

# GEO ExPRO

THE GLOBAL ENERGY SECTOR FROM A SUBSURFACE PERSPECTIVE

## OUR PROMISE

We collaborate with our clients to ensure that they reach their marketing goals. It's not just a simple cash for ad exchange.

# MEDIA GUIDE 2024

GEO EXPRO is driven purely by content – publishing complex stories in uncomplicated words. We are amongst the best read and most popular magazines in oil, gas & energy.

# ABOUT GEO EXPRO MAGAZINE

GEO EXPRO is a global magazine and online publication with a strong focus on the subsurface aspects of the oil and gas industry and the energy transition. Our aim is to report on and provide context to energy-related news where geoscience plays a key role. This ranges from the traditional E&P sector, however, we cover a range of upcoming industries where geoscience is important, i.e. geothermal, CCS, natural hydrogen, and deep sea minerals.

Having had a strong presence at most of the big global geoscience industry conferences for 20 years, GEO EXPRO has built a strong brand when it comes to providing key information to the subsurface community.

## POPULAR TOPICS INCLUDE, BUT ARE NOT LIMITED TO:

- Oil & Gas
- Exploration
- Production
- Energy Transition
- Carbon Capture & Storage
- Geothermal
- Deep Sea Minerals
- New Gas
- Hydrogen
- Helium
- Discover (Sponsored Content)
- Exploration Opportunities (fold-outs)
- From the Industry
- Subsurface
- In the News
- Geology & Geophysics
- Portraits
- Technology

All articles from the magazine's print edition are published online, and we also feature online-exclusive articles. A weekly newsletter is sent out to promote articles when they are posted online.

”GEO EXPRO provide continued collaboration and support throughout our ongoing multi-channel marketing campaigns. They offer professional expertise and advice to ensure we see maximum return for our online and in-print advertising and editorial efforts.“

*Technical Content Manager*

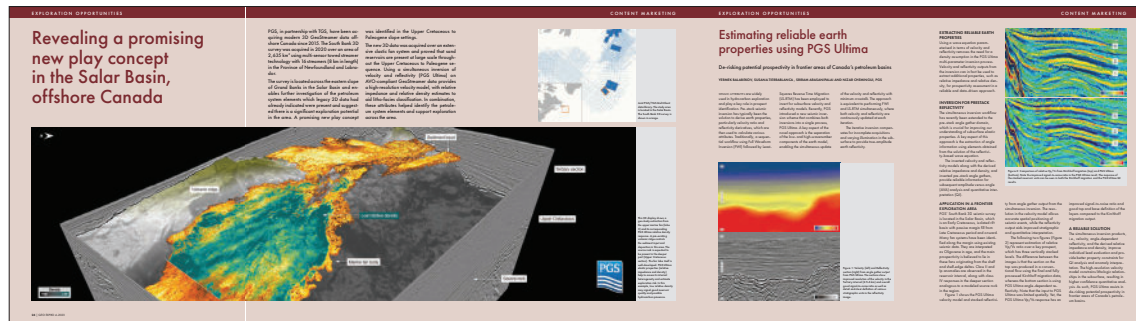
## READERSHIP

- Readership of over 25,000 per issue
- Wide distribution at geoscience conferences around the world
- 1,000's of PDF copies of the magazine downloaded per issue
- Print articles are published on geoexpro.com, with over 300,000 page views per year
- Online articles are shared on our social media platform LinkedIn with more than 300 clicks per day
- Exclusive online content
- Digital subscriber list of 3,600+ and growing



# FEATURES CONTENT, PRINT & ONLINE FOLDOUT

We include up to four 5- or 7-page Foldouts per issue. The Foldout is perfect for showcasing your best assets.

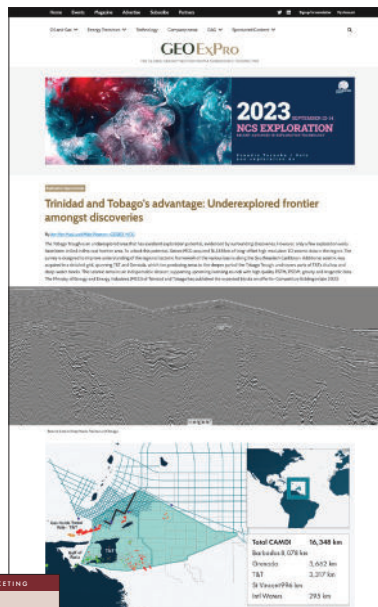


## 2/3 PAGE SPONSORED CONTENT + SPONSORED ONLINE CONTENT

Sponsored Content allows you more freedom to promote your brand and services. You can include the company logo, QR codes, and contact details in the article.

