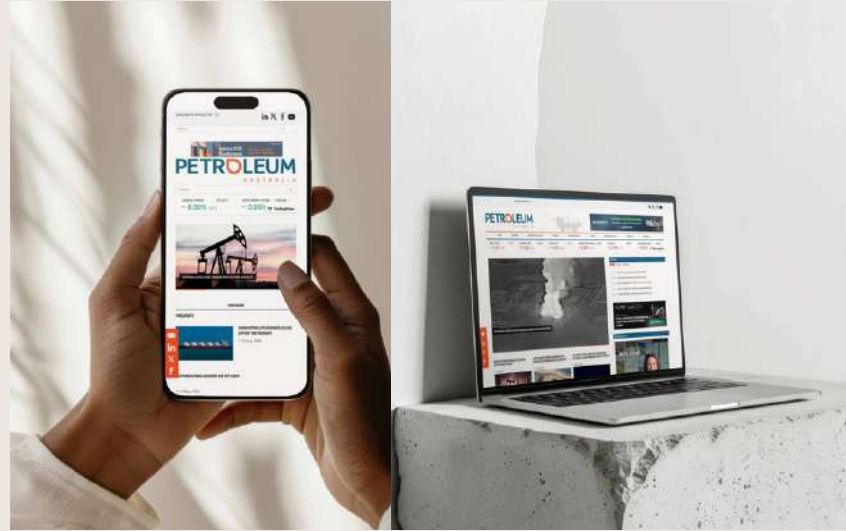


An aerial photograph of an offshore oil platform on the left and a supply vessel on the right, both situated in the middle of a vast blue ocean. The platform features a helipad with a red 'H' symbol and several yellow storage tanks. The supply vessel has a white hull with red and blue piping along its deck. The text 'PETROLEUM AUSTRALIA' is overlaid in the top right corner, and 'MEDIA KIT' is written in large white letters across the center of the image.

PETROLEUM  
AUSTRALIA

# MEDIA KIT



## WEBSITE

With breaking news and deeper dives into the oil and gas sector, the website is an essential read.

490,000+

**MONTHLY IMPRESSIONS**

## SOCIAL MEDIA

Through LinkedIn, Twitter, YouTube and Facebook, we reach an extended audience.

4,300+

**FOLLOWERS**

112,000+

**YEARLY IMPRESSIONS**



## MAGAZINE

Published quarterly, Petroleum Australia offers a deep insight into the industry.

20,000+

**DIGITAL SUBSCRIBERS**

## PLUS

**PRINT DISTRIBUTION AT EVENTS INCLUDING AEP, EXA, SEAAOC +MORE**

## EDM AND NEWSLETTER

Our solus EDMs and fortnightly newsletters present effective channels to reach the market in real time.

17,000+

**EDM SUBSCRIBERS**

20,000+

**NEWSLETTER SUBSCRIBERS**

25%

**EDM AV. OPEN**

24%

**NEWSLETTER AV. OPEN**

# SCOPE

In an industry where decisions are time critical, access to information that informs decisions must also be immediate. This imperative is what drives Petroleum Australia's business model – a digital media suite that will also drive your brand awareness and identity.

Petroleum Australia explores the oil and gas sector through both a national and international lens. We serve a feast of news, views and opinion from industry, government and supplier perspectives.

## FOCUS AREAS

### HIGH-LEVEL FIELDS EXPLORED

Safety

Innovation

Employment

Finance

Environment

Australian and Global Projects

+More

# REACH

Petroleum Australia is published and distributed to the sector's key decision makers in Australia and abroad every quarter through its website, newsletter and social media networks. It is the ultimate platform for connecting with major companies, key decision makers, and industry influencers.

Executive readers include Australian and global oil and gas majors, engineers, contractors, consultants, service providers and more, with company sizes ranging from 10 to 10,000+ employees.

