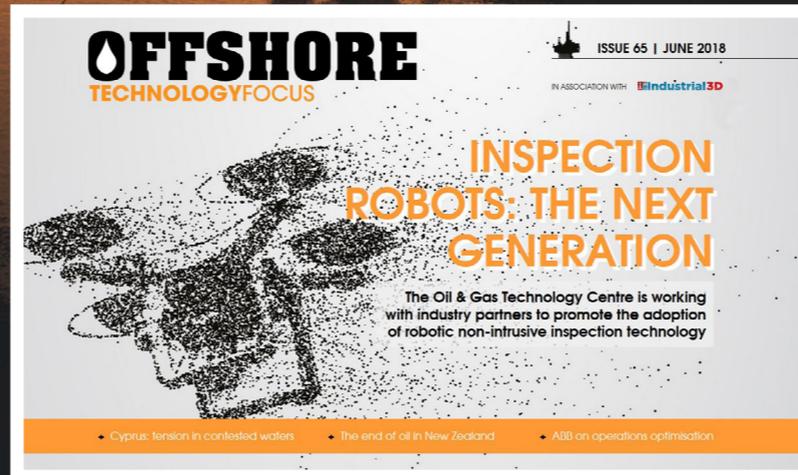




MEDIA INFORMATION

2019



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.

The magazine is available to read online in web browsers and designed for an enjoyable reading experience on any device and screen size - from desktops and laptops to tablets and smartphones.

We pride ourselves in being at the forefront of B2B publishing, offering in-depth business analysis in a visually stunning format that is both free and easy to use, as well as a unique digital advertising platform for our clients with a wide audience reach and trackable results.

AN ESTABLISHED BRAND

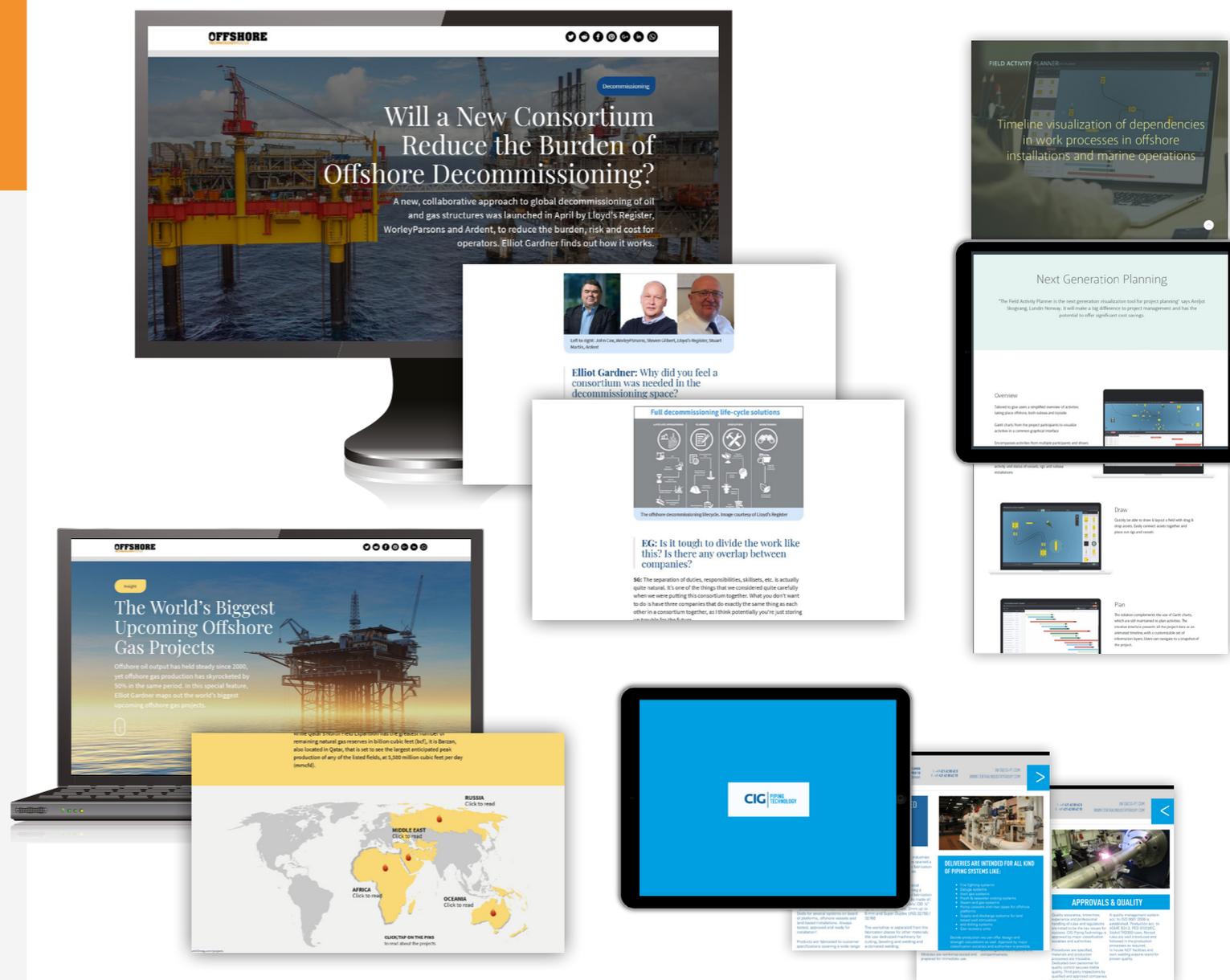
Offshore Technology Focus is one of 27 digital B2B magazines produced by NRi Digital's team of dedicated editors, writers and designers. Originally launched in 2011 in a digital PDF format, it has evolved into a fully web-based digital product that pushes the boundaries of digital publishing. The web-based platform offers our clients the opportunity to deliver their brand message in an engaging, interactive way that is fully search engine indexable and creates measurable results. As part of global business intelligence company GlobalData, we draw on extensive in-house market research as well as a global distribution network of key industry contacts.