Online sponsored content also allows for more targeted digital promotion.

The article will be posted and shared in our regular newsletter updates and via our social media channels when you prefer.



### Unlocking the Power of Data: Katalyst Data Management and Virtual Data Room Web Platform

Are you ready to revolutionize your sub-surface data management? Look no further than Katalyst Data Management and our cutting-edge Virtual Data Room (VDR) web platform. With over 25 years of expertise and the management of over 100 Terabytes of information, we are your trusted partner for streamlining your data management processes and driving productivity to new heights.

**THE KATALYST ADVANTAGE**  
Advanced Technology: Our proven technology offers the best 25 years of expertise and the management of over 100 Terabytes of information, we are your trusted partner for streamlining your data management processes and driving productivity to new heights.

**Key Drivers**

1. Enable easy access to the platform from anywhere
2. Meet all regulatory requirements related to E&P market (Integrity, Security, Access)
3. Provide open collaborative tools, to enable the full life cycle of the asset
4. Establish a collaborative environment between companies, government and research groups

**MANAGE**  
**PREVIEW**  
**USE**  
**COLLABORATE**

#### Katalyst VDR Tools

**Why Katalyst?**  
Katalyst is a powerful tool to drive innovation in your assets, enhancing transparency and trust. Enhance collaboration, increase data integrity and security, and improve your overall operational efficiency.

**Key Features:**  
- Scalable Platform: Our platform scales to support all your data needs, from small-scale operations to large-scale enterprise-wide data management.  
- Data Integrity: Our platform ensures data accuracy and consistency across all users and devices.  
- Security: Our platform provides robust security measures to protect your data from unauthorized access and cyber threats.  
- Integration: Our platform integrates seamlessly with your existing data management systems and workflows.

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# EDITORIAL, PRINT & EVENTS CALENDAR \*

Every issue of GEO EXPRO has a regional or geoscience focus, in line with the industry conferences\* we are present at. This allows our advertisers to target their campaigns to the specific audience at these conferences, and it ensures maximum exposure of your advertisement, foldout, or sponsored content.

GEO EXPRO also covers relevant subsurface news from around the world, which is also reflected through our online presence on [geoexpro.com](http://geoexpro.com) and in our social media channels. All issues feature recurring sections on geothermal energy, technology developments, and deep sea minerals, to name a few.

For the latest events in our schedule, please go to: [www.geoexpro.com/events](http://www.geoexpro.com/events)

## ISSUE NO.1 2024

**Editorial focus:** Digitalization, NW Europe

**Conferences:** Dig X Subsurface, Oslo, Norway, 5-6 March  
CCUS, Houston, TX, USA, 11-13 March  
EAGE Digital, Paris, France, 25-27 March  
BEOS, London, UK, 26-27 March

**Editorial deadline:** 12 February

**Ad material deadline:** 19 February

**Publication date:** 8 March

## ISSUE NO.2 2024

**Editorial focus:** New Energy, Americas, Australia

**Conferences:** Seismic 2024, Aberdeen, UK, 1-2 May  
NCS Exploration - Recent Discoveries, Oslo Norway, 7-8 May  
58th CEEC, Budapest, Hungary, 9-11 May  
APPEA, Perth, Australia, 20-23 May  
CCUS Latin America, Rio de Janeiro, Brazil, 22-23 May  
AAPG Europe Regional Conference, Krakow, Poland, 28-29 May  
DEVEX, Aberdeen UK, 28-29 May  
Conjugate Margins Conference, Lisbon, Portugal, 27-29 May

**Editorial deadline:** 25 March

**Ad material deadline:** 8 April

**Publication date:** 26 April

## ISSUE NO.3 2024

**Editorial focus:** Unconventionals, North America, Asia Pacific, Europe

**Conferences:** EAGE Annual, Oslo, Norway, 10-13 June  
GeoConvention, Calgary, Canada, 17-19 June  
URTeC, Houston, TX, US, 17-19 June  
Asia Pacific Conference (SEAPEX), London, UK, 18-19 June  
4th Suriname Energy, Oil & Gas Summit & Exhibition, Paramaribo, Suriname, 25-28 June