## READERSHIP

### TOP EXECUTIVE READERS

Woodside

Shell

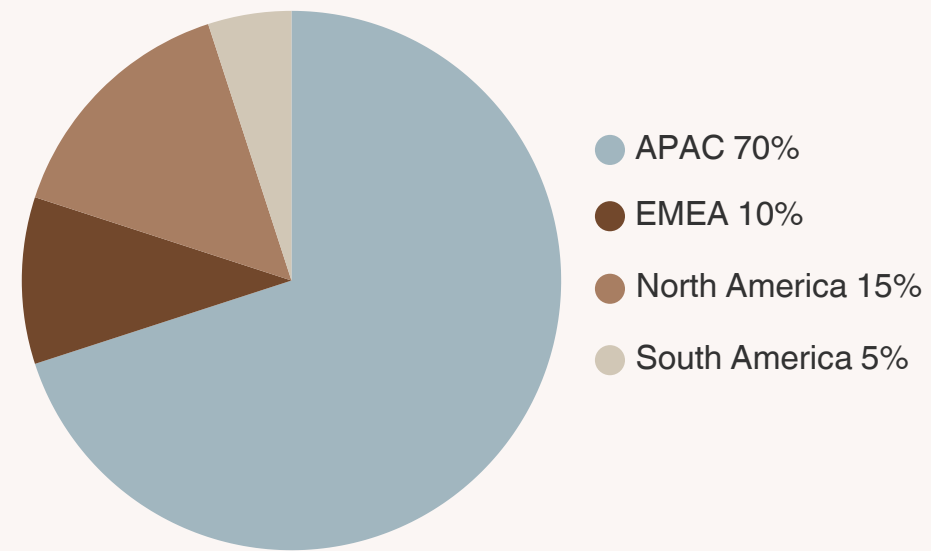
INPEX

Chevron

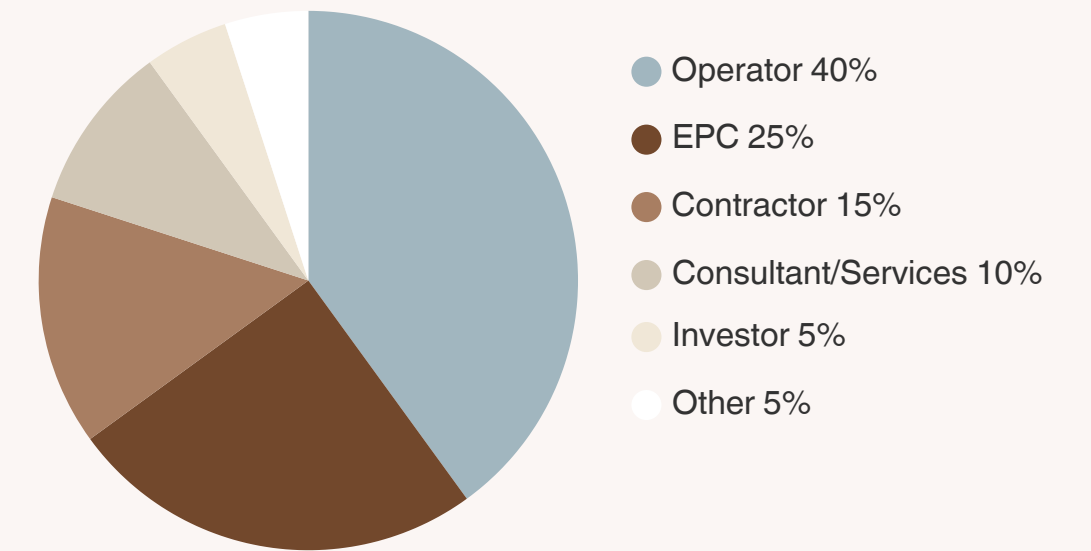
Beach Energy

+More

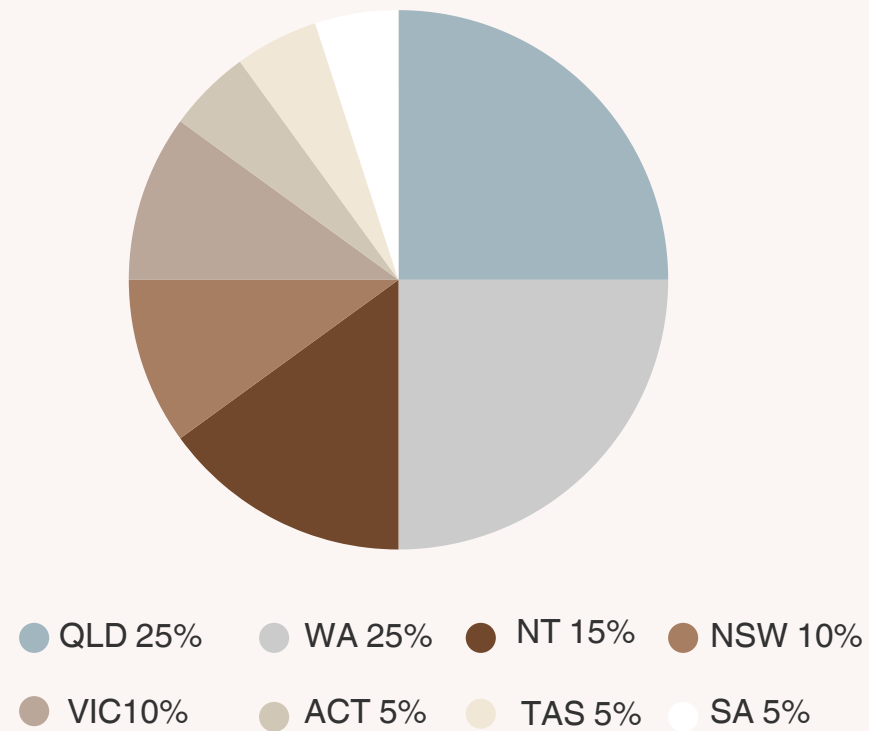
## GLOBAL



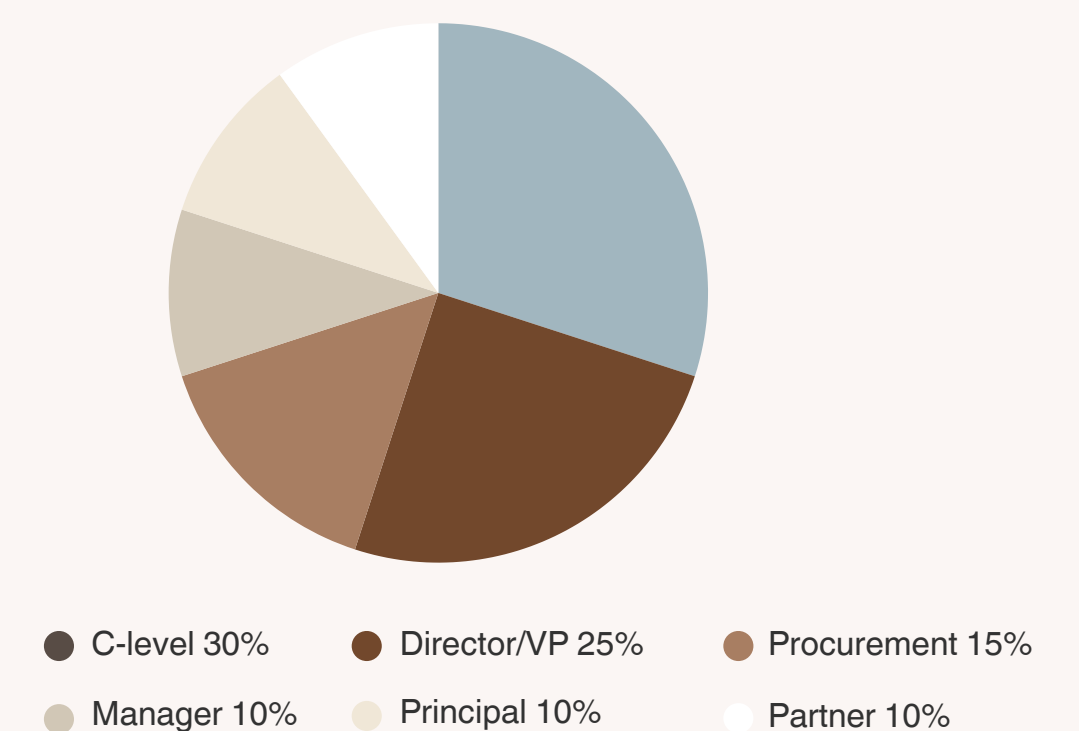
## BUSINESS TYPE



## AUSTRALIA



## JOB TITLE



# RATES

Petroleum Australia offers a range of advertising opportunities through its magazine, website, newsletter, EDM and social media channels.

**Customised packages tailored to specific marketing strategies are available upon application.**

## GLOBAL VISITORS

### TOP WEBSITE VISITOR LOCALES

Australia
United States
Norway
China
Germany
Japan
Canada
Singapore
Great Britain

## DIGITAL

<b>Website Top Banner</b>	1 month: \$1,000	6 months: \$4,000	12 months: \$9,000
<b>Website Side Banner</b>	1 month: \$500	6 months: \$3,000	12 months: \$5,500
<b>In-Post Banner</b>	1 month (5 posts): \$500	6 months (40 posts): \$2,000	12 months (100 posts): \$3,500
<b>Newsletter Banner</b>	1 month: \$2,500	6 months: \$8,000	12 months: \$12,000
<b>EDM</b>	40 cents/email*		
<b>Website Post</b>	\$1000		
<b>LinkedIn Post</b>	\$500		

## ADD-ONS

<b>Creative services</b>	\$1000
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## PRINT

<b>Cover Story</b>	\$15,000
<b>Double Page Spread</b>	\$9,000
<b>Full Page</b>	\$6,000
<b>Half Page</b>	\$4,000
<b>IFC, IBC, OBC</b>	+ 25%
<b>Pages 3-9</b>	+ 20%
<b>Pages 10-19</b>	+ 15%
<b>Other nominated pages</b>	+ 10%

Rates are expressed in Australian Dollars. Apply 10% GST.

