



U.S.

ENERGY MEDIA

2024 MEDIA KIT

U.S. ENERGY MEDIA

U.S. Energy Media publishes digital magazines in the oil and gas and renewable energy market that highlights the workforce and technology that move our energy world.



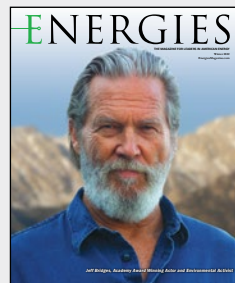
▶ OILMAN

OILMAN is an oil and gas business magazine covering the upstream value chain, including exploration, drilling, and production. Our coverage extends to the midstream pipeline and transportation market, and we report on developments in the downstream petrochemical and refinery segment.



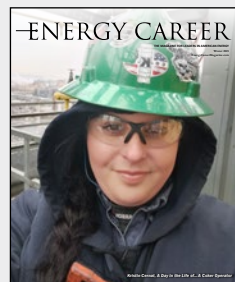
▶ OILWOMAN

OILWOMAN is the only magazine dedicated solely to highlighting the achievements of women across the energy spectrum covering the upstream value chain, including exploration, drilling, and production. The magazine's insightful content covering women in the industry, extends to the midstream pipeline and transportation market, and the downstream petrochemical and refinery segment.



▶ ENERGIES

ENERGIES is a renewable energy business magazine published four times per year. Our engaging content covers the alternative energy industry around the world. Each edition includes feature articles, Q&A interviews, energy scene highlights, emerging technology, and columns from our regular contributors.



▶ ENERGY CAREER

ENERGY CAREER is an online oil and gas and renewable energy career publication. Our engaging content covers the careers, education, and training of industry professionals from around the world. Companies recruiting for positions are listed along with profiles and resumes from job seekers.

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Contact U.S. Energy Media today!

advertising@useenergymedia.com • 800-562-2340

www.USEnergyMedia.com

U.S. ENERGY MEDIA Audience

Annual Website Visitors

137,000

Annual Website Page Views

311,896

Annual Website Sessions

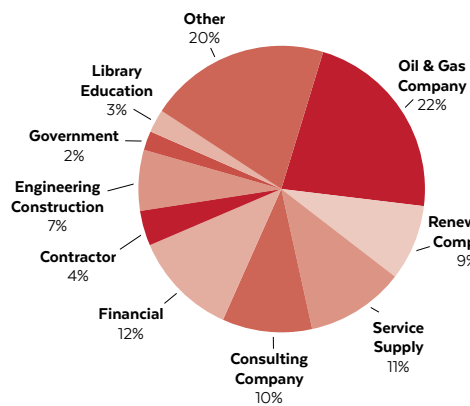
164,511

Readership 45,000

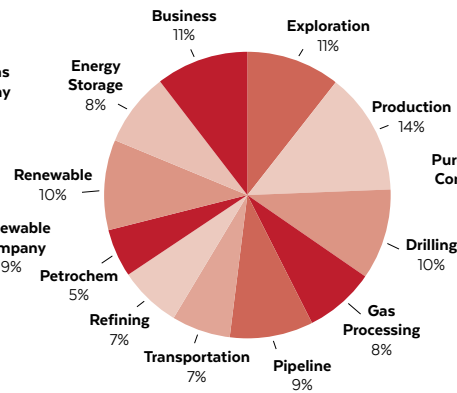
Includes magazine subscribers, newsletter opt-ins and qualified industry readers for:

—OILMAN —OILWOMAN —ENERGIES —ENERGY CAREER

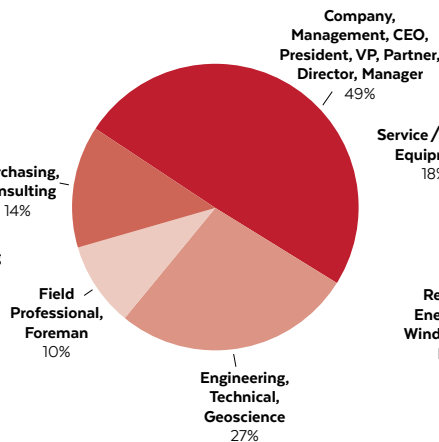
Primary Business



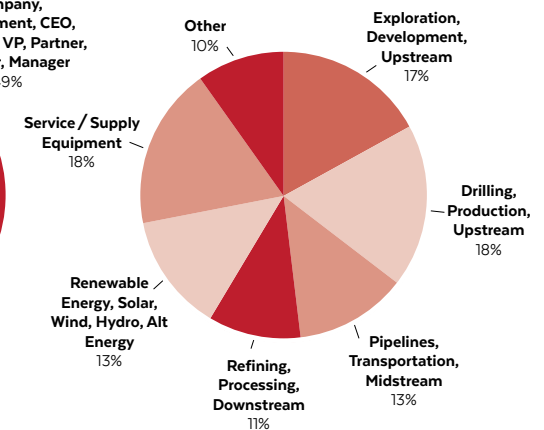
Primary Interest



Primary Job



Primary Segment



Inquire about website and readership metrics for individual titles.