WHAT WE CAN DO FOR YOU

Whether you want to increase brand awareness, deliver a complex message or launch a new product, our digital magazine provides the perfect creative medium to communicate effectively with your audience in a fresh and engaging way.

EVERY EDITION IS...

- + Intuitively designed for an engaging user experience
- + Filled with in-depth, timely and informative editorial content
- + Delivered to a targeted audience through a powerful combination of distribution channels
- = **A UNIQUE WAY OF POSITIONING YOUR PRODUCTS**

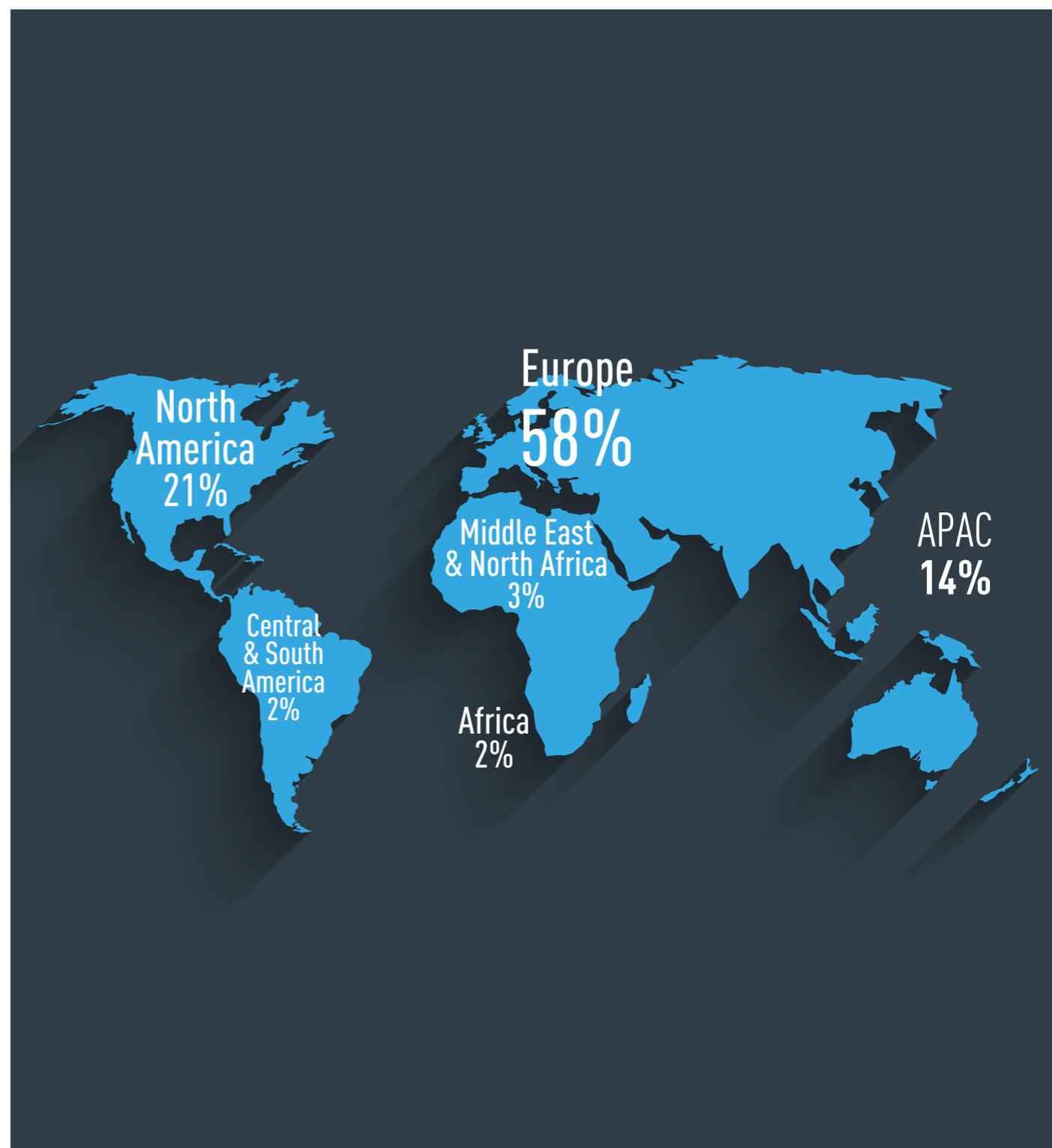


A WORLDWIDE REACH

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.

