- Electronic purchasing
- Integrated operations
- VSAT for oil and gas

*Ad copy deadline: Jan 20 2011*

*Publication date: Feb 01 2011*

## April - May 2011

- SPE IE report
- Data integration in G+G
- Workflow software
- Real time platform monitoring
- Supercomputers in data processing
- Safety technology
- Information management

*Ad copy deadline: Mar 15 2011*

*Publication date: Apr 01 2011*

## June - July 2011

- Data acquisition, data processing
- Reservoir management
- Workflow software
- Enterprise solutions
- E-logistics
- Business intelligence
- Information management
- IT security

*Ad copy deadline: May 15 2011*

*Publication date: Jun 01 2011*

## August - September 2011

- Subsurface monitoring
- Seismic data interpretation
- Risk modelling
- Data storage, disaster recovery
- Business intelligence
- Knowledge management
- Offshore communications
- Offshore Europe preview

*Ad copy deadline: Aug 15 2011*

*Publication date: Sep 01 2011*

## October 2011

- Data integration in G+G
- Workflow software
- Real time platform monitoring
- Supercomputers in data processing
- Safety technology
- Information management

*Ad copy deadline: Sept 15 2011*

*Publication date: Oct 01 2011*

## November - December 2011

- 3D seismic technology
- Visualisation solutions
- Asset management
- Offshore automation
- Flow simulation
- Business intelligence
- Information management
- Satcoms

*Ad copy deadline: Oct 15 2011*

*Publication date: Nov 01 2011*

*The latest Digital Energy Journal is distributed at all Finding Petroleum London conferences (10 events per year, approx 100-120 delegates each event).*

*It is distributed on Energistics exhibition stands at events during the year, including IADC Amsterdam (March), NDR Rio (March), Digital Energy Houston (April), PNEC Houston (May), EAGE Vienna (May), Gas & Oil Expo Calgary (June), Moscow Oil and Gas (June), 3P Arctic Halifax (Sept), Offshore Europe Aberdeen (Sept), SEG San Antonio (Sept), Oil and Gas Indonesia (Sept), Intelligent Energy Bahrain (Oct), ATCE Denver (Nov), IPTC Bangkok (Nov) and WPC Qatar (Dec).*

*We have distributions arranged at*

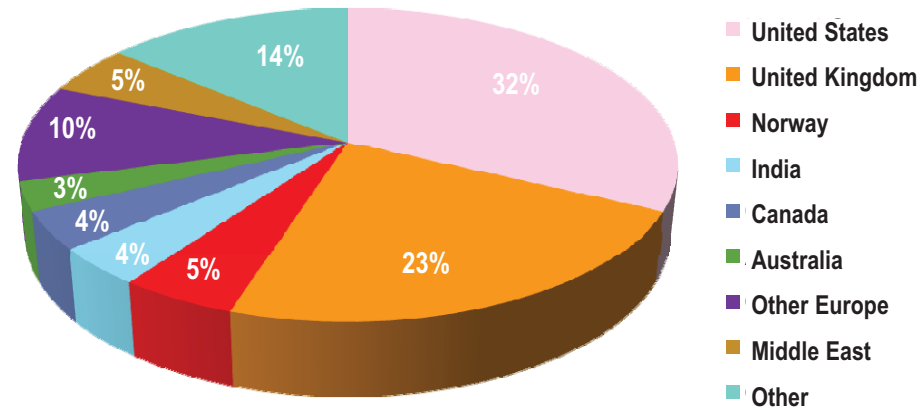
- ◆ *PNEC in Houston, May 17-19 (April - May issue)*
- ◆ *Offshore Europe, Aberdeen Sept 6-8 (Aug -Sept issue)*
- ◆ *Intelligent Energy Bahrain, Oct 3-5 (Aug - Sept issue)*



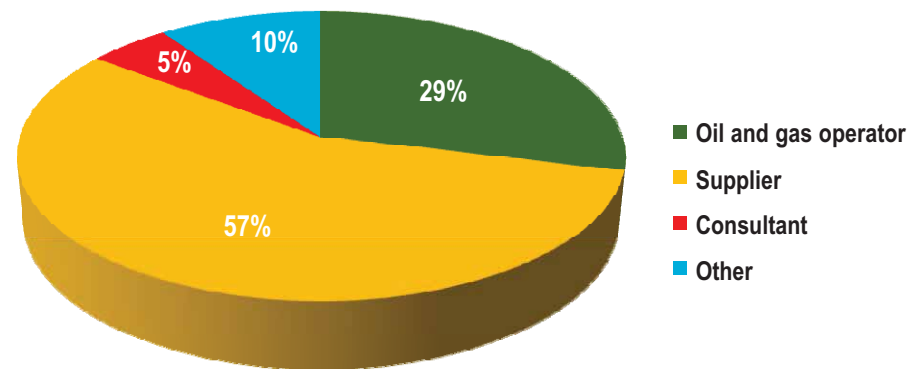
## CIRCULATION BREAKDOWN

### Requested copies

#### Readership by geography



#### Readership by company role



**Total circulation (print + electronic) = 5,000**

Sample job titles include project manager, geologist, engineer, business development manager, geophysicist, product manager, product champion, project engineer, geoscientist, IT manager, CTO, reservoir engineer, systems engineer, technical advisor, mechanical engineer, program manager, field engineer, petroleum engineer.