Visitor Funnel

Direct 31%

Paid Search 26%

Organic Search 18%

Referral 12%

Social 8%

Email 4%

Other 1%



Device

60% Desktop

38% Mobile

2% Tablet

Social Media



70%

LinkedIn



22%

Facebook



6%

X (Twitter)



2%

Other



Gender

Male 61% ▶ Female 39%

Age

18-24 20% 25-34 23% 35-44 20%
45-54 16% 55-64 12% 65+ 8%

*The demographic data source is from Google Analytics: October 1, 2022 to October 1, 2023, for all websites (OILMAN, OILWOMAN, ENERGIES and ENERGY CAREER).

January / February

OILMAN

- ▶ 2024 Outlook
- ▶ Upstream A&D
- ▶ Carbon Capture and Storage

OILWOMAN

- ▶ Energy Transition
- ▶ Workwear Innovation
- ▶ Mexico Oil and Gas Market

Editorial Deadline
December 8, 2023

Advertising Deadline
December 15, 2023

March / April

OILMAN

- ▶ Downstream Software
- ▶ Offshore Technology
- ▶ Cybersecurity Threats

OILWOMAN

- ▶ Carbon Capture Utilization & Storage
- ▶ Digital Oilfield
- ▶ Offshore Alaska

ENERGIES (Spring)

- ▶ Renewable Energy Outlook
- ▶ EV Manufacturers

ENERGY CAREER (Spring)

- ▶ Day in the Life
- ▶ Oil and Gas Graduate Programs

Editorial Deadline
February 9, 2024

Advertising Deadline
February 16, 2024

May / June

OILMAN

- ▶ Robotics Innovations
- ▶ AI Innovation
- ▶ Machine Learning

OILWOMAN

- ▶ Crude Marketing
- ▶ Hydrogen Market
- ▶ Guyana Spotlight

ENERGIES (Summer)

- ▶ Wind Innovation
- ▶ Renewable Energy Industry Software

ENERGY CAREER (Summer)

- ▶ Continuing Education
- ▶ Careers in Renewable Energy

Editorial Deadline
April 12, 2024

Advertising Deadline
April 19, 2024

July / August

OILMAN

- ▶ E&P Products
- ▶ Midstream Storage and Transportation
- ▶ LNG Exports

OILWOMAN

- ▶ Bioenergy Technology
- ▶ California Wildcatters
- ▶ Offshore Norway

Editorial Deadline
June 7, 2024

Advertising Deadline
June 14, 2024

September / October

OILMAN

- ▶ Petrochemical Market
- ▶ Oilfield Education
- ▶ Upstream Software

OILWOMAN

- ▶ Continuing Education
- ▶ West and Midwest Oil and Gas Market
- ▶ Oil and Gas in Asia

ENERGIES (Fall)

- ▶ Solar Technology & Rare Earth Minerals
- ▶ Power for Tomorrow

ENERGY CAREER (Fall)

- ▶ C-Suite Leaders
- ▶ Trending Oilfield Careers

Editorial Deadline
August 9, 2024

Advertising Deadline
August 16, 2024

November / December

OILMAN

- ▶ Regulatory Market
- ▶ Shale Technology
- ▶ Hydrogen Industry

OILWOMAN

- ▶ Workplace of Tomorrow
- ▶ Helium, Butane and Propane
- ▶ Wearable Technology

ENERGIES (Winter)

- ▶ Geothermal Industry
- ▶ Bioenergy Market

ENERGY CAREER (Winter)