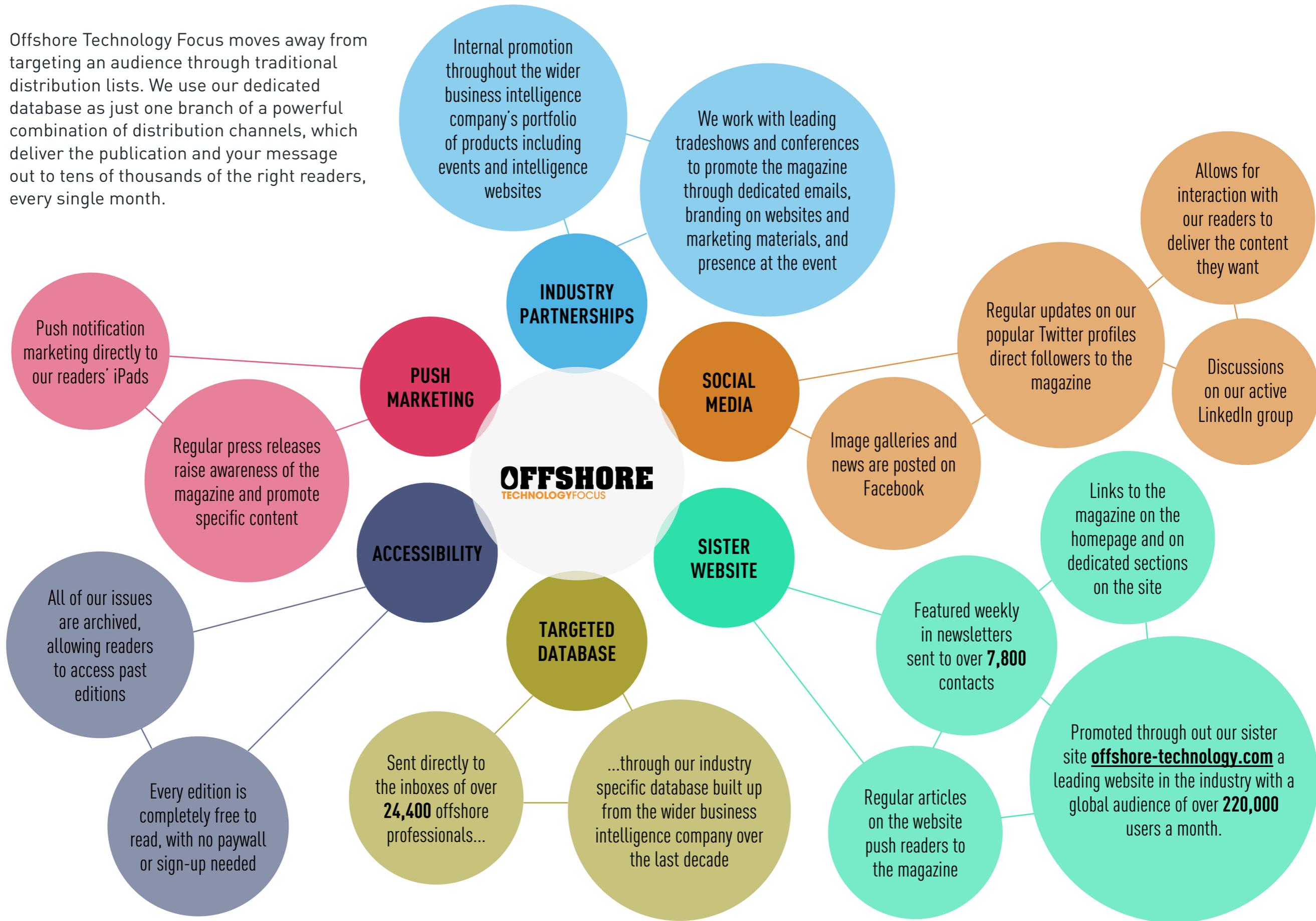
A SNAPSHOT OF READERS

COMPANY	POSITION
AMEC Oil and Gas	Head of Materials Management - UK
Chevron	Senior Drilling Engineer - USA
Shell Technical Lubricants	Account Manager - Australia
TOTAL S.A.	Instrumentation Specialist - France
ACE ENGINEERING	General Manager - South Korea
ExxonMobil	Offshore Project Manager - Belgium
BP	Sr Project Engineer - Oman
Gazprom	Managing Director - Netherlands
Saudi Aramco	Downstream Corrosion Team Leader - Saudi Arabia
PDVSA	President - Venezuela
Drilling Rig Services Ltd	Director of Business Development - Russia
Dana Energy	Vice President - Iran
National Petroleum Construction Company	Construction Manager - UAE
Statoil	Chief Geologist - Norway
Eni S.p.A	Offshore Engineer - Italy



CONTINUED ON NEXT PAGE

Offshore Technology Focus moves away from targeting an audience through traditional distribution lists. We use our dedicated database as just one branch of a powerful combination of distribution channels, which deliver the publication and your message out to tens of thousands of the right readers, every single month.



