Go global
Go Upstream

38,000 newspaper readers in 104 countries weekly
More than 150,000 unique digital users monthly
1,200,000 page-impressions in over 200 countries monthly

Media pack 2019
Your advertising is only as good as its platform

Upstream is the complete business tool. Indepth, quality reporting leading to unrivalled news coverage and industry information – content that oil and gas professionals depend on and are willing to pay over US$ 1,000 every year for.

Its hardcopy and digital platforms – newspaper, website, app, newsletter – are complemented by an extensive online archive, special focus editions and event dailies, which is why almost 38,000 influential readers across the globe choose Upstream. And why leading industry advertisers follow suit.
Reach the top with Upstream
The newspaper for the oil and gas industry

- Upstream’s in-house journalists dominate oil and gas reporting
- Reaches more decision makers and influencers than any other oil and gas newspaper – 37,926 weekly
- Paid-for pedigree – annual subscription rate of US$1,350 for hardcopy/digital
- Global coverage with subscribers in 104 countries
- Unique editorial environment with limited number of advertisements
- Thoroughly read by leading industry professionals, including senior engineers
- Target specific readers with our special focus issues – also distributed far beyond Upstream subscribers
- Benefit from wide bonus circulation through our weekly events and promotions – see pages 6 to 7

Hit the heavyweights
Upstream’s corporate subscriptions are growing. Key industry players, such as Shell, BP, ExxonMobil, Murphy, Anadarko, Baker Hughes, and many more, are taking corporate subscriptions to ensure Upstream is read throughout their companies. If you want to reach the industry’s big shots, then let Upstream do it for you.

THE FIGURES

Subscribers’ buying power

- 45% have influence in developing the company’s strategic direction
- 26% have final authority for some elements of company expenditure
- 18% have responsibility for one or more departments within the company
- 12% have final authority for the company’s major capital expenditure
- 23% none of the above

Subscribers’ geography

- USA 24%
- Asia 21%
- UK 17%
- Rest Europe 14%
- Scandinavia 11%
- Rest Americas 5%
- Middle East 3%
- Australia 3%
- Africa 2%

Subscribers’ jobs

- Top management CEO/chairman 19%
- Vice president 7%
- General management 8%
- Specialist management 9%
- Sales/marketing management 14%
- Business development management 12%
- Regional management 9%
- Consultants 4%
- Analyst 7%
- Other 12%

Subscribers’ companies

- Production equipment/supply 8%
- Banking/finance/insurance 8%
- Consultants/lawyers 8%
- Drilling contractors/equipment 5%
- Geophysical 3%
- Pipelines 2%
- Oil and gas 2%
- Engineering/fabrication yards 13%
- Other 11%

Subscribers’ reading other publications/sites

- Oil and Gas Journal 40%
- Rigzone.com 40%
- Offshore 31%
- World Oil/Worldoil.com 28%
- Offshore Energy Today 25%
- Offshore Engineer 23%
- E&P magazine 22%
- Rigs 17%
- Rignews 16%
- JPT 16%

Did you know?
- 59% of subscribers spend 10 minutes or more reading each edition of Upstream
- 64% read ‘all or most’ of the weekly newspaper
- 5.8 people on average read each edition
- 55% of Upstream’s pass-on readers are senior engineers
- 56% of pass-on readers authorise or influence purchase of oilfield product parts or services
- 56% of subscribers access Upstream’s website at least once a day
- 79% would speak highly of Upstream
- 81% state that Upstream has helped identify leads or business opportunities
## EVENTS PROGRAMME 2019

### FOCUSES IN 2019:
- India focus (Petrotech)
- China focus (CIPPE)
- Digitalisation focus
- Technology supplement (for OTC)
- Australia focus (APPEA)
- South East Asia focus (AOGC)
- Brasil focus (Brasil Offshore)
- Focus on UK Offshore (Offshore Europe)
- Technology supplement (Offshore Europe)
- Seismic focus (SEG)
- Middle East Focus (ADIPEC)
- US Gulf focus

### MARKETING CAMPAIGNS
Target regions or industry sectors by taking advantage of Upstream's marketing campaigns. For every campaign an extra 3,000 newspapers are sent to relevant named industry professionals.