**Editorial deadline:** 13 May

**Ad material deadline:** 20 May

**Publication date:** 7 June

## ISSUE NO.4 2024

**Editorial focus:** Deep Sea Mining, Americas, Asia

**Conferences:** IMAGE 2024, Houston, TX, 25-30 August  
West African Energy Summit, Accra, Ghana, 3-5 September  
Underwater Minerals Conference, Rarotonga, Cook Islands, 15-21 September  
SPE ATCE, New Orleans, LA, US, 23-24 September  
APGCE, Kuala Lumpur, Malaysia, 23-24 September  
AAPG ICE 2024, Muscat, Oman, 30 September - 2 October

**Editorial deadline:** 29 July

**Ad material deadline:** 5 August

**Publication date:** 26 August

## ISSUE NO.5 2024

**Editorial focus:** Deep Sea Mining, New Energy, Africa, NW Europe

**Conferences:** 59th CEEC, Lyon, France, 3-5 October  
AOW, Cape Town, South Africa, 7-11 October  
Africa Oil Week, Cape Town, South Africa, 7-10 October  
EAGE Get, Rotterdam, The Netherlands, 4-7 November  
Africa Energy Week, Cape Town, South Africa, 4-8 November  
PETEX, London, UK, 19-20 November  
NCS Exploration Strategy, Stavanger, Norway, 20-21 November  
APGCE, Kuala Lumpur, Malaysia, 20-21 November

**Editorial deadline:** 9 September

**Ad material deadline:** 16 September

**Publication date:** 4 October

## ISSUE NO.6 2024

**Editorial focus:** Americas, Asia

**Conferences:** MEOS GEO, Bahrain, 4-6 February 2025  
NAPE Summit, Houston, TX, USA, 5-7 February 2025  
IPTC, Kuala Lumpur, Malaysia, 18-20 February 2025  
SEAPEX, February 2025

