Target new geoscience frontiers with advertising opportunities from GEO ExPro

Quaternary Volcanics, Milos Island, Greece
Credit: Jane Whaley

Media Guide 2014
Geo ExPro - An Interdisciplinary Magazine

Geo ExPro is an interdisciplinary magazine and online publication designed to explain and clarify geoscience and technology for everybody involved in the exploration and production of oil and gas resources. Each and every issue of GEO ExPro is packed with relevant content, news and technical articles designed to capture the attention of individuals within the disciplines of Geology, Geophysics and Reservoir Engineering.

Regular features include:
• Geoscience Explained
• History of Oil
• Country Profiles
• Market Updates
• Seismic Foldouts
• A Minute to Read
• Frontier Exploration
• Hydrocarbon Resources
• Technology Explained
• Recent Advances
• Reservoir Management
• Questions and Answers
• Global Resource Management
• GeoCities
• GeoTourism
• GeoProfile
• GeoEducation

GEO ExPro - Digital

The digital media guide for 2014 will be available at the end of October. GEO ExPro are currently developing a next generation website, which will allow readers to experience our rich media content optimized for any device and operating system, including desktops, tablets and phones. The site will include an innovative new advertising platform giving advertisers the opportunity to deliver engaging interactive ads to our entire digital readership.

Our Readership at a Glance

With copies of our publication available to subscribers and delegates of major globally targeted conferences, our circulation includes +/- 10,000 highly qualified geosciences professionals. Approximately 45% of the copies are sent in the mail, 22% distributed at conferences, and 13% read online. Our European base is the headquarters for many major European, African and Middle Eastern company operations and our circulation in North America reaches deci-
onal level.

Our circulation includes +/- 10,000 highly qualified geosciences professionals. Approximately 45% of the copies are sent in the mail, 22% distributed at conferences, and 13% read online. Our European base is the headquarters for many major European, African and Middle Eastern company operations and our circulation in North America reaches decision makers who shape operations throughout the hemisphere. The online version of each magazine is available to download for free. It includes all print ads for added exposure and advertising value.

Readership By Region

- European
- North American
- Other

Readership By Role

- Service Companies, Universities, Others
- Oil and Gas Companies

*Circulation is subject to change

“I really love it! It is the only geoscience journal I can show my family to explain what I am doing for work.”
- PRINCIPAL EXPLORATIONIST MAJOR OIL COMPANY

“Excellent magazine! I read it from back to front. iPad loaded up on every article.”
- MANAGER SEISMIC SERVICE COMPANY
Each issue of our six part annual series focuses on a region and topic that is fascinating the geosciences community right now. We time these special features to correspond with major international conferences, ensuring re-enforcement of marketing efforts during events that you attend and top-of-mind audience relevance despite your absence if you are not exhibiting.

Conference Circulation Schedule

**Issue No. 6 - 2013**
- **IPTC**, Doha, Qatar, Jan. 19-22
- **Nape**, Houston, USA, Feb. 4-7
- **ATC Arctic Technology Conference**, Houston, USA, Feb. 10-12
- **IP Week**, London, UK, Feb. 17-19

**Editorial Focus:** North West Europe and New Technologies

**Ad Material Deadline:** Nov. 12 **Publication Date:** Dec. 9

**Issue No. 1**
- **APPEx**, London, UK, March 11-14
- **GEO 2014**, Bahrain, March 10-12

**Editorial Focus:** The Middle East and Petrophysics

**Ad Material Deadline:** Jan. 28 **Publication Date:** Feb. 24

**Issue No. 2**
- **AAPG Annual Meeting**, Houston, USA, April 6-9
- **Devex**, Aberdeen, May 6-7
- **GeoConvention**, Calgary, Canada, May 12-16
- **Shale Gas World**, Manchester, UK, May 13-14

**Editorial Focus:** The Americas, the Arctic, and Frontier Exploration

**Ad Material Deadline:** Feb. 25 **Publication Date:** March 24

**Issue No. 3**
- **EAGE**, Amsterdam, The Netherlands, June 16-19
- **URTEC**, Denver, USA, August 25-27
- **Nape South**, Houston, USA, August 20-22

**Editorial Focus:** Europe and Unconventional Resources and Technologies

**Ad Material Deadline:** April 29 **Publication Date:** May 26

**Issue No. 4**
- **AAPG International ICE**, Istanbul, Turkey, Sept 14-17
- **SEG**, Denver, USA, Oct. 26-29

**Editorial Focus:** Asia and the FSU and Geophysics

**Ad Material Deadline:** Aug. 19 **Publication Date:** Sept. 15

**Issue No. 5**
- **ATCE**, Amsterdam, The Netherlands, Oct. 27-29
- **PETEX**, London, UK, Nov. 18-20

**Editorial Focus:** North West Europe, Modelling and Mapping

**Ad Material Deadline:** Sept. 23 **Publication Date:** Oct. 20

**Issue No. 6**
- **Nape 2015**, Houston, USA, Feb. 2015
- **GEO India 2015**, New Delhi, India, Jan 12-14

**Editorial Focus:** Australasia, Indian Subcontinent and New Technologies

**Ad Material Deadline:** Nov. 4 **Publication Date:** Dec. 1

---

**Geo ExPro is pleased to partner with Energistics (energistics.org) and Finding Petroleum (findingpetroleum.com) for the distribution of our magazine at select industry events.**

---

**Seismic Fold Outs**

We include two of our very popular seismic fold outs in every issue of Geo ExPro.