OUR CONTENT WILL TRANSFORM YOUR CAMPAIGN

We remain dedicated to providing timely, in-depth industry analysis for our readers, meaning your advertisement will be placed alongside valuable editorial content consumed by a loyal readership.

- We are **objective and unbiased**. We produce content for our readers, giving our publication authority and credibility: **Our editorial is editorial; not advertorial.**
- Our content is **news-focused, reporting and analysing** what's happening right now in the industry. Moving away from the traditional B2B practice of primarily covering product-based and content and company press releases, we are dedicated to providing unique editorial content that **reacts to the ever-changing industry landscape**. This results in a **fresh magazine full of timely analysis** tailored to the interests of **decision-makers who need to stay informed**.
- This calendar shows a selection of topics we have planned in advance for the year. Remember, we aim to be reactive so our content plans are subject to change in order to accommodate key developments in the industry. We publish detailed plans for each issue three months ahead of the publication date.

For editorial enquiries please contact us at [onlinemags@nr.digital.com](mailto:onlinemags@nr.digital)

FEBRUARY
<p>Special focus Safety</p> <p>Regular sections</p> <ul style="list-style-type: none"> • Market insight • Regional focus • Exploration • Operations • Technology
<p>ADVERT MATERIALS DEADLINE: 31/12/18</p>

APRIL
<p>Special focus Decommissioning</p> <p>Regular sections</p> <ul style="list-style-type: none"> • Market insight • Regional focus • Exploration • Operations • Technology
<p>ADVERT MATERIALS DEADLINE: 25/02/19</p>

JUNE
<p>Special focus Asset life extension</p> <p>Regular sections</p> <ul style="list-style-type: none"> • Market insight • Regional focus • Exploration • Operations • Technology
<p>ADVERT MATERIALS DEADLINE: 29/04/19</p>

AUGUST
<p>Special focus Subsea</p> <p>Regular sections</p> <ul style="list-style-type: none"> • Market insight • Regional focus • Exploration • Operations • Technology
<p>ADVERT MATERIALS DEADLINE: 01/07/19</p>

OCTOBER
<p>Special focus Robotics</p> <p>Regular sections</p> <ul style="list-style-type: none"> • Market insight • Regional focus • Exploration • Operations • Technology
<p>ADVERT MATERIALS DEADLINE: 26/08/19</p>

DECEMBER
<p>Special focus Drilling</p> <p>Regular sections</p> <ul style="list-style-type: none"> • Market insight • Regional focus • Exploration • Operations • Technology
<p>ADVERT MATERIALS DEADLINE: 28/10/19</p>

OUR CONTENT WILL TRANSFORM YOUR CAMPAIGN

Meet some of our staff who work together to bring Offshore Technology Focus into the hands of our readers every month

EDITORIAL



SUSANNE HAUNER
PUBLISHER

Susanne is our publisher and was part of Future Power Technology's launch team. She has been working on the magazine since its inception with her team of experienced editors. Drawing on a strong background in digital publishing for B2B audiences, they have created a portfolio of cutting-edge magazines across different sectors including energy, transport, defence, design-build, consumer and healthcare.pharmaceuticals.



DANIEL GARRUN
COMMISSIONING
EDITOR

Daniel is the commissioning editor of Future Power Technology and the managing editor of our sister website offshore-technology.com. His team of writers and contributors keep their finger firmly on the pulse of the industry, uncovering the latest trends and technologies, keeping track of deals and policy decisions and gathering insights and opinions from industry insiders.

DESIGN



JOHN HAMMOND
LEAD DIGITAL
DESIGNER

John is our lead designer and heads up our creative team of digital designers. Together they have created a portfolio of publications that combine the pleasure of reading a traditional print magazine with the interactivity and immediacy of the web. With years of experience in creating stunning and unique digital adverts for our clients, our design team can help you present your message in a way that will impress and engage the target audiences.

SALES

ANDREW DUNCAN
SALES MANAGER - GLOBAL

A hardworking, ambitious, confident individual who is enthusiastic & driven particularly when meeting new people and maintaining existing client relationships. Excelling as a team player, as well as being a unique individual, who thrives in a challenging environment.



JOE STRATFORD
SALES MANAGER
AUSTRALIA

Over the last seven years, Joe has worked with closely with a diverse range of international businesses. From blue chips to start-ups, Joe provides a highly personalised service making sure his clients are getting the right results. Joe strives to understand his client's core needs and build relationships that provide real value.

BRINGING YOUR VISION TO LIFE

All of our advertisers benefit from our in-house design team's expertise in creating beautiful and engaging adverts, allowing you to show off your brand with maximum impact. Our designers work directly with each client to create an advert that is tailored specifically to the client's requirements. From video ads to animated product galleries, and from stunning minimalist pages to complex interactive adverts with website-style in-article navigation – our designers have built it all.

MULTI PAGE ADVERTS

Our multi-page option gives you the freedom to add extra pages on a vertical scroll, allowing you to combine additional text, images, interactive elements or video content to create a package to suit your brand's needs.

INTERACTIVE LEAD PAGE

Full page advert with interactive elements and optional video content, linked to your website and/or app.

