

A diverse
and dynamic
environment
for your brand's
journey



Credit: Tom Larenson

Exploration: Oil Seeps and
Petroleum Systems

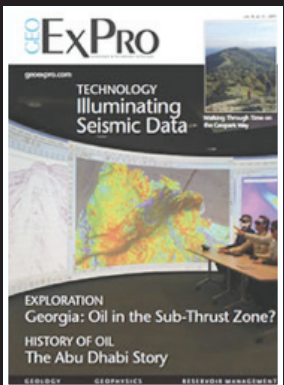
Target new geoscience
frontiers with advertising
opportunities from
GEO ExPro

Mediaguide 2012

Credit: Lloyd Homer, GNS Science

"The best in the market. The only one I read."

-MANAGING DIRECTOR, SERVICE COMPANY



"Excellent magazine! Very valuable for students..."

-PROFESSOR & STRATEGIC OIL AND GAS CONSULTANT

*Circulation subject to change

GEO ExPro - An Interdisciplinary Magazine

GEO ExPro is an interdisciplinary magazine and online publication designed to explain and clarify geoscience and technology for everybody involved in the exploration and production of oil and gas resources. **Each and every issue of GEO ExPro is packed with relevant content, news and technical articles designed to capture the attention of individuals within the disciplines of Geology, Geophysics and Reservoir Engineering.**

Regular features include:

- Geoscience Explained
- History of Oil
- Country Profiles
- Market Updates
- Seismic Foldouts
- A Minute to Read
- Frontier Exploration
- Hydrocarbon Resources
- Technology Explained
- Recent Advances in Geoscience
- Reservoir Management
- HotSpot
- Questions and Answers
- Global Resource Management
- GeoCities
- GeoTourism
- GeoProfile
- GeoEducation

www.geoexpro.com

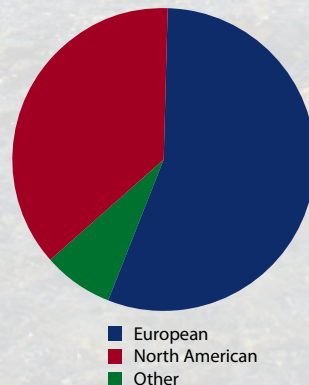
For more information and a wide selection of previous articles, please visit us online!



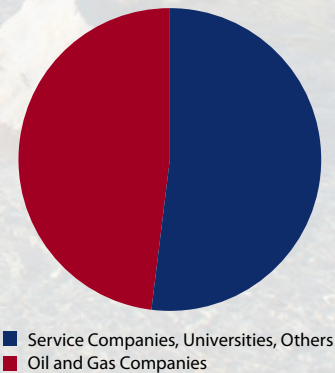
Our Readership at a Glance

With copies of our publication available to subscribers and delegates of major globally targeted conferences, our circulation includes +8000 highly qualified geosciences professionals. Approximately 50% of our readership includes oil and gas operating companies. Our European base is the headquarters for many major European, African and Middle Eastern company operations and our circulation in North America reaches decision makers that shape operations throughout the hemisphere. The online version of each magazine is now available for subscription and download. **It includes all print ads for added exposure and advertising value.**

Readership By Region



Readership By Role



"GEO ExPro is one of my favourite magazines. It grabs your attention. Easy read. Great pictures."

-SENIOR VICE PRESIDENT GLOBAL EXPLORATION, OIL COMPANY

Editorial and Events Calendar

Each issue of our six part annual series focuses on a region and topic that is fascinating the geosciences community right now. We time these special features to correspond with major international conferences, ensuring re-enforcement of marketing efforts during events that you attend and top-of-mind audience relevance despite your absence if you are not exhibiting.