### STEAL THE SHOW
Show dailies in 2019:
- Official bilingual CIPPE supplement
- Official bilingual LNG 19 show dailies
- Official bilingual OTC Brasil show dailies

### REACH FURTHER AT NO EXTRA CHARGE
Steal the show:
- All dailies are widely distributed at each event

### EDITIONS

#### JANUARY
- **04. Jan** 2019 kick-off deal - 50% discount on text page
- **18. Jan** Middle East marketing campaign
- **25. Jan** Asia Pacific Energy Assembly, Singapore
- **3rd Offshore Mexico Congress, Mexico**

#### FEBRUARY
- **01. Feb** NAPE, Houston
- **08. Feb** India focus
- **15. Feb** Petrotech, New Delhi
- **22. Feb** Oil and gas company marketing campaign

#### MARCH
- **01. Mar** SPE/IADC Drilling Conf and Exhibition, The Hague
- **08. Mar** Australian Oil & Gas Conference and Exhibition, Perth
- **15. Mar** China focus
- **22. Mar** IPTC, Beijing
  - Official CIPPE supplement 1
  - Official CIPPE supplement 2

#### APRIL
- **05. Apr** SEA Asia, Singapore
- **12. Apr** Focus on Digitalisation
- **19. Apr** MIÖGE, Moscow
- **26. Apr** FPSO China Congress, Shanghai

#### MAY
- **03. May** OTC, Houston
  - Technology supplement 1
- **10. May** OGU, Tashkent
- **17. May** World LNG Series: Americas Summit, Houston
- **24. May** APPEA, Brisbane
  - Australia focus
- **31. May** EAGE, London
  - FPSO Brazil Congress, Rio de Janeiro
  - Caspian Oil & Gas, Baku

#### JUNE
- **07. Jun** Iberia Gas & LNG, Madrid
- **14. Jun** DGA, Kuala Lumpur
  - FSU Asia Summit, Singapore
- **15. Jun** South East Asia focus
- **21. Jun** Brasil Offshore, Macae
  - Brasil focus
- **28. Jun** North America marketing campaign

#### JULY
- **05. Jul** Latin America marketing campaign
- **12. Jul** European marketing campaign
- **19. Jul** Asia Pacific marketing campaign
- **26. Jul** GAS Indonesia Summit, Jakarta

#### AUGUST
- **02. Aug** North Sea marketing campaign
- **09. Aug** Oil and gas company marketing campaign
- **16. Aug** CIPPE Shanghai
- **23. Aug** Middle East marketing campaign
- **30. Aug** Offshore Europe, Aberdeen
  - UK Offshore Focus in the paper
  - Technology supplement 2

#### SEPTEMBER
- **06. Sep** World Energy Congress, Abu Dhabi
- **13. Sep** SEG, San Antonio
- **20. Sep** Africa marketing campaign
- **27. Sep** SPE-ATCE, Calgary

#### OCTOBER
- **04. Oct** Latin America marketing campaign
- **11. Oct** MOC (Mediterranean Offshore Conference), Alexandria
- **18. Oct** KIOGE
- **25. Oct** OTC Brasil
  - Official OTC Brasil show daily 1
  - Official OTC Brasil show daily 2
  - Official OTC Brasil show daily 3
  - Official OTC Brasil show daily 4
  - APOGCE, Bali

#### NOVEMBER
- **01. Nov** Africa Oil Week, Cape Town
- **08. Nov** ADIPEC, Abu Dhabi
  - Middle East focus
- **15. Nov** Europea marketing campaign
- **22. Nov** North America marketing campaign
- **29. Nov** Marintec, Shanghai

#### DECEMBER
- **06. Dec** US Gulf focus
- **13. Dec** Oil and gas company marketing campaign
- **20. Dec** Seasons Greetings 50% off!
UPSTREAM DIGITAL

Upstream’s digital platform is going from strength to strength with UpstreamOnline notching up a significant increase in unique users and page views – helped by the app – and the newsletter showing a notable increase in subscribers. Take a look at the figures below.

UpstreamOnline

- More than 160,000 unique users and 1.2 million page impressions for UpstreamOnline every month.
- 51% of Upstream subscribers access the site once or several times daily with a further 33% accessing it weekly.
- 18,000 unique monthly UpstreamOnline users are president or vice-president within their companies. Engineers number 32,000.
- 9% have some influence in their company’s buying process.
- Online users are high earners with average annual income of US$ 160,000.
- 51% of UpstreamOnline users have a master’s degree or doctorate.
- Wide choice of advertising options across the whole site or selected sections provides campaign flexibility. Don’t forget to include “sponsored content” – see page 10 – for extra depth!

