



# worldexp<sup>ro</sup>

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## Why is WorldExpro essential reading?

As oil prices continue to remain volatile and consuming nations become increasingly determined to secure access to energy supplies, choosing the right investment and the right business partner has never been more essential. Investing in new technologies to further push the boundaries of oil and gas exploration and production is becoming more and more crucial to companies to boost reserves and output.

WorldExpro is the premier information source for the world's upstream oil executives who need reliable and accurate intelligence to help them make critical business decisions. Aimed at senior board members, operations, procurement and E&P heads within the upstream industry WorldExpro provides a clear overview of the latest industry thinking regarding the key stages of exploration and production.



### Regional focus > West Africa

## Change of gear?

Nigeria risks forfeiting its status as Africa's leading oil producer and losing billions of dollars worth of investment. Controversial government legislation, a steady stream of militant attacks and the increasing oil and gas production of nearby Angola are causing concern for international investors.



**N**igeria could be tipped from its spot as Africa's largest oil producer, being overtaken by Angola. The country's oil production is expected to decline over the next few years, according to a report by the International Energy Agency (IEA). This is due to a combination of factors, including a steady stream of militant attacks on oil infrastructure and the increasing oil and gas production of nearby Angola. The IEA report also notes that Nigeria's government is facing challenges in managing its oil resources, which could further impact its production. International investors are concerned about the political and economic stability of Nigeria, which could lead to a loss of investment in the country's oil sector.

### Insight > Flood & Flooting

## Experts from Shell examine 1 of pipeline vandalism and

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Table 1: Global production monitoring problems in West Africa	Country	Problem	Impact	Resolution
1	Nigeria	Production monitoring	Low	Low
2	Equatorial Guinea	Production monitoring	Medium	Medium
3	Gabon	Production monitoring	High	High
4	Congo	Production monitoring	Very High	Very High

The Middle East oil industry has seen tremendous growth in oil production and handling facilities, matched by an increased number of cyberattacks on production installations. Monitoring these installations presents a significant challenge for operators. However, these can be overcome by using a remote monitoring system, says **Abduhammed Bukhamin, Saudi Aramco**.

### Insight > Pipeline technology

## There may be trouble ahead

Iran plans to build the ambitious Pars pipeline to transport gas through Europe. WorldExpro examines how, in this critical domain, it will become an asset that requires active protection.



The Pars pipeline, a 10,000 km gas pipeline, is planned to transport gas from Iran through Europe. The pipeline is expected to be completed by 2015. However, the pipeline's route through Europe is a critical domain, and it will require active protection. WorldExpro examines how the pipeline will become an asset that requires active protection. The pipeline's route through Europe is a critical domain, and it will require active protection. WorldExpro examines how the pipeline will become an asset that requires active protection.

### TEC

## A close look from afar

A close look from afar



TEC is a leading provider of pipeline technology. The company's products are used to monitor and protect pipelines. The company's products are used to monitor and protect pipelines. The company's products are used to monitor and protect pipelines.

### LFLO

## PIPEFLO

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## In this issue

- Industry Overview
- Market Analysis
- Regional Focus
- Subsea Production
- Design Engineering & Construction
- Human Resources
- Fixed and Floating Production
- Data Management
- Instrumentation & Control
- Health, Safety and Environment

## Editorial March 2016

### The intelligence

#### Market outlook

GlobalData offers research from its latest survey looking at procurement and budgetary trends in the offshore oil and gas industry.

#### Vital stats

#### Hot topic

The newly-announced Maersk Culzean Project in the North Sea could be just one sign of a revived North Sea. Production has increased since the Chancellor's tax breaks earlier this year. World Expro finds what else could be on the horizon for the UK's oil and gas industry.

### Safety & security

**Dr. Kathryn Mearns, Human Factors Specialist, ConocoPhillips**

Working in the harsh unforgiving environment of an offshore production platform can be dangerous, but ConocoPhillips try to reduce the risks by focusing on behavioural-based safety.

### Subsea production

**Hans Christian Hamre, Subsea Processing Expert, Shell**

With the low oil price giving rise to even closer scrutiny of all investment decisions, flow assurance and subsea processing must benefit from industry-wide collaboration.

### Inspection, maintenance and repair

**Hesham Haleem, Senior Integrity Engineer, Wood Group Kenny**

The data collection throughout the lifecycle of offshore assets can be critical in prolonging their useful life. We find out what role this data collection plays and how it is best interpreted.

### Pipeline technology

**Mauricio Palomino, Senior Solution Architect, Intelligent Pipeline, GE Oil & Gas**

Sticking with the theme of big data, we find out the role it plays in the improving the safety and efficiency of pipelines, or 'Intelligent pipelines' as GE calls them.

### Drilling & well technology

**David Dowell, Drilling Consultant, Chevron**

Dual gradient drilling is one of the most rapidly developing parts of managed pressure drilling. We find out how Chevron approaches well control for this type of subsea drilling.

### Transport & logistics

**Vinod Menon, Global Sub category Manager, Schlumberger**

Given the industry's widespread operational footprint across many different environments, efficient logistics are critical. We find out how outsourcing can help to improve efficiency and save money.

### Operations

Are we seeing an era of consolidation in the oil and gas industry? With budgets tightening amid the drop in oil prices, will more mergers like that between Shell and BG Group become a reality?

*Editorial content is subject to change.*

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## Digital Edition

20,000 copies will be sent via email to senior decision makers who buy, specify and recommend products at major companies world wide.

### High Impact

Your advert will be placed in an environment in which the reader already has an interest and that will stimulate a strong impulse to buy. However, the real value comes when major decision makers suddenly find a focused journal, specifically dedicated to their needs, that they can easily share with their peers and teams.

The digital edition will provide links to your website, which will allow instant access or ordering. In addition, your advertisement or editorial can be enhanced with animation or video for greater impact and response.

### Search Engine Friendly

The digital edition of *World Expo* will be indexed by leading search engines, providing yet another way to draw readers to your advertisement. Readers looking for specific information will arrive at the digital magazine page as easily as at a website.



### Online advertising digital edition

Banner (468x60 pixels)

Mini Tower (120x300 pixels)

Spotlight (120x60 pixels)

### Production details

All ads must be supplied in either JPG, GIF, animated GIF, HTML or SWF file formats.

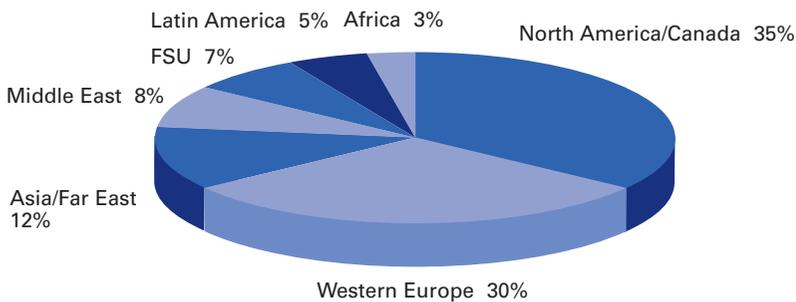
## Circulation and Readership

The key to *World Expro's* success is its carefully targeted ABC-audited circulation. *World Expro* reaches key decision-makers within state-owned and independent oil and gas producing companies, the contractor community and financial and consulting organisations. *World Expro* is read by personnel ranging from presidents and CEOs to heads of E&P, project managers and geophysicists to engineers.

*World Expro* is distributed in March and September internationally at corporate, divisional/ regional and project level and has an estimated readership of 56,000 (publisher's statement).



### CIRCULATION BY GEOGRAPHY



### CIRCULATION BY JOB FUNCTION

- CEO/President
- Regional, Divisional CEO, VP
- Head of Procurement
- Head of E&P
- Operations Director
- Project Manager (Logistics, Exploration, Drilling, Production)
- Departmental Head (Drilling, Subsea, HSE, Technical, Engineering)

Recipients include top-level decision-makers from companies such as:

We have a dedicated team of researchers working hard to ensure that our circulation list is constantly updated, and remains the finest database of key decision-makers in the world.

#### Oil Majors

- BP
- Chevron Texaco
- ENI AGIP
- ExxonMobil
- Royal Dutch Shell
- Total

#### National & Independent Oil Companies

- Amerada Hess
- Anadarko
- BHP Billiton
- CNOOC
- CNPC (China National Petroleum Company)
- ConocoPhillips
- EnCana
- Gazprom
- KPC (Kuwait Petroleum Company)
- Lukoil
- Marathon

- NIOC (Iran)
- NOC Libya
- Norsk Hydro
- Occidental Petroleum Corporation
- Pars Oil & Gas
- PDVSA (Petróleos de Venezuela)
- Pemex
- Pertamina
- Petrobras
- Petro-Canada
- PetroChina
- Petronas
- Petrotrin
- Repsol YPF
- Saudi Aramco
- StatoilHydro
- TNK BP
- Unocal
- Wintershall
- Yukos

#### Contractors

- AMEC
- Baker Hughes Inteq
- Cameron
- Expro
- FMC
- Halliburton
- KBR
- Landmark
- Saipem
- Schlumberger
- Subsea Seven
- Technip
- Transocean
- Weatherford
- Wood Group

## Additional Features

*World Expo* also offers the following to readers and advertisers:

- Product showcase editorial
- Reader response mechanism
- