

Pipeline & Gas Journal



2024 **MEDIA
PLANNER**
The Largest Global Audience of
Midstream Decision-Makers



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PUBLISHER'S LETTER

Empowered to Innovate. Committed to Excellence.

We are excited about the opportunity to work with you on your 2024 marketing plans. Gulf Energy Information (Gulf) empowers employees to deliver premium technical content, as well as market intelligence solutions, to the global midstream oil and gas industry through trusted engagement. For more than 100 years, Gulf's quality content and commitment to audience needs has led our company to become the most trusted resource in B2B media for the midstream industry. Gulf also provides market intelligence solutions to the global energy industry through Global Energy Infrastructure and the Construction Boxscore Database.

Whether you are looking for qualified leads, brand visibility or product marketing, our dedicated and experienced sales team can build a program that's right for you. We can even guarantee the number of readers, impressions, views and leads that we deliver!



Andy McDowell
President
Gulf Energy Information
[in](#) [✉](#)

"Pipeline & Gas Journal's quality content and commitment to audience needs has made it the most trusted resource in B2B media for the global midstream industry."



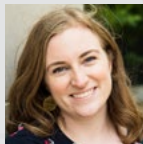
EDITORIAL STAFF



Lee Nichols
*Vice President,
Content*
[in](#) [✉](#)



Mike Reed
Editor-in-Chief
[in](#) [✉](#)



Olivia Kabell
Associate Editor
[in](#) [✉](#)



Mary Holcomb
Digital Editor
[in](#) [✉](#)



Richard Nemec
Contributing Editor
[in](#) [✉](#)



Stephen Barlas
*Washington
Correspondent*
[in](#) [✉](#)



Shem Oiere
*Africa
Correspondent*
[in](#) [✉](#)

MIDSTREAM AUDIENCE

MAGAZINE

18,619

Total Subscribers

13,890

US

4,729

Outside US

US: 74.6%

Outside US: 25.4%

PGJONLINE.COM

54,223

Users/Month

65,906

Sessions/Month

85,655

Pageviews/Month

US: 79.04%

Outside US: 20.9%

DAILY NEWSLETTER

25,231

Daily Distribution

21.50%

Open Rate

US: 56.91%

Outside US: 43.09%

BRAND REACH (LEAD GEN)

33,545

Distribution/Emails

PODCASTS

10,633

Total Podcast Listens

1,722

Average Downloads/ Month

SOCIAL MEDIA



32,682

LinkedIn Followers



13,793

Facebook Followers



28,176

X Followers

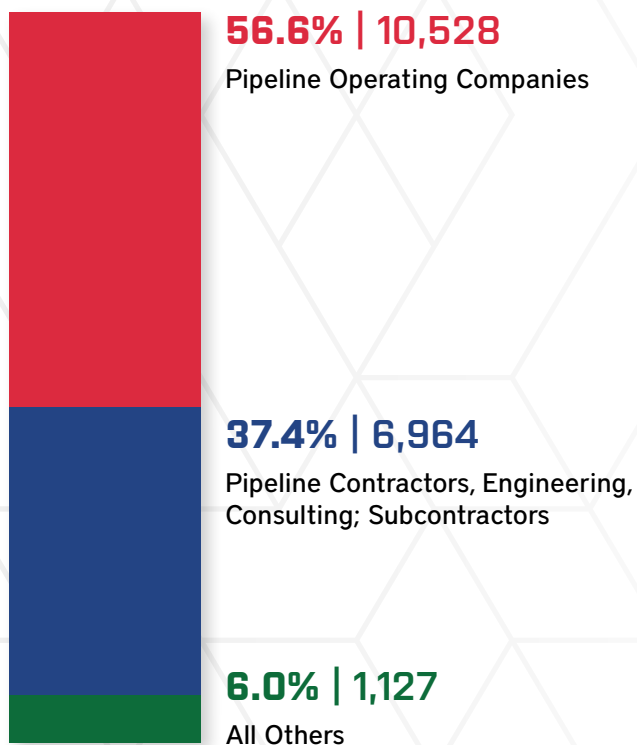


Website, newsletter averages and podcast figures from January to June 2023. Social media, figures as of July 2023. (Publisher's own data.)

