OVERVIEW

A MOVING FEAST WITH CROSS PLATFORM CONVENIENCE

In an industry where decisions are hyper-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.

BE WELL INFORMED

Petroleum Australia explores the Oil and Gas sectors and the mediascape within which they sit - through both a regional and global lens. We serve a feast of news, views and opinion from industry, government and supplier perspectives presented in manageable bytes.

TARGETED ADVERTISING

For advertisers seeking to market their business, products and services in the oil and gas sector, Petroleum Australia offers a variety of options. The combination of current, authoritative editorial and precisely targeted, quality readership is a proven formula for successful advertising results.

WEBSITE – ONLINE AND ON DEMAND

With breaking news and weekly highlights, the website provides a strong platform for the user and real-time capability to target advertising. No matter how and where news and information is consumed we have it covered.

DIGITAL MAGAZINE – WHAT’S IN AND BEHIND THE NEWS

Published quarterly as an online magazine, Petroleum Australia offers readers and clients a range of advertising options. Every quarter the online flip-book magazine is delivered directly to subscribers through the newsletter and the website.

With a continually researched and refined database specifically targeted to the oil and gas sector, the online magazine is distributed to senior managers, executives and key decision makers in the oil and gas industry including government departments, industry associations, industry analysts, stockbrokers and investors in Australia and globally.

EDM – TARGETED AND TAILED TO REACH AND INFLUENCE

As one of the most effective methods for reaching and engaging target audiences, our Email Direct Marketing (EDM) option is a powerful strategy to get your message to the right people.

With a thoroughly researched and targeted database, you will be able to control who you reach and when you will reach them.
NEWS

Australia-centric and independent, Petroleum Australia provides breaking stories and industry updates from Australia and globally—essential intelligence that fits the strategic needs of domestic and international companies with business interests in this region.

WELL INFORMED

As part of the commitment to our readers, Petroleum Australia investigates the latest topics in the oil and gas industry. With a range of in-depth interviews, topical articles and thought-provoking content this section is a must-read.

SKILLED

The oil and gas sector is a major employer in Australia with many skilled workers. Working with respected organizations, Petroleum Australia aims to focus on the human resources factors and strategies currently in place.

ENVIRONMENT

The oil and gas industry works under many environmental guidelines which are becoming increasingly stringent. Petroleum Australia stays informed on new protection policies and challenges, sustainable industry leaders and new ways to achieve a more environmentally sustainable industry.

PROJECTS

Petroleum Australia’s features team identifies and tracks domestic and international projects, both onshore and offshore and provides insight and highlights from tender through to production.

INNOVATION

Australia is a leader in development of new technologies and innovations. Petroleum Australia’s coverage helps you to keep pace with changes that may change the way you do business.

FINANCE

The oil and gas sector is ever-changing which makes it difficult sometimes to keep up with new investments underway. This section covers joint ventures, investments and major deals, and offers an overview of the stock market, new funding and newly awarded contracts.

SAFETY

Remote locations, dangerous plant and equipment, unpredictable working conditions. Many and all of these factors are present both up- and downstream and present challenges to the safety of the workforce and of the environment. We assist in meeting the challenge by providing news and information on regulations, compliance and the tools that mitigate risk.

EVENTS

Information sharing fuels the industry and conferences, and exhibitions are major contributors to the knowledge base. Our partnerships of major events around the world gives us further power to reach the right audience.

GLOBAL VIEW

The oil and gas sector is infused with global joint ventures, alliances and shared markets across the world. Looking at major investments and policies, Petroleum Australia stays on top of the oil and gas market on a global scale.
COVER STORY
If you have a groundbreaking story to tell, use our front cover option for maximum impact. This option includes a front cover image with announcement text, index page pointer and a double page spread company profile.

AUD 8,000

COMPANY PROFILE
Your company, capability, projects and people can be profiled with this high impact, page stopping option. Work with us to produce a compelling snapshot across two facing pages. This option is perfect for announcements, milestones or to refresh the brand.

