



EDITORIAL CALENDAR & RATES

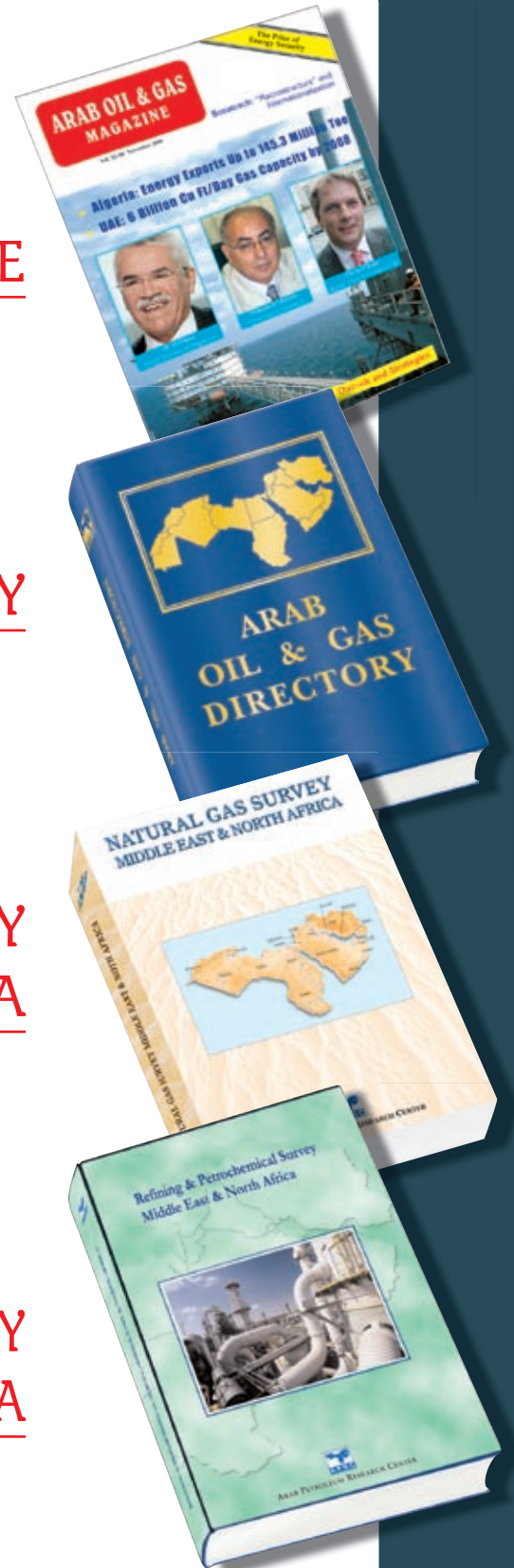
2009

ARAB OIL & GAS MAGAZINE

ARAB OIL & GAS DIRECTORY

NATURAL GAS SURVEY
MIDDLE EAST & NORTH AFRICA

REFINING & PETROCHEMICAL SURVEY
MIDDLE EAST & NORTH AFRICA





About Arab Petroleum Research Center

*Business Is Information
and Information on Arab Oil & Gas Is Our Business*

Set up in 1965, the **ARAB PETROLEUM RESEARCH CENTER** (APRC) is the leading private independent center for periodicals and country reports on the oil, gas and petrochemical industries in the Middle East and North Africa. Its staff is composed of experts and journalists specialized in energy issues. For 44 years, the APRC has also acted as consultant to Arab and African oil producing countries as well as international oil companies. The experience accumulated over the last four decades explains its well-established reputation in the international oil, gas and petrochemical industry community.