Conference Circulation Schedule:

No 1 2012

GEO 2012, Bahrain, 4 – 7 March
APPEX, London, UK, 6 - 8 March
Arctic New Frontiers, Copenhagen, Denmark, March 12 - 14
Focus: Middle East and New Technologies
Ad Material Deadline: January 27 Publication Date: February 13

No 2 2012

AAPG Long Beach, California, USA, 22 – 25 April
CSEG, CSPG, CWLS GeoConvention 2012, Calgary, Canada, May 14 - 18
SIDE, Marrakech, Morocco, May 22 - 25
Focus: North America and Unconventional Resources and Technologies
Ad Material Deadline: March 16 Publication Date: April 2

No 3 2012

EAGE Copenhagen, Denmark, 4 – 7 June
PESGB/HGS Africa Conference, Houston, Texas, USA, 11 - 12 September
Focus: Africa, Frontier Europe and Reservoir Management
Ad Material Deadline: May 4 Publication Date: May 21

No 4 2012

AAPG International, Singapore, 16 - 19 September
ATCE San Antonio, Texas, USA, 7 – 10 October
Geological Society, UK; East Africa Conference, London, Oct. 24-26
Focus: South East Asia and New Technologies
Ad Material Deadline: August 17 Publication Date: September 3

No 5 2012

SEG Las Vegas, Nevada, USA, 4 – 9 November
Petex, London, UK, 20 – 22 November
Production Geoscience 2012, Stavanger, Norway, November
AAPG Arctic TC, Houston, Texas, USA, 3 – 5 December
Focus: North-West Europe, the Arctic and Geophysics
Ad Material Deadline: September 28 Publication Date: October 15

No 6 2012

Prospex, London, UK, December 2012
GEO INDIA, New Delhi, India, January 2013
NAPE, Houston, Texas, USA, 20 – 22 February 2013
Focus: The Americas, India, and Non-Seismic Geophysics
Ad Material Deadline: November 23 Publication Date: December 10

Throughout 2012

Digital Oilfield Virtual Summit Series, Online
Finding Petroleum Events, Europe

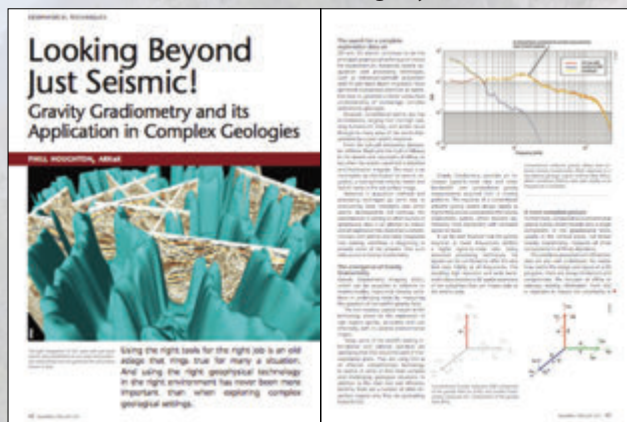
GEOTOURISM: Cappadocia: Civilisations in a Volcanic Terrain



EXPLORATION: The Submerged Continent of New Zealand



GEOPHYSICAL TECHNIQUES: Looking Beyond Just Seismic!

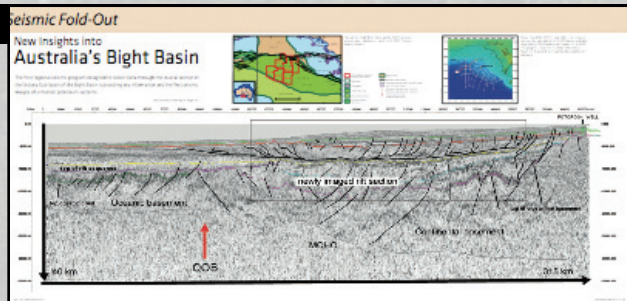


*While we do not anticipate schedule changes, they may occur without notice.

Seismic Fold Outs

We include two of our very popular seismic foldouts in every issue of GEO ExPro.

Take advantage of this opportunity to showcase your company's leadership in innovation while sharing best practices with the industry. The fold out includes three pages of space for seismic illustrations and two pages of explanatory text. Content is subject to editorial approval. For more information, please contact: Kirsti.Karlsson@geoexpro.com



2012 Print Media Products and Specs

Product Colour Page	COST GBP	Size
2/1 double spread	£3900	420mm x 280mm*
Back cover	£2850	With bleed 210mm x 280mm* Without bleed 180mm x 250mm
Inside Front Cover	£2550	With bleed 210mm x 280mm* Without bleed 180mm x 250mm
Inside Back Cover	£2550	With bleed 210mm x 280mm* Without bleed 180mm x 250mm
Full Page	£2200	With bleed 210mm x 280mm* Without bleed 180mm x 250mm
Half Page	£1325	Horizontal 180mm x 119mm Vertical 90mm x 250mm
Third Page	£1025	Horizontal 180mm x 80mm Vertical 59mm x 250mm
Quarter Page	£800	Horizontal 180mm x 60mm Vertical 90mm x 120mm
Seismic Fold-Out	1st choice of area £4500 2nd choice of area £4000	Three pages of space for seismic illustration and two pages of explanatory text.

Please note: these rates do not include VAT or TAX.

Material Specifications

For complete ad spec details, please visit www.geoexpro.com/adspecs

Requirements for Advert Material

- Use the PDF/X-1a standard, alternatively high-resolution CMYK TIFF files (360dpi) if PDF is unsuitable for any reason.
- Create the PDF to the exact size in millimeters
- If your ad features white space around the edges, give clear instructions as to whether a border is to be added (or not) by us.
- Allow 3mm bleed on each outside edge for full page bleed adverts (so 210 x 280 => 216 mm x 286 mm)
- Do not add crop marks, colour bars, or margins
- All colour elements in files must be in CMYK (no Spot or RGB colours)
- Mono elements must be in Greyscale (no Spot or RGB colours)
- All fonts should be embedded
- All colour and greyscale images should be in high resolution where possible (300 dpi or greater). Where lower-resolution images must be used, please upscale to 300 dpi before including.
- Line art images and pixel-based representations of text should be sized at 600dpi or greater.

Submitting Material

- Adverts should be submitted as press optimized PDF files
- Submit print and online ads to kirsti.karlsson@geoexpro.com

Discount Rates & Promotions

DISCOUNT RATES:

3-5 insertions - 5% discount
6 insertions - 10% discount
No discount on seismic fold-outs

ADVERTORIALS:

The same rate as for the equivalent ad page in addition to a 10% proofreading fee.

• Add a 3 mm bleed

We will do our best to give you your preferred position in the magazine but this cannot be guaranteed.

Double page spread
420 x 280mm
+3mm bleed

Full page
Bleed
210 x 280mm
+3mm bleed

Full page
non bleed
180 x 250mm

1/2 page vertical
90 x 250mm

1/4 page
90 x
120mm

1/2 page
horizontal
180 x 119mm

1/3 page vertical
59 x 250 mm

1/4 page
horizontal
180 x 60mm

1/3 page
horizontal
180 x 80mm

Online Advertising

2012 Online Media Products and Rates

www.geoexpro.com features an online archive of all past GEO ExPro articles providing a comprehensive research source for the geophysical world and the global oil and gas exploration industry. It also provides access to the digital PDF version of GEO ExPro allowing readers to view the magazine in high quality on portable readers and tablets. Vibrant, interesting and informative, GEO ExPro online reaches your audience and holds their attention. All prices for online products are for a duration of 4 weeks.

Product	Cost	Size
Top Banner	£400.00	728px x 90px
Box Ads	£250.00	180px x 150px
Middle Banners	£250.00	468px x 60px

For more information, please contact: kirsti.karlsson@geoexpro.com

GEO ExPro adheres to the Internet Advertising Bureau's technical guidelines. For more information, please visit www.iab.net

Advertise With Us

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