



OFFSHORE TECHNOLOGY FOCUS

Media Pack

2022

Powered by VERDICT

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The magazine

01





The magazine

At Offshore Technology Focus we supply our readers from the offshore oil and gas industry with all the latest business news and insights in an accessible digital format.

At Offshore Technology Focus we supply our readers from the offshore industry with all the latest business news and insights from around the world

- We are dedicated to providing unique editorial content that reacts to the ever-changing industry landscape.
- Our coverage is informed by the needs of our audience whilst covering global trends and themes central to our clients' business growth.
- With access to multiple intelligence centres and millions of data points from GlobalData, we get ahead of trends before any other provider.
- Content is fully optimised through SEO to drive engagement and unlock new audiences.



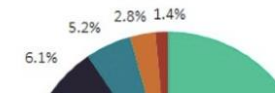
COMMENT GlobalData.

Russia dominates gas processing capacity in former Soviet Union

According to [GlobalData's report](#), as of September 2021, the former Soviet Union had a total gas processing capacity of 83,125 mmcf/d, where Russia is leading with 62,636 mmcf/d.

GlobalData's latest report, 'Gas Processing Industry Outlook in Europe, North America, and FSU to 2025 – Capacity and Capital Expenditure Outlook with Details of All Operating and Planned Processing Plants,' says that as of September 2021, the former Soviet Union had 116 active gas processing plants with a total gas processing capacity of 83,125 mmcf/d. The region's share in the global gas processing capacity is 13.6%.

Gas Processing Industry, Former Soviet Union, Active Gas Processing Capacity by Key Countries (%), Sep 2021





Offshore Technology Focus has proved to be a useful marketing tool for us covering our relevant topics and projects.”

ALSTOM Power



Building on years of experience, our digital magazines have been at the forefront of digital change and have constantly evolved with the needs of our readers

Tech-driven publishing

The latest technology

Over the last decade, our digital magazines have evolved with the latest technological advancements to future-proof the value for our clients

Balancing tradition

We offer a unique blend of traditional advertising with data-driven marketing to drive engagement

Integration

Our digital magazine and content now sit seamlessly within our websites, harnessing the power of our existing network traffic and SEO rankings

Power of data

With access to millions of data points from GlobalData's intelligence centres, we have access to more data than ever before, informing our data-driven content and enhancing our audience targeting

Flexibility

Using new technology, we can now combine our magazine advertising with other types of advertiser content such as: webinars, video interviews and thought leadership

Enhanced distribution

EXTENDED NETWORK

1

TRADE SHOWS AND EVENTS

We have grown our network in building official partnerships with leading trade shows, events and associations. Through our enhanced partner network we reach over 110,000 professionals throughout the year.

2

IN-HOUSE EVENTS

Through our in-house industry events, we have an established network of industry readers, dedicated to building relationships, creating content and continually providing feedback on our products.

3

GLOBALDATA

As part of GlobalData, one of the major data houses globally, we have distinguished relationships with key players within the industry enabling us to extend our distribution channels and reach more readers than ever before.

Owned network

Targeted database

Sent directly to the inboxes of over 26,000 offshore professionals, including direct subscribers as well as our industry specific database across GlobalData's wider product portfolio.

Owned network

- Magazine featured weekly in newsletters sent to over 23,500 contacts
- Regular articles on the website push readers to the magazine
- Promoted through out our sister site offshore-technology.com a leading website in the industry with a global audience of over 186,000 users a month.



77,000

offshore
professionals

186,000

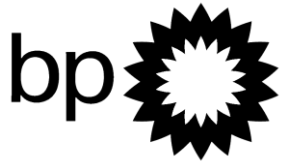
unique users
a month



Worldwide reach

We can help you communicate directly with the global offshore industry: Our loyal readership is made up of executives, senior managers and buyers from across the globe.

