

MEDIA KIT 2015

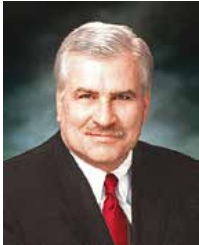


A Sound Sea Platform

Offshore[®] [Russia]

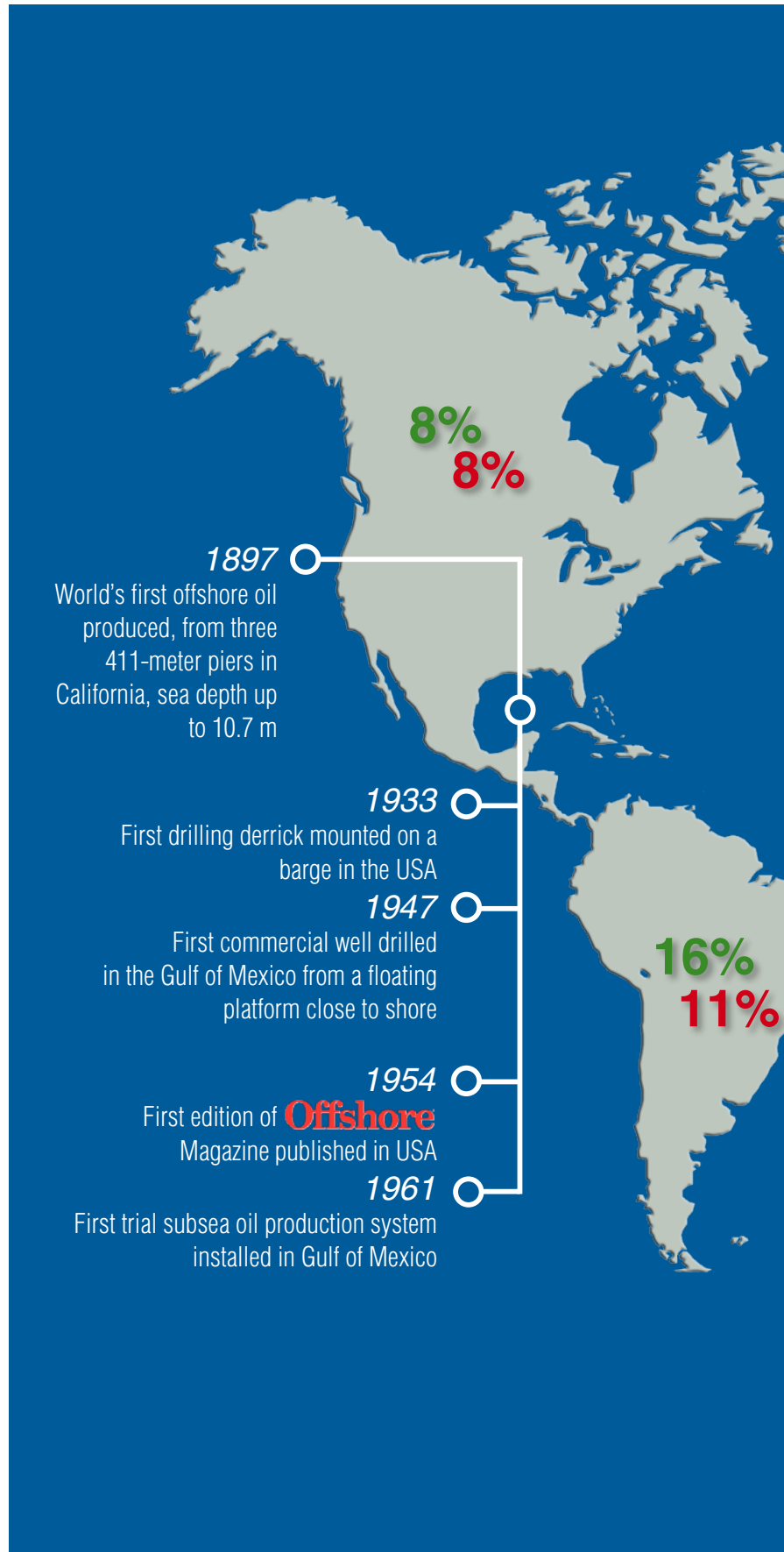
The magazine that brings you the entire wealth of global offshore oil and gas production experience, now in Russian