**Editorial deadline:** 18 November

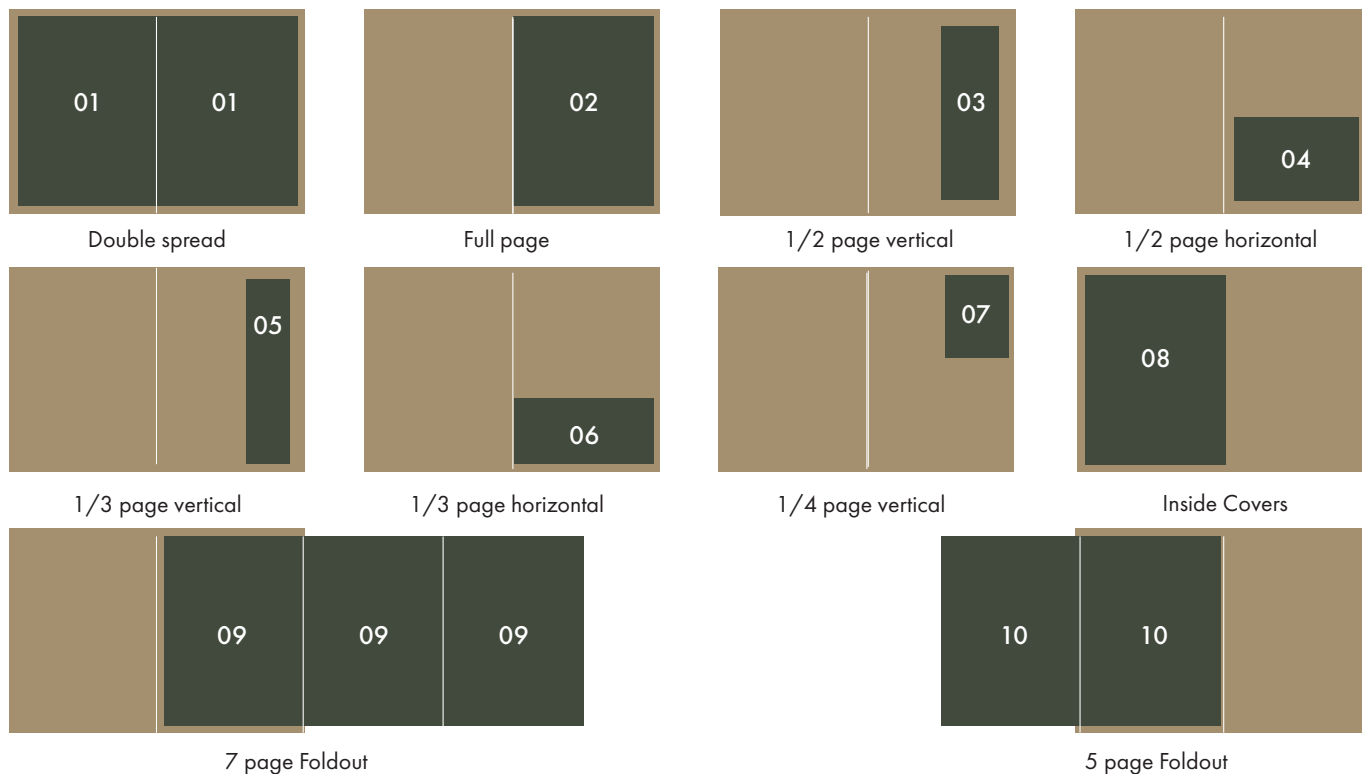
**Ad material deadline:** 25 November

**Publication date:** 13 December

\*Schedule changes may occur without notice & new conferences will be added throughout the year.

# PRINT MEDIA PRODUCTS & SPECIFICATIONS

## PRINT SPECIFICATIONS AND PLACEMENT



PLACEMENT	2024	SIZE	*3 mm bleed
2/1 Double Spread	£5 638	400mm x 280mm*	
1/1 Back Cover	£4 032	210mm x 280mm*	
1/1 Inside Front Cover	£3 581	210mm x 280mm*	
1/1 Inside Back Cover	£3 581	210mm x 280mm*	
1/1 Full Page	£3 130	210mm x 280mm*	
1/2 Half Page	£1 887	180mm x 119mm* horizontal, 90mm x 250mm vertical	
1/3 Third Page	£1 447	180mm x 80mm* horizontal, 59mm x 250mm vertical	
1/4 Quarter Page	£1 144	180mm x 59mm* horizontal, 90mm x 120mm vertical	
5 Page Foldout	£4 917		
7 Page Foldout	£5 665		
2/1 Page Sponsored Content**	£3 465		
3/1 Page Sponsored Content**	£4 620		

\*\* For an additional £ 1 883 you get an "Ad Blocker" in the online version of your sponsored content, allowing only your preferred online banner to be showcased.

### SPONSORED CONTENT, FOLDOUT & ADVERTISEMENT SUBMISSION

**Sponsored content and Foldouts** must be submitted by the editorial deadline to [henk.kombrink@geoeoxpro.com](mailto:henk.kombrink@geoeoxpro.com)

**Advertisements** must be submitted by the ad deadline to [pia@salgsfabrikken.no](mailto:pia@salgsfabrikken.no) in a high resolution PDF and minimum 300dpi. We strive to always give you your preferred position in the magazine, however, it cannot be guaranteed.

Please note: Prices are quoted without VAT/TAX

# DIGITAL ADVERTISING

Advertising is integrated into the browsing and reading experience of the user on geoexp.com. Adverts are placed on the homepage, within the listing of articles, and within the articles themselves. Ads can include a wide range of interactivity and will resize according to the size of the device the reader is experiencing the advert on.

Homepage adverts benefit from static placement and constant front page presence. In addition, they also rotate on all article pages, except sponsored content. Adverts inside articles share exposure equally across our archive as articles are accessed by readers via direct shares, social media interactions, and organic searchers.

We also offer advertisement space on our weekly bulletin, currently distributed to > 3,600 subscribers. Logo sponsorships are also available. To ensure content remain in the foreground on our publication, we limit the number of advertisement spaces to a maximum of seven companies at a time.

## HOMEPAGE

**GEOExPRO**

- AD position 1**
- Featured Hero Articles
- Sponsors**
- Oil & Gas
- AD position 2**
- Energy Transition
- Carbon Capture & Storage
- Geothermal
- Deep Sea Minerals
- New Gas
- AD position 3**
- Discover
- Exploration Opportunities
- From the industry
- AD position 4**
- Subsurface
- In the News
- Geology & Geophysics
- Portraits

## ONLINE ARTICLES

**GEOExPRO**

- AD position**
- Article Content  
Images/ Text/ Video
- Related Articles
- AD position**

## WEEKLY BULLETIN

**GEOExPRO**

- Top story
- AD position**
- Story
- Story
- AD position**
- Sponsors**



We chose to advertise in GEO EXPRO over other industry publications as it is certainly one of the best reads around due to the high quality of its sector articles, relevant regional E&P coverage, and its global audience. ”

*Managing Director, Global Upstream Oil & Gas Acquisition*

# DIGITAL ADVERTISING RATES

## SPONSORED CONTENT Prices quoted per month

Article/per month	£3 150
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## HOME PAGE