PARALLAX - NEW

Digital advertising options and rates 2019 (NOK)

<table>
<thead>
<tr>
<th>Position</th>
<th>Size (pixels)</th>
<th>LMG</th>
<th>Shale</th>
<th>Mandarin</th>
<th>Colors</th>
<th>Events</th>
<th>Search</th>
<th>Video/Format</th>
</tr>
</thead>
<tbody>
<tr>
<td>Leadboard</td>
<td>980x180</td>
<td>2925</td>
<td>2925</td>
<td>2925</td>
<td>14625</td>
<td>14625</td>
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<td>77125</td>
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<tr>
<td>MPU1</td>
<td>980x250</td>
<td>2925</td>
<td>2925</td>
<td>2925</td>
<td>14625</td>
<td>14625</td>
<td>14625</td>
<td>77125</td>
</tr>
<tr>
<td>MPU2</td>
<td>980x300</td>
<td>2925</td>
<td>2925</td>
<td>2925</td>
<td>14625</td>
<td>14625</td>
<td>14625</td>
<td>77125</td>
</tr>
<tr>
<td>MPU3</td>
<td>980x450</td>
<td>2925</td>
<td>2925</td>
<td>2925</td>
<td>14625</td>
<td>14625</td>
<td>14625</td>
<td>77125</td>
</tr>
</tbody>
</table>

Cost-effective positions for getting your message across

UPSTREAM’S DIGITAL NEWSLETTER

- Available to all – not just Upstream subscribers.
- Over 26,000 oil and gas professionals subscribe.
- Opt-in only policy ensures those who receive it, want it.
- Pride-of-place position dominates the newsletter.
- Email banner rates per week (NOK)

| Position          | Avg. per | Size | Global (incl.)
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Daily leadboard</td>
<td>980x120</td>
<td>54269</td>
<td>54269</td>
</tr>
<tr>
<td>Daily MPU1</td>
<td>1</td>
<td>41184</td>
<td>41184</td>
</tr>
<tr>
<td>Daily MPU2</td>
<td>1</td>
<td>32560</td>
<td>32560</td>
</tr>
<tr>
<td>Daily MPU3</td>
<td>1</td>
<td>24790</td>
<td>24790</td>
</tr>
</tbody>
</table>
SPONSORED CONTENT

Upstream’s sponsored content packages provide new opportunities across Upstream’s newspaper and website. Use sponsored content to give your marketing communications a new dimension.

DIGITAL SPONSORED CONTENT PACKAGE

The standard Sponsored Content Package on upstreamonline.com includes the placement of an image and headline on the homepage. Placements reside in the news feed for up to two weeks, in one of only two fixed positions reserved for sponsored content. Distribution also includes: the placement of an image, headline and teaser at the bottom of every news article page one.

All images, headlines and teasers link to a page dedicated for your content. We host the page, which resembles the format of a typical news article on upstreamonline.com but contains optional design elements like fact boxes, call to action button(s), quotes and more depending on your message.

When the two weeks elapse, content is uploaded to a section dedicated to sponsored content where it resides indefinitely. This supports indexing by search engines like Google so clients and prospects can locate your marketing assets well beyond the conclusion of the initial campaign.

IS SPONSORED CONTENT RIGHT FOR YOU?

Sponsored content is uniquely suited for:

• Building brand awareness
• Establishing credibility
• Generating leads
• Driving prospects into your sales funnel
• Capitalizing on market developments in real time
• Increasing web traffic and conversions
• Aligning your brand with a topic or trend
• Explaining technical advances
• Driving traffic to conferences or stands at exhibitions

STANDARD DIGITAL PACKAGE

• Two weeks of distribution via fixed placement our homepage and the bottom of news articles
• Content will be published on the sponsored content section of our site where it will reside indefinitely
• Social media amplification
• Basic copyediting and thematic guidance
• Campaign performance report

Copywriting, custom graphics production and other content marketing services are available for an additional fee. Contact your nearest sales office for more information about pricing.