A SELECTION OF SOME OF OUR READERS



ExxonMobil



NEW OPPORTUNITIES

Align your brand
with key topics
within the industry
to demonstrate
leadership and
innovation



Our sponsorship and advertising options extend beyond the world of traditional adverts



You can now position your brand as industry leader within a specific topic or theme



We have multiple content options and formats available to allow you to receive brand recognition and tell your story in a way that works for you

Sponsorship

02



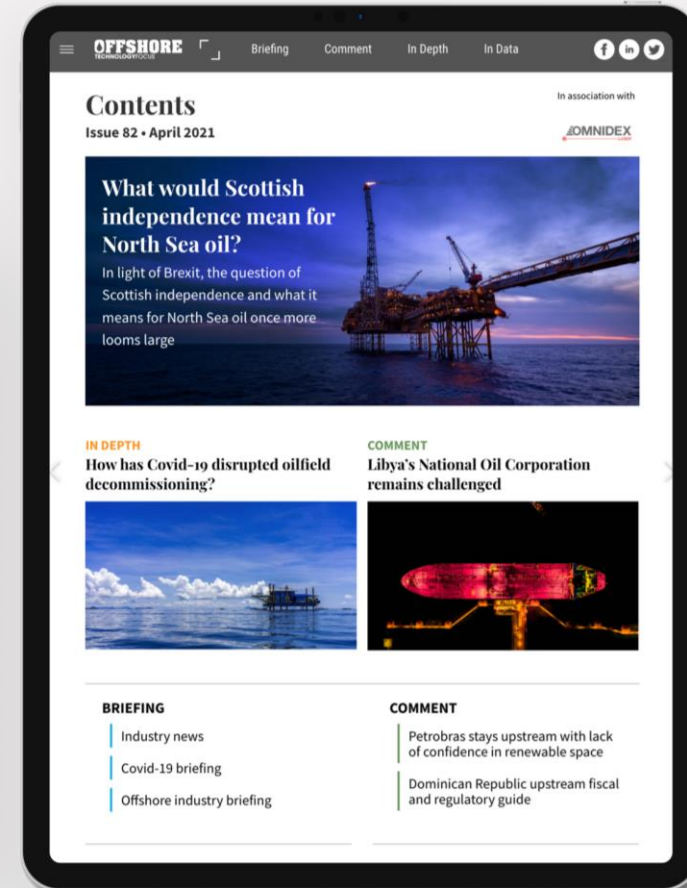
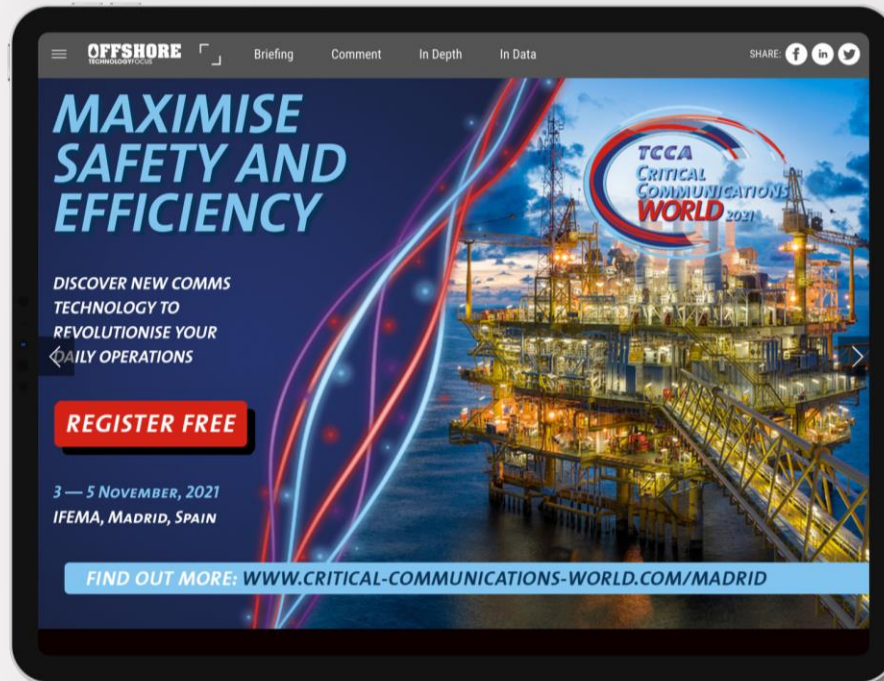


Sponsorship

Our full issue sponsorship positions your company throughout our digital magazine using interactive adverts, content and branding.

