

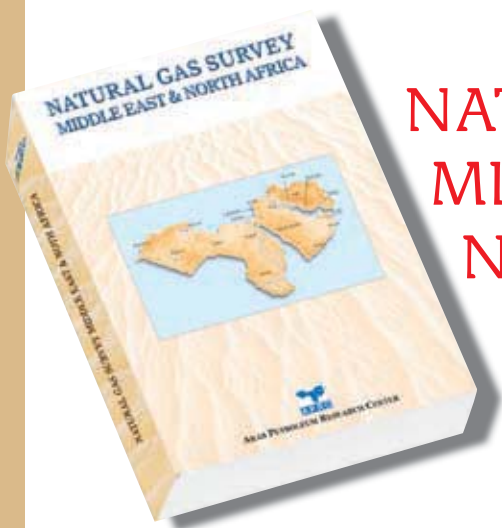
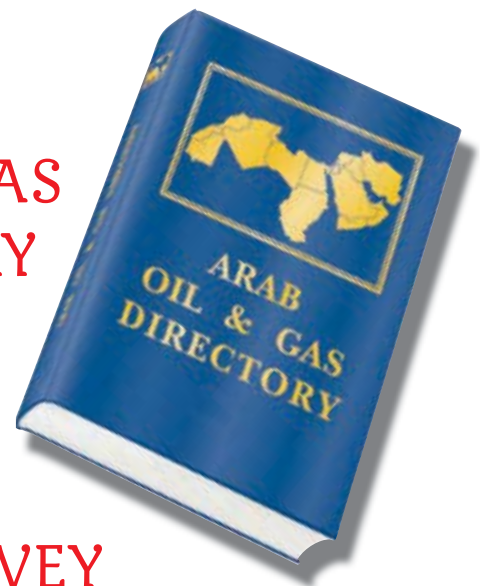
# EDITORIAL CALENDAR & RATES

  
**APRC**  
**2011**



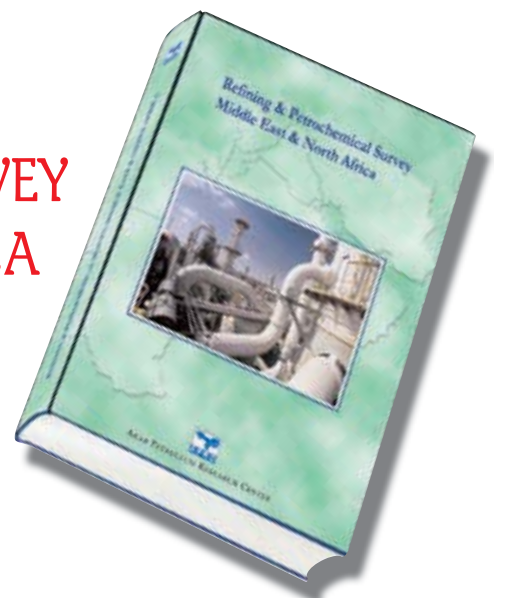
**ARAB OIL & GAS  
MAGAZINE**

**ARAB OIL & GAS  
DIRECTORY**



**NATURAL GAS SURVEY  
MIDDLE EAST &  
NORTH AFRICA**

**REFINING & PETROCHEMICAL SURVEY  
MIDDLE EAST & NORTH AFRICA**



[www.arab-oil-gas.com](http://www.arab-oil-gas.com)



# 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 46 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 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)

☐ **NATURAL GAS SURVEY  
MIDDLE EAST & NORTH AFRICA**  
(English Yearly)

☐ **REFINING & PETROCHEMICAL SURVEY  
MIDDLE EAST & NORTH AFRICA**  
(English Yearly)

☐ **ARAB OIL AND GAS**  
(English Fortnightly)

☐ **LE PETROLE ET LE GAZ ARABES**  
(French Fortnightly)

### 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  
**Angela Sarkis:** International Advertising Manager  
Email: a.sarkis@solarmed.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

**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. Stephen Loughlin, Ad-Expo Marketing International, 14714 Emerald Cypress Lane, Cypress, TX 77429  
Phone/Fax: +1 281 373-1811, E-mail: adexpomarketing@yahoo.com

### Advertise on the APRC Website

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

# Editorial Calendar 2011

## ARAB OIL & GAS MAGAZINE

(English/Arabic Monthly)

