ROGTEC

RUSSIAN OIL & GAS TECHNOLOGIES

НОВОСТИ ● АНАЛИТИКА ● РАЗВЕДКА ● РАЗРАБОТКА ● БУРЕНИЕ И ДОБЫЧА ● ТРАНСПОРТИРОВКА

Media Guide 2012



РОСИНГ | SALYM PETROLEUM | ROSNEFT | LUKOIL OIL COMPANY | TNK-BP | THE MOBIUS GROUP

Tried, Tested, Proven!

A media partner you can trust!

Why Advertise in ROGTEC?

Since it´s launch in late 2004 ROGTEC has been working as a media partner with the leading authorities in the region. We have positioned ROGTEC as the markets leading upstream O&G magazine – without question!

Circulated on a quarterly basis bi-lingually in Russian and English. ROGTEC works directly on media partnerships with the leading authorities including regional operators & associations, to ensure the best possible content and most targeted circulation.

Our in house journalists and editorial staff, working with our regional media partners, ensure ROGTEC is packed with cutting edge content in every issue! From case studies to technology reviews, corporate interview & roundtables – every issue of ROGTEC is packed with the best possible content.

ROGTEC stands alone as a leading content provider; we do not compromise on our content by allowing advertorials. This equates to an independent, unbiased and highly respected magazine, which is eagerly awaited on issue by issue basis.

The vastly experienced ROGTEC team working alongside media partners such as Rosneft, LUKoil, TNK-BP, SPD, SPE and Rosing, will guarantee a quality publication, delivered on time every quarter.

ROGTEC is written by experts, for experts!



Digital Awareness – Company Profiles & On-line Interviews

With ROGTEC firmly positioned as the markets leading upstream O&G magazine, we have set up a dedicated on-line development team to help maximize our advertisers on-line digital awareness.

We understand the importance of on-line media and our aim is to offer a second to none on-line awareness platform. This helps our advertisers maximize marketing efforts both digitally and in print.

Each printed issue of ROGTEC is also distributed in electronic format to our e-database of over 20,000 individuals both regionally and worldwide – this maximizes advertiser awareness and exposure.

Our weekly ROGTEC newsletter, circulated in both Russian and English, helps regional and worldwide decision makers to keep abreast of the latest upstreasm news from operators and companies alike.

For our advertisers additional on-line exposure can be key to maximizing regional awareness. With this in mind, ROGTEC's advertisers are offered many additional on-line benefits including; company profiles, interviews, case studies, job recruitment and press release publishing.

With ROGTECmagazine.com offering sevices such as: Daily News, Project Overviews, Buyer's Guides, Events Calendars and Recruitment the site has fast become a valuable source of quick to access on-line O&G news and information.

Our website hit rates are increasing by the day, offering our advertisers increased traffic flow and exposure in the digital domain.

ROGTEC now guarantees that advertisers get the best from both printed and on-line awareness in what is, without doubt, the regions leading upstream media platform.

Circulation

ROGTEC's key strenghts are it's content and more importantly it's highly targeted circulation.

ROGTEC is circulated individually by direct mail on a named basis and is also bulk delivered to an upstream database which is second to none in this sector.

Working directly with our media partners, over 10,000 copies are circulated on a quarterly basis to individuals, primarily in Russia and the oil rich Caspian countries including Kazakhstan and Azerbaijan.

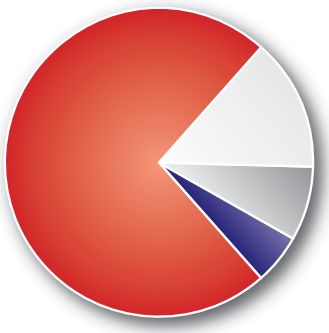
In the last 7 years of circulating the hardcopy magazine; ROGTEC is always delivered on time, every time!

ROGTEC´s circulation is managed by a dedicated team who work directly with our partners, our internal databases and also our active subscribers, to ensure a highly targeted circulation, that delivers magazines to the key decision makers – no one works harder to ensure we hit the correct audience with each & every copy, on time, every issue!