PUBLICATIONS

📖 ARAB OIL & GAS MAGAZINE

(English/Arabic Monthly)

📖 ARAB OIL & GAS DIRECTORY

(English Yearly)

📖 ARAB OIL AND GAS

(English Fortnightly)

NATURAL GAS SURVEY MIDDLE EAST & NORTH AFRICA

(English Yearly)

📖 LE PETROLE ET LE GAZ ARABES

(French Fortnightly)

REFINING & PETROCHEMICAL SURVEY MIDDLE EAST & NORTH AFRICA

(English Yearly)

ADVERTISING SALES REPRESENTATIVES

APRC HEAD OFFICE: 7 Avenue Ingres, 75016 Paris / France
Phone: +33 (0)1 45 24 33 10, Fax: +33 (0)1 45 20 16 85

Clara Francillon: International Advertising Manager
Email: cfrancillon@arab-oil-gas.com

Anne-Marie Happey: Advertising Manager for France, North Africa
Email: amhappey@arab-oil-gas.com

ITALY: Mr. Dario Mozzaglia, Ediconsult Internazionale, Piazza Fontane Morose 3, 16123 Genova 1
Phone: +39 010 583 684 - Fax: +39 010 566 578, E-mail: energy@ediconsult.com

JAPAN: Mr. Akiyoshi Ojima, Mediaship Japan Ltd., 51-16-301 Honmoku Sannotani, Naka-ku, Yokohama 231-0824
Phone: +81.45.624.3502 - Fax: +81.45.624.3503, E-mail: ojima@mediaship.jp

KOREA: Mr. Chinn, Yeong Seoh, JES Media Inc., 2nd Floor, ANA building, 257-1 Myungil-Dong, Kangdong-Gu, Seoul 134-070
Phone: +82 2 481 3411/3 - Fax: +82 2 481 3414, E-mail: jesmedia@unitel.co.kr

MALAYSIA & SINGAPORE: Mr. Earn Soo Koh, Market Intelligence (M) Sdn Bhd, Kelana Jaya, P.O. Box 8273, Selangor, Malaysia, Phone: +60 3 6280 4136 - Fax: +60 3 6274 7660, Email: kes.marketintelligence@gmail.com / kes@tm.net.my

RUSSIA: Ms. Ekaterina Narskaya, AC IMARS Group, Office 610.75, bld 11, Friedrich Engels Street, 107082 Moscow
Tel / Fax: +7 495 234 5746, E-mail: narskaya@imars.ru

UNITED STATES: Mr. Mike Loughlin, Ad-Expo Marketing International, 14714 Emerald Cypress Lane, Cypress, TX 77429
Phone/Fax: +1 281 373-1811, E-mail: mikeloughlin@sbcglobal.net

Advertise on
the APRC Website

52,830 visitors on average per month.
For more information contact:
Advertising Dept.: aprc@arab-oil-gas.com

Advertising Rates 2009 & Technical Specifications

All rates and technical specifications are the same for the following APRC publications:

- ☛ **Arab Oil & Gas Magazine** (English-Arabic Monthly)
- ☛ **Arab Oil & Gas Directory** (English Yearly)
- ☛ **Natural Gas Survey, Middle East & North Africa** (English Yearly)
- ☛ **Refining & Petrochemical Survey, Middle East & North Africa** (English Yearly)

COLOR RATES

| Frequency | 1 to 3 | 4 to 6 | 7 to 9 | 10 to 12 |
|--------------------|----------|----------|----------|----------|
| 1 page | \$ 5,790 | \$ 5,250 | \$ 4,980 | \$ 4,610 |
| 1/2 page | \$ 3,870 | \$ 3,640 | \$ 3,490 | \$ 3,375 |
| 1/3 page | \$ 3,090 | \$ 2,985 | \$ 2,940 | \$ 2,860 |
| 1/4 page | \$ 2,710 | \$ 2,610 | \$ 2,580 | \$ 2,520 |
| Inside covers only | \$ 5,800 | \$ 5,400 | \$ 5,050 | \$ 4,800 |

B & W RATES

| Frequency | 1 to 3 | 4 to 6 | 7 to 9 | 10 to 12 |
|-----------|----------|----------|----------|----------|
| 1 page | \$ 4,200 | \$ 3,585 | \$ 3,330 | \$ 2,960 |
| 1/2 page | \$ 2,310 | \$ 2,080 | \$ 1,930 | \$ 1,815 |
| 1/3 page | \$ 1,530 | \$ 1,425 | \$ 1,380 | \$ 1,300 |
| 1/4 page | \$ 1,150 | \$ 1,050 | \$ 1,020 | \$ 960 |

Special positions, Bookmarks, Insertions, Translations, Calligraphy and special color separation: please contact us.