AUDIENCE BREAKDOWN

18,619 TOTAL QUALIFIED SUBSCRIBERS

COMPANY CLASS



SUBSCRIBERS BY LOCATION

74.6% | 13,890 United States
25.4% | 4,729 Outside US



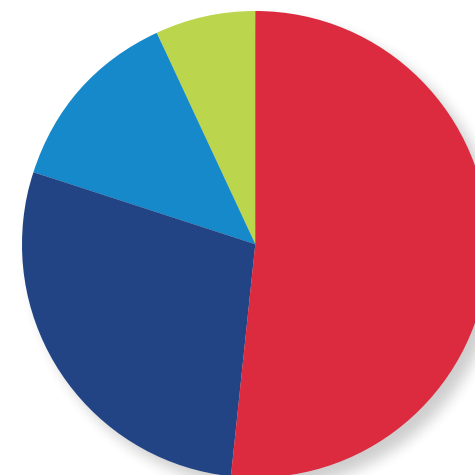
JOB FUNCTION

51.8% | 9,649
Engineers, GM, Plant Managers,
Superintendents, Supv, Dept Heads

28.4% | 5,285
Corporate Officials, Managers,
City Public Works

13.1% | 2,434
Foremen, Lead, Chief, Consultants,
Field Operations Personnel

6.7% | 1,251
Other Titles and Titles
not available



2024 EDITORIAL CALENDAR

JANUARY	FEBRUARY	MARCH	APRIL	MAY	JUNE
Editorial Focus					
Global Pipeline Construction 2024 Energy Outlook Regulatory Outlook Pipeline Safety Supply Chain Issues	Pipeline Integrity Automation/Instrumentation Bakken Update LNG ESG & Innovation Hydrogen Blending/Pipelines	Corrosion Control INGAA Chair Interview Storage Africa Spotlight Oil Reserves/Takeaway Capacity	Offshore Report Gulf of Mexico OTC Preview Canadian Construction PHMSA Update North Sea	US Midstream Report Gas Gathering AGA Chair Interview Marcellus Update Feedstocks: Ammonia/Hydrogen	Leak Detection/Maintenance Hot Tapping Rights-of-Way Issues Hydrogen Blending/Pipelines Geohazard Management Middle East Spotlight
Technical Papers/Case Histories					
Digital Technologies Tech for Liquids/Natural Gas Pipelines	Pigging SCADA	Coating Geohazard Management	Control Rooms Subsea	Directional Drilling Renewable Natural Gas	Composites Repair ILI Unpiggable Pipelines

All advertising space must be received by the 15th of the prior month with creative delivered by the 20th.

2024 EDITORIAL CALENDAR

JULY	AUGUST	SEPTEMBER	OCTOBER	NOVEMBER	DECEMBER
Editorial Focus					
Metering & Measurement Mid-Year Global Forecast SWRI Report Recovery and Reclamation Lost Gas	Automation/Instrumentation Mexico Spotlight Permian Update Education/Training Haynesville Update Oil Reserves/Takeaway Capacity	Compression/Emissions European Top 500 Pipelines PRCI Report AMPP Interview Gas-to-Power Generation Feedstocks: Ammonia/Hydrogen	Pipeline Repair/Rehabilitation Bakken Update Northeast Energy Outlook Heavy Equipment/Transport Spotlight on Asia	500 Report CO ₂ Pipelines Gas Storage PPI President Interview Spotlight on South America	LDC/Gas Utilities Top Pipeline Projects of the Year 2024 Urban Construction APGA Chairman Interview Top 10 Midstream Stories
Technical Papers/Case Histories					
Flowmeters Regulators & Valves	Welding Technology Pigging	Emissions Control Methane Detection	Integrity Management Digital Technologies	CCS/CCUS Plastic Pipe	Transportation of Pipe Drone Technology

All advertising space must be received by the 15th of the prior month with creative delivered by the 20th.

TAILORED BRANDING

Enhance your brand’s reputation with a strategic, multi-channel campaign. Our medal packages offer advertisers the opportunity to position content through our various media channels to most effectively reach key decision-makers in the industry. Campaigns include exposure in the digital edition of the magazine, through ROS or targeted online advertisements and finally through well-read, highly sought-after newsletters. Showcase your solutions through a multi-channel campaign today!