We also circulate over 2000 hardcopies of ROGTEC to an international database of subscribers.

For more details on our circulation, please contact:
circulation@rogtecmagazine.com or Alexander Panteleev
alexander.panteleev@rogtecmagazine.com

Geographical Breakdown

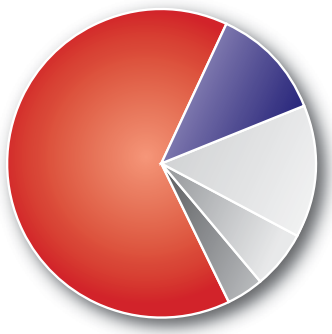


- 8033 Russia
- 1514 Kazakhstan
- 822 Azerbaijan
- 576 Other CIS, incl. Turkmenistan

Two Tier Approach

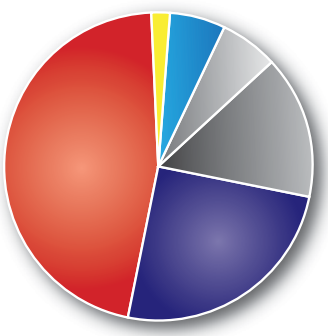
By having a two tier approach to the circulation, we ensure ROGTEC is received by the senior decision makers and corporate management, as well as the technical engineers who are out in the field on a day to day basis. So whether you are targeting the headquarters, regional offices or the guys in the field, ROGTEC is the ideal publication for you.

Business Area Breakdown



- 12% Service Companies
- 14% Contractors
- 6% OEM's
- 4% R&D Labs, Universities & Government Departments
- 64% N.O.C.'s, Joint Ventures & Independent Producers

Occupation Breakdown



- 2% IT & Network Managers
- 6% Others (Automation / Electrical Engineers)
- 6% Owners, Chairman, CEO, General Director, President
- 15% Rig, Field & Operation Managers, Site Managers
- 25% VPs, Directors, Divisional & Department Heads
- 46% Senior Engineers (Drilling, Production, Geo-science, Geophysicists, Completion, EOR & Reservior)

Editorial Content

Content and Editorial - Unbiased and Independent

ROGTEC´s content has long been seen by the region as independent, non-biased and cutting edge. Our editorial teams, working directly with out media partners such as; Lukoil, Rosneft, TNK-BP, SPD, Rosing and the SPE amongst many others, ensure that all ROGTEC´s content is up to date and reporting on actual projects happening in the region.

Unlike many regional titles, we do not compromise our content with “advertorials” and the focus of each issue will be set by our editorial staff and not dictated by “who advertises in that particular issue”.

Each issue is action packed with corporate interviews, the latest case and field studies, technology reviews, roundtables and features.

In a highly competitive marketplace ROGTEC is the only regional title to exclusively focus its efforts on the region’s upstream sector. We do not dilute our content or alienate our readership by covering the downstream sector.

Editorial Policy;- the best upstream content available from the regions leading O&G figures!

Editorial Policy:

We have a strict editorial policy at ROGTEC Magazine. For the benefit of both our readers and advertisers alike, all of our content is vendor neutral and technically educational.

By sticking to this simple principle since our inception, we have risen and secured our position as the market leading publication and will continue to be the leaders in editorial standards.

In order to appeal to our two tier circulation, we run two different types of content:

Business Management:

Corporate interviews, investment climate discussions and regulatory issues which appeal to the corporate management.

Technical Editorial:

Articles focusing on how the latest technology and “know how” is helping the upstream sector push new frontiers and allowing operators to increase production rates and reduce costs.

Regional Contributors:

ROGTEC works with media partners to ensure the best possible information for our readers. Regular contributors include: Rosneft, LUKoil, TNK-BP, SPD, GazpromNeft, Rosing, SPE Moscow, Sakhalin Energy Company, Socar, Kazmunaigas and TengizChevroil amongst many others.

Media partners include:

To review previous articles, simply click “Past Issues” in our website menu @ www.rogtecmagazine.com to get a full understanding of our editorial quality.