	Editorial Highlights Company/Country Focus	Exhibitions/Conferences Special Reports
<b>Jan.</b>	Communications, Pipelines in MENA countries. United Arab Emirates	Gas Arabia 2011, Abu Dhabi, UAE.
<b>Feb.</b>	Power projects. Libya, NOC. Gulf Cooperation Council.	
<b>March</b>	E&P oil & gas development in the Gulf countries. Egypt, Yemen.	MEOS 2011, Manama, Bahrain, 20-24 March. CIPPE, Beijing, 22-24 March.
<b>April</b>	Caspian oil & gas. INOC, Iraq. Kuwait.	Middle East Petroleum & Gas Conference, Manama, Bahrain. Kuwait Oil & Gas Summit and Exhibition, 4-6 April.
<b>May</b>	Natural gas exports. Sonatrach, Algeria. NOC, Libya. Tunisia	Algeria Energy Week, Oran, 21-25 May. Intergas VI, Cairo; 10-12 May.
<b>June</b>	Offshore oil & gas production. Wind & solar energy Qatar, UAE.	World National Oil Companies Congress, London 20-24 June.
<b>July</b>	Oil service companies in the Arab countries. Engineering, construction. Bahrain, U.A.E.	Global Carbon Markets & Green Energy Conference, Dubai, UAE.
<b>Aug.</b>	Petrochemical projects in the Gulf countries. Saudi Arabia, Iran.	
<b>Sept.</b>	Solar energy in MENA countries, Mediterranean Solar Plan Desertec. Transgreen.	SolarMed 2011, Paris, France.
<b>Oct.</b>	Refining schemes in the Mideast. \$215 billion for energy schemes, 2011-2015 in Arab countries. North African oil & gas. Sonatrach, NOC.	Natural Gas Dynamics, Singapore, 28-29 October. LNG Tech Global Summit, Holland, 19-21 October.
<b>Nov.</b>	Africa leads growth in world oil output	Russian Petroleum & Gas Congress, Moscow, 22-23 November.
<b>Dec.</b>	Oil & gas production capacity programs in the Arab countries.	World Petroleum Congress, Doha, 4-8 December.



### READERSHIP

July 2008 - June 2009

#### A - Print Copy, by Country

Algeria	1,280	Oman	816
Bahrain	411	Qatar	1,311
Egypt	1,138	Saudi Arabia	1,562
Iraq	421	Sudan	583
Jordan	315	Syria	590
Kuwait	1,378	Tunisia	529
Lebanon	323	U.A.E.	1,825
Libya	1,321	Yemen	517
Morocco	762	Other	2,805

**Total** **17,887**

#### B - By Readership Category

Oil companies, organizations	5,698	31.8%
Service companies	4,220	23.6%
Government departments	3,180	17.8%
Technical departments	1,360	7.6%
Banks, financial institutions	1,438	8.1%
Consultants, research units	642	3.6%
Individuals and non-classified	1,349	7.5%

**Total** **17,887** **100.0%**

#### C - Online Version

All countries  
Monthly average 11,828

**Total print copy and online version** **29,715**

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.

# Advertising Rates 2011 & 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	€ 4,210	€ 3,780	€ 3,570	€ 3,300
1/2 page	€ 2,100	€ 1,900	€ 1,800	€ 1,680
1/3 page	€ 1,400	€ 1,260	€ 1,200	€ 1,120
1/4 page	€ 1,060	€ 970	€ 900	€ 860
Inside covers	€ 5,100	€ 4,600	€ 4,300	€ 4,080
Outside cover	€ 5,800	€ 5,220	€ 4,850	€ 4,640

## B & W RATES

Frequency	1 to 3	4 to 6	7 to 9	10 to 12
1 page	€ 3,100	€ 2,790	€ 2,630	€ 2,480
1/2 page	€ 1,550	€ 1,400	€ 1,300	€ 1,240
1/3 page	€ 1,030	€ 930	€ 875	€ 830
1/4 page	€ 775	€ 700	€ 700	€ 630

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.

