

digital  
energy  
journal

Finding  
Petroleum

[www.findingpetroleum.com](http://www.findingpetroleum.com)

Media planning guide  
and editorial calendar

2012



**John Finder**  
sponsorship, exhibition &  
advertising manager  
[jfinder@onlymedia.co.uk](mailto:jfinder@onlymedia.co.uk)  
☎ +44 208 150 5296

# DIGITAL ENERGY JOURNAL & FINDING PETROLEUM

Finding Petroleum / Digital Energy Journal is a London media company producing events, a magazine, website and newsletter, about connecting people with ideas to move the upstream oil and gas industry forward. Our aim is also to make energy technology easier to understand.

Our events are held on specialist subjects usually related to technology, in oil cities (London, Aberdeen, Stavanger and Kuala Lumpur), which are often free to attend, and usually videoed for free viewing online.

Our magazine is the antidote to a commonly held view that the oil and gas industry is slow to take up new technology. You can read about the new technologies being developed, particularly with a digital slant, and who is using them.

Our newsletter, website and social network hold it all together - you can find out about other people involved in your field, access content and join discussions.

**Wipro and SAIC : IT services + expertise**

IT consulting and services giant Wipro Technologies has acquired the oil and gas technology services business of SAIC for £1.5bn. Now it plans to offer IT services, sold by the month, with oil and gas expertise.

**Exploration**

Wipro and SAIC together have a combined 15 years of experience in the oil and gas industry. Wipro has a strong presence in the UK, India, Europe, and Africa. SAIC has a strong presence in the US, Canada, and Latin America. The acquisition will allow Wipro to offer a full range of IT services to the oil and gas industry, from IT infrastructure to IT applications. Wipro is currently providing IT services to a number of major oil and gas companies, including BP, Shell, and ExxonMobil. The acquisition is expected to be completed by the end of 2011.

**IT services**

Wipro provides IT services to a number of major oil and gas companies, including BP, Shell, and ExxonMobil. The acquisition is expected to be completed by the end of 2011.

**Exploration**

Wipro and SAIC together have a combined 15 years of experience in the oil and gas industry. Wipro has a strong presence in the UK, India, Europe, and Africa. SAIC has a strong presence in the US, Canada, and Latin America. The acquisition will allow Wipro to offer a full range of IT services to the oil and gas industry, from IT infrastructure to IT applications. Wipro is currently providing IT services to a number of major oil and gas companies, including BP, Shell, and ExxonMobil. The acquisition is expected to be completed by the end of 2011.

**Adrok - third set of survey equipment**

Adrok of Edinburgh, a company developing a new atomic dielectric resonance (ADR) scanner subsurface survey technique, reports that it has developed its third set of survey equipment, and is also providing its services in North America.

Adrok of Edinburgh, a company developing a new atomic dielectric resonance (ADR) scanner subsurface survey technique, reports that it has developed its third set of survey equipment, and is also providing its services in North America. The system sends electromagnetic waves into the earth and from the reflections, can make estimations about what is in the subsurface. This is a survey method completely independent of all other methods (eg seismic, gravity) and so provides an additional source of information, which can be used to put interpretations made from other methods through a further test. From the data, it is possible to quantify the subsurface contents of oil or gas reserves, the mixture of sand and water, and map geological structures, Adrok says. You can also use it to scan large areas. The technology is currently being used primarily during offshore exploration although some offshore activity has been undertaken.

The third Adrok Scanner will help Adrok service its growing demand for onshore and offshore geophysical surveys, in particular from oil and gas and mining companies in North America, the company says. Adrok's customers are gradually extending their use of the technology, from providing a second idea about where to drill, to doing frontier scanning, delineation and appraisal, says Gordon Sore, Adrok's Chief Executive Officer. They are also using it to image high resistive geological layers such as salt and basalt. The growth in North America follows the scanner being successfully used in 2010 by an Oklahoma syndicate of oil investors, he says. "The equipment dramatically reduced the need for expensive and time-consuming exploratory drilling."

