



Independence  
Professionalism  
Expertise

Good practice

**23,000**  
Members  
**200**  
Company members in  
over 120 countries

**34**  
Technical Partners  
**70,000+**  
Business contacts

Knowledge  
**10,600+**  
Twitter followers  
**10,000+**  
LinkedIn  
connections

**50+**  
Conferences  
**11,100+**  
Young Professionals  
**19,000+**  
E-newsletter  
readers

# Connect to the world of energy professionals

## Resources



- Online knowledge resource with 100,000 articles, data and information sheets
- Knowledge service and e-library**
- 2.4 million records
- 180,000 teaching aids
- 90,000 news items
- 80,000 titles

## Research



- An insight from UK energy professionals
- Informs policy makers, the industry and the public
- Industry datasheets and subject focused analysis

## Conferences



**21–23 February 2017, London**  
Leading annual oil and gas event – unrivalled access to key influencers. 2017 speakers include: **Bob Dudley, Igor Sechin, Patrick Pouyanné, Ryan Lance, Ayman Asfari.**  
Sponsors:

## Professional development



- Expert-led courses and qualifications**
- Over 1,500 people trained in 5 years in 55+ countries
- Support and recognition**
- 11 professional titles and chartered statuses including Chartered Petroleum Engineer, Chartered Scientist

## Technical guidance



- Good practice guidance:**
- 30+ guidance and good practice documents each year
- Publications downloaded in over 90 countries
- 40+ technical papers presented each year



**Showcase your brand's energy excellence**  
17th edition – celebration of the most outstanding achievements in the global energy sector with 9 categories of excellence.

2016 sponsors included:



## Powering the energy sector

With expert membership and global reach, the Energy Institute is the only chartered professional membership organisation covering the whole energy sector.

# Partnership

Raise awareness about your products and services

Attract new customers and access influential decision makers

Increase your profile by supporting good practice and professionalism

**PETROLEUM REVIEW**

Also in this issue:

Petrochemicals – commodity management to the rescue	The potential of small-scale LNG	North Sea debut for new decommissioning giant
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The magazine for oil and gas professionals **October 2016**



**Developing real local content**

Training local talent has the potential to transform Nigeria's petroleum sector

energy institute

## Readership survey

- Average of two readers per copy, doubling our circulation size and advertisers' reach
- 72% of EI members spend over one hour reading each issue of Petroleum Review, ensuring advertisements gain lengthy exposure
- 26% of Energy Institute members read no other industry magazine, meaning Petroleum Review offers the only print medium to reach these influential decision-makers

## EI members work in the following job functions:

- Engineering – 42.8%
- Project management – 20.4%
- Consultancy – 29.6%
- Management – 20.1%
- Science and technology – 14.4%
- Health and Safety – 11%

## Petroleum Review readers are decision makers

- 20% of members are at director level or above
- 46% are in management, engineer or consultant roles

**Our readers are responsible for big budgets**

**Our readers are decision makers**

**72% spend over one hour reading each issue**

## EI members are involved in the following areas of work

- Electricity – 25.2%
- Heat – 14.6%
- **Natural gas – 33.6%**
- **Oil – 38.3%**
- Biogas and biofuels – 28.6%
- Renewables – 50.5%
- Carbon emissions – 16%
- **Oil and gas extraction – 18.9%**
- Combined heat and power – 17.6%
- **Energy distribution – 30.5%**
- Energy demand and utilisation – 67%
- **Energy storage – 38.7%**

- 9.8% of EI members work for companies with more than 20,000 employees
- 21.6% of EI members work for companies with between 1,001–20,000 employees
- 19.8% of EI members work within companies with an annual turnover of over £500 million
- 12.9% of EI members work within companies with an annual turnover of between £100 and £500 million

**38.3%**

oil

**33.6%**

Natural gas

For block bookings and tailored campaigns Call 0207 467 7182 or lfontana@energyinst.org

## Rate Card

<b>PRINTED</b>	Outside back cover	£3,000
	Inside cover	£2,900
	Full page	£2,000
	Half page	£1,900
	Quarter page	£750
Online ads	£300	
Membership E-Newsletter banner	£600	
Job adverts online	£260	
Datasheets sponsorship	£300	

EI DATASHEETS: Recent and historical energy stats, vital industry information and up to date contact details for major companies.

# Magazine features

## Petroleum Review Features List 2017

### February

IP WEEK SPECIAL ISSUE

- Oil and gas prospects for 2017
- Innovation/new technologies
- Transition to a low carbon future
- Supply chain management and logistics

### March

- Seismic sector developments
- Enhanced recovery/CCS
- Oil and gas in the Middle East
- Geopolitics and the energy mix

### April

- Lubricants/fuel additives
- CPD/Skills
- Unconventionals
- Oil and gas in Africa

### May

- Subsea/deepwater developments
- Renewable energies
- Energy policy/legal developments
- Caspian and Central Asia oil and gas

### June

- Trading – oil, gas, energy, emissions
- Drilling technology
- Environmental management
- Russia and Eastern Europe

### July

- Power generation/electricity markets
- Refining/ petrochemical developments
- Gas developments – LNG/ FLNG/GTL
- Oil and gas in North America

### August

- Bulk storage and terminals
- Corrosion management/ hazard detection
- Aviation developments
- North Sea/Atlantic Margin fields

### September

- Technology/R&D
- Energy security
- Energy management
- Oil and gas in the Caribbean and Latin America

### October

- Maturing assets/ decommissioning
- Training
- Business management
- European oil and gas

### November

- Health and safety
- Alternative fuels/energy in transport
- Risk management
- Asia-Pacific market review

### December 2017/January 2018

- IT developments/ Communications
- Shipping sector review
- Energy/fuel pricing
- Australasian oil and gas

**Petroleum Review magazine delivers information on the latest advances, trends and changes throughout the international oil and gas industry (upstream and downstream).**

- Published since 1914
- 11 issues per year
- Print circulation 4,500
- Reaches a total of 23,000 members online
- Directly emailed to 6,000 student/graduate members
- More than a quarter of Energy Institute members read no other industry magazine, meaning Petroleum Review offers the only print medium to reach these influential decision-makers
- Average of two readers per copy, doubling our circulation

### Advertising:

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Additional topics – Please note that a range of additional topics are covered each month, in addition to those outlined in the features list

Petroleum Review also produces a number of supplements. Please contact the editorial team for more information regarding content and production schedules.

To ensure time for consideration, proposals for editorial need to be submitted at least two months before the month of issue publication. While it is our intention to adhere to this plan, we reserve the right to change it in the light of new developments

### For further information, please contact Editorial:

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### The Retail Marketing Survey

A comprehensive review of forecourt retailing in the UK