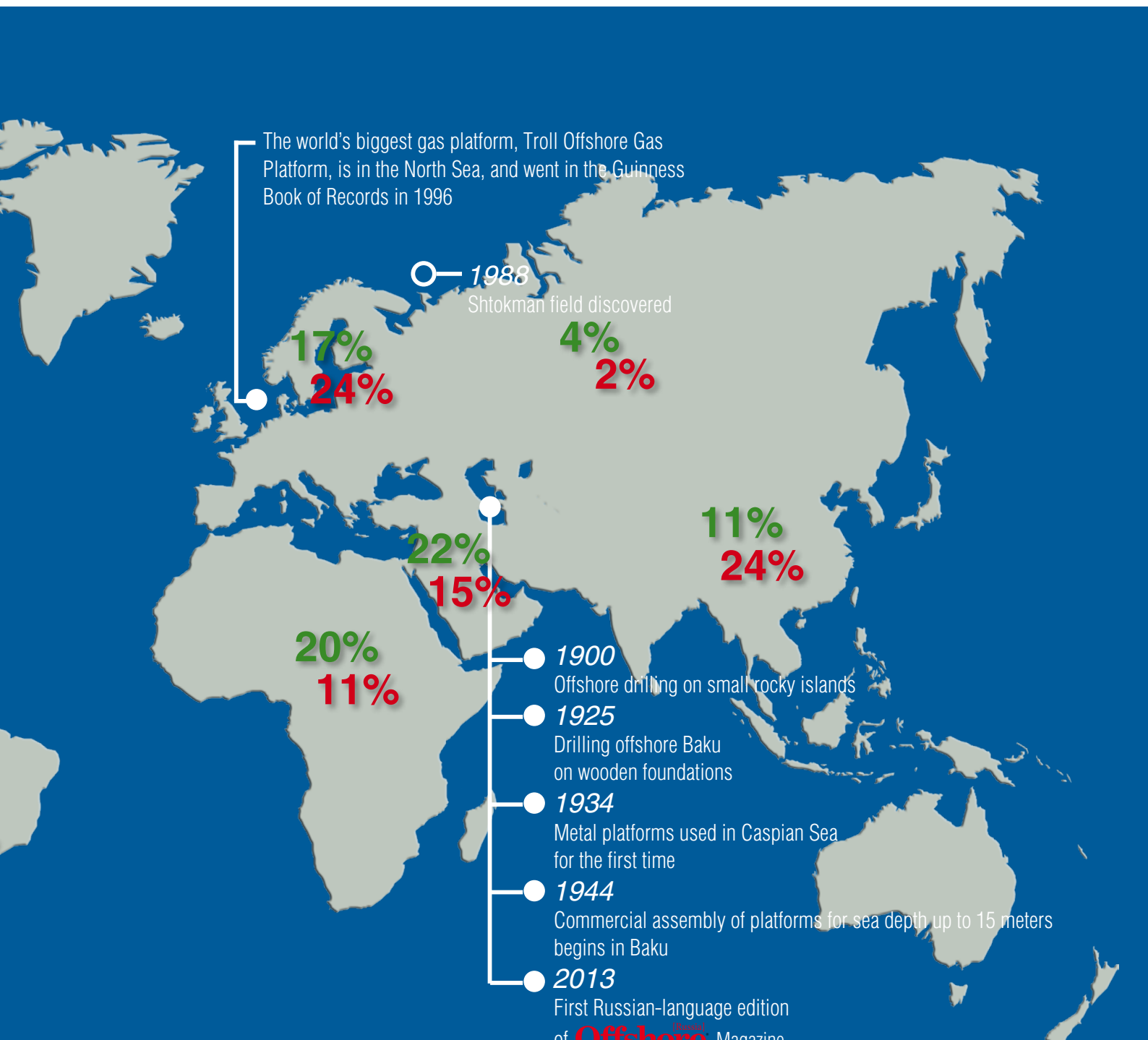


Offshore magazine celebrated sixty years of publishing in 2014 and we are glad that we are also presenting a Russian language edition. The sixty years of covering the offshore/marine oil and gas industry has seen significant technological advances to help the industry overcome technical and hazardous locations involving deeper water and Arctic development. As Russia continues to develop hydrocarbon resources offshore and in her Arctic regions we look forward to bringing you the latest global technological advances for this exciting and vital industry.