AUD 6,000

ADVERTISEMENTS SIZE   CASUAL RATE
Double Page Spread    AUD 5,000
Full Page             AUD 3,000
Half Page             AUD 2,500

Rates are expressed in Australian Dollars. Apply 10% GST. For discounted rate level, campaign rate and partner rate speak to your Advertising Account Manager.

For booking terms and conditions go to www.petroleumaustralia.com.au

MARCH 2014

Evolutionary dump trucks now available in Australia

The future of coal in the hands of the developers

Streamlining offshore regulations to deliver dividend for Australia

A Member of The Linde Group

facebook.com/bocsouthpacific

Linde and BOC.
Providing process gases and services to the oil and gas industry.

At BOC, we understand the challenges the oil and gas industry faces everyday and we’re proud to play an important role. If we can help you increase productivity and keep costs down, then we’re doing our job.

Whether it’s supplying bulk process gases such as Ethylene, Propane and Nitrogen, or services such as Nitrogen purging, cooling, hot gas regeneration, plant inertion, leak testing and drying — we’re there. We can also provide a comprehensive industrial equipment and safety solution for your site and workers, as well as tailored and flexible supply chain options.

You can count on our reputation and commitment to service and safety because your business is important to both of us.

To find out more, please contact Eddie Archbold, Market Manager - Chemicals & Energy on eddie.archbold@boc.com, Simon Lewis, Development Engineer, Emerging Markets on simon.lewis@boc.com or visit boc.com.au

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BOC is a trading name of BOC Limited, a Member of The Linde Group.

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FILE SPECIFICATIONS
High resolution PDF files with all fonts embedded are preferred. Please ensure all images and artwork are supplied in CMYK at minimum 300 dpi.

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

DESIGN SERVICES
Sage Media Group offers a free-of-charge design of your advertisement by a talented team of art directors. We will require the logo in EPS format, high resolution images and text including contact information. For re-creation of your logo and other marketing services please speak to your Advertising Account Manager.
ONLINE VISIBILITY IS THE KEY

Petroleum Australia online advertising options are not just visible but viable. We won’t bury your message in a jigsaw of elements, focusing instead on three key placement options to unlock universal exposure for your business.

We provide affordable packages combining the website, newsletter and EDM strategies to meet both strategic and tactical objectives.

WEBSITE ADVERTISING OPTIONS

**TOP BANNER**

- Rotations: 5
- Number of pages: 1
- Size: 620 pixels (w) x 100 pixels (h)
- File specifications: Animated or static gif/jpeg/png

**COST**

- 3 months: $3000+GST
- 6 months: $5000+GST
- 12 months: $8000+GST

**SIDE BUTTON**

- Rotations: 5
- Number of pages: 1
- Size: 450 pixels (w) x 160 pixels (h)
- File specifications: Animated or static gif/jpeg/png

**COST**

- 1 month: $500+GST
- 6 months: $2500+GST
- 12 months: $4000+GST

NEWSLETTER ADVERTISING OPTIONS

**BANNER**

- Subscribers: 6,000
- Frequency: Fortnightly
- Size: 728 pixels (w) X 90 pixels (h)
- File specifications: Static gif/jpeg/png

**COST**

- 1 month: $2000+GST
- 6 months: $6000+GST
- 12 months: $10,000+GST

Subscribe to our fortnightly newsletter: www.petroleumaustralia.com.au

EMAIL DIRECT MARKETING (EDM)

- Use our distribution list or our research team will build one for you*
- Subscribers: Up to 6,000
- File specifications: All text images and logos supplied in separate files (include hyperlinks). Static files only.
- Cost: 40cents/email at a minimum of 4000 emails.

*Cost: Custom lists cost on application.

ONLINE ARTICLE ADVERTISEMENT

Place your brand within the most read articles published on Petroleum Australia’s website with a link to preferred URL.

Cost: 12 months: $1500+GST