Sponsored content newspaper rates (NOK)

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rates (NOK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>4 weeks</td>
<td>46 000</td>
</tr>
<tr>
<td>12 weeks</td>
<td>218 000</td>
</tr>
<tr>
<td>24 weeks</td>
<td>390 000</td>
</tr>
<tr>
<td>52 weeks</td>
<td>540 000</td>
</tr>
</tbody>
</table>

SPONSORED CONTENT ONLINE RATES

<table>
<thead>
<tr>
<th>Duration</th>
<th>Rates (NOK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sponsored content/2 weeks</td>
<td>46 000</td>
</tr>
<tr>
<td>4 weeks: 10%</td>
<td>81 000</td>
</tr>
<tr>
<td>12 weeks: 20%</td>
<td>218 000</td>
</tr>
<tr>
<td>24 weeks: 30%</td>
<td>390 000</td>
</tr>
<tr>
<td>52 weeks: 50%</td>
<td>540 000</td>
</tr>
</tbody>
</table>

Assets for sponsor content articles

Standard elements

1. Headline: 56 characters max. w/ spaces
2. Standfirst: 200 characters max. w/ spaces
3. Company name:
4. Company logo: 183px wide, no higher than 100px. JPG or PNG, resolution 72ppi
5. Lead image: Min 1200x650px. JPG or PNG, resolution 72ppi
6. Lead image credit: Name of photographer or source
7. Body text: No min. or max. but 500 words or less is recommended

Optional elements

8. Author: Name and title
9. Website: URL
10. Faetbox: Text, list or quote
11. Fastbox picture: Min 300x150px. JPG or PNG, resolution 72ppi
12. Inline picture: Min 400x250px. JPG or PNG, resolution 72ppi
13. Inline picture credit: Name of photographer or source
14. Inline picture caption:
15. Call to action button: Text and URL
UPSTREAM CAREERS

With its authoritative editorial environment, Upstream provides an excellent platform to brand your company and recruit top-notch candidates.

- Upstream’s readers are high-ranking professionals other oil and gas publications struggle to reach.
- 27% of Upstream subscribers say that they will change job in the next couple of years.
- 51% of Upstream subscribers have final authority or influence over executive placements.
- All positions advertised in the newspaper are posted to upstreamonline.com and the site’s 150,000+ monthly users online for free.
- Online careers listings also capitalize on Upstream’s search-engine popularity.
- Take advantage of Upstream’s popular show dailies with a 50% discount for careers advertisers.

Upstreamonline.com has its own Mandarin site dedicated to Chinese-speaking subscribers predominantly based in China and Taiwan with approximately 2,300 unique user views per month. Upstream publish and translate news articles top Mandarin on a daily basis. See page 9 for rates and sizes.

<table>
<thead>
<tr>
<th>Position standard</th>
<th>Size (width x height)</th>
<th>Rates (NOK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page</td>
<td>248 x 359</td>
<td>89 000</td>
</tr>
<tr>
<td>Half page</td>
<td>248 x 177</td>
<td>49 000</td>
</tr>
<tr>
<td>Quarter page</td>
<td>122 x 177</td>
<td>29 000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Listings</th>
<th>Rates (NOK)</th>
</tr>
</thead>
<tbody>
<tr>
<td>One job listing per month</td>
<td>14 400</td>
</tr>
<tr>
<td>One premium job listing per month</td>
<td>21 600</td>
</tr>
<tr>
<td>Unlimited listings, 1 month</td>
<td>15 290</td>
</tr>
<tr>
<td>Unlimited listings, 6 months</td>
<td>110 399</td>
</tr>
<tr>
<td>Unlimited listings, 12 months</td>
<td>190 399</td>
</tr>
</tbody>
</table>

Annual agreements rate card - NOK

<table>
<thead>
<tr>
<th>Weekly (max 1 ad per week)</th>
<th>Monthly (max 1 ad per month)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full page - Platinum</td>
<td>600 000</td>
</tr>
<tr>
<td>Half Page - Gold</td>
<td>360 000</td>
</tr>
<tr>
<td>Quarter page - Silver</td>
<td>230 000</td>
</tr>
</tbody>
</table>

Terms & conditions annual agreements:

- All positions in the newspaper advertisements will be posted online for free!
- Option to add Upstream’s popular show dailies to the agreement at 50% discount!
- Max 3 consecutive insertions with the same artwork.
- * Jobs to be uploaded by advertiser and not integrated with Adtech.
- Jobs can be posted at a premium.

WECHAT ADVERTISING OPTIONS

Upstream has its own WeChat channel. July 2018 showed approximately 14,000 unique followers, but it is growing fast.