Altogether 6 companies have used the technology so far. Test areas the ADR includes Scotland's deepest onshore and volcanic sites, Omani deserts, the Canadian Arctic circle, and offshore locations. The company was founded in 2008 with a £3m investment from management supported by UK government funding. It first launched its atomic dielectric resonance scanner in 2008.

[www.adrokgroup.com/home](http://www.adrokgroup.com/home)  
[www.youtube.com/watch?v=sp61pf\\_zw](http://www.youtube.com/watch?v=sp61pf_zw)

Adrok's atomic dielectric scanner

**digital energy journal**

Latest with oil and gas data standards  
Drilling in high pressure  
Bad g+g software value propositions

August-September 2011 Issue 32

IT services and industry domain expertise by the month  
When control systems cause non productive time

Associate Member **energistics**



VISIT THE NEW **HRH GEOLOGY.COM**

**HRH GEOLOGY TAKING OPERATIONAL GEOLOGY TO THE NEXT LEVEL**

Building on the outstanding success of Weaving, the world's leading map-making software, HRH Geology have introduced **Operational Geology Software Suite**.

Find out more of the new [www.hrhgeology.com](http://www.hrhgeology.com)

GRAVITAS SOFTWARE | GEOLOGISTS | GEOLOGICAL SOFTWARE

## PEOPLE

### SOME OF OUR PAST SPEAKERS

**Wim Walk**, *manager geophysics measurement technologies, Shell*

**David Latin**, *Technical Director, BP*

**Atle Rettedal**, *Vice President Field Evaluation, Statoil*

**Andrew Grosse**, *Exploration and Technical Director, Sterling Energy*

**Steve Horton**, *CEO NewDevCo and ex worldwide Director of Drilling, BP*

**Jim Green**, *CIO and GM, Technical Computing, Chevron Energy Technology Company*

**Gordon Headley**, *HR manager, Tullow Oil*

**Angus McCoss**, *Exploration Director, Tullow Oil*

**Andrew Lodge**, *Exploration Director, Premier Oil*

**Tony Atherton**, *General Manager, Talisman Energy*

**Magnus Svensson**, *IT consultant, Dong Energy*

**Meyer Bengio**, *VP petroleum engineering, Schlumberger Information Solutions (SIS)*

**Rob Pinchbeck**, *Petrofac*

**Jim Farnsworth**, *Cobalt International*

**Bryan Lovell** - *Senior Researcher, Earth Sciences, Cambridge*

**Keith R Holdaway**, *Upstream Domain, SAS Global Oil and Gas*

**Hossam Farid**, *Global Oil & Gas Industry Lead, Oracle Corp.*

**Roger Taylor**, *Technical Director, CGGVeritas*

### The people behind Finding Petroleum

David Bamford (conference producer and consulting editor) is a non executive director of Tullow Oil, and a past chief geophysicist with BP, general manager for West Africa with BP, and VP exploration directing BP's global exploration program.

Karl Jeffery (editor and conference producer) is also founder of Digital Ship and Carbon Capture Journal, and publisher of Tanker Operator magazine. He has 15 years experience as an oil and gas / transport journalist and publisher.

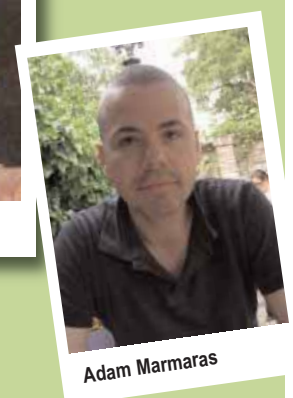
Adam Marmaras (Online marketing and events operations manager) is founder and technical manager of OilVoice, one of the world's biggest oil industry websites.



David Bamford



Karl Jeffery



Adam Marmaras



## FINDING PETROLEUM EVENTS

Finding Petroleum produces a series of 20 events a year on specialist subjects around new technological developments in the oil and gas industry.

Our subjects include seismic technology, digital oilfield, supply chain management, mature fields technology, frontier exploration regions, unconventional, carbon dioxide storage / EOR, offshore safety, and subsurface data.

They are currently held mainly in London, also Aberdeen, Stavanger and Kuala Lumpur. Our events are mainly free to attend.

We believe that a sponsorship or exhibition stand at our events can offer a much better way to get exposure from new potential customers than any other marketing route. Our audience can include many more potential customers than you might find from the traffic past your exhibition stand at a big trade show (or the readers of a general interest oil and gas magazine).

We can offer packaged sponsorships where you can sponsor (for example) all our digital oilfield events (6 per year), or all our supply chain events (3 per year), or all our exploration events for example - contact us to discuss.

For the most up to date future event plans, please see our website [www.findingpetroleum.com](http://www.findingpetroleum.com). For events in the next 3-4 months you can see the list of registered attendees; for past events you can see the list of people who actually attended.

### 2012 EVENTS CALENDAR (as of Mar 2012):

#### **New ideas in geophysical technology**

Wednesday, March 21, 2012, The Geological Society, London.

#### **East African Exploration - where are the big fields hiding?**

Tuesday, April 17, 2012, The Geological Society, London.

#### **New ideas in Improved Recovery and EOR**

Wednesday, April 18, 2012, The Geological Society, London.

#### **Drilling and the digital oilfield**

Tuesday, May 8, 2012, Aberdeen Marriott Hotel, Aberdeen.

#### **Improving offshore safety - beyond Macondo**

Thursday, May 22, 2012, The Geological Society, London.

#### **IT infrastructure for the digital oilfield**

Thursday, June 7, 2012, Aberdeen Marriott Hotel, Aberdeen

#### **Developments with reservoir monitoring technology**

Wednesday, June 13, 2012, The Norwegian Petroleum Museum, Stavanger.

#### **Oil supply and demand around the world**

Tuesday, June 19, 2012, The Geological Society, London.

#### **Emerging deepwater areas**

Wednesday, September 26, 2012, The Geological Society, London.

#### **Developments with unconventional**

Wednesday, October 10, 2012, The Geological Society, London.

#### **People and the digital oilfield**

Thursday, October 18, 2012, The Norwegian Petroleum Museum, Stavanger.

#### **Developments with drilling and the digital oilfield**

Wednesday, October 24, 2012, Kuala Lumpur.

#### **Finding better ways to work with subsurface data**

Thursday, October 25, 2012, Kuala Lumpur.

#### **Digital technology - getting it done**

Friday October 26, 2012, Kuala Lumpur.

#### **The North Atlantic - where are the big fields hiding?**

Tuesday, October 30, 2012, The Geological Society, London.

#### **Optimising the supply chain**

Tuesday, November 20, 2012, Aberdeen Marriott Hotel, Aberdeen.

#### **TBC**

Tuesday, November 27, 2012, The Geological Society, London.

#### **Finding ways to collaborate with the digital oilfield**

Tuesday, December 04, 2012, The Geological Society, London

#### **Finding ways to make the CO<sub>2</sub> + EOR business work**

Tuesday, December 011, 2012, Aberdeen Marriott Hotel, Aberdeen.

*\* speaker slots available to event sponsors subject to conference producers' approval*

## EVENTS PACKAGES

### Platinum sponsorship:

*Sponsorship of all events for the whole year: £20,000*

**Benefits:** Table-top stand at 6 events of your choice; banner on the website for the entire period; banner on each final reminder newsletter; logo and brief company profile on all events web-pages, and on each printed event brochure; full page advertisement in 3 editions of Digital Energy Journal or additional 12 months' web banner; 2 speaker slots at Oil and Gas related half-day forums or 4 guaranteed speaker slots at Digital Oilfield conferences, 2 delegate tickets to all Digital Oilfield conferences.