- > MPU on PGJOnline.com (50,000 impressions)
- > MPU on daily newsletter (two weeks)
- > Full page in *Pipeline & Gas Journal*

COST

\$14,670



- > MPU on PGJOnline.com (25,000 impressions)
- > MPU on daily newsletter (one week)
- > Full page in *Pipeline & Gas Journal*

COST

\$10,495



- > MPU on PGJOnline.com (12,500 impressions)
- > MPU on monthly newsletter of choice
- > Half page (horizontal in-article) in *Pipeline & Gas Journal*

COST

\$7,480

DIGITAL MAGAZINE

Showcase your solutions with an advertisement in *Pipeline & Gas Journal*. Designed for an enhanced audience experience and ease of use, the digital edition positions your materials against the industry’s leading technical media. Choose your preferred placement or align your advertisements with select editorial on a monthly basis.

2024 GLOBAL ADVERTISEMENTS

Size	Orientation	Cost/Issue
Full Page	Vertical	\$5,775
Half Page	Vertical	\$4,510
Half Page (in article)	Horizontal	\$4,070

PREMIUM SPONSORSHIPS

Digital Edition Sponsorship	Left Skyscraper	\$5,245
	Right Skyscraper	\$5,245
	Repeating Skyscraper (min. 10 repeats)	\$7,345
Leaderboard	Bottom of Page	\$4,195

18,619

Total Subscribers

74.6% US 25.4% OUS

PAGERAFT

Full Page ad



Skyscraper



Half Page Vertical Ad



Leaderboard



Half Page Horizontal Ad

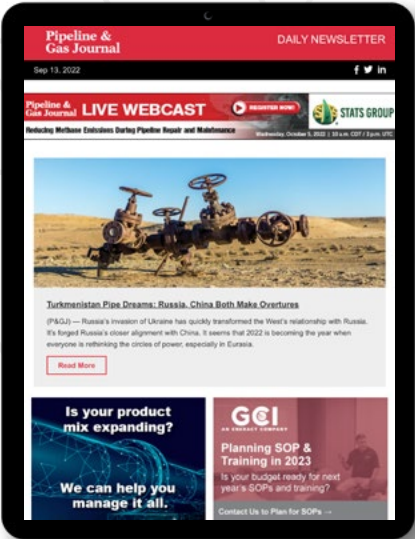


All pricing is net.



NEWSLETTER SPONSORSHIPS

Each newsletter includes five ad positions: One leaderboard and four MPUs.



DAILY NEWSLETTERS

PGJ Daily News

Delivered Monday-Friday
Recipients/Week: 126,155
Open Rate: 21.45%

PGJ Saturday Edition

Delivered Saturday
Recipients/Week: 25,031
Open Rate: 21.48%

MONTHLY NEWSLETTERS

PGJ Breaking News

Recipients/Email: 25,083
Open Rate: 23.02%

PGJ Project News

Recipients/Email: 25,153
Open Rate: 17.66%
*Delivered Monthly,
Third Thursday*

PGJ Hydrogen News

Recipients/Email: 9,114
Open Rate: 21.51%
*Delivered Monthly,
Fourth Thursday*

CUSTOM NEWSLETTERS & EXCLUSIVE SPONSORSHIP

Don't see a relevant topic listed? Work with the editorial team to develop and customize a newsletter and targeted distribution list. Contact your account manager for details.

Additional titles can be added for \$3,675/brand

PRICE STARTS AT

\$9,050

Newsletter	Leaderboard 728x90	MPU1 336x280	MPU2 336x280	MPU3 336x280	MPU4 336x280	MPU Native 336x280
PGJ Daily News (per week)	\$4,395	\$3,770	\$3,770	\$2,510	\$2,510	\$4,340
PGJ Saturday Edition (per week)	\$2,025	\$1,810	\$1,810	\$1,505	\$1,505	\$2,080
PGJ Breaking News (per month)	\$2,410	N/A	N/A	N/A	N/A	N/A
Monthly Newsletters	\$1,990	\$1,835	\$1,835	\$1,430	\$1,430	\$2,100



MIDSTREAM365

Imagine the impact of positioning your company’s content hosted in the location industry decision-makers and experts are visiting daily. Now you can! Branded as sponsored content, *Pipeline & Gas Journal’s* editorial team strategically places your content across our channels to maximize exposure, drive traffic to your landing page and generate leads.

