

ENERGY



Building a bridge between the energy community, business & consumers

ENERGY™ MAGAZINE –

Conscientiously serving the Energy and Chemical Community, Business Interests and Consumer Concerns.

Energy Magazine is a contemporary journal, television and web distributed at all major energy and chemical conferences and trade shows around the world.

Those corporations and organizations that specialize in the business of energy and chemicals as well as leaders from the largest organizations, national and state governments also receive subscriptions. Paid subscriptions are distributed via direct mailings.

Article topics are chosen by the authors, and *Energy Magazine* is a contemporary journal that is dedicated to providing a pulpit for energy leaders, business, academia and consumers to share. *Energy Magazine's* interviews, articles and information provide timely insights in a sphere that touches everyone's lives and concerns.

Authors are selected from all aspects of the energy and chemical community, from energy and chemical providers, academia, country leaders, regulators and researchers to the greater energy and chemical investment industry. *Energy Magazine* contributors

include those involved directly in the energy and chemical industry as well as recognized energy and chemical pioneers and experts around the world.

Energy Magazine is for every audience, readable by anyone interested in one of the largest and most far-reaching industries of the world. Every person on this planet is affected by the energy and chemical industry. Energy and chemicals in the modern world are of concern to anyone who has ever breathed.

Energy Magazine articles provide timely insights and information in a sphere that touches everyone's lives and concerns. From the personal interests of those who receive energy and chemicals to those who specialize in furthering the development of the industry, whether research oriented or business centered, *Energy Magazine* is truly for everyone.

The advertising in *Energy Magazine* is very exclusive and is limited to institutions or companies who can offer top quality services or products of interest to our readership.

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Web Site and e-Commerce

Content

All Web site content is provided by *Energy Magazine* authors, partners, advertisers and the publisher.

Authors of articles include leaders from worldwide leading energy, power, chemical and support businesses, and academic and research institutions. Topics chosen by the authors are published in the first person sans reporter interviews.

Web site content includes daily headline news from around the globe relating to energy, power and renewable resource related news, along with stock and commodity market activity for all major global market exchanges, which can be easily accessed without logon fees.

Also included are digital streaming video interviews by Emmy award winning Television anchor's, as well as *Energy Magazine's* publisher. Current interviews may be viewed 24x7 on most office and home computers.

E-Commerce Advertising

Advertising, which appears in *Energy Magazine*, may also be viewed on our Web site. However, all e-commerce advertising is limited to companies on a first come – first served basis. Authors are offered the best available space for their corporate or institutional advertising. Advertising packages may include Internet and digital streaming video interviews. Current advertising may be viewed 24x7.

Currently the web portal receives 900,000 hits per month.

www.energy-magazine.com
www.energymagazine.us

Advertising Rates 2017-2018

Exclusive Advertising Rates

Four Color Company Profile or Ad

Four Page Showcase

\$12,250 (\$10,000 x 2 or \$8,200 x 4)

Two Page Showcase

\$10,000 (\$7,500 x 2 or \$6,200 x 4)



Exclusive Gatefold Advertising Rates

Four Color Company Gatefold

Four Page Front or Back

\$15,000 (\$12,250 x 2 or \$10,000 x 4)



Advertising Rates 2017-2018

Author/ Premium Advertiser Corporate Video & Print Profiles

Energy Magazine proudly announces our award-winning journalist, will interview your chief executive officer or other appropriate official through the use of digital streaming video. Pre-prepared questions will be available along with questions submitted by your corporate officials. While the interview will appear spontaneous, the content will have been pre-approved for content by your executive officer.

These video interviews will be available 24/7 on our Web portal and linked to our other partner Web sites for present and future viewing. *Energy Magazine*, Internet and television allows corporations and other public and private institutions that contribute editorial content a special program not offered to other advertisers.

Advertising is located in the most prestigious locations throughout *Energy Magazine*, with placement selected by the corporation and/or institution. You also receive a “locked in” rate for up to one year. Our advertising is restricted to less than 30 percent as compared with other publications containing 70 percent or more advertising per total pages.