### Gold sponsorship:

*Sponsorship of 4 - 8 events: £8,000 - £10,000*

**Benefits:** table-top stand at 2 - 4 events, banner on the website for 4 - 8 months; banner on each final reminder newsletter; logo and brief company profile on each relevant event web-page and printed event brochure; full page advertisement in 1 - 2 editions of Digital Energy Journal or addition 2- 4 months' web banner; 1 speaker slot at Oil and Gas related half day forum or 2 guaranteed speaker slots at Digital Oilfield conferences; 2 delegate tickets to each Digital Oilfield conference sponsored or if sponsoring half-day forums to 4 - 8 DOF events of your choice.

### Silver sponsorship:

*Sponsorship of single event: £5,000*

**Benefits:** table-top stand; banner on website for one month; banner on final reminder newsletter; logo and brief company profile on relevant event web-page and printed event brochure; half page advertisement in Digital Energy Journal or additional one month's web banner; 2 delegate tickets to event if it's a Digital Oilfield event or if not to a DOF event of your choice.



### Speaker packages (available at events marked with asterisk only on previous page)

A presentation (30 minutes + 5 minutes for questions) provides an opportunity to promote latest company initiatives, products, developments or new strategic plans to an invited audience of oil and gas professionals.

Each presentation is videoed and is available to view on the Finding Petroleum web-site indefinitely.

A link to individual presentations (including videos) can also be set up on individual company home pages for additional exposure.

**Table-top stand: £2,000** for Digital Oilfield conferences to include 2 delegate tickets, £1,500 for half-day forums

### Break sponsorships: £1,000

**Benefits:** logo and brief company profile on relevant event web-page and printed event brochure; banner on final reminder newsletter.

**Tailor - made packages also available.**

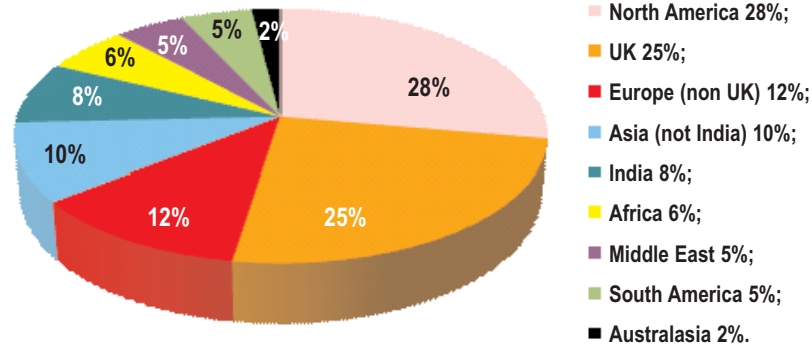
*Note:* We reserve the right to reject speaker proposals we do not feel will add sufficient value to the conference in terms of attracting delegates and providing a useful event. Speaker proposals must be finalised 2 months before the date of each event, with client providing a speaker name, speech title, outline and photograph of presenter, otherwise we reserve the right to give the slot to someone else.

If advertising is provided as part of a sponsorship package, the advertising copy must be provided according to our schedules included in this media guide. If copy is late we cannot promise to hold a slot.

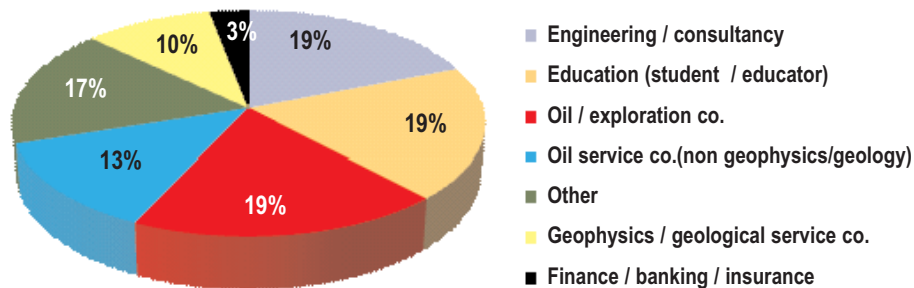
# DIGITAL ENERGY JOURNAL

## Requested copies

### Readership by geography



### Readership by company role



Digital Energy Journal is the antidote to the commonly held view that the oil and gas industry is slow to take up new technology.