\* Custom list cost on application.

For booking terms and conditions, visit [www.petroleumaustralia.com.au/advertise](http://www.petroleumaustralia.com.au/advertise)

# SPECIFICATIONS

These specifications outline the guidelines and requirements for creatives across various platforms. Following these guidelines helps in delivering effective and professional files that meet platform standards and reach the target audience effectively.

## ARTWORK CHECKLIST

### MAGAZINE

Press ready PDF file to spec

OR

Logo at 300 dpi

Images and graphics at 300 dpi

Header and body text (around 60 words)

Contact information

Corporate fonts and colours



## MAGAZINE

Double Page Spread	265mm(H) x 430mm(W)
Full Page	265mm(H) x 215mm(W)
Half Page	132mm(H) x 215mm(W)

### MAGAZINE REQUIREMENTS

Material must be supplied as a press ready PDF with all fonts embedded.

All images and graphics should be saved as CMYK at a minimum of 300 dpi.

All advertisements must include **5mm bleed** on all sides with text at least 18mm from trim.

If engaging our creative team, supply logo in EPS format, images at 300 dpi, and header, body and footer text in a Word document. Please include point of contact and CTA, if applicable.

If available, provide corporate fonts, colour codes and other style guides.

Re-creation of logos and other creative services are also available.

## DIGITAL

Top Banner	100 pixels(H) x 620 pixels(W)
Side Banner	160 pixels(H) x 450 pixels(W)
In-Post Banner	111 pixels(H) x 1000(W)
Newsletter Banner	90 pixels(H) x 728 pixels(W)

### BANNER REQUIREMENTS

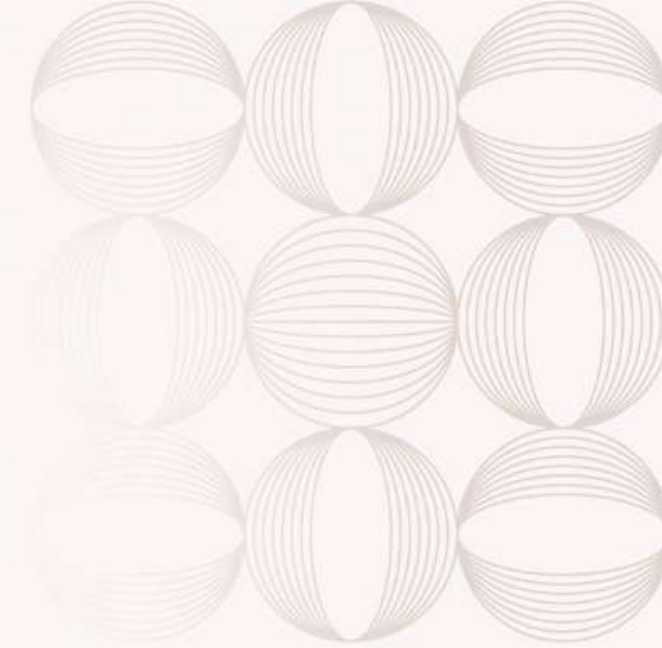
Ready artwork should be supplied as an animated or static gif/jpeg/png, along with a UTM.

If our creative services are required, supply preferred short text, JPEG/GIF and logos optimised for web. Include URLs and other instructions.

### EDM REQUIREMENTS

Ready material to be supplied as html format. Ensure all images are optimised for web. Background images are not recommended.

If requiring our creative services, supply text, JPEG/GIFs and logos optimised for web. Include URLs and other instructions.





# PETROLEUM

A U S T R A L I A

sage  
MEDIA GROUP

+61 8 6336 6430  
SALES@SAGEMEDIA.COM.AU  
EDITOR@SAGEMEDIA.COM.AU  
WWW.SAGEMEDIA.COM.AU

PETROLEUMAUSTRALIA.COM.AU