- ▶ STEM Education
- ▶ Energy Mentors

Editorial Deadline
October 11, 2024

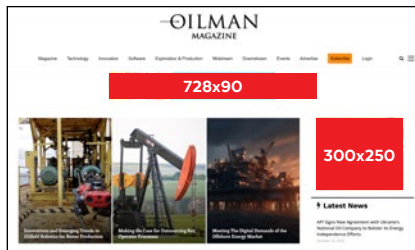
Advertising Deadline
October 18, 2024

Smart Package

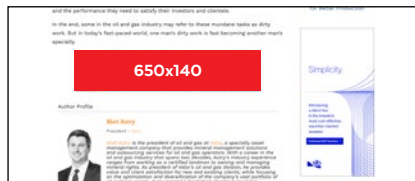
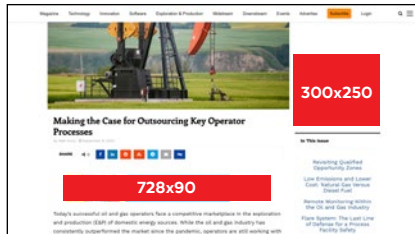
\$1,700 per month

Ad Dimensions: 728x90, 300x250, 650x140

Homepage Ad Display



Article Ad Display

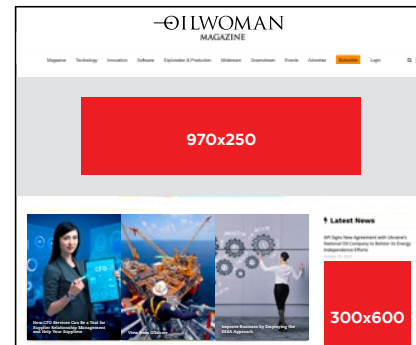


Classic Package

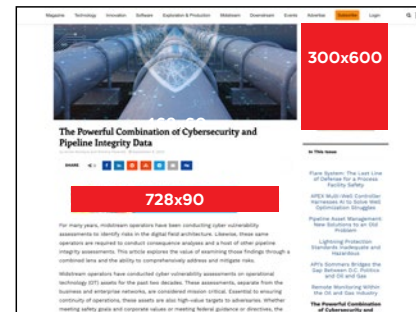
\$2,400 per month

Ad Dimensions: 970x250, 300x600, 728x90

Homepage Ad Display



Article Ad Display



Premium Package

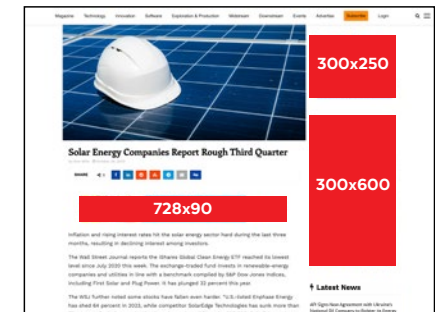
\$3,100 per month

Ad Dimensions: 1920x480, 300x600, 300x250, 728x90

Homepage Ad Display



Article Ad Display



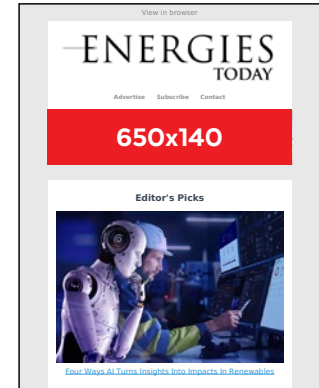
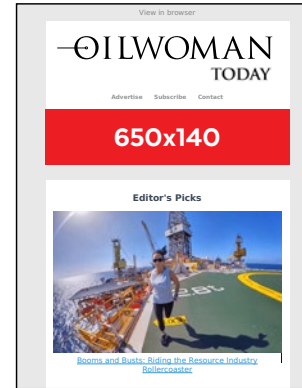
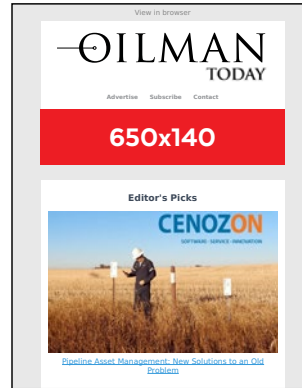
File Size: 200KB · **File Format:** GIF, PNG or JPG with a source link.

*Inquire about single banner rates and metrics. Banner ads rotate on OILMAN, OILWOMAN and ENERGY CAREER websites or separately on ENERGIES and ENERGY CAREER websites.

E-Newsletter

\$700 per month

Our e-newsletter banner advertising is a perfect solution to complement your website and print advertising campaign. Our opt-in newsletters are published monthly. The e-newsletter is sent directly to the inbox of oil and gas professionals in our regional audience and around the world.



