InnovOil by NEWSBASE

Bringing you the latest innovations in exploration, production and refining

Media Guide-2019/20

Why InnovOil?

InnovOil was launched to help our customers showcase their innovations in the oil and gas industry. Our highly experienced team will skilfully tailor your message to our global audience of key decision makers. With its NewsBase heritage, InnovOil is an ideal platform in which to place high-impact, targeted marketing for your innovations and your brand. Thanks to its distribution to over 12,000 senior managers, InnovOil gives you the opportunity to present your technologies to people with the authority and influence to purchase your products or services.

InnovOil is part of the NewsBase Group which over the last twenty years has helped its customers save time and money by providing high-quality information and analysis of what is happening and what will happen next in the global energy industry. Headquartered in Edinburgh, NewsBase was founded in 1995 and has blue-chip customers in over 80 countries.

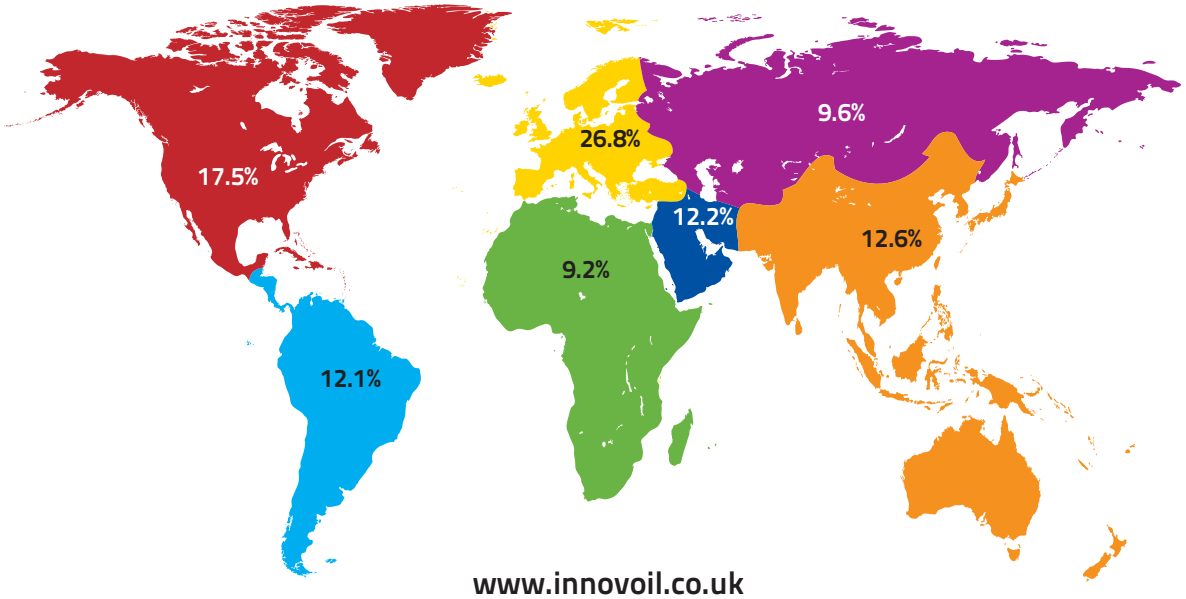
Readers by sector

- 37% E&P Companies
- 28% Oil & Gas Service Companies
- 14% Refining and Chemicals
- 12% Energy Construction
- 9% Other

Readers by job title

- 41% C-suite/Divisional Management
- 23% Purchasing Managers
- 20% Senior Engineers
- 11% Project Managers
- 5% Other

Location of readers



www.innovoil.co.uk

InnovOil is a technology-driven, monthly digital magazine which provides a platform for sharing innovation, ideas and expertise across the oil and gas sector. NewsBase provides solicited and trusted information to a database of active C- Suite subscribers, meaning you can be sure that your article or advert will be seen and – most importantly – read.

With multichannel delivery, digital archives and fully-searchable content, InnovOil offers truly interactive and effective media exposure to oil and gas professionals in over 80 countries.

InnovOil will help you to:

Save time and money
Reach multiple senior-level contacts in all the major operator and service companies, across multi divisions and regions, through one publication.

Get to the right people
Emailed directly to over 12,000 senior decision makers in over 80 countries, InnovOil will be seen and read by your future customers and partners.

Deliver a targeted message
With more than 80 years of combined editorial experience, we will help you to develop a targeted message from the buyer's perspective to generate maximum reader engagement with your product or service

Engage with potential customers
If a picture speaks a thousand words, how much more does a video? By embedding video into your article or advert you can directly show potential customers how your innovation can make a positive change for them.