Mark Peters
Vice President
PennWell Corporation
Publisher, Offshore



Offshore[®] [Russia]



* of world offshore oil and gas production

1/3 OF ALL PRODUCED OIL IS EXTRACTED FROM THE SEA
In the 1960-s recovery rate amounted to 1 MMBPD
TODAY it amounts to 24 MMBPD



Abundance is always a double-edged sword.

Resource abundance gives Russia a basis for strengthening its economy and geopolitical stance. However, vast, accessible reserves of oil and gas do not immediately translate to technological development and competency. Offshore [Russia] serves to provide industry experts with the most up to date news and information, as it occurs, in the offshore sector of oil and gas production.

Roughly 30% of all oil and gas is produced in the world's offshore zones; in Russia this figure is roughly 4%. Russian interest in offshore development is extremely high, but Russian experience is lacking. Technologies are limited and there is no infrastructure. But there are many great scientists, researchers, and engineers willing to offer their intellectual potential.

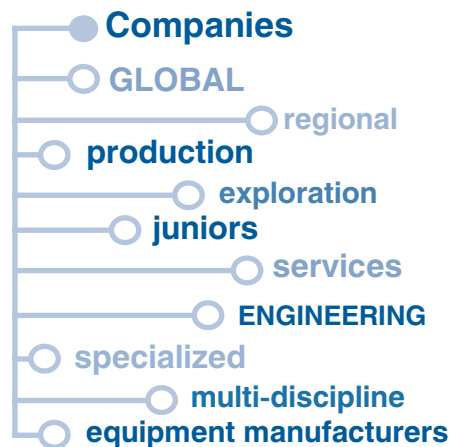
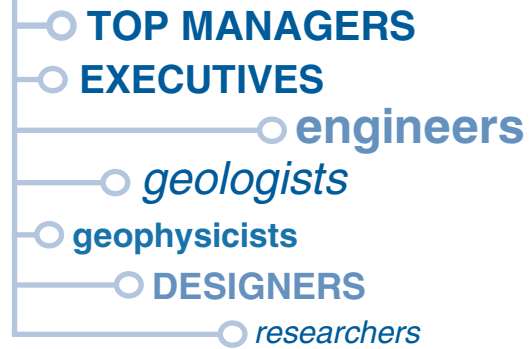
Today, Russia looks to create an environment in which the viable shoots of the future offshore oil and gas industry will begin to sprout up. While our offshore sector is currently underdeveloped, Russia's oil and gas industry professionals have an impressive mass of critical intellectual background knowledge.

Helping to build Russia's competency in the offshore oil and gas sector, is precisely what we have set as our task. In the summer of 2013, the editorial staff of Oil & Gas Journal Russia and the Nedra Publishers became licensed by PennWell Corporation to publish the Russian-language magazine Offshore [Russia]. The magazine publishes translated versions of articles from the original publication, Offshore (which has served as an authority for English-language readers for 60 years), as well as articles by authors from Russia and other countries. Reporting addresses specific critical challenges facing the economy, the nation, and businesses, and includes pertinent articles related to particular companies, scientific organizations, and engineering groups.

Offshore [Russia] focuses on combining the intelligence, experience, and knowledge of oil and gas industry experts from countries around the world.

Natalya Petrova
Editor-in-Chief
Offshore [Russia]
Oil & Gas Journal Russia

Who is it for?



Sea oil and gas cruises

What's it about?

- OFFSHORE
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- PRODUCTION
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- GEOLOGY
 - GEOPHYSICS
- Offshore drilling
- DEEPWATER
- Subsea pipelines



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in a sea of oil and gas**

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The introduction of Offshore [Russia] in 2013 symbolized the increasing focus that Russian specialists, as well as the entire global scientific community, are paying to issues and information concerning the development of offshore oil and gas resources.

Much of Russia's immense hydrocarbon resources are found in areas with difficult terrain and climates, such as the Arctic coast and the North Seas. Managing these abundant resources is one of the major challenges facing the Russian oil and gas industry.