TECHNICAL DATA

■ SIZE OF ADS (width x depth)

| | |
|---------------------|--------------|
| Total trimmed size | 210 x 280 mm |
| 1 page | 190 x 260 mm |
| 1 page bleed | 210 x 280 mm |
| 1/2 page horizontal | 190 x 130 mm |
| 1/2 page vertical | 95 x 260 mm |
| 1/3 page horizontal | 190 x 90 mm |
| 1/4 page horizontal | 190 x 65 mm |
| 1 double page | 380 x 260 mm |
| 1 double page bleed | 420 x 280 mm |

Special 20% Discount

Full 4C page advertisers in the monthly **Arab Oil & Gas Magazine** or in the annual **Arab Oil & Gas Directory** are entitled to a special 20% discount on the normal rates, for any additional full page advertisement in the **Natural Gas Survey** as well as the **Refining & Petrochemical Survey**.

Full 4C page advertisers in the monthly **Arab Oil & Gas Magazine** are also entitled to a half page editorial free of charge.

Arab Oil & Gas Magazine is published 12 times a year (since 1965).
Deadline for receipt of material: 15th of the preceding month.

Arab Oil & Gas Directory is published once a year in June (since 1973).
Deadline for receipt of material: 30th March.

Natural Gas Survey, Middle East & North Africa is updated regularly.
Deadline for receipt of material: The end of each quarter.

Refining & Petrochemical Survey, Middle East & North Africa is updated regularly. Deadline for receipt of material: The end of each quarter.

Materials specifications

Format:

- PDF high definition
- EPS/Tiff/JPEG

Email to: aprc@arab-oil-gas.com
or **FTP** for heavy material (over 3 Mo)
to: graph-imprim.dyndns.org
ID : pao
Pass : pao

Editorial Calendar 2009

ARAB OIL & GAS MAGAZINE

(English-Arabic Monthly)

| | Editorial Highlights Company/Country Focus | Exhibitions/Conferences Special Reports |
|--------------|--|--|
| Jan. | Communications. Pipelines in Arab countries. Algeria, Sonatrach. Yemen. | Oil & Gas Maintenance & Technology , Manama 19-21. European Gas Conference , Vienna, 27-29. |
| Feb. | Power projects. Libya, NOC. Saudi Aramco. Saudi Arabia. | Oil & Gas Libya , Tripoli, 16-19 Risk Control in the Energy Sector , Morocco Industrial Automation & Energy , Algiers, 22-25 |
| March | Natural gas exports in the MENA countries. Algeria, Egypt, Yemen. | Euro-Arab Gas Forum , Paris, 19-20 Turoge , Ankara, 10-12 |
| April | E&D oil projects in the Gulf countries. U.A.E. Syria. Oil and gas boom in Libya, NOC. | Iran Oil Show , Tehran, 28-30 |
| May | Offshore oil & gas production. Wind & solar energy Qatar, Egypt. | OTC , Houston, 4-7 Intergas , Cairo, 12-14 Gastech , Abu Dhabi, 25-28 |
| June | Natural gas in Arab countries. Algeria, Sonatrach and foreign partners ETAP, Tunisia | CAPE , June 2009 MIOGE , Moscow, 23-26 |
| July | Oil service companies in the Arab countries. Engineering, construction. Bahrain, U.A.E. | |
| Aug. | Petrochemical projects in the Gulf countries. Saudi Arabia, Iraq. | |
| Sept. | Refining schemes in the Mideast. \$221 billion for energy schemes, 2008-2012 in Arab countries. | Asia LNG , 24-26 |
| Oct. | Advances in refining technology. French oil companies in MENA. Algeria, Gulf countries. | Energy & Petrochemicals , Kuwait, 5-9 KIOGE , Almaty, 6-10 Saudi Petroleum , Riyadh, 18-21 Offshore Middle East , 28-30 Arab Oil & Gas Expo , 28-30 |
| Nov. | Africa leads growth in world oil output | World Gas Conference , Buenos Aires |
| Dec. | Oil & gas production capacity programs in the Arab countries. | |