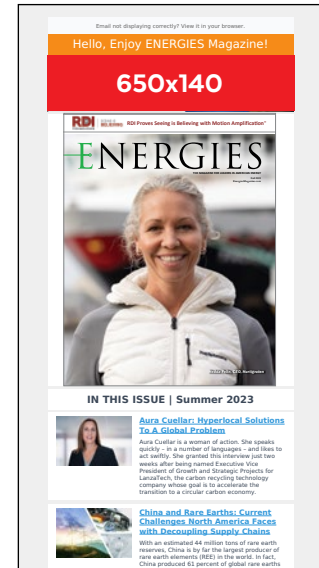
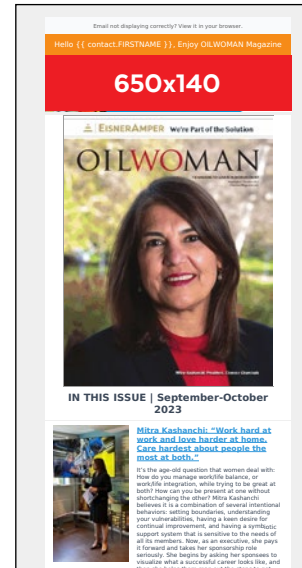
E-Alert

\$1,000 per month

Every month a new publication alert is sent to thousands of qualified oil and gas readers. Our publication alert promotes the magazine's industry-focused content and is well received by professionals eager to read the latest topics and trends shaping the industry. Promote your company's product and service with a banner ad in our next publication alert. Banners are limited to three per alert. Reserve your banner position today.

Banner Size: 650x140 • **File Size:** 200KB

File Format: GIF, PNG or JPG with a source link.



Guest Articles

\$2,000 per issue

Guest articles are available in *OILMAN*, *OILWOMAN*, and *ENERGIES Magazine*. Publishing an article is an outstanding way to increase brand awareness, establish thought leadership, develop engagement with buyers and drive traffic to your website. Guest articles effectively rank in search engines and are not removed by ad-blocker software.

When you submit your guest article, it is published in the magazine edition of your choice, appears online, sent to our e-newsletter subscribers, distributed at trade shows and promoted on our LinkedIn page.

Guidelines

All articles are featured on a single page and subject to editing and approval. Direct company references are limited to the contact statement in the author bio. Direct references to your products/ services and quotes from company representatives are prohibited. Contact us for article direction, we are happy to help.

Word Count: 1,000 - 1,200

Supporting Graphics: Photos, Illustrations, Graphs (2-4 images)

Include: Article title, author and bio with contact information



E-Blast

\$0.75 per contact

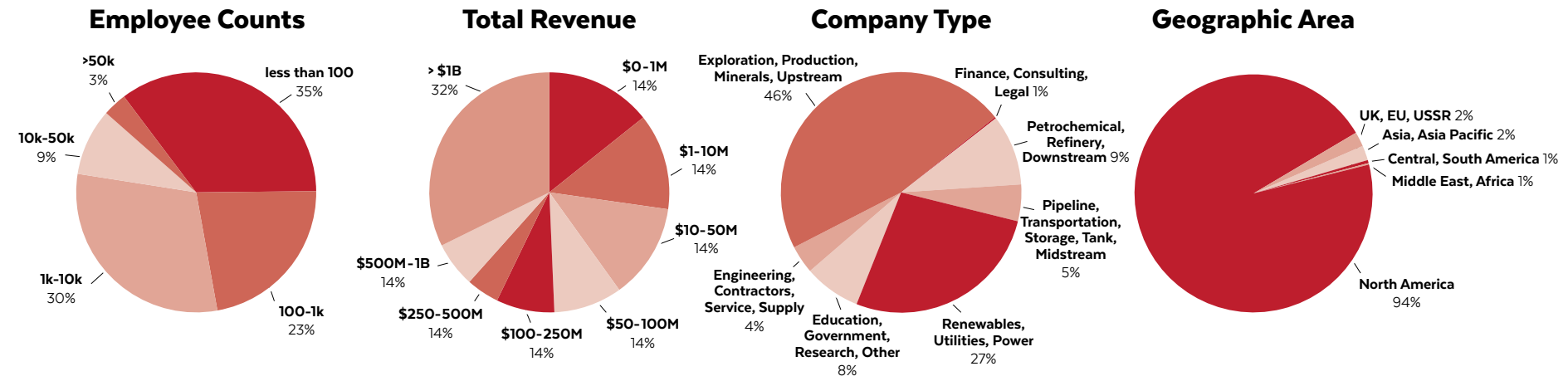
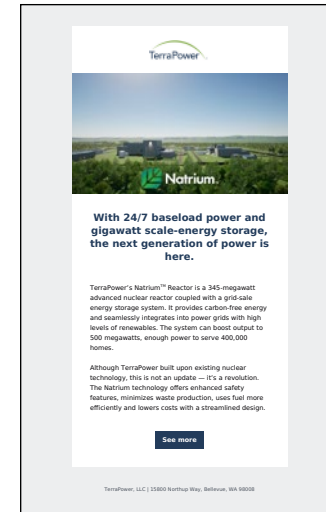
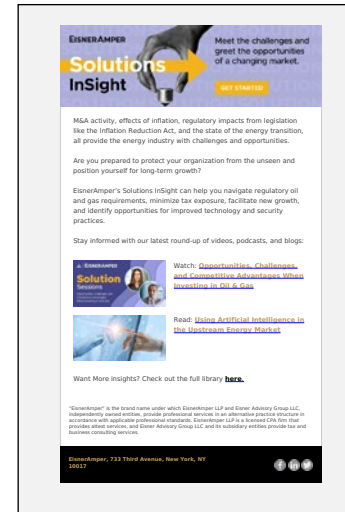
Announce your new product, unique service, company news or event to our audience instantly with a custom e-blast. Send us your HTML message and we'll email it to our list of qualified contacts. Only two e-blasts are sent per month.