Midstream365 sponsorships include:

Branding

- > Company logo
- > Company description
- > Areas of operation and contact details

Content Options

- > Case studies
- > Technical articles
- > Press releases
- > Videos
- > Whitepapers
- > Webcasts

Reporting

- > Campaign analytics are reported monthly

Content Distribution

- > Dedicated microsite
- > Website placements
- > Newsletter placements
- > Social media

Premium (Unlimited Content/Month)	Standard (2-3 Content Pieces/Month)
\$59,160/year	\$44,040/year
\$4,930/month	\$3,670/month



32,682

LinkedIn Followers



13,793

Facebook Followers



28,176

X Followers



FEATURED ARTICLE

Promote your editorial content in *Pipeline & Gas Journal* with a sponsored article. Guaranteed placement on PGJonline.com, newsletters, and social media.

> From \$3,675/article

NEED HELP WITH CONTENT? LEVERAGE THE PGJ CONTENT STUDIO

Pipeline & Gas Journal’s impactful technical case studies are highly specialized and complex, making them time consuming to write. The PGJ Content Studio is your opportunity to present your real-world solutions to qualified industry professionals while leveraging *Pipeline & Gas Journal’s* experienced editorial team. Partner with the PGJ Content Studio’s qualified technical writers to leverage their in-depth industry knowledge for your benefit. Annual subscriptions are available.

> From \$5,885/article

PODCASTS: ENGAGEMENT FOR A MOBILE AUDIENCE

In a crowded market, podcast sponsorships are a unique way to differentiate your brand and stand apart from competitors. *Pipeline & Gas Journal's* The Pipeline Technology Podcast is the midstream industry's leading technical program.

Podcast listener engagement is high, and their recall and purchase intent of advertised brands increase significantly. Sponsor a podcast interview or series dedicated to midstream professionals.

Episode sponsorships/ brief company reference	<ul style="list-style-type: none"> > 20 second blurb read prior to each episode of the podcast 	\$1,500/episode (minimum of 5 episodes)
Episode sponsorships/ interviews	<ul style="list-style-type: none"> > Interview with SME and PGJ moderator > Headshot, bio and company logo needed from sponsor 	\$5,750/episode
Episode sponsorship/ interviews including video	<ul style="list-style-type: none"> > Interview with SME and PGJ moderator > Headshot, bio and company logo needed from sponsor 	\$9,995/episode
New Podcast Season sponsorship	<ul style="list-style-type: none"> > 10 episode season > Sponsor provides episode, content and speakers > PGJ provides moderator 	\$50,000 / 10-episodes

\$2,500 surcharge for any podcast interviews taking place onsite.

! All episodes are marketed throughout *Pipeline & Gas Journal's* website, newsletters, social media and targeted e-blasts.



10,633

Total Podcast Downloads



1,722

Average Downloads/
Month

VIDEOS

Take your content marketing to a new level with video marketing. With more people turning to videos for technical and educational content, videos are a unique medium to build trust, boost conversion, and encourage sharing on social media.

A video sponsorship program gives you the opportunity to reach *Pipeline & Gas Journal's* qualified audience with the functionalities, features and benefits of your solutions.

Client provided videos are listed on PGJOnline.com and promoted on as a featured video on the website's home page.

PRICE PER VIDEO

\$4,560

TECHNICAL INTERVIEWS

Repurpose your article in *Pipeline & Gas Journal* for more impact. This 15-minute video interview with the author of a recent article in *Pipeline & Gas Journal* is featured on our homepage and promoted through our media channels, generating strong engagement and visibility for the author and the author's company.

PRICE PER MONTH

\$10,630



SINGLE-SPONSOR WEBCASTS

Webcasts are our most popular lead generation offering. Each single-sponsored webcast is hosted by a dedicated manager and moderated by a member of the *Pipeline & Gas Journal* editorial team.

Each webcasts includes a 45-minute presentation and a subsequent question and answer session and is promoted to our highly qualified global audience through a multi-channel marketing campaign. The on-demand version of your webcast will be available on demand for one year.