A **two-page corporate profile** typically is 500 words in length. (Photographs and/or illustrations are recommended)

Price: \$11,650
(\$8,450 x 2 or \$7,000 x 4)

A **four-page, corporate profile** typically is 1,000 words in length. (Photographs and/or illustrations are recommended)

Price: \$15,000
(\$11,650 x 2 or \$9,550 x 4)

Since space is limited, please instruct your advertising associate that you would like to be placed on the list for this venue.

Advertising Rates 2017-2018

Single Page Ad Rates

Preferred Advertising*

Four Color	1x	2x	4x
Full Page	\$6,000	\$4,950	\$4,050

Premium Advertising**

Four Color	1x	2x	4x
Full Page	\$7,560	\$6,000	\$4,900

Back Cover

Four Color	1x	2x	4x
Full Page	\$25,000	\$20,250	\$16,650

*Preferred Positions Include:

- Before Table of Contents
- 1st Editorial Page
- Opposite Inside Back Cover
- Opposite Last Editorial Page
- Behind Table Of Contents
- Selected Author Location

**Premium Positions Include:

- Inside Front Cover
- Inside Back Cover
- Page One
- Page Two
- Page Three
- Opposite Publishers Page
- Opposite Mast Head
- Across Table Of Contents

Internet Web Portal Advertising Rates

Four Color Company Profile
or Ad Premium Showcase*
\$1,250 per month

Preferred Showcase
\$800 per month

*Includes requested page hosting

Advertising Rates 2017-2018

Make Your Advertising Dollars Count

1. Make your advertising dollars travel further through *Energy Magazine*. More than the traditional energy marketplace, *Energy Magazine* reaches the far corners of the globe and all those who do business within the energy, business and consumer marketplace.
2. *Energy Magazine* provides an opportunity for your chief executive officer to be exclusively interviewed by Houston's number-one rated news anchor. The interview will be linked to our partner Web sites throughout the domestic USA and across the globe, adding thousands of viewers who will hear and see your editorial and your advertising message in digital streaming video.
3. In addition, *Energy Magazine* has included a global group of individuals who would like to see up-to-date news and information on the entire energy sector, including importing and exporting countries, corporations, research & development, regulatory, private and public practice, consumers, associations, investors and other support and academic sources.
4. All content within the pages of *Energy Magazine* comes directly from the selected authors and contributors without being filtered through a reporter. Your message will state exactly what you want our audience to know.
5. Within the pages of *Energy Magazine* you will, of course, find advertising. However, to maintain the integrity of the magazine, our advertising is limited to less than 30 percent of the publication space. This means your advertising dollars will not be in competition with other competitors who may offer similar products and/or services.
6. Striving to meet all audiences across the globe, *Energy Magazine* is complemented by the *Energy Magazine* Web site www.energy-magazine.com.

No other energy publication offers all these advantages in one place!

Author Information Sheet

ENERGY™ MAGAZINE

Office of the Publisher

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Information Sheet

The Energy™ Magazine publisher, contacts prestigious and well-known energy industry leaders as potential authors for the magazine nominated by the Board of Advisors. Also contacted are individuals who have a wealth of knowledge to contribute to our readership. Potentially, any energy industry-related individual might be considered for authorship. Simply email or fax our Houston office with the following information:

Authors may choose any interesting topic, except he cannot write about himself or any affiliations he has. Articles should be approximately 1500-2500 words. HOWEVER – longer articles may be edited/reduced shortly before an issue goes to print due to space considerations. Energy receives numerous submissions, and unfortunately we cannot print them all. Sometimes articles must be pared down to accommodate the increase in number of articles published in any one issue. Authors are encouraged to write for the broadest audience possible since our readership is comprised of not only energy professionals, but businesses and consumers as well.

References should be incorporated in the text of the article. Energy does not print references. Authors need to supply a 150- word to 1/2-page bio. Energy may “distill” bios from provided materials. It is our policy that the author knows best what to highlight about him or herself.

Deadlines for submissions are 30 days prior to publication in November and May. If so desired, Energy’s writing staff can provide support in the drafting of your article. Before we can publish your article, we will need your final approval on the final draft we send to you, both the final draft & approval must be emailed to the editor. We would prefer articles in a Word file (.doc), but we will accept .txt files. Documents must be sent via email to the editor via e-mail at rwsiii@worldmediaplace.com. If you have any questions, please feel free to contact the publisher at 713-621-7200.