The search for new and efficient technologies and for ways to minimize the negative impact on ecosystems is tantamount. Maximizing industrial safety, improving the quality of education and training for specialists — and ultimately, involving the local population in decisions on such matters — requires a focused, ongoing commitment. Providing comprehensive, timely coverage of these extremely important societal issues is the mission of Offshore [Russia] magazine.

In addition to basic issues related to the development of offshore oil and gas fields (including prospecting, exploration, drilling, production, primary processing, and transportation), Offshore [Russia] also covers issues related to marine navigation and infrastructure development. This includes the northern ports of Russia, environmental monitoring across the vast expanses of the northern seas, the creation and development of scientific studies, and, of course, international cooperation.

Offshore [Russia] (like the English-language magazine Offshore, which has been published in the U.S. since 1954) is oriented toward engineering/technical specialists and top managers in oil-and-gas companies, oilfield service companies, research companies, teachers, researchers and undergraduate and graduate students in universities. The magazine will also serve as an information source for anyone interested in the prospecting and development of natural resources located beneath the Earth's waters.

Anatoly Zolotukhin

The member of Offshore [Russia] editorial board

2015 Calendar → MAIN EXHIBITIONS AND CONFERENCES

№1 February/ Publication date 20 February

Russia Offshore 2015

Moscow, Russia, March 3-5

LNG Congress Russia 2015

Moscow, Russia, March 12-13

Russian Oil&Gas Industry Week

Moscow, Russia, March

Arctic Region Oil & Gas

Stavanger, Norway, March 17-18

Arctic Technology Conference (ATC) 2015

Copenhagen, Denmark, March 23-25

Logistics in Arctic Region

Murmansk, Russia, April

Continental and Arctic Shelf

Dubai, UAE, April 9-10

Atyrau Oil & Gas 2015

Atyrau, Kazakhstan, April 14-16

Russian Arctic Oil and Gas 2015

Moscow, Russia, April 21-23

Offshore Technology Conference (OTC) 2015

Houston, USA, May 4-7

Offshore Upstream Development in Russia and CIS

Moscow, Russia, May 22

Caspian Oil and Gas 2015

Baku, Azerbaijan, June 2-5

Moscow International Oil & Gas (MIOGE) 2015

Moscow, Russia, June 23-26

№2 May/ Publication date 24 April

Offshore Technology Conference (OTC) 2015

Houston, USA, May 4-7

Oil and Gas Uzbekistan (OGU) 2015

Tashkent, Uzbekistan, May 12-14

Gas. Oil. Technologies

Ufa, Russia, May 19-22

Offshore Upstream Development in Russia and CIS

Moscow, Russia, May 22

Caspian Oil and Gas 2015

Baku, Azerbaijan, June 2-5

Moscow International Oil & Gas (MIOGE) 2015

Moscow, Russia, June 23-26

ONS Norway 2015

Stavanger, Norway, August 17-19

RAO/CIS Offshore

Saint-Petersburg, Russia, September 15-18

Sakhalin Oil & Gas

Yuzhno-Sakhalinsk, Russia, September

St. Petersburg Energy Forum

Saint-Petersburg, Russia, September

Kazakhstan International Oil & Gas (KIOGE) 2015

Almaty, Kazakhstan, October 6-9

Arctic Shelf Development: step by step

Murmansk, Russia, November 18-19

№3 August/ Publication date 31 August

RAO/CIS Offshore

Saint-Petersburg, Russia, September 15-18

Sakhalin Oil & Gas

Yuzhno-Sakhalinsk, Russia, September

St. Petersburg Energy Forum

Saint-Petersburg, Russia, September

Kazakhstan International Oil & Gas (KIOGE) 2015

Almaty, Kazakhstan, October 6-9

SPE Russian Oil & Gas Exploration and Production Technical Conference and Exhibition

Moscow, Russia, October 14-16

Russian Offshore Oil and Gas Development: Arctic and Far East

Moscow, Russia, October

Arctic Shelf Development: step by step

Murmansk, Russia, November 18-19

Exploration, production, processing. International Exhibition and Forum of equipment and innovative solutions of the oil and gas and mining industries