Remember, all printed back issues of ROGTEC are available in electronic format.



Quality Editorials... No Advertorials!

Editorial Focus

The editorial policy at ROGTEC is simple: Upstream content which is broken down into the areas of Exploration, Drilling & Production. We will run stories covering:-

- Latest News
- Technology Reviews
- Interviews with regional executives
- Project Updates
- Field Case Studies
- Investment Developments
- Roundtable Discussion and much more!

Because of ROGTEC's media partnerships with the leading regional authorities, we ensure quality content in every issue.

To review previous ROGTEC content, all back issues can be viewed electronically at: www.rogtecmagazine.com

If you have any comments relating to ROGTEC Magazine´s content, please send your enquiry directly to our chief editor, Nick Lucan at: nick.lucan@themobiusgroup.com

Roundtable Discussions

Each issue of ROGTEC will include a technically focused Roundtable discussion covering different sections of the upstream oil and gas industry.

The roundtable format is; 4 x leading companies within a particular field, answering a series of questions about the sector they are in. The answers are drafted into a "roundtable" discussion style article and will appear both in the printed version of ROGTEC and on-line.

In the past we covered the following discussions: Drill Rigs, Exploration Software, Well Stimulation, Exploration Hardware, Extended Reach Drilling, Drill Bits, Data Storage, Risk Management and Inspection, Drill Pipe & Ancillaries.

If you wish to join one of these discussions retrospectively just get in touch.

2012 topics of discussion:

- March — Arctic Exploration
- May — Drilling Contractor
- September — Logging
- December — Well Workover

The Roundtable is a rare opportunity for advertising companies to be able to take part and influence the content of ROGTEC. By discussing issues with a range of major vendors, representing a cross section of the industry, both domestic and international, the participants can explain their perspective on the industry to a complex market. The Roundtables offer advice and technical insights and show the operators how to improve their field operations.

Featuring in the printed issue of ROGTEC as well as online, the Roundtables are a valuable resource for sharing information across the region.

To get involved in a discussion, please contact editorial@rogtecmagazine.com for further information. Space is limited within the discussions, book fast to avoid disappointment!



Written by Experts... for Experts!

Unrivaled Target Marketing - Ask the Region!

Editorial Calender

MARCH



- **Roundtable: Arctic Exploration**
- Interview: TNK-BP, Francis Sommers
- Exploration - Pushing Frontiers
- Blackbourn Reports
- TNK-BP - Setting Drilling Standards
- Rosneft - Arctic Focus
- Lukoil - Topic T.B.C.
- SPD - Topic T.B.C.
- + Much More

MAY - Caspian Oil & Gas and Neftegaz Issue



- **Roundtable: Drilling Contractor**
- Exploration - Caspian
- Blackbourn Reports
- TNK-BP - Topic T.B.C.
- Rosneft - Topic T.B.C.
- Lukoil - EOR in Komi
- SPD - Smart Developments
- + Much More

SEPTEMBER - KIOGE Issue



- **Roundtable: Logging**
- Interview: Leading Corporate Interview
- Exploration - Arctic Drive
- Blackbourn Reports
- TNK-BP - Interview
- Rosneft - Drilling Technologies
- Lukoil - International Development
- SPD - Topic T.B.C.
- + Much More

DECEMBER - NGK and VNIIGAZ Issue



- **Roundtable: Well Workover**
- Interview: Leading Corporate Interview
- Exploration Software
- Blackbourn Reports
- TNK-BP - Drilling
- Rosneft - Topic T.B.C.
- Lukoil - Competions
- SPD - Well Monitoring
- + Much More

Searching for online media? Search no more!

Online Advertising

We understand the importance of on-line advertising, and our CEO team works hard to ensure ROGTEC is top of the internet search hits. We now receive 10,000 unique visitors a month, which is rising daily. This helps our advertisers ensure they are getting premium exposure on the regions leading O&G website. Using the latest optimization services, ROGTECmagazine.com reaches top rankings on most search engines.