- Engage and inform potential clients
- Maximise brand visibility
- Increase brand awareness
- Generate new sales leads
- Drive traffic to your website
- Measure ROI

ADDITIONAL SCROLL PAGES

To maximise the impact of your interactive lead page, adding further pages (on a vertical scroll) to your lead page creates additional space for your brand message and interactive multimedia content. Encourage the reader to scroll down through up to 7 pages to explore your products in more detail. Additional pages can include text, video, picture galleries and interactive elements.



Example: multi-page advert with two additional scroll pages:

SWIPE / SCROLL

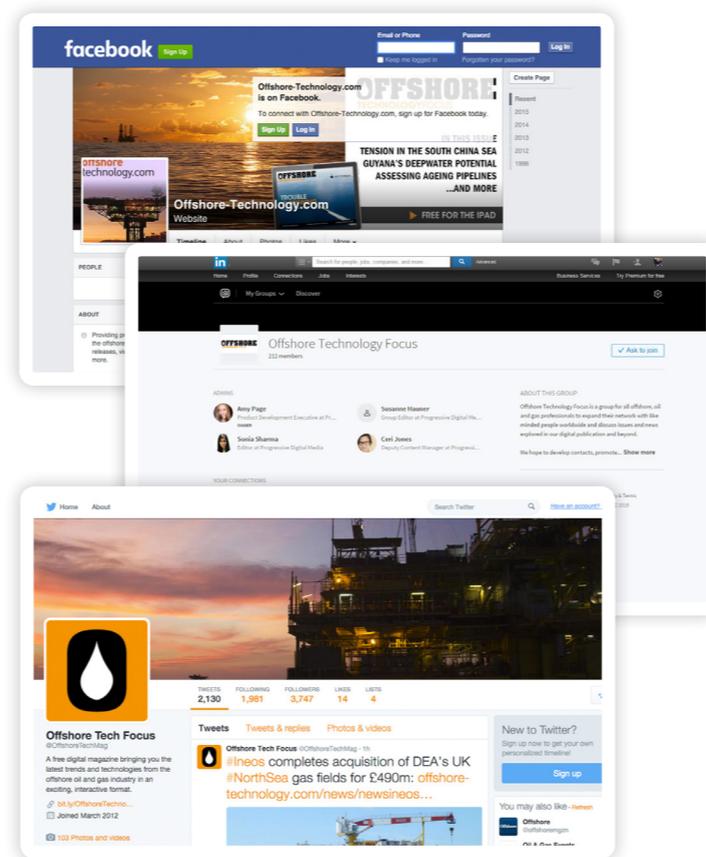
IF YOU BUY		YOU GET THIS IN HORIZONTAL ORIENTATION (1024 PIXELS x 768 PIXELS ONLY)	
<p>Interactive lead page</p>	<p>Up to 250 words of copy per page. Requires tablet creative and materials.</p>		
<p>Scroll pages</p>	<p>Multi-page option on a vertical scroll. Additional charge for each page. Requires tablet creative and materials.</p>		

FULL ISSUE SPONSORSHIP



Sponsoring an edition gives your company the most prominent, high-profile position throughout the magazine. Increase awareness of your company among a highly targeted audience by having your logo on the front cover and the contents page of the sponsored edition, and on all mail-outs promoting the edition. This package includes a multi-page advert with two additional scroll pages

SOCIAL MEDIA SPONSORSHIP



Support your advertising campaign with an exclusive social media sponsorship for the duration of one edition, across our wide-reaching social media platforms.

ENGAGE OUR SOCIAL NETWORKS WITH:

- 4 Tweets
- 1 Facebook post
- 1 LinkedIn discussion

COMPANY INSIGHT



Our Company Insight option allows you to present a full article of up to 800 words to our readers, beautifully designed in a template that fits with the editorial content of the magazine.

OUR ADVERTISERS INCLUDE:



NO TECHNICAL KNOWLEDGE NEEDED WE DESIGN AND BUILD YOUR ADVERT FOR YOU

Don't worry if you're not technical, or don't have the resource to design your advert. Our design team will work with you to create your advert with your basic materials. In this case, all you need to supply is the following:

- Any images and logos you would like to include. Images in RGB and as high resolution as possible. Logos ideally vectored .eps files
- Text (inc contact details and links) as a Word document - Up to 250 words per page you have booked
- Company brand guidelines if available (fonts, colours etc)
- Design brief as a guide for our designers, covering what you would like to include in the advert, along with any ideas on how you would like the advert to look

ISSUE SPONSORSHIP

If you have purchased the issue sponsorship option, please also provide your company logo as a high resolution .eps, .ai or .tif file.

SUBMITTING YOUR ADVERT

Please email materials to:
copy@pmsgoperations.com

Please note: Our email gateway blocks emails over 8MB. If your files are too big to submit by email please use a file sharing service such as Dropbox or Wetransfer.

PREFER YOUR OWN TEAM TO DESIGN YOUR ADVERT?

If you would like to supply your own design, please submit your advert according to the specifications on the right. We will require the final design plus all elements as separate files (see above) in order to build your advert. If you need further information, please contact your client services executive and we'll be happy to help.