# MAGAZINE - OPTIONS AND MATERIAL SPECIFICATIONS

The magazine is A4 and full colour throughout.

## Preferred file formats

Our preferred format is high resolution PDF, the files should be supplied to the correct ad size as CMYK with fonts embedded and all elements set to 300 dpi.

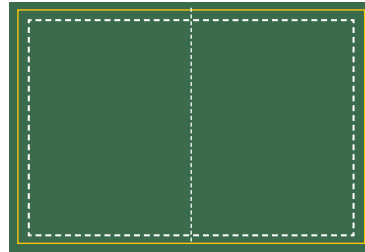
## E-mail

Email artwork to: Keith Forward  
at lordsidcup@hotmail.com  
(if less than 15mb)

## FTP site

Upload onto:  
FTP name: ftp.doag.net  
Username: fryebl476  
Password: stuar942  
Put files in the folder marked  
“www” inform Keith Forward  
at lordsidcup@hotmail.com

**Publisher: Karl Jeffery**  
**Digital Energy Journal Ltd**  
2nd Floor,  
8 Baltic Street East  
London EC1Y 0UP  
UK  
Tel: +44 (0)20 7510 0015  
Fax: +44 (0)20 7510 2344

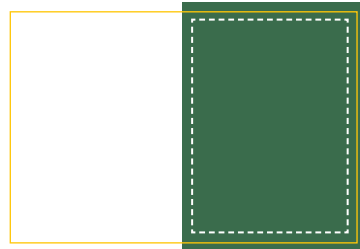


## RATES

**Double page spread:**  
£6,500

## DIMENSIONS

	Height x width
Bleed size	303 x 426mm
Trim size	297 x 420mm
Type area	277 x 400mm



**Full page:**  
£3,500

Bleed size	303 x 216mm
Trim size	297 x 210mm
Type area	277 x 190mm



**Half page:**  
£2,000

## Landscape:

Type area 130 x 190mm

## Portrait:

Type area 260 x 92mm



**Quarter page:**  
£1,500

## Landscape:

Type area 62 x 190mm

## Portrait:

Type area 130 x 92mm



## ONLINE OPTIONS

As well as advertising in our magazine, we can offer advertising in our website, newsletter and online social network.

In the newsletter, we can offer a large banner advert (350 x 150)\* which appears right at the top, beneath our logo but before the news, which links directly to your website. We can also offer small banner adverts (180 x 60) at the side.

On our website, we can offer a large banner advert (728 x 90) across the top of our home page and small banner adverts (375 x 100) at the side. The same advert will also appear whenever anyone reads a full news story (clicking on the headline in our e-mail newsletter), and on many other pages of the site. Accepted formats jpg and gif (no flash), maximum file size 40kB.

*\* All measurements are in pixels*

The screenshot shows the Digital Energy Journal website homepage. At the top left is the logo for 'digital energy journal'. To its right is a large green banner for 'Paradigm' with a 3D geological model. Below the logo is a navigation menu with links for HOME, EVENTS, DEJ MAGAZINE, SOCIAL NETWORK, ADVERTISING & SPONSORSHIP, and CONTACT US. A secondary menu includes Latest News, Buy Subscription, Advertise, Download past issues, Write for us, RSS Feeds, and another Advertise link. A search bar is located on the right. The main content area features the title 'Digital Energy Journal' and a mission statement: 'Digital Energy Journal aims to chart the evolution of the oil and gas industry, help create its future, and help its people work smarter and more effectively.' Below this is a paragraph: 'We want to explain and generate discussion about the difficult aspects of our industry.' A list of subjects covered includes new exploration techniques, digital technology, oilfields, safety, and social responsibility. A 'Latest News' section lists three articles: 'Working with pore pressure' by Geotrace Technologies, 'Neuralog - log files data management' by Neuralog of Houston, and 'Centrica Energy Upstream extends contract with 4Projects'. On the right side, there is a sidebar with a user login area, a 'Most Read News' section listing several headlines, and a 'Latest Magazine Downloads' section for Issue 25 (Jun 2010).