Moscow, Russia, November 17-19

Exploration and Production

Moscow, Russia, November 19-20

OSEA 2014, Russian exposition

Singapore, December

№4 November/ Publication date 30 November

14th Russia-Norwegian Oil & Gas Conference

Saint-Petersburg, Russia, January 2016

Russia & CIS Oil & Gas Executive Summit 2016

Dubai, UAE, February 2016

International Gas Technology Conference - IGTC 2016

Dubai, UAE, February 2016

Russia Offshore 2016

Moscow, Russia, March 2016

LNG Congress Russia 2016

Moscow, Russia, March 2016

Russian Oil&Gas Industry Week

Moscow, Russia, March 2016

Arctic Region Oil & Gas

Stavanger, Norway, March 2016

Arctic Technology Conference (ATC) 2016

March 2016

Logistics in Arctic Region

Murmansk, Russia, April 2016

Russian Arctic Oil and Gas 2016

Moscow, Russia, April 2016

Offshore Technology Conference (OTC) 2016

Houston, USA, May 2016

Offshore Upstream Development in Russia and CIS

Moscow, Russia, May 2016

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[Russia]
Offshore[®]

advertising

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2 cover + 1 page	9,400
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Two page spread	5,000
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1/3 page	1,400
1/5 page	780

Special discounts are provided for the bundle publication in Offshore [Russia], Oil & Gas Journal Russia, and original American magazines.

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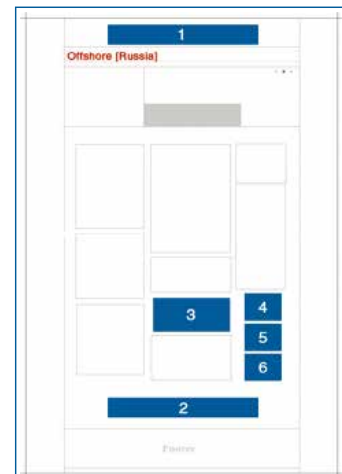
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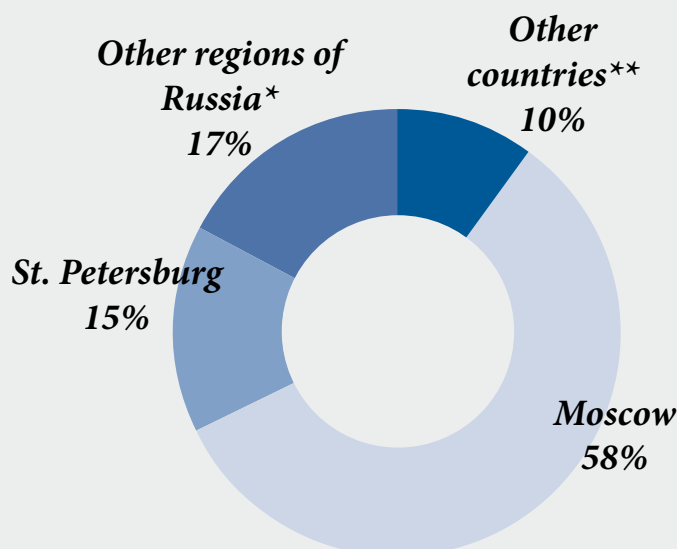
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internet

www.offshore-mag.ru covers the entire spectrum of industry information related to the global offshore oil and gas industry: news; articles; commentary; expert opinions; major market indices; commercial, technological, and analytical materials from various companies; videos; and event announcements.

Each day, the site's news feed publishes news on the offshore oil and gas sector in Russia and other countries.

The subject headings presented on the site – World Regions, Deep-water, Subsea Technologies, Geology and Geophysics, and Drilling – provide readers with quick access to specific information.

The convenient and intuitive Calendar of Events reports on upcoming and past events in the offshore oil and gas industry.

The Website also provides a forum through which our partners and advertisers can speak to our entire professional audience.

Detailed contents of the latest printed issue of the magazine as well as the magazine's archives can also easily accessible on the site.

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1

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- Enhances your company's image
- Stimulates demand for your services
- Improves brand recognition
- New product alerts

2

Contextual

- In-text
- Partner ads
- Your comments and contributions
- Partner news

- Boosts your sales
- Attracts new clients
- Demonstrates your company's professionalism

3

Video ad

- Video tutorials
- Promotions
- Interviews with experts
- Video reports

- Broadens opportunities
- Strengthens your market positions
- Guarantees your impact at events
- Demonstrates a progressive image





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Offshore [Russia][®]

on board



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