FULL ISSUE SPONSORSHIP INCLUDES

- Front cover wrap around
- Logo on front cover, contents page and mailers
- Interactive lead page or company insight



Showcase: left: Company Insight; right: Issue Sponsor

Editorial calendar 2022

03



Editorial calendar 2022

Sponsorship
options



Edition	Theme	Lead article	Data article	Intent topic
Jan	Governance	<p>Exploration Even the most conventional oil and gas operations are having to embrace new practices as the world's oil reserves dry up. How will new oil deposits, and the search for them, change the industry?</p>	<p>Which oil & gas companies have been diversifying their revenues the fastest?</p>	<p>Fire Protection Systems and Materials</p>
Mar	Robotics	<p>Automation/robotics The remote and dangerous nature of the oil and gas industry means it is a prime target for greater automation. From uncrewed assessments to automatic monitoring, we examine the automation boom in oil and gas.</p>	<p>Where Big Oil is building renewables businesses map</p>	<p>Inspection, Maintenance and Repair</p>
May	Social	<p>Workforce Caught between a shrinking industry, and one increasingly reliant on automation, offshore workers are among the most vulnerable in the energy sector. What will the future of oil and gas employment look like?</p>	<p>Oil & Gas hiring trends</p>	<p>Hardware, Software and Information Management</p>