Gauge your return on investment
Unlike print media, in which there is frankly no way of checking if someone has read a piece, our digital system records exact page views and article reads, which means you can see your ROI.

Make a lasting impression
In addition to email delivery, articles are hosted on our digital magazine platform and remain in our fully searchable archive on innovoil.co.uk. It is therefore easy to share your products and services with potential business partners. You can also receive a pdf copy of the magazine to use in your other marketing activities.

"The articles and technical features in InnovOil always reflect industry trends and technologies, and are described and written in a very eloquent, expressive and interesting style. Publishing articles about our sensing systems for increased refinery efficiency in InnovOil has given us greater awareness in the market and with customers, opening up larger potential business."

Stefan Schiepe,
EMEA Field Marketing Manager
LumaSense Technologies

LUMASENSE TECHNOLOGIES

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The magazine

InnovOil retains the best qualities and familiar conventions of traditional printed magazines, with the added benefits of a digital platform. We create engaging features, enhanced by versatile digital layups which can include audio, video, and live links – reaching audiences in ways that print cannot.

Have your product featured on the magazine cover

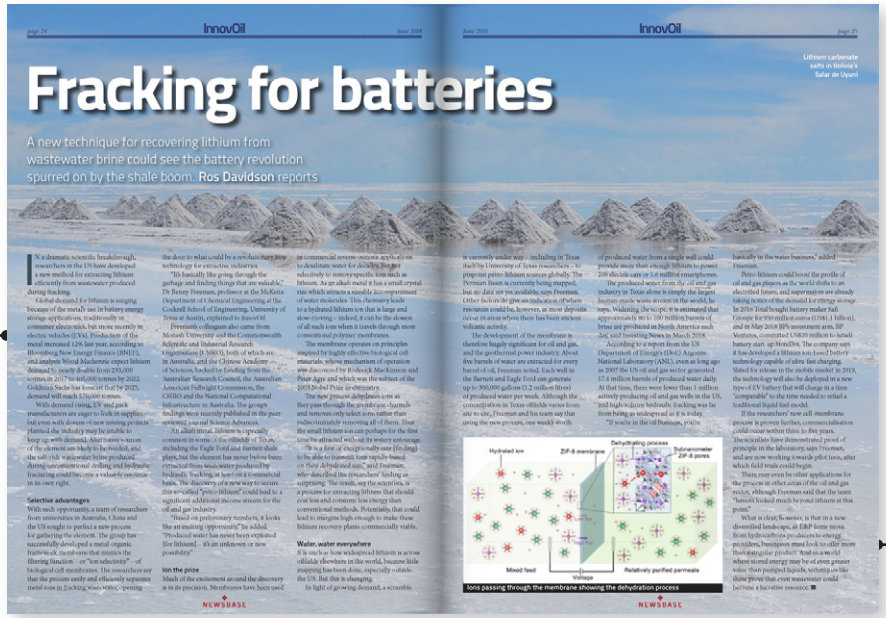
Page 2 is the publication's prime slot for a full-page display advertisment

Innovoil's content includes over forty pages of news stories, innovative product round-ups, features, special supplements and comment pieces

Interesting and relevent news

A full page advert in the publication grabs attention and gives added impact to your message

Reinforce your message with in-depth editorial features



Fracking for batteries

A new technique for recovering lithium from wastewater brine could see the battery revolution spurred on by the shale boom. **Ros Davidson** reports

Ions passing through the membrane showing the dehydration process

Have your feature enhanced with high-resolution photography

Your email and web URL are displayed as live links

Wood makes moves in wearable tech

Technology developer Librestream has worked with Wood to help develop the Onsight Cube, a rugged personnel camera that can share thermal and image data in real time

Embed your video directly on to the page

We are experts in taking your complex technical information and converting it into engaging and interesting features

Johan Sverdrup contracts explained

Tim Skelton explores the contracts behind Statoil's Johan Sverdrup megaproject

Other services, equipment and analysis

Every word in every issue is added to our database and freely searchable online – greatly enhancing your company's web presence

Forward features in 2019/20

Issue	Feature Topic	Publish Date
Feb	Subsea Special	Jan 30th 2019
Apr	Chinese Technology Special	Apr 11th 2019
Jun	OTC/Flame Review	May 29th 2019
Aug	EOR/Oil Drilling Special	Jul 31st 2019
Oct	Gas Technology Special	Sep 25th 2019
Dec	ADIPEC Review	Nov 27th 2019
Jan	Annual Review	Jan 8th 2020

