

ROGTEC

RUSSIAN OIL & GAS TECHNOLOGIES

НОВОСТИ

● АНАЛИТИКА

● РАЗВЕДКА

● РАЗРАБОТКА

● БУРЕНИЕ И ДОБЫЧА



media guide 2015

Russia's Leading O&G Magazine

Your media partner of choice!

» Why Advertise in ROGTEC?

Launched in 2004, ROGTEC Magazine is widely recognized as the leading upstream O&G magazine for the Russian and Caspian marketplace.

We ensure each issue is packed cover to cover with the best possible articles, interviews, technology roundtables, case studies, and technology reviews etc.

Additionally, ROGTEC's circulation is by far the most targeted in the Region.

Working in partnership with the most important regional O&G operators, ROGTEC guarantees our advertisers mass media printed awareness across all corners of Russia and into the Caspian.

So if you are looking to sell upstream products and services into the Russia oil and gas sector - ROGTEC is the most effective means of communicating your message directly to your customers and end users, offering second to none editorial content and the most targeted of distributions.

ROGTEC is also the only regional title to attend all major regional events in person, as a key media partner/sponsor.

» Who Reads ROGTEC?

In the last 10 years, ROGTEC has built up a loyal readership of individuals from the major regional operators, contractors, and equipment and service providers, both local and international – all within the upstream sector of the industry.

Our readers are two tiered, ensuring the corporate management as well as senior technical specialist involved in exploration, drilling and production receive a copy.

Please note that we focus our content and readership exclusively for the upstream sector. We do not dilute the readership or content by trying to cover sectors of the industry that have no editorial relevance to each other.

» How is ROGTEC Circulated?

We have always kept the hardcopy distribution of ROGTEC in-house and as a result, we have invested heavily to ensure that every issue of ROGTEC Magazine reaches its intended target. ROGTEC utilizes a multi-tier distribution systems that ensures:

- Just under 10,000 copies distributed by post or direct courier, on an individually named basis across the Caspian and Russia. Copies reach ALL areas/provinces of Russia including; Volga-Ural province, West Siberia, Mezenskaya, Lena-Tunguska province, Timan-Pechora Province, Eastern Siberia, Sakhalin etc.
- Bulk drop services. ROGTEC is also "bulk" dropped to the offices of the regional majors, drilling contractors, service companies, industry associations and universities, these are then distributed internally.
- We have also agreed with many upstream O&G companies based in Moscow, to have a "rack system" in place. This see us supply magazine displays to offices, keeping them in the receptions, canteens and communal areas – allowing any individual passing access to copies.
- ROGTEC is also circulated to over 24,000 individual in E-copy via private email.
- The latest and back issues are available in e-version on the ROGTEC website.

» What is the content focus in ROGTEC?

ROGTEC's content is focused 100% purely on upstream topics, covering exploration but mainly drilling and production.

ROGTEC will feature hard hitting interviews, real time field and case studies, cutting edge technology reviews, and key in-house roundtables in every issue.

If it isn't Upstream, It is not ROGTEC!!

ROGTEC is written by experts, for experts!

Russia's Leading O&G Magazine

Your media partner of choice!

» Who Writes ROGTEC?

ROGTEC is written by a dedicated editorial team, headed up by Nick Lucan who boasts a lifetime of oil and gas knowledge and experience, with his team of in-house journalist.

ROGTEC media partners with the region's leading O&G authorities, such as: Rosneft, GazpromNeft, Lukoil, Salym Petroleum amongst others who work directly with us to provide articles, case studies and interviews.

Our expert team of editorial staff, working directly with the region's leading oil companies ensure that only the highest editorial standards are implemented, producing quality content in every issue.

» What is ROGTEC's 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.

» Who are ROGTEC's Media Partners?

ROGTEC works directly with the region's operators, associations, relevant government departments and universities to ensure the best content possible for ROGTEC.