Sponsors receive full contact details of all registrants.

Webcasts are promoted through:

350+

Leads/Webcast

**PRICE PER
WEBCAST**

\$17,085



74,651

Social Media Followers



33,545

Distribution/Email



54,233

Website Users/Month

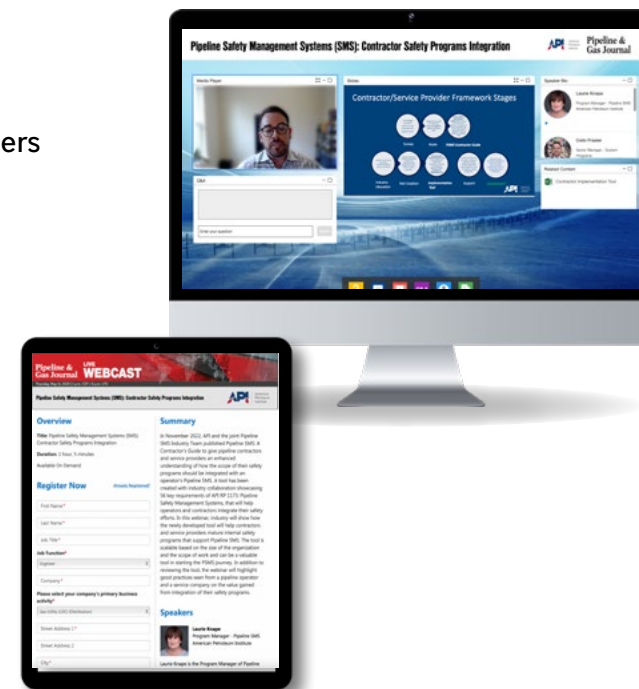


18,619

Magazine Subscribers

WEBCAST PREPARATION TIMELINE

6-8 Weeks Out:	Sponsor confirms webcast title, date, time
5 Weeks Out:	Half-page ad finalized for <i>Pipeline & Gas Journal</i>
3-4 Weeks Out:	Registration Launches, Online Promotions
2 Weeks Out:	Targeted Promos (email) Begin
1 Week Out:	Dry Run With Moderator/Speakers
Post Event:	Leads Provided. Webcast Archived for 1 Year.



MULTI-SPONSOR WEBCASTS

Pipeline & Gas Journal's multi-sponsored webcasts are produced by our editorial team and include the annual industry forecasts.

All content is prepared and delivered by the *Pipeline & Gas Journal* editorial team, making a multi-sponsored webcasts the ideal choice. *Pipeline & Gas Journal* does the work, but sponsors receive the leads.

PRICE PER
WEBCAST

\$5,670



SPONSORED PANEL WEBCASTS

Pipeline & Gas Journal's sponsored panel webcasts bring subject matter experts together to address a specific topic. Each sponsor provides one speaker and may suggest two others. *Pipeline & Gas Journal* does the rest.

Once confirmed, each company's 10–12-minute presentation is delivered live, followed by a live Q&A session for all speakers. Registrant details are shared with all sponsors.

Contact your account manager to discuss topics.

PRICE PER
WEBCAST

\$7,240



TOPICAL EBOOKS

Don't have content? Let *Pipeline & Gas Journal* put together a topical eBook with your company as the sponsor!

The editorial team selects a compilation of 10-12 articles published in *Pipeline & Gas Journal* on a topic of your selection.

Sponsors are recognized on the cover and with a full-page ad within the eBook and receive all registrant information. Each eBook is promoted through a three-month multi-channel campaign to drive qualified leads.

Contact us to start your custom eBook today.

SINGLE SPONSOR

\$26,250

MULTI-SPONSOR

\$10,500

BRAND REACH



33,545

Distribution/Email

Our Content. Your Leads.



WHITEPAPERS

Your whitepaper is promoted to *Pipeline & Gas Journal's* qualified audience via a monthly promotional email. Leads for each whitepaper are captured on a custom landing page and provided to the sponsor.

Promotions can be targeted to desired industry segments or geographically.