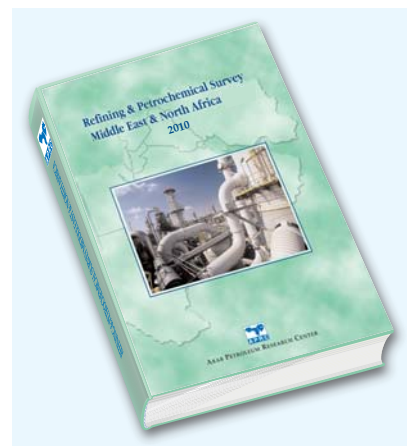
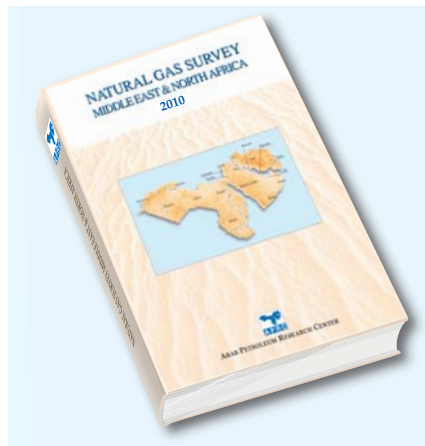
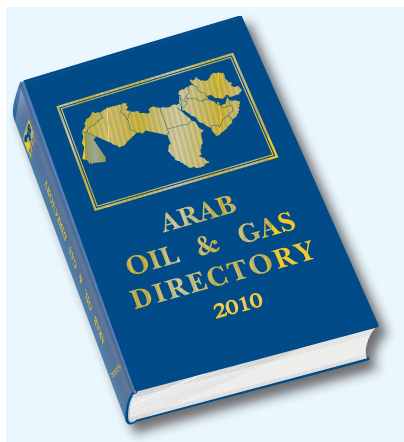
### Materials specifications

#### 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

# Yearly Publications



## ■ ARAB OIL & GAS DIRECTORY

## ■ NATURAL GAS SURVEY, MIDDLE EAST & NORTH AFRICA

## ■ REFINING & PETROCHEMICAL SURVEY MIDDLE EAST & NORTH AFRICA

These three annual publications have been designed to provide the most accurate and reliable information required by all companies, consultants, financial institutions and individuals involved or interested in the oil, gas and petrochemical industries in the Arab countries and Iran:

- **Algeria**
- **Bahrain**
- **Egypt**
- **Iran**
- **Iraq**
- **Jordan**
- **Kuwait**
- **Lebanon**
- **Libya**
- **Mauritania**
- **Morocco**
- **Oman**
- **Qatar**
- **Saudi Arabia**
- **Sudan**
- **Syria**
- **Tunisia**
- **U.A.E.**
- **Yemen**

Because they are the only complete reference and authoritative publications covering the Middle East and North Africa, they are excellent advertising media for companies operating in these oil and gas exporting countries.

### COMBINED READERSHIP

(Data collected for the 2008 edition)

		A - Print Copies			
Algeria . . . . .	231	Morocco . . . . .	79	<i>(Non Middle East &amp; North Africa)</i>	
Bahrain . . . . .	128	Oman . . . . .	138	West Europe . . . . .	1,922
Egypt . . . . .	211	Qatar . . . . .	299	East Europe . . . . .	151
Iran . . . . .	148	Saudi Arabia . . . . .	661	North America . . . . .	1,288
Iraq . . . . .	83	Sudan . . . . .	49	South America . . . . .	161
Jordan . . . . .	59	Syria . . . . .	102	Japan . . . . .	215
Kuwait . . . . .	481	Tunisia . . . . .	122	Other countries . . . . .	233
Lebanon . . . . .	22	U.A.E. . . . .	821		
Libya . . . . .	429			<b>Sub-total</b>	<b>3,960</b>
<b>Sub-total Middle East &amp; North Africa</b>			<b>4,063</b>	<b>Total</b>	<b>8,023</b>

#### B - By Readership Category

Oil and Gas Companies	3,692	46.1%
Service & Equipment Companies	2,511	31.3%
Government Depts.	540	6.7%
Banks and Financial Institutions	612	7.5%
Universities and Res. Centers	242	2.7%
Individuals	426	5.7%
<b>Total</b>	<b>8,023</b>	<b>100.0%</b>

#### C - Online Version

All countries	
Annual count 2008	6,815
<b>Total print and online versions</b>	<b>14,838</b>