Specialist areas we cover include developments with seismic technology, other exploration technology, digital oilfield, optimising supply chains, developments with data standards and satellite communications.

Founded in 2006, our magazine is now sent to 7,000 people on print and pdf. It is also distributed at all Finding Petroleum / Digital Energy Journal events, at events organised by Energetics and PIDX, and certain other events during the year (including SMI data management conference, Intelligent Energy and Offshore Europe).

Our circulation by geography is North America 28%; UK 25%; Europe (non UK) 12%; Asia (not India) 10%; India 8%; Africa 6%; Middle East 5%; South America 5%; Australasia 2%.

Our circulation by readers' company role is engineering / consultancy 19%; education (student / educator) 19%; oil / exploration company, 19%; oil service company (non geophysics / geology) 13%; other, 17%; geophysics / geological service company 10%; finance / banking / insurance 3%.



## DIGITAL ENERGY JOURNAL EDITORIAL CALENDAR

### January 2012

- Rock physics
- Intelligent wells
- Drilling automation
- Accounting software
- Economic modelling
- Business intelligence
- Data management
- Satcoms in oil and gas

*Ad copy deadline: Dec 10 2011*

*Publication date: Jan 04 2012*

### February - March 2012

- Subsurface structural modelling
- Reservoir modelling
- Flow modelling
- Well planning
- Data archiving
- Electronic purchasing
- Integrated operations
- VSAT for oil and gas

*Ad copy deadline: Jan 20 2012*

*Publication date: Feb 01 2012*

### April - May 2012

- SPE IE report
- Data integration in GnG
- Workflow software
- Real time platform monitoring
- Supercomputers in data processing
- Safety technology
- Information management

*Ad copy deadline: Mar 15 2012*

*Publication date: Apr 01 2012*

### June - July 2012

- Data acquisition, data processing
- Reservoir management
- Workflow software
- Enterprise solutions
- E-logistics
- Business intelligence
- Information management
- IT security

*Ad copy deadline: May 15 2012*

*Publication date: Jun 01 2012*

### August - September 2012

- Subsurface monitoring
- Seismic data interpretation
- Risk modelling
- Data storage, disaster recovery
- Business intelligence
- Knowledge management
- Offshore communications
- Offshore Europe preview

*Ad copy deadline: Aug 15 2012*

*Publication date: Sep 01 2012*

### November - December 2012

- 3D seismic technology
- Visualisation solutions
- Asset management
- Offshore automation
- Flow simulation
- Business intelligence
- Information management
- Satcoms

*Ad copy deadline: Oct 15 2012*

*Publication date: Nov 01 2012*

The current issue of Digital Energy Journal is distributed at all Digital Energy Journal / Finding Petroleum events (see list at on page 4). Additional distributions: Jan issue at the SMI London data management conference; Feb March issue at Intelligent Energy conference in Amsterdam in March; distribution at PIDX Houston and London events; distribution at Energistics events.

### Preferred file formats

Our preferred format is high resolution PDF, the files should be supplied to the correct ad size as CMYK with fonts embedded and all elements set to 300 dpi.

### E-mail

Email artwork to:  
jeffery@d-e-j.com  
(if less than 15mb)

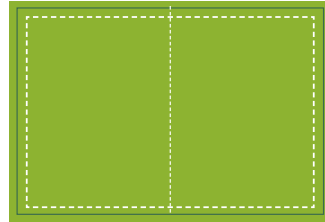
### FTP site

For large files, upload to:  
FTP name: ftp.doag.net  
Username: fryebl476  
Password: stuar942  
Put files in the folder marked "www" inform  
Karl Jeffery  
at jeffery@d-e-j.com

Publisher: Karl Jeffery  
Digital Energy Journal Ltd  
2nd Floor, 8 Baltic Street East  
London EC1Y 0UP, UK  
Tel: +44 (0)20 8 150 5292

## MAGAZINE - OPTIONS AND MATERIAL SPECIFICATIONS

The magazine is A4 and full colour throughout.