We are also direct partners to the regions event organizers and we attend every major regional exhibition and conference as a key media partner or sponsor.

» Digital Awareness

– Company Profiles & On-line Interviews

With ROGTEC firmly established as the region's leading printed O&G magazine, we have set up a dedicated team to offer all "hardcopy" advertisers, numerous "on-line" extras. This allows our ROGTEC advertisers to maximize regional marketing efforts, through both a printed and electronic platform.

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 services such as: Daily News, Project Overviews, Buyer's Guides and Events Calendar, the site has fast become a valuable source of quick to access on-line O&G news and information.

With 15,000 monthly unique visitors, ROGTECmagazine.com offers excellent online marketing exposure for all our clients.

» ROGTEC Newsletter & E-Magazine

ROGTEC is proud to offer the region's most widely read and circulated weekly e-newsletter, reaching over 23,500 O&G professionals across Russia and Caspian but also worldwide.

The ROGTEC weekly e-newsletter keeps our subscribers fully up to date with that week's regional upstream news.



Targeted Upstream Circulation

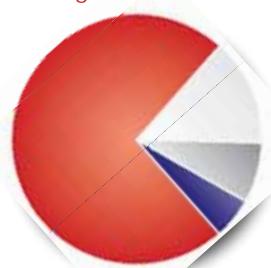
» Circulation

One of ROGTEC's key strengths is its highly targeted circulation, hitting the region's upstream O&G sector only. We have invested heavily in our circulation, always keeping it in-house and this has allowed us to build a highly targeted database of loyal readers to each issue of the magazine.

ROGTEC has a "Multi-Pronged" circulation philosophy that sees just under 10,000 copies circulated individually by direct mail on a named basis across Russian and the key oil producing Caspian countries including Kazakhstan and Azerbaijan.

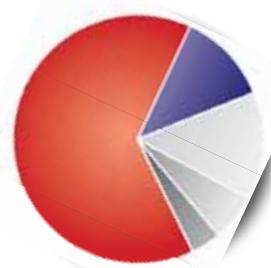
Additionally we have a "bulk" drop system in place that will see boxes of ROGTEC magazines delivered to all the major offices of the regions oil companies, to be distributed to staff as each office sees fit. Additionally, we have installed numerous ROGTEC Magazine "mag-racks" into canteen areas, reception, coffee area etc. of the major oil companies in Moscow – this allows additional magazines to be picked up freely across the offices of these companies.

» Geographical Breakdown



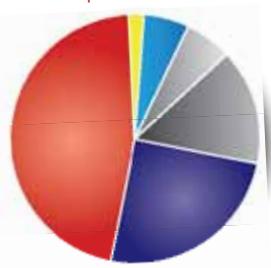
- 7392 Russia
- 1066 Kazakhstan
- 698 Azerbaijan
- 411 Other CIS, incl. Turkmenistan

» 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 & Reservoir)

We also attend every major regional exhibition as a media sponsor/partner and distribute many thousands of "bonus" copies from our booths and teams walking these shows.

Finally, ROGTEC magazine is also distributed in e-version on the website, and is distributed electronically to an e-mail database of over 23,000 individuals weekly, in the Russian/Caspian area but also worldwide.

Getting your message in front of your clients is our speciality and we continue to invest into this area to ensure we hit our stated distribution targets with each and every copy.

ROGTEC is targeted to the upstream sector only, we do not dilute the magazine with topics or distribution that is outside this area.

No one works harder to ensure we hit the correct audience with each & every copy, on time, every issue!

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

» 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.

» Editorial Content

» Content and Editorial - Unbiased and Independent

ROGTEC's editorial policy is very simple: Independent, non-biased and cutting edge content.

Our editorial teams work directly with our in-house journalist and very closely with our media partners such as: Rosneft, GPN, SPD, Lukoil amongst many others to ensure that every article submitted for ROGTEC is up-to date, interesting to our readers and reporting on actual projects and events that are happening in the region.