ROGTEC on-line leads the internet race for exposure to the regions O&G sector and utilized correctly, produces unrivalled advertiser awareness.

Insertion Cost		-15%	-25%	-35%
Size	1-2 months	3-6 months	7-9 months	10-12 months
680 px x 110 px	€1000	€850	€750	€650
240 px x 200 px	€700	€595	€525	€455
240 px x 100 px	€500	€425	€375	€325

all costs are per calendar month



E-Newsletter Advertising

At ROGTEC we understand the benefits that on-line marketing can bring to companies seeking regional awareness. To this end, we circulate an electronic version of ROGTEC Magazine, in both Russian and English, to over 22,000 individuals twice every quarter.

ROGTEC also publishes a weekley Russian and Caspian e-newsletter covering all of the regional news stories in Russian and English from local and international operators and companies. The e-newsletter has an industry busting open rate of 9%.

Advertise with us here and reach a wide audience in their preferred language with your message.

Insertion Cost		-15%	-25%	-30%
Size	1 month	2-4 months	5-8 months	9-12 months
700 px x 95 px	€2000	€1700	€1500	€1400
250 px x 200 px	€800	€680	€600	€560

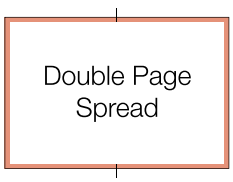
all costs are per calendar month

Advertising Rates

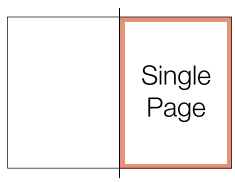
Cost Per Instertion		-15%	-25%	-35%
Position	**1**	**2**	**3**	**4**
Third Page	€2600	€2210	€1950	€1690
Half Page	€4000	€3400	€3000	€2600
Single Page	€7500	€6375	€5625	€4875
Double Page	€10500	€8925	€7875	€6825
Special Positions				
Inside Front Cover Double Page	€13500	€11475	€10125	€8775
Inside Back Cover	€9500	€8075	€7125	€6175
Outside Back Cover	€12000	€10200	€9000	€7800
Contents Page	€9500	€8075	€7125	€6175
Editors Note	€9500	€8075	€7125	€6175
Logo on Spine	€1500	€1275	€1125	€975

Advertising Specifications

Advertising Sizes



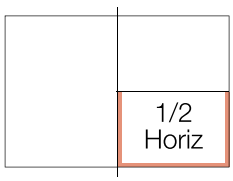
Ad Size:
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With Bleed:
416 x 281mm



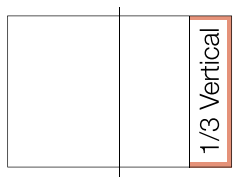
Ad Size:
205 x 275mm
With Bleed:
211 x 281mm



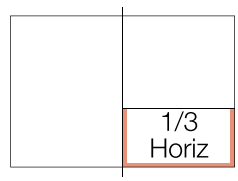
Ad Size:
100 x 275mm
With Bleed:
106 x 281mm



Ad Size:
205 x 135mm
With Bleed:
211 x 141mm



Ad Size:
69 x 275mm
With Bleed:
75 x 281mm



Ad Size:
205 x 90mm
With Bleed:
211 x 96mm

Technical Specifications:

ROGTEC Magazine can accept advertising materials in the following formats:

Adobe InDesign, Adobe Illustrator
Adobe Photoshop, Freehand,
PDF & Quark Express

Raw Materials:

Adverts can be created by ROGTEC Magazine from images and text supplied by the advertiser. Please note that all images should be 300 dpi at final size.

Supply of Advertisement Images:

Please note that all images supplied should be high quality files (scanning images from brochures or other printed matter can result in poor quality reproduction).

Photographic images (pixel based) should be supplied at 300 dpi and saved as TIFF, JPG or PSD.

Drawing images (vector based) should be saved as Illustrator, Freehand or InDesign documents.

All colours should be CMYK, pantone colours should be changed to process.