Take advantage of this opportunity to showcase your company’s leadership in innovation while sharing best practices with the industry. The fold out includes three pages of space for seismic illustrations and two pages of explanatory text. Content is subject to editorial approval.

For more information, please contact: Kirsti.Karlsson@geoexpro.com

---

**EXPLORATION:** “The South China Sea Enigma”

**GEOTOURISM:** “Scenic Geology of the Icefields Parkway”

**TECHNOLOGY:** “Hearing with Light!”

---

*While we do not anticipate schedule changes, they may occur without notice.*
## Material Specifications

For complete ad spec details, please visit [www.geoexpro.com/adspecs](http://www.geoexpro.com/adspecs)

### Requirements for Advert Material
- Use the PDF/X-1a standard, alternative high-resolution CMYK TIFF files (360dpi) if PDF is unsuitable for any reason
- Create the PDF to the exact size in millimeters
- If your ad features white space around the edges, give clear instructions as to whether a border is to be added (or not) by us.
- Allow 3mm bleed on each outside edge for full page bleed adverts
  (so 210 x 280 => 216 mm x 286 mm)
- Do not add crop marks, colour bars, or margins
- All colour elements in files must be in CMYK (no Spot or RGB colours)
- Mono elements must be in Grayscale (no Spot or RGB colours)
- All fonts should be embedded
- All colour and grayscale images should be in high resolution where possible (300 dpi or greater). Where lower-resolution images must not be used, please upscale to 300 dpi before including.
- Line art images and pixel-based representations of text should be sized at 600 dpi or greater

### Submitting Material
- Adverts should be submitted as press optimized PDF files
- Submit print and online ads to kirsti.karlsson@geoexpro.com

## Discount Rates and Specials

### Seismic Fold Out Special:
We are allocating the very popular seismic fold out based on a points system. You get points for advertising in the magazine in 2013 and for booked advertisements for 2014. **Deadline for using your points: December 2**

### Discount Rates:
- 3-5 insertions – 5% discount
- 6+ insertions – 10% discount
- No discount on seismic fold outs.

## Online Advertising

Please See Page 2, GEO ExPro - Digital

## Advertise With Us

Geo ExPro is published by GeoPublishing Ltd.  
15, Palace Place Mansions, Kensington Court,  
London W8 5BB, UK

**VAT number:** GB933873202  
**Company number:** 5102530

**Marketing Director - Kirsti Karlsson**  
Kirsti.Karlsson@geoexpro.com  
+44 7909915513  
+44 2079372224

**Editor in Chief - Jane Whaley**  
Jane.Whaley@geoexpro.com  
+44 1453 836229  
+44 7812137161

---

**2014 Print Media Products and Specs**

<table>
<thead>
<tr>
<th>Product</th>
<th>Cost GBP</th>
<th>Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>2/1 Inside Front Cover</td>
<td>£4,500</td>
<td>400mm x 280mm</td>
</tr>
<tr>
<td>Cover Spread</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2/1 Double Spread</td>
<td>£4,060</td>
<td>420mm x 280mm</td>
</tr>
</tbody>
</table>
| Back Cover               | £2,960   | With bleed 210mm x 280mm  
                        |           | Without bleed 180mm x 250mm |
| Inside Front Cover       | £2,650   | With bleed 210mm x 280mm  
                        |           | Without bleed 180mm x 250mm |
| Inside Back Cover        | £2,650   | With bleed 210mm x 280mm  
                        |           | Without bleed 180mm x 250mm |
| Full Page                | £2,290   | With bleed 210mm x 280mm  
                        |           | Without bleed 180mm x 250mm |
| Half Page                | £1,380   | Horizontal 180mm x 119mm  
                        |           | Vertical 90mm x 250mm       |
| Third Page               | £1,070   | Horizontal 180mm x 80mm   
                        |           | Vertical 90mm x 250mm       |
| Quarter Page             | £830     | Horizontal 180mm x 60mm   
                        |           | Vertical 90mm x 120mm       |
| Seismic Fold Out         |          | Three pages of space for seismic illustration and two pages of explanatory text. |
| 1st choice of area       | £4,500   |                       |
| 2nd choice of area       | £4,000   |                       |

Please note: these rates do not include VAT or TAX.