



OIL, GAS & RENEWABLE TECHNOLOGY REVIEW

PLATFORM is a leading, high quality, bi-monthly magazine with editorial, features and advertising meaningful to professionals in the oil and gas and renewables industries. As well as news, views and technological developments, attention is also focused on new products and services, innovations, legislation, contract awards and on the people who form the backbone of the industry.

- Excellent exposure to oil and gas industry decision makers.
- High quality colourful publication – gets noticed.
- Circulation – 5000. Please note that each magazine may be read by ten or more people – sometimes many more than that with magazines at company reception / breakout areas / on platforms etc. Thus readership could be far in excess of printed copies.

A worldwide audience can view PLATFORM at [www.platform-oilandgas.com](http://www.platform-oilandgas.com) and the magazine is delivered in Aberdeen, Aberdeenshire, Tayside and Great Yarmouth together with subscription copies throughout the UK and overseas. Circulation is increased for special issues (eg. Offshore Europe) and the magazine is read throughout the industry at all levels, achieving multiple readership within companies and at offshore locations.

For information about editorial, press releases, special features or advertising, please contact us – we do our best to be helpful.

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**Editorial for 2019**

Issue 1 - February/March

**SPE/IADC International Drilling Conference & Exhibition**  
**5 – 7 March, Netherlands**  
Intervention Technology  
Drilling Waste Management

Issue 2 - April/May

**OTC 2019 NRG Park, Houston, Texas**  
**6 – 9 May**  
**All Energy Exhibition & Conference**  
**15 – 16 May, SEC Glasgow**

Issue 3 - June/July

Cranes & Lifting  
Health & Safety  
Valves & Pumps  
Testing & Certification

Issue 4 - Offshore Europe

**SPE Offshore Europe 3 -6 September**  
**Aberdeen**

Issue 5 - November/December

**Abu Dhabi International Petroleum**  
**11 – 14 November**  
Inspection & Maintenance  
Safety, Protection & Survival  
IT & Software



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## MAGAZINE ADVERTISING RATES 2019

Advert Size (First dimension is vertical size)	Dimensions	Full colour	Spot Colours (2)	Black & White
Front Cover	272mm x 185 mm	£3900.00	N/A	N/A
Back Cover	340mm x 245 mm	£2500.00	£2300.00	N/A
Inside Front Cover	340mm x 245 mm	£2300.00	£1950.00	N/A
Inside Back Cover	340mm x 245 mm	£2300.00	£1950.00	N/A
Centre Pages Double Page Spread	340mm x 490mm	£3500.00	N/A	N/A
Full Page (Text area)	340mm x 245mm 310mm x 220mm	£2150.00	£1750.00	£1550.00
Two Thirds Page (Vertical)	310mm x 145mm	£1850.00	£1650.00	£1450.00
Half Page 310mm x 110mm or 150mm x 220mm		£1400.00	£1100.00	£ 950.00
Third Page 310mm x 70mm or 100mm x 220mm		£1100.00	£ 950.00	£ 750.00
Quarter Page 75mm x 220mm or 150mm x 110mm		£ 900.00	£ 750.00	£ 600.00
Sixth Page	100mm x 110mm	£ 650.00	£ 500.00	£ 450.00
Eighth Page	75mm x 110mm	£ 500.00	£ 400.00	£ 320.00
Front Cover Solus	55mm x 50mm	£ 700.00	£ 450.00	N/A
Page 3 Solus	50mm x 100mm	£ 350.00	N/A	N/A
Inserts	Per thousand	£ 150.00		

### Series Discount

2 - 4 adverts = 10%

5 - 8 adverts = 15%

9 + adverts = 20%

Ads must be booked together.

Artwork – we can design eye-catching layouts for adverts. There will sometimes be a charge for this which we will quote in advance. INVOICING – Nett cash 14 days from date of invoice



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## INTERNET ADVERTISING RATES 2017

Advert Size	Per advert per month
HOME PAGE Banner (750 pixels wide x 120 pixels high) (Top two banners)	£450
HOME PAGE top right (190 pixels wide x 138 pixels high)	£350
HOME PAGE Banner (750 pixels wide x 120 pixels high) (Lower position)	£400

BILLED MONTHLY

DISCOUNTS

3 adverts = 10%

6 adverts = 15%

9 + adverts = 20%

Must be booked together.

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## DIGITAL FORMAT INFORMATION

Most software is acceptable. Bitmapped images should be supplied as 300dpi EPS/TIFF/JPEG, greyscale or CMYK. Files can be sent via hi/res PDF, CD or FTP (direct to printer). Please supply all fonts and make colours process. Where colour is a critical issue, please also supply a Cromalin proof. Please contact us if you have any queries regarding formats.

Platform accepts the following formats:-

- Quark Express
- Pagemaker
- Illustrator
- Freehand
- Photoshop
- Publisher
- Corel Draw
- Powerpoint (exact size only)
- Word

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Internet banners and solus advertisements inclusive of website link:

- Jpeg files to 72 dpi resolution in any of the above formats.



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### SUBSCRIPTION APPLICATION

Please complete the subscription form and post to us together with your cheque made payable to: Platform Media Ltd. On receipt of same your details will be added to our postal list.

Please deliver Platform OIL, GAS & RENEWABLE TECHNOLOGY REVIEW for 5 issues to:

Name:

Position:

Organisation:

Address:

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Postcode:

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I enclose payment of: UK £55    US \$110    NKR 750    € 84

Please mail to:

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