PRICE PER
WHITEPAPER

\$4,725

Program Details

- > Listing on PGJOnline.com (title, company logo and whitepaper synopsis)
- > A custom-built registration form including name, title, company, contact information, and email address.
- > *Pipeline & Gas Journal* featured whitepapers are promoted through a monthly email blast.
- > Leads can be provided in Excel or .CSV format.

BRAND REACH



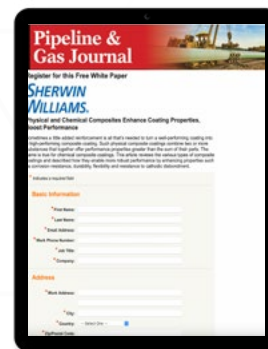
33,545

Distribution/Email



32

Leads/Whitepaper



SPONSORED SURVEYS/ CAMPAIGN BENCHMARKING

Unbiased, Confidential Feedback

SPONSORED SURVEY

Pipeline & Gas Journal polls its readers with 6-7 proprietary questions that you provide along with 2-3 open questions. The survey is branded *Pipeline & Gas Journal* with no mention of the sponsor. The proprietary results are shared only with the sponsor.

> From \$8,065/survey

SPONSORED SURVEY WITH LEAD GEN

Providing targeted leads without content. *Pipeline & Gas Journal* sends out a targeted survey for categories such as Metering & Measurement, Pipeline Integrity or Corrosion Control. At the end of the survey, the respondent is informed that the consolidated results will be made available at no charge courtesy of the sponsor(s) for a limited time, instead of the usual \$3,675 charge.

> From \$10,710/survey

CAMPAIGN BENCHMARK STUDY

Pipeline & Gas Journal offers regular advertisers the option to benchmark advertising efforts by providing a pre- and post-campaign survey for a product or company over a period of time. The final report provides you with verifiable information on the impact of your campaign.

> From \$5,355/survey

SOCIAL MEDIA

Social media is an integral part of *Pipeline & Gas Journal's* brand reach. With engaged followers located around the globe, you too can access this audience as part of your advertising campaign.

With a total reach of 74,651 followers, *Pipeline & Gas Journal's* social media package facilitates access to the publication's followers on Facebook, X and LinkedIn.

One post per social media channel per month.

PRICE PER MONTH

\$3,675



32,682

LinkedIn Followers



13,793

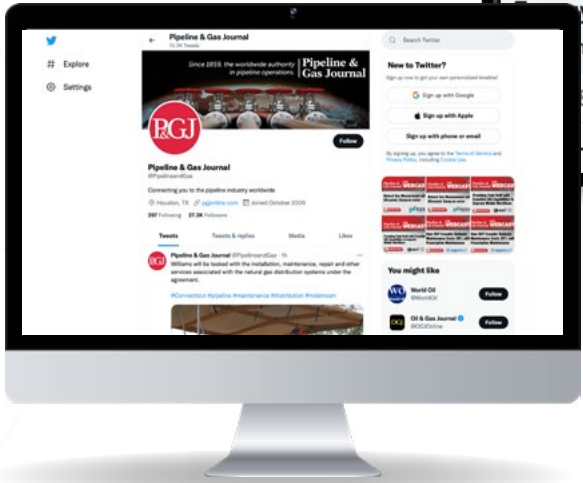
Facebook Followers



28,176

X Followers

Social media posts can include a non-clickable ad or picture (Facebook 1,200x620, X 1,600x900, LinkedIn 1,200x628) with a clickable link above it. Alternatively, if the link automatically generates a clickable link preview that includes a picture, that can be posted instead. The picture automatically generated by the link preview cannot be edited. Both options can include your choice of text (50 words max).



All pricing is net.

MAGAZINE ADVERTISING SPECS

Assets can be provided in JPG, PNG or PDF format, cropped as desired for final display. Alternatively, a GIF file under 1 MB can be used, but is only recommended if supplying an animation. All files need to be at least 150 dpi. We can easily resize a print-format PDF for you.

Full Page Between Articles

8.125 in. x 10.875 in. (at least 1485 x 1988 pixels and at least 150 dpi)

Half Page Between Articles (Vertical)

4 in. x 10.875 in. (at least 732 x 1988 pixels and at least 150 dpi)

Half Page in Article (Horizontal)

7 in. x 4.75 in. (at least 1280 x 872 pixels and at least 150 dpi)

Skyscraper

160 x 600 pixels

Leaderboard

728 x 90 pixels



Other Acceptable (but billable) Materials: Contact Publisher.