<table>
<thead>
<tr>
<th>January - July 2018</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>132 14</td>
</tr>
<tr>
<td>February</td>
<td>131 87</td>
</tr>
<tr>
<td>March</td>
<td>132 77</td>
</tr>
<tr>
<td>April</td>
<td>139 18</td>
</tr>
<tr>
<td>May</td>
<td>140 99</td>
</tr>
<tr>
<td>June</td>
<td>143 81</td>
</tr>
<tr>
<td>July</td>
<td></td>
</tr>
</tbody>
</table>

SPONSORED WECHAT CONTENT

Has two positions available (Slots 3 and 5)

- USD 500 per post
- USD 300 per post

MEDIA PACK
## UPSTREAM RATES AND SIZES

### Spread advertising can be given as a bonus.

- **Headline (back page)**: 9.6/246 2.8/71 55,084
- **Inside front cover**: 9.6/246 2.8/71 51,450

### Frequency discounts available on back page at the same rate as pages 3, 5, 7 and 9.

### 3 insertions 6 insertions 12 insertions 24 insertions 52 insertions

<table>
<thead>
<tr>
<th>Pages</th>
<th>NKr 58,890</th>
<th>NKr 128,086</th>
<th>NKr 213,476</th>
<th>NKr 39,751</th>
<th>NKr 79,502</th>
<th>NKr 119,252</th>
<th>NKr 198,754</th>
</tr>
</thead>
<tbody>
<tr>
<td>Page 3, 5, 7, 9</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Page 4, 6, 8</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>NKr 82,446</td>
</tr>
<tr>
<td>Page 13, 15, 17, 19</td>
<td></td>
<td></td>
<td></td>
<td>NKr 34,156</td>
<td></td>
<td></td>
<td>NKr 32,978</td>
</tr>
<tr>
<td>NKr 170,781</td>
<td>NKr 98,935</td>
<td>NKr 164,892</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>NKr 117,780</td>
<td>NKr 34,156</td>
<td></td>
<td></td>
<td>NKr 95,402</td>
<td></td>
<td></td>
<td>NKr 139,128</td>
</tr>
<tr>
<td>NKr 42,695</td>
<td>NKr 85,391</td>
<td>NKr 106,738</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>NKr 20,612</td>
<td>NKr 41,223</td>
<td>NKr 103,058</td>
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<tr>
<td>NKr 34,156</td>
<td>NKr 98,935</td>
<td>NKr 164,892</td>
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<tr>
<td>NKr 85,391</td>
<td>NKr 106,738</td>
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<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>NKr 117,780</td>
<td>NKr 106,738</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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1. TNS Gallup readership survey March 2016.
2. Classified advertising uses a six-column page format. Please see page 10 for rates.
3. Inserts are charged at a fixed start-up cost of NKr 89,523 plus NKr 3,238 per gram.
4. Supplements are charged at NKr 271,998 for an eight pager, NKr 328,438 for a 12 pager and NKr 431,075 for a 16 pager.
5. For information on material specification, deadlines and general conditions please go to www.nordicmagazines.com
Video tells your story better than any other formats.

The emotional impact of video ads is significant. You make a more solid personal relationship when you’re storytelling through sight and sound, connecting a viewer’s emotions to your product or service.

Videos are great for sharing, easily picked up by the search engines and is an effective way to get your message across! Difficult to produce? We have the expertise to create the artwork that will raise your profile and increase your advertising impact and ensure it delivers results!

MEMO-STICKERS

Memo-stickers provide a unique, stand-out medium for concise messaging and branding on Upstream’s front cover. Hard to miss, these popular detachable advertisements can be creatively shaped for greater impact. Point the way with an arrow, drill deeper with a bit, celebrate with a Christmas tree; the possibilities are almost endless. You can also expand your message with double-sided memo-stickers or multi-page foldouts.

All memo-stickers are reattachable, so readers can remove and save them in their files, exhibition folders, diaries, etc. They’re perfect for:

- Promoting events, special offers and competitions
- Increasing awareness of advertisements inside the paper
- Driving website traffic
- Promoting exhibition presence
- Increasing brand awareness

MEMO-STICKER RATES (NOK)

<table>
<thead>
<tr>
<th>Memo-sticks/year</th>
<th>NOK</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 run</td>
<td>63,798</td>
</tr>
<tr>
<td>3 runs</td>
<td>172,255</td>
</tr>
<tr>
<td>6 runs</td>
<td>306,230</td>
</tr>
<tr>
<td>12 runs</td>
<td>535,903</td>
</tr>
</tbody>
</table>

Rates are for single- or double-sided memo-stickers sized 74 mm x 74 mm (2.9” x 2.9”) or for any shape within this format. Ask us for multi-page memo-sticker rates. Please email advertise@upstreamonline.com.