Advertising

04



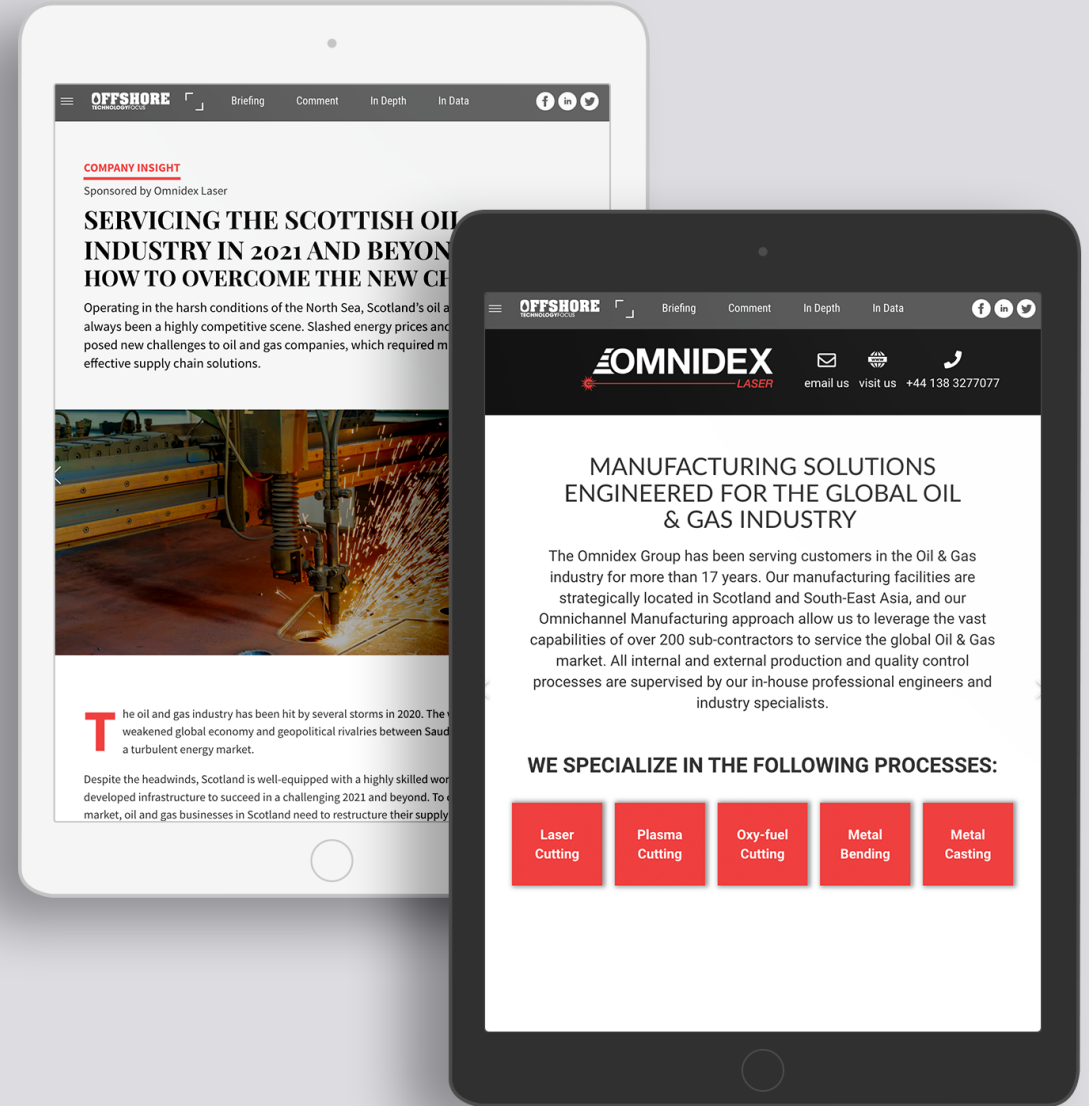
Adverts

Company insight

Our Company Insight option allows you to present a full article beautifully designed in a template that fits with the editorial content of the magazine

Interactive lead page

Full-page advert with interactive elements and optional video content, linked to your website



*Left: Company insight
Right: Interactive lead page*

Display advertising



MINING-TECHNOLOGY
ATTRACTS OVER
142,000+ UNIQUE USERS A
MONTH



As well as sponsoring leading content and articles, you can now benefit from enhanced engagement with our display advertising.

We can run online adverts linked to your sponsorship across our network, reaching a wider audience and driving them to your content. Display ads can be targeted to highly engaged audience segments using our powerful AI-driven marketing technology.

Display ads

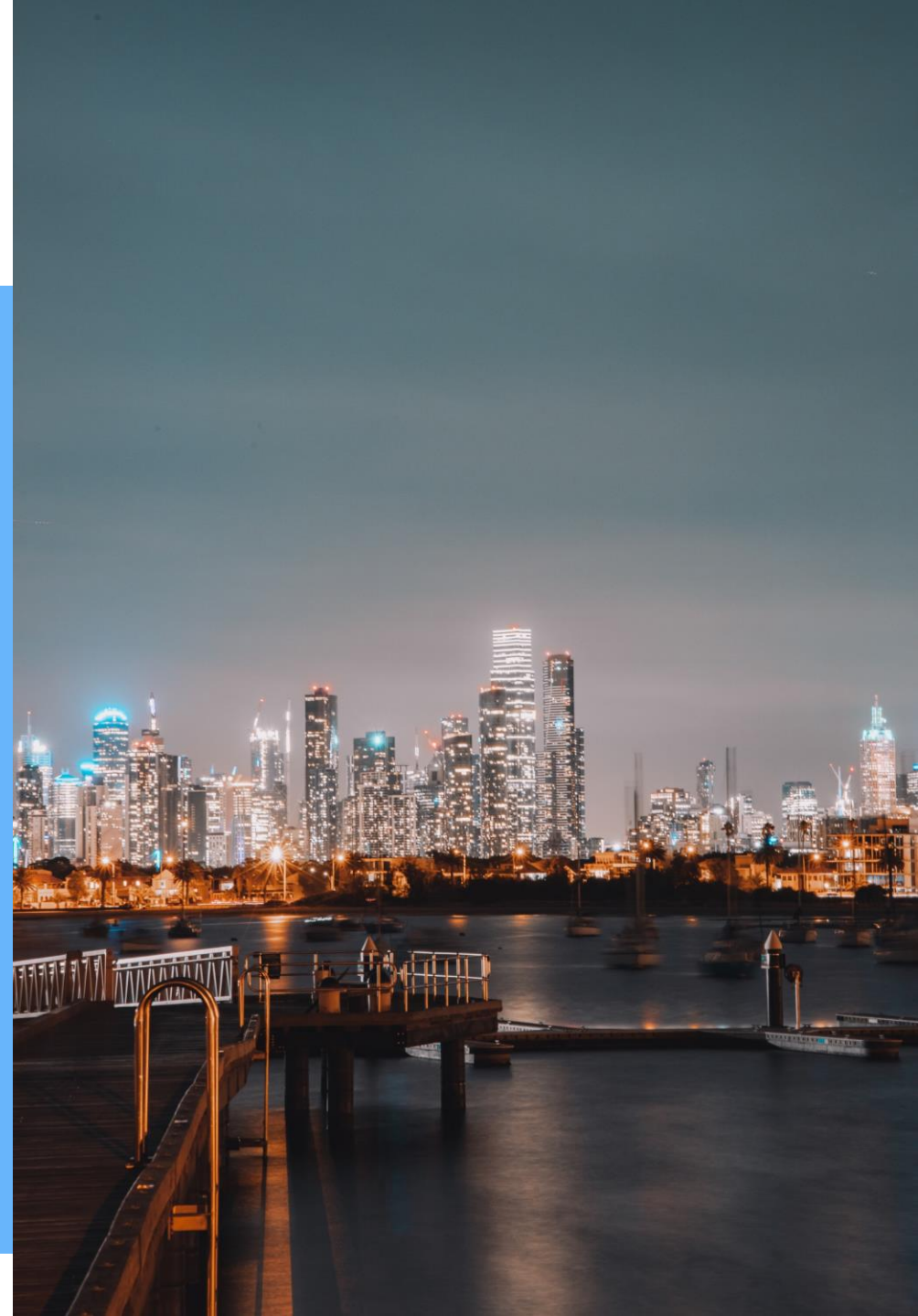
Display advertising includes billboards, leaderboards and MPUs that can be run of site or displayed on specific pages within our network for ultimate targeting.