As a magazine, we differ from the majority of other titles by adopting a "Non-Advertisorial" policy that ensures the content we publish is set by our editorial staff, and not by "who advertises in that particular issue". This policy has seen ROGTEC build a vast and loyal following of readers across the regions upstream sector.

Each issue is action packed with corporate interviews, the latest case and field studies, technology reviews, roundtables and personalized "closure interview".

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.

In order to appeal to our audience, 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, SPD, GazpromNeft, TNNG, SPE Moscow, Sakhalin Energy Company, Kazmunaigas and TengizChevroil amongst many others.

» Media partners include:



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



Independent, Unbiased Content

» 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 articles covering:

- Latest News
- Technology Reviews
- Interviews with regional executives
- Project Updates
- Field Case Studies
- Investment Developments
- Roundtable Discussions 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 enables multiple companies within a particular field to answer 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 and Drill Pipe.

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

2015 topics of discussion:

- March Drill Bits
- May Extended Reach Drilling
- September Fracturing
- December Offshore Rigs

The Roundtable is a rare opportunity for advertising companies to be able to take part and influence the content of ROGTEC. By discussing issues alongside 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 and opinions 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 RDCR & UOR Issue



→ Roundtable: Drill Bits

- Interview: Leading Corporate Interview
- Exploration - Russia's Offshore Development
- David Bamford Reports
- Fracing the Unconventionals
- Lukoil - Drilling
- SPD - Increasing Brownfield Production
- Rosneft - Tight Oil Development
- + More

MAY Caspian O&G and MIOGE Issue



→ Roundtable: Extended Reach Drilling

- Interview: Leading Corporate Interview
- David Bamford Reports
- SPD - Drilling Unconventionals
- Lukoil - Developments in Komi Republic
- TNGG - Exploration
- Socar - Maintaining Future Production
- Rosneft - Horizontal Drilling
- + More

SEPTEMBER KIOGE and SPE Issue



→ Roundtable: Fracturing

- Interview: Leading Corporate Interview
- Exploration - Russia's Offshore Development
- David Bamford Reports
- Remote Communications
- Rosneft - Reservoir Monitoring
- Exploration - Exploring the Next Frontier
- SPD - Field Case Study
- Associated Petroleum Gas
- + More

DECEMBER



→ Roundtable: Offshore Rigs

- Interview: Leading Corporate Interview
- Exploration - Russia's Offshore Development
- David Bamford Reports
- Arctic Development
- Rosneft - Drilling
- SPD - Shale Oil in the Bazhenov
- RPI - t.b.c.
- Developing Russia's Far East
- + More

Searching for online media? Search no more!