READERSHIP

July 2007 - June 2008

A - Print Copy, by Country

| | |
|--------------|-------|
| Algeria | 1,312 |
| Bahrain | 415 |
| Egypt | 1,280 |
| Iraq | 425 |
| Jordan | 411 |
| Kuwait | 1,980 |
| Lebanon | 418 |
| Libya | 1,514 |
| Morocco | 492 |
| Oman | 816 |
| Qatar | 1,962 |
| Saudi Arabia | 1,236 |
| Sudan | 625 |
| Syria | 582 |
| Tunisia | 610 |
| U.A.E. | 1,972 |
| Yemen | 491 |
| Other | 1,874 |

Total **18,415**

B - By Readership Category

| | | |
|--------------------------------|-------|-------|
| Oil companies, organizations | 6,226 | 33.8% |
| Service companies | 4,310 | 23.5% |
| Government departments | 3,272 | 17.8% |
| Technical departments | 1,346 | 7.3% |
| Banks, financial institutions | 1,418 | 7.7% |
| Consultants, research units | 615 | 3.4% |
| Individuals and non-classified | 1,228 | 6.5% |

Total **18,415** **100.0%**

C - Online Version

All countries
Monthly average 12,988

Total print copy and online version **31,403**

Full page advertisers are entitled to a half page editorial in the print copy and to a banner ad free of charge in the online version.

Yearly Publications

ARAB OIL & GAS DIRECTORY

The **ARAB OIL & GAS DIRECTORY** is now in its 35th edition. It is the only oil and gas encyclopedia in the world providing detailed country surveys on the oil and gas industry in the Arab countries and Iran. It is used as a major source of information by thousands of companies, government agencies, banks and individuals in over 80 countries.

Its 688 pages provide thorough country reports and detailed statistics on oil and gas exploration, production, transport, refining and petrochemicals, as well as on development projects in all countries in the Middle East and North Africa: **Algeria, Bahrain, Egypt, Iran, Iraq, Jordan, Kuwait, Lebanon, Libya, Morocco, Oman, Qatar, Saudi Arabia, Sudan, Syria, Tunisia, United Arab Emirates** and **Yemen**. Separate chapters cover **OPEC** and **OAPEC**, as well as world oil and gas statistics.

READERSHIP

(Data collected for the 2007 edition)

A - Print Copy

| | | |
|---|----------------------------|---|
| Algeria 225 | Morocco 81 | <i>(Non Middle East & North Africa)</i> |
| Bahrain 174 | Oman 229 | West Europe 1,852 |
| Egypt 256 | Qatar 327 | East Europe 141 |
| Iran 159 | Saudi Arabia 512 | North America 1,215 |
| Iraq 71 | Sudan 44 | South America 157 |
| Jordan 63 | Syria 74 | Japan 392 |
| Kuwait 518 | Tunisia 121 | Other countries 151 |
| Lebanon 43 | U.A.E. 644 | |
| Libya 392 | | |
| | Sub-total | 3,908 |
| Sub-total Middle East & North Africa | 3,933 | Total |
| | | 7,841 |

B - By Readership Category

| | | |
|----------------------------------|--------------|---------------|
| Oil and Gas Companies | 3,712 | 47.3% |
| Service & Equipment Companies | 2,482 | 31.6% |
| Government Depts. | 545 | 6.9% |
| Banks and Financial Institutions | 529 | 6.7% |
| Universities and Res. Centers | 268 | 3.4% |
| Individuals | 305 | 4.1% |
| Total | 7,841 | 100.0% |

C - Online Version

| | |
|--|---------------|
| All countries | |
| Annual count 2006 | 6,902 |
| Total print and online versions | 14,743 |

Advertisers in the print copy are entitled to a free of charge banner ad with link included in the online edition.

NATURAL GAS SURVEY, MIDDLE EAST & NORTHAFRICA



REFINING & PETROCHEMICAL SURVEY MIDDLE EAST & NORTHAFRICA

These two new yearly publications were launched in 2005 by the APRC. They have been designed to provide the most accurate and reliable information required by all companies, consultants, financial institutions and agencies involved or interested in the gas, refining and petrochemical industries in the Middle East and North Africa. Each of them comprises 18 country reports totaling 522 and 332 pages respectively, including dozens of tables, graphs and maps.