Advertising

Featured article packages

Full page feature article
600 words 1-2 images + optional video **£ 2,500**

Double-page feature article
1,200 words 2-3 images + optional video **£ 3,200**

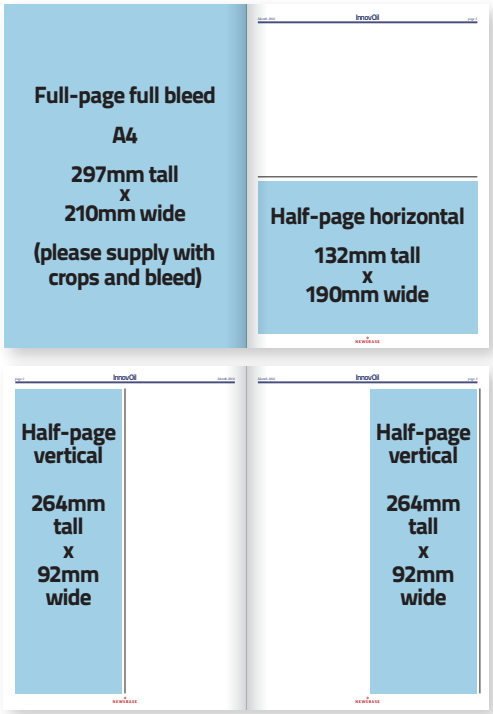
Lead Sponsor package
Front cover image, 1,200 words double-page feature article + optional video, 1 full-page display ad and email newsletter banner **£ 4,800**

Display advertising

Quarter-page	**£ 800**
Half-page (vertical)	**£ 1,200**
Half-page (horizontal)	**£ 1,200**
Full-page	**£ 2,000**
Full-page (inside cover)	**£ 2,400**

Innovoil website & email newsletter

Email newsletter banner (12,000 addresses)	**£ 1,500**
Home page leaderboard banner (per month)	**£ 500**
Bespoke Advertising packages across all NewsBase publications	**POA**
We also offer a bespoke advertising design service	**POA**



Web & email banners: 728 x 90 pixels

All magazine ads should be supplied as a pdf at 300ppi with embedded fonts.

Web and email ads should be gifs, jpgs or PNGs at 72ppi RGB

Images for featured article packages must be high resolution

www.innovoil.co.uk

Delivering your message

InnovOil is not just about display advertising and brand awareness, we also offer our editors' expertise to tell your story in a way that connects with your potential customers.

"Their strength is in presenting factual technical information pitched at exactly the right level which doesn't alienate the engineering or operations audience through over-simplification, but educates the non-technical or 'newbies' to the industry. The InnovOil team also manages the multimedia and social media aspects of marketing extremely professionally – making best use of their customers investment of time and money."
Alasdair Murrie, Seabotix

"The article on Kongsberg Maritime's Munin AUV is excellent" **Mark Hampton, Manager of Exploration and Technology, Shell Exploration and Production Inc.**

Audience

InnovOil is distributed to an audience of 12,000 named senior decision makers, all of whom are contacted on a regular basis, so ensuring our database is up to date.

"Being featured in InnovOil definitely helped to raise the profile of IPU Group starting products. Following the article we experienced increased levels of interest in our products and we can directly attribute significant new customer enquiries to the publication." **Andy Hill , Group Marketing Manager IPU**

Engagement

Unlike paper publications which give no feedback, we can measure page-by-page who reads what.

"We were pleased with the immediate interest that our article attracted." **Oxford Catalyst**

Interactivity

Our digital format is ideal for readers to find what they want to know quickly and efficiently. It has click-through capability, is fully searchable and is ideal for hosting videos – often the best way to demonstrate a new innovation.

'The article was great and we received our first sales lead as a result of the article today." **Alex Grant, Product Line Manager, Well Drilling Atlas Copco**

Cost

We are cost-effective, competitive and adaptable and will tailor a package to suit your specific requirements.

"It was a very positive experience to publish in InnovOil. The editor and publishing team were very helpful, responded to requests on short timescales and significantly improved the text without sacrificing the facts. The most impressive experience was that just minutes after the online publication of InnovOil, my phone rang – it was a valuable contact for the future of our product. I will definitely consider InnovOil for future marketing of our sensor." **GG – Top**

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"As innovation and new technology drive the oil and gas industry forward, InnovOil will provide your roadmap for future developments"

Michael Behr
Editor