Once our design team have built the advert from your design, they will provide you with a link to view the fully functioning page. This will include restructured versions of your advert that have been optimised for tablet and mobile devices in portrait mode, which can be viewed either with a tablet or mobile device or by resizing your web browser. Please note that mobile versions will contain no animation.

Document size: 1280x700 pixels (Width x Height)

Content area: 960x655 pixels (Width x Height)

We can accept the following files:

- Photoshop and Illustrator files and most image formats
- Packaged InDesign files and PDFs
- Videos - Provide a link to video on Youtube or Vimeo.

If you would like to provide layouts for mobile and tablet devices in portrait view please use these screen sizes as a guide:

Tablet: 768x1024 pixels (WxH) See important info on next page

Mobile: 480x710 pixels (WxH) See important info on next page

Body text minimum font size recommendation:

Desktop 16pt, Tablet 19pt, Mobile 22pt

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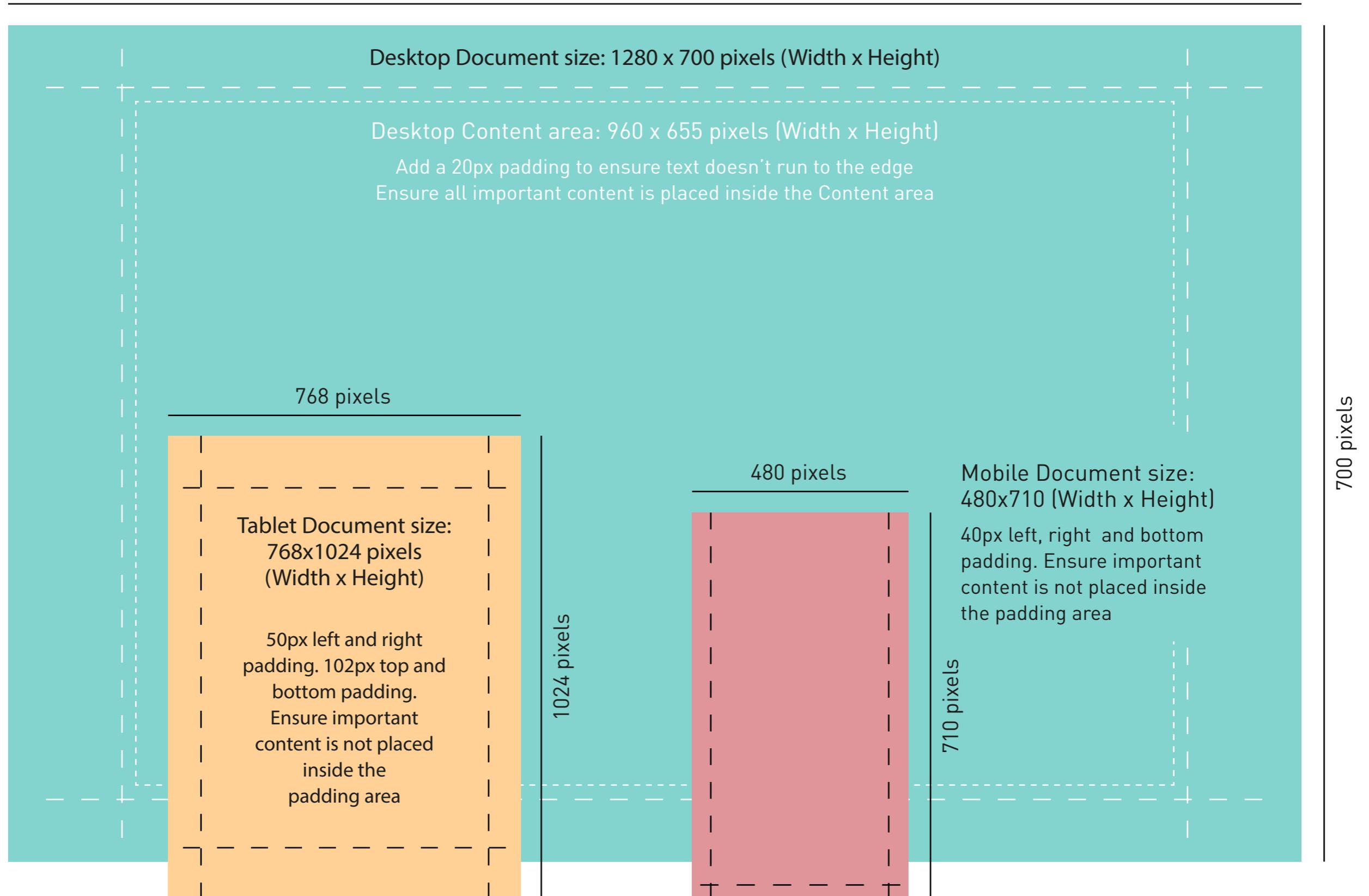
Tablet: 768x1024 pixels (WxH) See important info on next page

Mobile: 480x710 pixels (WxH) See important info on next page

Body text minimum font size recommendation:

Desktop 16pt, Tablet 19pt, Mobile 22pt

1280 pixels



FULL SCREEN IMAGE



SPLIT SCREEN



SCROLLING

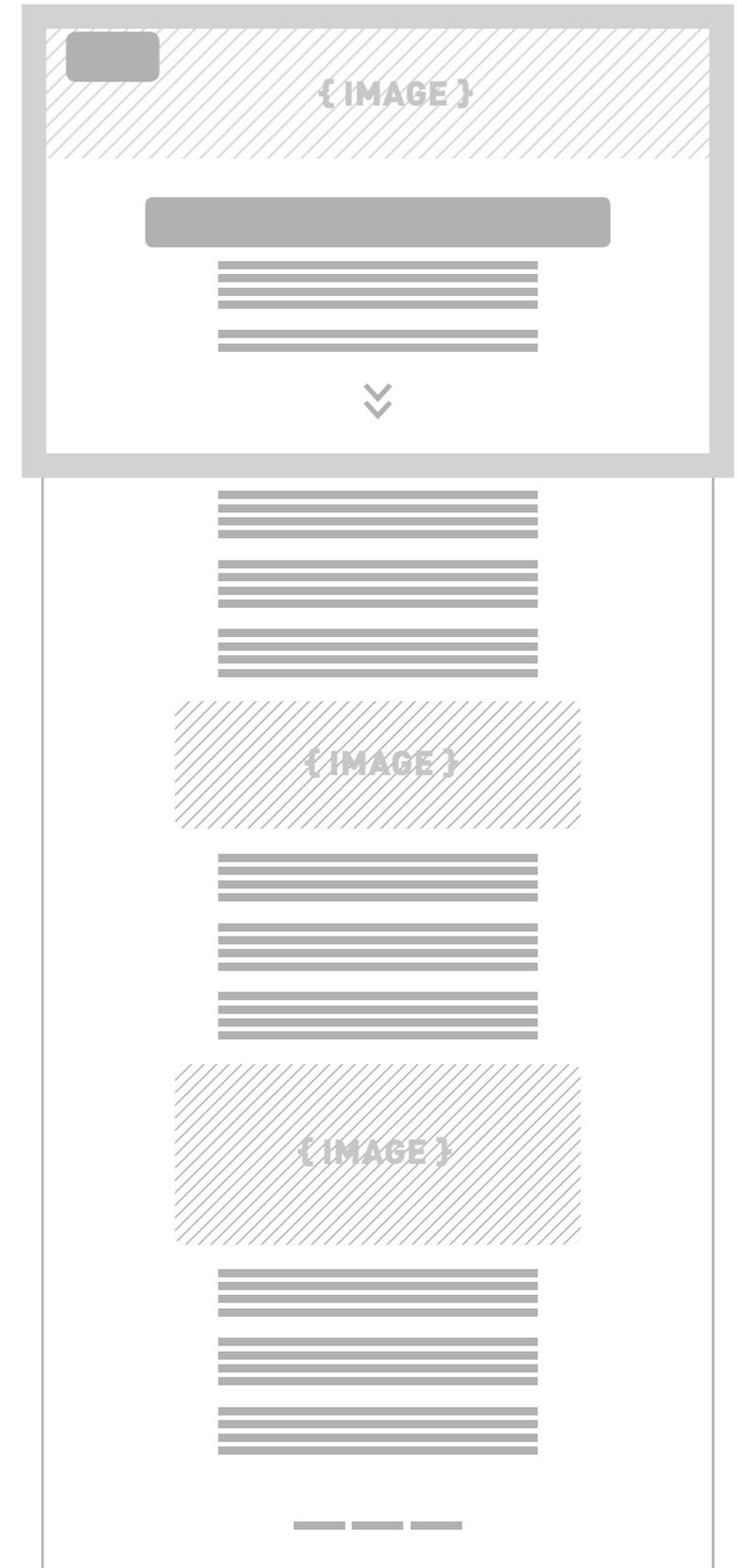
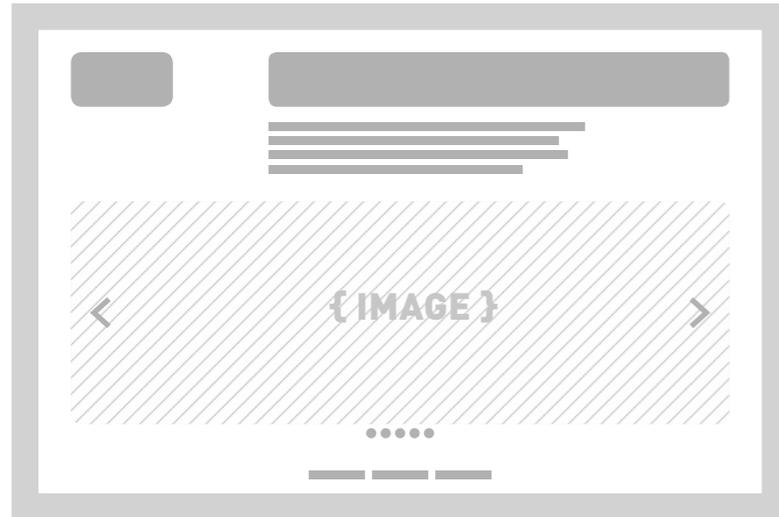