Our intelligent display advertising is included with our Mine Australia campaigns!



Showcase: Display ad

Our advertisers



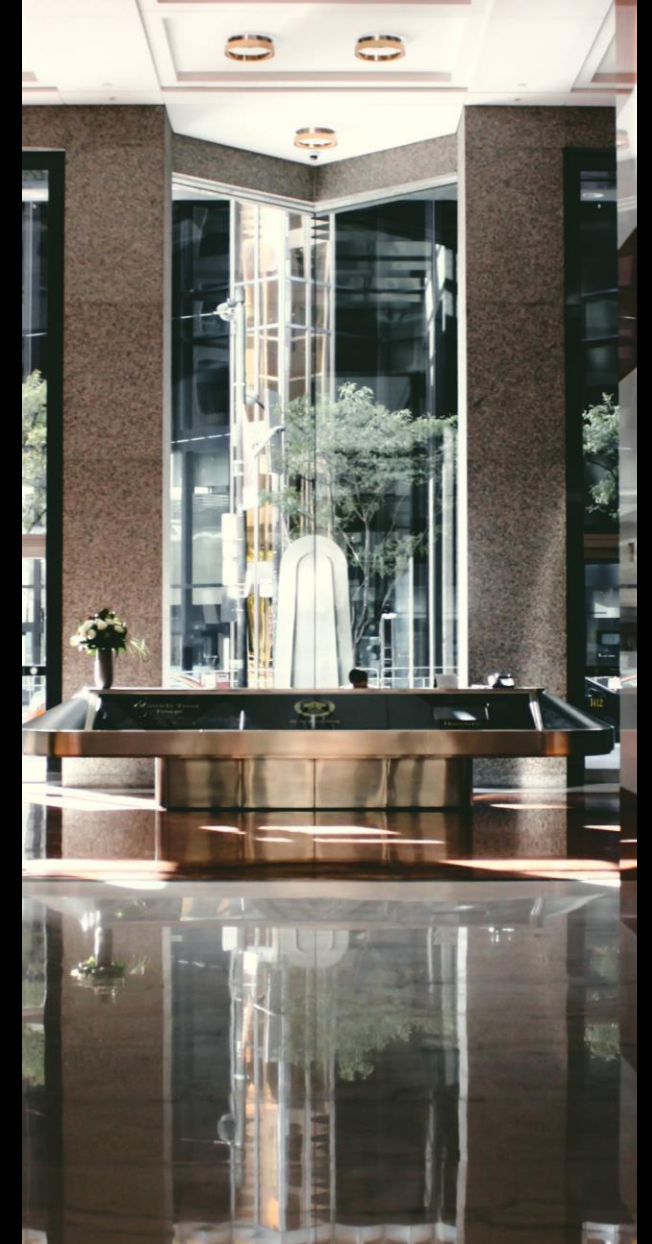
Pricing

05



Pricing

	Magazine Issues#	
	ONE	THREE
INTERACTIVE ADVERTS Full-page advert including animations and videos plus display banner advertising	£4,750	£11,985
COMPANY INSIGHT 800 words of advertorial & display banner advertising	£3,000	£7,500
ISSUE SPONSOR Logo on front Cover, contents page and Mailers, an interactive advert and a company insight (with display banner advertising)	£8,000	£18,000
FRONT COVER WRAP	£4,700	£12,000



Let's talk

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