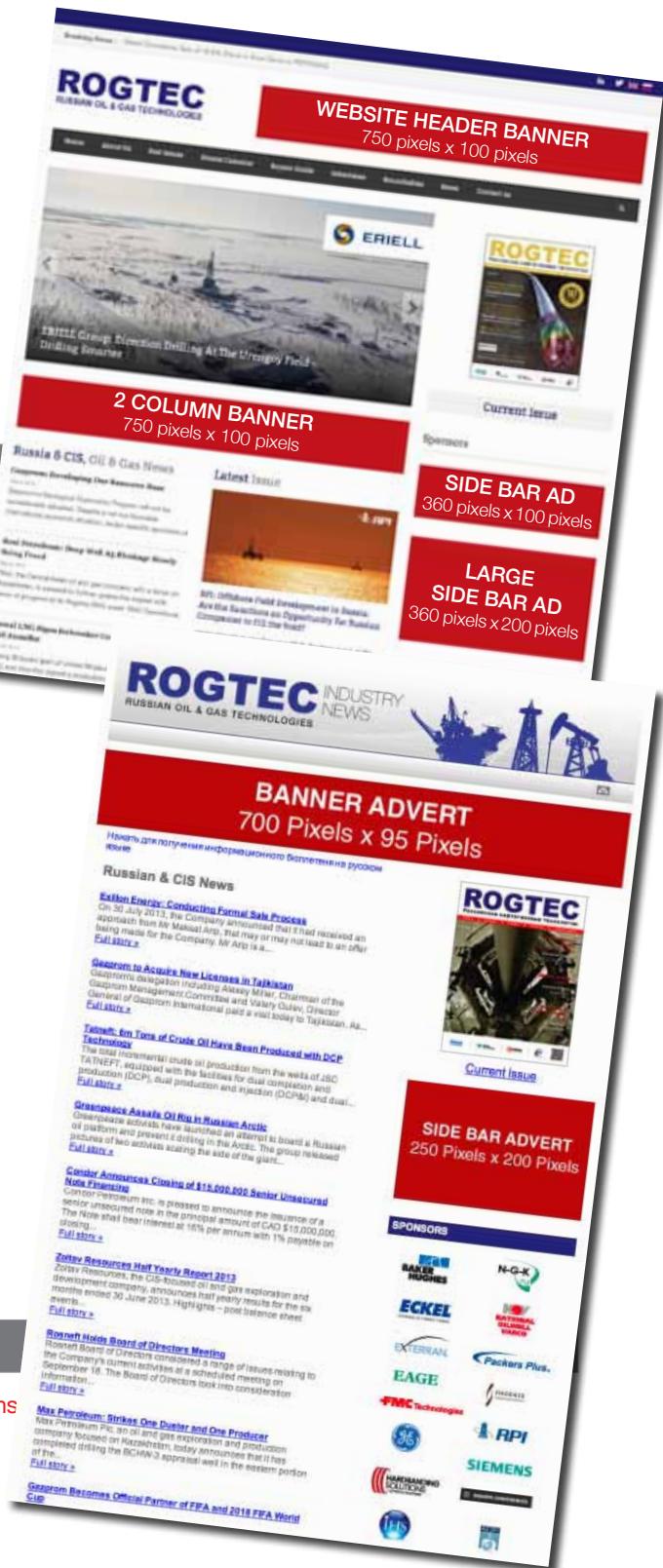
» Online Advertising

If you are looking for on-line awareness to the Russian and Caspian upstream O&G sector, www.rogtecmagazine.com will be your ideal digital marketing platform.

Our SEO team works hard to ensure that ROGTEC internet searches always hit the top spot on most search engines, and with around 15,000 unique visitors per month, advertisers can ensure they are getting maximum exposure directly to their target audience.

ROGTEC on-line is the fastest e-platform to Russia and the Caspian's upstream sector.

Insertion Cost	-15%	-25%	-35%
Size	1-2 months	3-6 months	7-9 months
Header Banner	€1300	€1105	€975
750 px x 100 px	€1000	€850	€750
360 px x 200 px	€700	€595	€525
360 px x 100 px	€500	€425	€375
			€325



» 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 23,500 individuals twice every quarter.

ROGTEC also publishes a weekly 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.

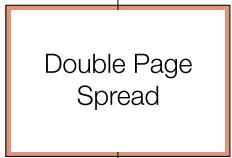
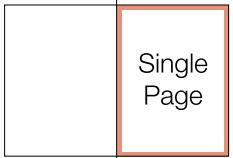
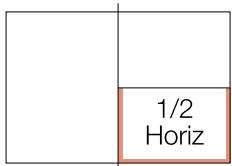
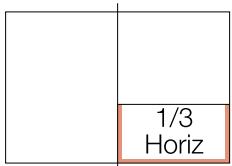
Insertion Cost	-15%	-25%	-30%
Size	1 month	2-4 months	5-8 months
700 px x 95 px	€2000	€1700	€1500
250 px x 200 px	€800	€680	€600
			€560

all costs are per calendar month

>> Advertising Rates

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

>> Advertising Specifications

Advertising Sizes			
	Ad Size: 410 x 275mm 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
	Ad Size: 100 x 90mm With Bleed: 106 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.