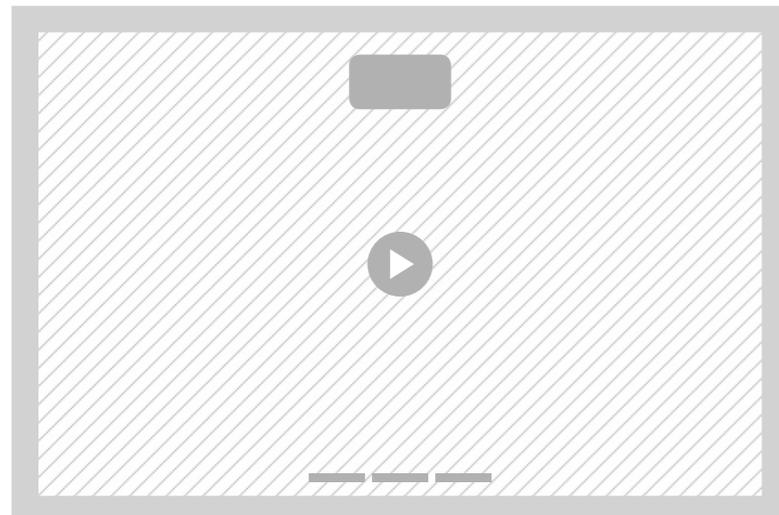
IMAGE SLIDESHOW



All adverts will be optimised for tablets and mobile devices in portrait view.



FULL SCREEN VIDEO



SINGLE-LEVEL POPUP NAVIGATION



Please submit your advert according to the following specifications.

If you need further information, please contact your client services executive and we'll be happy to help.

YOUR CONTENT

The company insight article is an opportunity to share information about your company's expertise and services with your peers.

Aim to write a general introduction before moving on to more in depth details about a particular product or service that you offer.

Bear in mind that a highly technical piece is inappropriate for the readership and the publication as a whole.

The article will be labelled 'Company Insight'. We will lay the page out with a headline, stand first, main text, pull quote, contact details and supporting elements such as tables or images. You can write the article in prose form, or in a questions & answers style.

ARTICLES MUST BE:

- Informative: they must add to the knowledge base
- Original: they should not, ideally, have been published previously
- Appropriate for the readership in terms of register and tone.

PLEASE BEAR IN MIND THE FOLLOWING POINTS:

- The maximum word count for the article body is 800 words. In addition, please supply a headline, standfirst (introduction to the article, up to 50 words) and captions for your images.
- We encourage you to submit up to three supporting elements such as images and tables as this will make for a more visually interesting page.
- We will not publish company logos in these articles.
- The sub-editor will cut anything they consider inappropriate, irrelevant, libellous etc.
- They will also correct grammar and spelling, and may restructure the article if necessary
- All text must meet our house style to ensure quality and consistency.
- Contact details will consist of your company name and up to two further pieces of information, for example website address, telephone number or email address.

ISSUE SPONSORSHIP

If you have purchased a full issue sponsorship as part of your package, please supply your company logo in **.eps** format in addition to the other materials.

SUBMISSION:

- You can submit your article by email in a Word document.
- Please provide all images in **.tif, .jpg, .png** or **.eps** format at high resolution (minimum of 300dpi).
- All images must be supplied as separate image files. We can't accept images embedded in Word documents or Outlook messages as the image quality would not be sufficient.
- Please email materials to **copy@pmgoperations.com**
- Please note: our email gateway will block emails if they are over 8MB. If your files are too big to submit by email you can upload them via a file sharing service (for example **www.wetransfer.com** or **www.dropbox.com**)

POST SUBMISSION

You will receive a fully laid-out proof of your article for review prior to publication.

We reserve the right to return articles that do not meet the standards of the publication.

Please submit your advert according to the following specifications.

If you need further information, please contact your client services executive and we'll be happy to help.

THE PACKAGE INCLUDES:

- **4 Tweets**, posted on the publication's Twitter account at a rate of one per week, starting with the issue publication date
- **1 Facebook post**, posted on the publication's Facebook page one week after the issue publication date
- **1 LinkedIn discussion**, posted on the publication's LinkedIn group two weeks after the issue publication date

MATERIALS REQUIRED

Please note the word limits are due to each social media platform's requirements and cannot be exceeded. If copy exceeds the word limit it will be shortened to fit by our editors.

- **Tweets**

Please supply copy for 4 Tweets. Word limit: 136 characters per Tweet.

If you are including images, please use **.jpg** files and indicate which Tweet they belong to. **Note: Including a URL will use up 22 characters. Up to 4 images can be included in each Tweet; each image counts as 23 characters.**

- **Facebook**

Please supply up to 500 words of text.

Optional: You can include up to 10 images, and a caption of up to 200 words for each image.

- **LinkedIn**

Please supply a subject line of up to 200 characters and a message of up to 4000 characters.

A URL can be included. Images cannot be included.

SUBMITTING YOUR COPY

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- Please note: our email gateway will block emails if they are over 8MB. If your files are too big to submit by email you can upload them via a file sharing service (for example **www.wetransfer.com** or **www.dropbox.com**)
- All materials for the package must be received by the copy deadline. If the materials are not complete by this date, we will be unable to fulfil the package.

LET'S TALK

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magsales@nridigital.com

HEAD OFFICE

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