Please feel free to communicate directly with our Houston office regarding any further questions you may have.

Energy Magazine Bullet Points

1. *Energy Magazine* reaches all those who do business within the energy marketplace including Upstream, Midstream, Downstream, Nuclear, Thermal, Solar, Wind, Nanotechnology and other developing renewable energy sources. Also Support, Renewable, Independents, Public Companies, Research & Development, Regulatory, Consumer, Small Business and Consulting alike including their Associations.
2. *Energy Magazine* provides an opportunity for your Energy executive officer to be exclusively interviewed by Houston's award winning number-one rated news anchor, who also serves as our spokesman adding thousands of viewers who will hear your editorial and advertising message.
3. All content within the pages of *Energy Magazine* comes directly from the source without being filtered through a reporter. Your editorial message will state exactly what you want our audience to know.
4. To maintain the integrity of the magazine, our advertising is limited to less than 30 percent of the publication space. This means your advertising dollars will not be in competition with others who may offer similar products and/or services.
5. Striving to meet a wide audience, *Energy Magazine* is complemented by the *Energy Magazine* Web site.
6. *Energy Magazine* is now a quarterly and has a "six-month shelf life." The monthly's and weekly's simply are not read and are often time piled up and eventually reach the trash pile.
7. Finally the editorial that is contributed can not be about the author or his company. People are tired of reading self-actualization articles by inflated ego's. Your editorial shows you as a leading "expert" in your field and gives the reader what he needs leaving a good impression of the author as a "counselor" to the reader.

No other publication offers all these advantages in one place!

2017-2018 Distribution

ENERGY™ MAGAZINE –

Conscientiously serving the Energy and Chemical Community, Business Interests and Consumer Concerns.

Energy Magazine is now a quarterly journal distributed at all major energy and chemical conferences and trade shows around the world. Those corporations and organizations that specialize in the business of energy and chemicals as well as leaders from the largest organizations, national and state governments also receive subscriptions. Further the major state and private colleges and universities with noted programs in the study of the energy and chemical business receive free subscriptions. The Fortune 1,000 also receive copies as well as the largest consumer group organizations in the United States. Paid subscriptions are distributed via direct mailings.

Quarterly General Subscribers	32,437
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<i>Energy Magazine</i> Project Managers - Senior Executives	12,110
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Energy Investors	14,414
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	Total 55,580
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Additional Energy State and National regulators and the US Congress	9,937
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Fortune 1,000 CEO's	1,000
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Airlines and Transportation	5,000
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Trades Show	28,000
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Miscellaneous Retail	2,500
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Ad Specifications

Printing Process: Web offset, perfect bound

Ad Sizes:

Full Page Size: 7" Wide 10" Deep

Covers and Full Page Bleed Size: 7.25" wide x 10.25" deep trimmed to 7" x 10" deep. Keep all live matter 1/4" from all trim edges and gutter in both directions.

Two and Four Page Bleed Sizes: 14.50" wide x 10.25" deep trimmed to 14" wide x 10" deep. Keep all live matter 1/4" from all trim edges and gutter in both directions. Allow 1/4" gutter in center of each spread.

Ad Building Services: World Media can build your ad for you for a fee of \$100 for a single page ad or \$200 for a multiple page ad. All text and images must be provided via email or disk at least one week before the ad deadline. The ad building fee includes 2 rounds of changes. Final approval of the ad is required by the ad deadline.

Ads on Disk: All ads supplied on disk preferably should be a press ready .pdf. Ads can also be supplied in InDesign or be in a standard EPS or TIFF format.

They should be supplied to World Media on either CD, thumb drive or downloadable via Advertiser's ftp site. All related files, logos, screen and printer fonts, and related artwork must be included. A digital proof must be supplied for all color ads. Images should be supplied in TIFF, EPS, or low compression JPEG. Any production work done to an advertisers file to prepare it for output will be billed at \$45.00 an hour (Any format changes i.e. converting a JPEG to an EPS will be charged).

Web Pages: Web advertisements will be accepted in standard HTML format. Please supply banner, interim page and main page. World Media reserves the right to alter format to match the formats of the www.energymagazine.us and www.energy-magazine.com

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