E-Blast Requirements

Please ensure the HTML is error-free and W3C HTML compliant. We encourage you to avoid scripting and use image alt tags. Host images on your server and use fully qualified URLs for image SRC reference (e.g., src="http://www.example.com/images/photo.jpg"). Provide preview/test email address.

If you need our team to adjust HTML files not working properly, host images, or design your e-blast, there is an additional charge for these services.

Minimum purchase of 1,000 contacts.



Ad Placement

If available, two-page spreads are positioned within the first two pages of the magazine. Full page ads are placed facing editorial content, right hand read. Half-page ads are placed within editorial content, on either side of the page.

Print Ad Specs

File Format: PDF, JPG

Printing: Web press, CMYK/Process colors

Resolution: 300 dpi

Paper: 80lb. gloss inside, 80lb. gloss cover

	1/2 Page	Full Page	2-Page Spread
1x	\$3,700	\$4,200	\$6,200
3x	\$3,400	\$3,800	\$5,800
6x	\$2,900	\$3,200	\$5,200

We offer **high visibility ad space** for the inside front, inside back and back cover. Ask about premium ad space rates.*



2-PAGE SPREAD – 17" X 11"

Bleed Size: .125" on all sides
Gutter Allowance: .25" on the inside



FULL PAGE – 8.5" X 11"

Bleed Size: .125" on all sides
Gutter Allowance: .25" on the inside



1/2 PAGE – 8" X 5"

Bleed Size: None
Gutter Allowance: None

Our magazines are digital print publications with a flipbook format. The print edition has a limited run and is distributed at trade shows and complimentary copies are sent to select contributors. The print edition is a flip-style run for OILMAN and OILWOMAN Magazine and ENERGIES and ENERGY CAREER Magazine.

*Premium ads are published in the reserved space and are also published in the flip magazine as a regular ad insertion.

Magazine

\$1,000 per issue

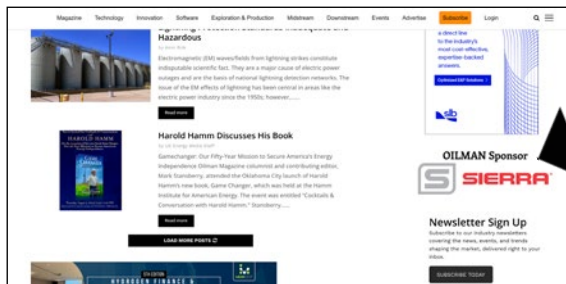
Get your brand in front of OILMAN, OILWOMAN, and ENERGIES readers by sponsoring our engaging magazine with your company logo, tagline, or guest article. With 10 editions per year, your brand will be noticed first at the top of each issue. One sponsor per issue.



Website

\$500 per month

Go a step further and sponsor our engaging websites with your brand's logo on the OILMAN, OILWOMAN, ENERGIES, and ENERGY CAREER homepage. The logo is positioned above the fold and links to your company's website. One sponsor per month.



OILMAN Sponsor



OILWOMAN Sponsor



ENERGIES Sponsor



ENERGY CAREER Sponsor



E-Newsletter

\$500 per issue

Get your company's brand in the hands of industry professionals by sponsoring an OILMAN, OILWOMAN, or ENERGIES newsletter. Your company's logo with a link is positioned prominently at the end of each newsletter. Only one sponsor per issue.



U.S. ENERGY MEDIA

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