Upgrades: Contact Publisher for specifications on upgrades and sponsorship materials.

Material Submission

Upload digital files via our Ad Orbit client portal or email to Advertising Production at AdProd@GulfEnergyInfo.com.

ONLINE SPECIFICATIONS

PGJonline.com Creative

Types: .GIF, .JPG, .PNG, Third Party Tags; File Size: Max 100KB;
There is no limit to animation as long as it stays under 100KB

Pipeline & Gas Journal Newsletters

.GIF or .JPG file only. Include URL for where the display ad should direct. For special focus, please submit three ads (728*90, and two 336*280) and an article in Microsoft Word. Newsletter file size limit is 300kb. Native ads fit in the MPU slots and can include a 336*80 image, header (100 characters) and intro 150 characters).

Online Videos

Videos should link to advertiser's YouTube account. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted. For clients without a YouTube account, *Pipeline & Gas Journal* can host your video on its channel.

Midstream365

- > Company logo in JPEG or PNG format
- > 50-word company description
- > Company contacts (email/phone)
- > Social media links
- > Website link
- > Hero image: 1,500x570
- > Articles in Microsoft Word format. - Length is optional, but no less than about 350 words.
- > Images for the articles, size minimum of 500 KB and 300 dpi
- > Three ad sizes (GIF/JPEG): 728x90, 336x280 and 320x50 + click thru URLs for each
- > Optional videos: Videos should link to advertiser's YouTube account or Vimeo. Format and Size is automated to fit the website through the embed code. The video should be set to Public or Unlisted.
- > Optional downloads: Downloadable PDFs about products, processes, etc.

Podcasts

- > Speaker Headshot, Speaker Name and Title, Company Logo in EPS.

Webcasts

- > 100-word overview
- > Speaker name, title, bio and headshot (2 in. x 2 in., 300 dpi in JPEG)
- > Company logo (EPS)
- > Three questions for registration page

eBooks/Whitepapers

- > Title
- > 50-word description
- > Company logo (EPS)

Social media

- > 50-word text
- > JPG image (1200x628) (not clickable)
- > Tracked URL
- > Facebook 1200x620
- > X 1600x900
- > LinkedIn 1200x628
- > Link Preview also accepted

SUBSCRIPTIONS

Since 1859, *Pipeline & Gas Journal* has been the essential resource for technology and trends in the midstream industry; written and edited to be of service to those involved in moving, marketing and managing hydrocarbons from the wellhead to the ultimate consumer.

Full Access

- > Monthly edition of *Pipeline & Gas Journal*
- > Unlimited access to all content on *Pipeline & Gas Journal*
- > Archive - More than 10,000 technical articles by industry executives and our technical editors
- > Daily coverage of the latest news and developments from around the globe
- > Analysis and commentary from industry experts
- > Access to industry whitepapers, webcasts, special reports and more.
- > Newsletters

FULL
ACCESS

\$845

Digital | Desktop | Tablet | Mobile | LinkedIn | Facebook | X | Email

PGJonline.com



LARGER TEAM? SPEAK TO US ABOUT GROUP AND CORPORATE SUBSCRIPTIONS?

To schedule a discussion and free demo, please contact Ed Bramwell, Director, Market Intelligence at Ed.Bramwell@GulfEnergyInfo.com or +44 (0)20 3793 9705.

Global Energy Infrastructure's Construction Boxscore

The Global Energy Infrastructure platform provides an essential global project data tool for key decision makers and executives in the energy sector. It is uniquely positioned to address our customers' needs and keep you up to date with global project insights across hydrogen, LNG, pipelines, refining, petrochemicals, biofuels and carbon capture storage as the industry moves through the energy transition. You can access our data through the following services:



MAPPING

TECHNICAL CONFERENCES AND EVENTS

World Oil Forecast Breakfast

Houston, TX
January 26, 2024

Underground Infrastructure Conference/Underground Infrastructure Awards

Oklahoma City, OK
March 19-21, 2024

CCS Strategy: Building Partnerships for Net-Zero Success

London, UK
April 2024

MCEDD: Deepwater Synergy: Next-Generation Solutions for a Sustainable Future

Amsterdam, The Netherlands
April 9-11, 2024

Oilfield Electrification Technology Conference

Houston, TX
May 21-22, 2024

Women's Global Leadership Conference Europe

June 2024

International Refining & Petrochemical Conference

Houston, TX
September 2024

Gulf Energy Information Energy Excellence Awards

Houston, TX
October 2024

Deepwater Executive Summit

Houston, TX
October 2024

Women's Global Leadership Conference

Houston, TX
November 2024

EnergyTech Interactive Expo

Pasadena, TX
November 2024

4 WAYS TO PARTICIPATE

- ✓ Sponsor
- ✓ Exhibit
- ✓ Speak
- ✓ Attend

**LEARN MORE!**

For conference or sponsorship information, please contact Jacob Adams Mireles, Vice President, Events at Jacob.Adams.Mireles@GulfEnergyInfo.com or +1 (713) 525-4603.

MEDIA PACKAGES

Gulf Energy Information is the leading provider of media, market intelligence and events to the international energy industry, offering in-depth insights, technical content and strategic direction.

Gulf's market-leading brands—*World Oil*, *Petroleum Economist*, *Pipeline & Gas Journal*, *Hydrocarbon Processing*, *Gas Processing & LNG*, *H2Tech*, *Hydrogen Economist*, *Carbon Economist* and *Underground Infrastructure*—serve their markets with digital media that leverage highly targeted audiences.

Gulf also provides market intelligence solutions to the international energy industry through Global Energy Infrastructure.

CONTACT YOUR SALES REP TODAY!

Explore cross-brand packages to position your marketing message in front of the global oil, gas and energy decision makers.

Upstream

Total Brand Reach: 456,066 Total Brand Reach: 176,080

Midstream

Total Brand Reach: 206,269 Total Brand Reach: 68,877

Downstream

Total Brand Reach: 231,060

Hydrogen and Carbon

Total Brand Reach: 39,400

Total Brand Reach: 100,761 Total Brand Reach: 98,282

Project Intelligence

Infrastructure

Total Brand Reach: 103,863



INTERESTED IN SUBSCRIBING?

For corporate subscriptions, please contact Sales@GulfEnergyInfo.com

SALES CONTACT INFORMATION

North America

North Houston, North Texas, Midwest/Central U.S.

Jim Watkins
+1 (713) 525-4632
Jim.Watkins@GulfEnergyInfo.com

Houston, Central/South Texas, New Mexico, Southeast U.S., Alberta

Austin Milburn
+1 (713) 525-4626
Austin.Milburn@GulfEnergyInfo.com

Western U.S., British Colombia

Rick Ayer
+1 (949) 366-9089
Rick.Ayer@GulfEnergyInfo.com

Northeast U.S., Eastern Canada

Merrie Lynch
+1 (617) 594-4943
Merrie.Lynch@GulfEnergyInfo.com

Outside North America

Africa

Dele Olaoye
+1 (713) 240-4447
Africa@GulfEnergyInfo.com

Brazil

Evan Sponagle
+55 (21) 2512-2741
+55 (21) 99925-3398
Evan.Sponagle@GulfEnergyInfo.com

China/Hong Kong

Crystal Qin
Phone: 86-10-6779 7984
Cell Phone: 86-158-0112-8545
China@GulfEnergyInfo.com

Western Europe

Hamilton Pearman
+33 608 310 575
Hamilton.Pearman@GulfEnergyInfo.com

India

Manav Kanwar
+91-8080507374
India@GulfEnergyInfo.com

Italy, Eastern Europe

Filippo Silvera
Phone: +39 022846716
Cell Phone: + 39 3924431741
Filippo.Silvera@GulfEnergyInfo.com

Southeast Asia, Korea, Australia

Sales@GulfEnergyInfo.com

UK, Ireland, Scandinavia and Middle East

Brenda Homewood
+44 (0) 7743 704181
Brenda.Homewood@GulfEnergyInfo.com

Japan

Yoshinori Ikeda
+81 (3) 3661-6138
Japan@GulfEnergyInfo.com



2 Greenway Plaza, Suite 1020
Houston, Texas 77046 USA