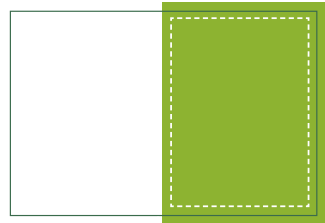


### RATES

**Double page spread:**  
£6,500

### DIMENSIONS

|            | Height x width |
|------------|----------------|
| Bleed size | 303 x 426mm    |
| Trim size  | 297 x 420mm    |
| Type area  | 277 x 400mm    |



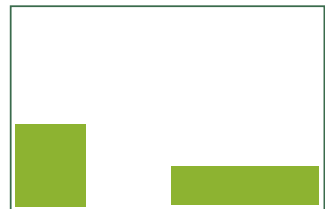
**Full page:**  
£3,500  
**Outside Back/Inside Front Cover:**  
£4,995  
**Inside Back Cover:**  
£4,500

|            |             |
|------------|-------------|
| Bleed size | 303 x 216mm |
| Trim size  | 297 x 210mm |
| Type area  | 277 x 190mm |



**Half page:**  
£2,000

|                   |             |
|-------------------|-------------|
| <b>Landscape:</b> |             |
| Type area         | 130 x 190mm |
| <b>Portrait:</b>  |             |
| Type area         | 260 x 92mm  |



**Quarter page:**  
£1,500

|                   |            |
|-------------------|------------|
| <b>Landscape:</b> |            |
| Type area         | 62 x 190mm |
| <b>Portrait:</b>  |            |
| Type area         | 130 x 92mm |

# ONLINE ADVERTISING

We carry advertising in our weekly e-mail newsletter (8,000 circulation), and website (12,000 visits / 24,000 page views per month).



website video viewing page



website home page

## Size options available are:

Newsletter, 375 x 100 pixel banner, **£2,000 per month (4 insertions)**

Digital Energy Journal website pages, leaderboard (top of page), 728 x 90 pixel banner, **£1950 per month**

All pages of website (including next to video), 4 x right hand slots 375 x 100 pixels, **£1500 per month**

**Maximum file size 40kb, no flash**

\* All measurements are in pixels

Finding Petroleum

digital energy journal

Finding Petroleum / Digital Energy Journal newsletter Aug 5, 2011



**2<sup>nd</sup> Annual E&P Knowledge & Information Management Summit**  
November 3 - 4, 2011 Houston, TX  
Save \$400 with promo code ANA993  
www.worldgrid.com/epsummit

**Shell + Wendy Schmidt sponsor oil spill cleanup equipment competition**

Shell has announced that it is sponsoring the Wendy Schmidt Oil Cleanup X Challenge, a global competition to develop the most effective oil spill cleanup equipment.  
Friday, August 05, 2011 in [Automation](#)

**Spectrum acquires 500,000km seismic from CGG Veritas for \$40m**

Seismic data company Spectrum has acquired CGG Veritas' 2D multichannel library, with 500,000km of seismic data, for a price of \$40m.  
Friday, August 05, 2011 in [Exploration / Seismic](#)



**11<sup>th</sup> INTERNATIONAL CONFERENCE ON INTEGRATED OPERATIONS IN THE PETROLEUM INDUSTRY**  
SEPTEMBER 13 - 14, 2011  
TRONDHEIM, NORWAY  
www.ioconf.no

**Business opportunities with unconventional** London, Sept 20 - free - Making the most of the unconventional business opportunity

**Exploring in the Arctic**

London, Oct 11, Free speakers from Exxon, Bernstein - getting a handle on the Arctic business opportunity

**People and the digital oilfield - Stavanger - Oct 20 - free if you register before Sept 1**

developments with IT and digital oilfield tools to help people improve safety, productivity and recovery

**Optimal supply chains**

Aberdeen, Oct 25, free Keeping supply chains under control in a complex mature environment

**Onshore 3D seismic**

London, Nov 9, free Can onshore catch up with offshore in quality of seismic survey

**Developments in the digital**



Digital Energy Journal website with leaderboard

e-mail newsletter