They are excellent advertising media for companies involved in the gas, refining and petrochemical industries in the fastest growing oil and gas exporting countries.

Special 20% discount! See page 3.

LIST OF MAIN ADVERTISERS

ARAB OIL & GAS MAGAZINE

| | | | | | |
|--------------------------|--------------------------|------------------------|-----------------------|-----------------------|------------------------------|
| ABB | Citibank | GE Energy | Landmark Graphics | Pipeline Eng. | STF BWE |
| ADNOC | Chisso Engineering | Gaz de France | Legrand SNC | Pipeline Service | Stone & Webster |
| Aérospatiale | Chiyoda | GBM-SBM | Linde AG | Pirelli | Sulzer |
| Algerie Telecom | Coflexip | Geco-Prakla | Lloyd (Germ.) | Ponticelli | Sumitomo |
| Air France | Coroplast | General Motors | Lurgi | Poweo | Swedyard |
| Air Products | Cummins Power Generation | Geofluid | MAN | Procatalyse | Technip |
| Aker Geo | | Geoservices | Martin & Lunel | Pride Forasol-Foramer | Tecnimont |
| Alcatel Thomson | | Geostock | Masoneilan | Prosernat | Thermodyn |
| Alstom | Dassault Aviation | GHH Borsig | Matra | Pullman Kellogg | Thomson |
| Amarest | Davy Powergas | Group Five Pipe Saudi | MBB-Messerschmitt | | Thyssen |
| Aramco Overseas Co. | Demag-Delaval | | McDermott-ETPM | RasGas | TMK |
| ASRY | Deminex | Haldor Topsoe | Microsoft | Red Adair | Total |
| Associated Octel | Diesel Generating Co. | Halliburton | Mitsubishi | Rhône Poulenc | Toyo Engineering |
| Atlas Copco | Diestman | Heurtey | Montubi | Rolls-Royce | TPS |
| Atofina | Dowell Schlumberger | Hewlett Packard | MSA | RVS | Travocean |
| | Drewry Shipping | Hi-Force | Multivare Geophysical | SABIC | Tri-State Oil Tools |
| Baker Hughes | | Hitachi Zosen | | Saipem | Trouvay & Cauvin |
| Bailey | EDF | Horwell | | Sapag | T-Surf |
| BEA | Edinburgh Petroleum | Hot Engineering | Nat.Bk of Abu Dhabi | SARAS | Turbomeca |
| Beicip | ENAFOR | Hughes Tool | National Pipe Co. | Saudi Aramco | The Foxboro Company |
| Bell Helicopter | ENI | Hyundai | National Supply Co. | Saudi Diesel | Union Carbide |
| Bentec | ENSPM | | Neles Oy | Schlumberger | US Steel |
| Black & Veatch Pritchard | ETAP | IBM | Nichimo Co. | Scientific Software | |
| BNP Paribas | ETPM | IFP | Nuovo Pignone | SECNA | Vallourec & Mannesmann Tubes |
| Bouygues | Eurocopter | IMCO | | Sercel | Van Leeuwen |
| BP Amoco | Europipe | Inmarsat | Octel | Serimer Dasa | Van Ommeren |
| Bristol Babcock | ExxonMobil | Input/Output, Inc. | Oil Tanking | Shell | Vetco |
| British Gas | | ISL | Olayan Kimberly-Clark | Siderexport | Vinci Technologies |
| Brown & Root Condor | Fiat | Italsider | Oman Cement Co. | SMF International | Voest Alpine |
| Brother | Finsider | Isotub Coating | OMK | Smith International | Voest Turbo |
| British Sulphur Corp. | Fisher Rosemount | ITT Goulds | Omni Flow Computers | Snamprogetti | Von Roll |
| Bruel & Kjaer | Flop petrol | | ONGIO | Sofresid | |
| Bureau Veritas | Flow Control Techno. | Jallatte | Onhym | Sonatrach | Wabash Power Equipment Co. |
| | FMC Export Corp. | Japan Gasoline Corp. | Orbit Valves | Sonelgaz | Well-Flow Technologies |
| Cameron | Fochi | Jeumont-Schneider | OTC | SPE | WesternAtlas |
| CECA | Foster Wheeler | JNOC | | Spectro | WesternGeco |
| Cegelec | Foxboro | Jordan NRA | Paktank | Speichim | Whessoe |
| CIAS | France Telecom | | Paradigm Geophysical | Spie-Batignolles | |
| CGG | | Kellogg Intl. Corp. | Petronas | Spie-Capag | |
| ChevronTexaco | Gastech | Kuwait Petroleum Corp. | Petrotech | Spie-Offshore | Zamil Marine |
| China Ulo Valve Co. Ltd. | Gas Technology Products | Kvaerner Masa-Yards | Petrotechnik AG | | |

YEARLY PUBLICATIONS

| | | | | |
|----------------------------|-----------------------------|-------------------------------|--------------------------------|------------------------------|
| ADNOC | ENAFOR | Kellogg Intl. | Petroconsultants | Stinnes Interoil |
| Air Products and Chemicals | ETAP | Keystone Valve | Phillips | Suedrohrbau |
| Alcatel | Ethyl SA | Koch International | Pirelli Cavi e Sistemi Energia | Sulzer |
| Apicorp | ETPM | Kuwait Petroleum Corp. | Pipeline Engineering | |
| Argas | Eurequip | Kvaerner Masa-Yards | Precision Energy Services | |
| Argus | Eurotechnical | | Pride Forasol -Foramer | Technip |
| Associated Octel | | Lammalco | Procatalyse | Tecnimont |
| Atofina | Flop petrol | Linde | Prosernat | Termochimica Impianti |
| | FMC | Lurgi | Prüftechnik AG | Thyssen |
| BEA | Foster Wheeler | Lloyd's Register | Pullmann Kellogg | T.K. Valve |
| Bell Helicopter | | | | T-Surf |
| BNP Paribas | Gastech | McDermott-ETPM | Reintjes Intern. Ltd. | Total |
| Brown & Root Condor | Gaz de France | Maersk Drilling | Rockwell Valves | Toyo Eng. Corp. |
| Bureau Veritas | GE Energy | Mannesmann | Rosemount | TPS |
| | Geco-Prakla | MAN GHH | | Turbomeca |
| Caltex | Gulf Interstate | Mina Zayed | | The Foxboro Company |
| Cameron Iron Works | | Mitsubishi Heavy Ind. | Saab Tank Control | |
| Campenon Bernard | Haldor Topsoe | Mitsui Engineering | Saudi Aramco | Ulo Systems LLC |
| CAT and Mothercat | Halliburton Energy Services | Monopumpen | Saudi Diesel | |
| CECA | Harrison Willis | | Schlumberger | Vallourec & Mannesmann Tubes |
| CGG | Hoechst | National Bank of Abu Dhabi | Sharjah Oil Refining Co. | Vanol |
| ChevronTexaco | Heurtey | National Bank of Kuwait | Shell | Veba Oil & Gas |
| Chiyoda | Hydrocarbon Engineering | National Pipe Company | Siderexport | Veritas |
| Coflexip | Hyundai | Nexans | Siemens | |
| CRC-Crose International | | Nomad Eng. | Simon Petr. Corp. | |
| | IFP | | Single Buoy Mooring | Wabash Power Equipment Co. |
| Davy Powergas de Smitske | Inmarsat | Ocean Inchange | SMFI | WesternGeco |
| Deutsche Fibercast | Input/Output, Inc. | Olayan Kimberly-Clark | Snamprogetti | Wilson Watson |
| Diamant Boart | IPEDEX | Oman Oilfield Supplies Center | Sonatrach | Wood Mackenzie |
| Dowell Schlumberger | Isotub Coating | | Sonelgaz | |
| Du Pont de Nemours | Italsider | | Speichim | |
| | Japan Gasoline Corp. | | Spie-Batignolles | Zamil Marine |
| Econosto Middle East | JNOC | | Star Fiberglass Systems | Zimex Aviation Ltd. |
| Elf Atochem | J. Ray McDermott | | STF BWE | |