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

# LIST OF MAIN ADVERTISERS

## ARAB OIL & GAS MAGAZINE

ABB	ChevronTexaco	Gas Technology Products	Legrand SNC	Pipeline Eng.	STF BWE
ADNOC	China Ulo Valve Co. Ltd.	GE Energy	Leoni Kerpen	Pipeline Service	Stone & Webster
Aérospatiale	Citibank	Gaz de France	Lin Scan	Pirelli	Sulzer
Algerie Telecom	Chisso Engineering	Gaz de Normandie	Linde AG	Ponticelli	Sumitomo
Air France	Chiyoda	GBM-SBM	Lloyd (Germ.)	Poweo	Swedyard
Air Products	Coflexip	Geco-Prakla	Lurgi	Procatalyse	Technip
Aker Geo	ConocoPhillips	General Motors		Pride Forasol-Foramer	Tecnimont
Alcatel Thomson	Coroplast	Geofluid	MAN	Prosernat	Thermodyn
Alstom	Cummins Power Generation	Geoservices	Martin & Lunel	Prüftechnik AG	Thomson
Al-Qahtani Group of Companies		Geostock	Masoneilan	Pullman Kellogg	Thyssen
Amarest	Dassault Aviation	GHH Borsig	Matra		Tianyi Petroleum
American Block	Davy Powergas	Group Five Pipe Saudi	MBB-Messerschmitt	RasGas	Equipment
Apicorp	Demag-Delaval		McDermott-ETPM	Red Adair	TMK
Aramco Overseas Co.	Deminex	Haldor Topsoe	Microsoft	Red Wing Shoe	Total
ASRY	Diesel Generating Co.	Halliburton	Mitsubishi	Rhône Poulenc	Toyo Engineering
Associated Octel	Diestman	Heurtey	Montubi	Rolls-Royce	TPS
Atlas Copco	Dowell Schlumberger	Hewlett Packard	MSA	RVS	Travocean
Atofina	Drewry Shipping	Hi-Force	Multiware Geophysical		Tri-State Oil Tools
	Duferco SA	Hitachi Zosen		SABIC	Trouvay & Cauvin
Baker Hughes		Horwell	Nat.Bk of Abu Dhabi	Saipem	T-Surf
Bailey	EDF	Hot Engineering	National Pipe Co.	Sapag	Turbomeca
BEA	Edinburgh Petroleum	Hughes Tool	National Supply Co.	SARAS	The Foxboro Company
Beicip	ENAFOR	Hyundai	Neles Oy	Saudi Aramco	
Bell Helicopter	ENI	IBM	Nichimo Co.	Saudi Diesel	Union Carbide
Bentec	ENSPM	IFP	Nuovo Pignone	Saudi Steel Pipe Co. Ltd.	US Steel
Black & Veatch Pritchard	ETAP	IMCO		Schlumberger	
BNP Paribas	Etihad Airways	Inmarsat	Ocean's King Lighting	Scientific Software	Vallourec & Mannesmann Tubes
Boltight Ltd.	ETPM	Ion	Octel	SECNA	Van Leeuwen
Bouygues	Eurocopter	ISL	Oil Tanking	Sercel	Van Ommeren
BP Amoco	Europipe	Italsider	Olayan Kimberly-Clark	Serimer Dasa	Vetco
Bristol Babcock	ExxonMobil	Isotub Coating	Oman Cement Co.	Shell	Vinci Technologies
British Gas		ITT Goulds	OMK	Siderexport	Viest Alpine
Brown & Root Condor	Fiat		Omni Flow Computers	SMF International	Voest Turbo
Brother	Finsider	Jallatte	ONGIO	Smith International	Voith
British Sulphur Corp.	Fisher Rosemount	Japan Gasoline Corp.	Onhym	Snamprogetti	Von Roll
Bruehl & Kjaer	Flopetrol	Jesco	Orbit Valves	Sofresid	
Bureau Veritas	Flow Control Techno.	Jeumont-Schneider	OTC	Sonatrach	
	FMC Export Corp.	JNOC		Sonelgaz	Wabash Power Equipment Co.
Cameron	Fochi	Jordan NRA	Pajak Engineering	SPE	Well-Flow Technologies
CECA	Foster Wheeler		Paktank	Spectro	Western Atlas
Cegelec	Foxboro	Kellogg Intl. Corp.	Paradigm Geophysical	Speichim	Weatherford
CIAS	France Telecom	Kuwait Petroleum Corp.	Petronas	Spie-Batignolles	Whessoe
CGG		Kvaerner Masa-Yards	Petroser	Spie-Capag	
Chetra	Gastech	Landmark Graphics	Petrotech	Spie-Offshore	Zamil Marine
			Petrotechnik AG	SPINA Group	

## YEARLY PUBLICATIONS

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