1st Position / Top Banner	£1 892
2nd Position	£1 524
3rd Position	£1 386
4th Position	£1 227
Skyscraper	£1 658
Add Block	£1 883
Top Banner - Inside Articles	£1 122

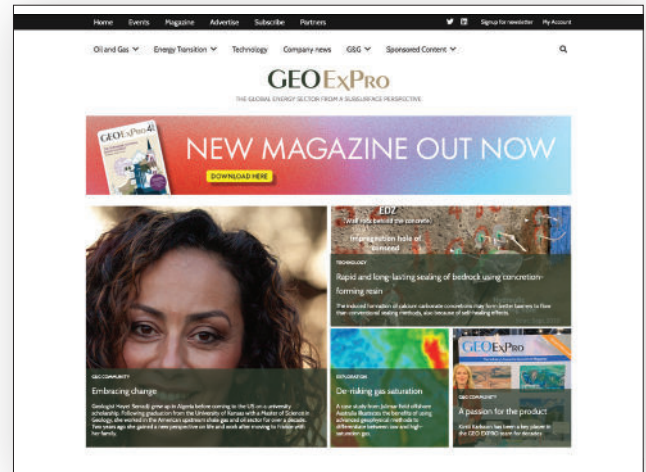
## WEEKLY NEWSLETTER / BULLETIN

Banner	£490
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## SPONSORS

Company logo & URL on geoexpro.com	£3 300
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Prices quoted per year



Monthly visits: **over 160.000**      Monthly users: **over 20.000**      Monthly unique users: **over 16.000**

**Sponsors** As a geoexpro.com sponsor we feature your company logo and URL prominently on our homepage. Sponsors support the work of our journalists. An introductory discount is available to advertisers new to GEO EXPRO. Please contact our Sales Director, Pia Himberg, [pia@salgsfabrikken.no](mailto:pia@salgsfabrikken.no) for special rates offered on a combination of print and digital advertising.

**Ad Creation Process** In order to facilitate a simple and efficient process for the creation and implementation of advertising, we offer a flexible approach to helping you create your ad. The recommended workflow is to get in touch direct with Pia Himberg, to discuss the requirements of the ad you want to show. We will then advise on the many options we have to offer to accommodate your marketing needs.

**Material Specifications** Artwork for Desktop Viewing: 1230px wide by 350px high, Artwork for Mobile Viewing: 480px wide by 470px high, Artwork for Digital Newsletter: 800px wide by 300px high, Images should be high-resolution JPEG, PNG or GIF-files, For custom ads, we require HTML, CSS, or any related image and code assets, Digital media can be submitted on a rolling schedule basis, but please note that we need the artwork 2 days prior to the desired upload date.

**Sponsored Content** Promote your datasets, services, technology and/or expertise via our exclusive online sponsored content on geoexpro.com. An exclusive online article gives you the opportunity to promote your brand and services with your own banner adverts, company logo, contact information, and links to your social media platforms. Please contact us for more information. Included in sponsored content, but not limited to: 2 x ad banner spaces (top & base of the article).

Up to 1,500 words (text will be approved by Editor in Chief, and may be lightly edited for clarity)

- Images & videos
- Direct links & links to social media accounts
- Company logo
- Labeled as 'Sponsored Content'
- 4 weeks featured prominently on geoexpro.com homepage
- Promoted across our social media channels and weekly bulletin

**#GEOEXPRO** Over the years, we have put a lot of effort into growing our digital presence and building an organic online following. All articles published in GEO EXPRO and our online exclusive content are shared via our LinkedIn channel, and featured in our weekly bulletins with over 3,600 subscribers.

**LinkedIn** > 24,000 followers

In 2023 we directed an impressive 12,500 unique visits to geoexpro.com from our LinkedIn channel via daily posts and featured hashtags!

” GEO EXPRO is clearly our industry's frontrunner in the hanging landscape of publishing. Innovative ways to advertise and a strong focus online, make it an obvious choice in our marketing mix. “  
Marketing Manager, International Acquisition & Multi-Client

# DRIVEN BY CONTENT

- ▶ Worldwide conference distribution & global media partnerships
- ▶ more than 25,000 readers per issue
- ▶ Distributed in print, online & via our social media channels
- ▶ Accessed by nearly every country around the world
- ▶ Optimized digital content drives traffic from search engines

[GEOEXPRO.COM/ADVERTISE](https://geoexpo.com/advertise)

ADVERTISE IN PRINT AND ONLINE

SEISMIC & MULTICLIENT

SOFTWARE & TECHNOLOGY  
CONSULTANCY & SERVICES

## Advertising Enquiries

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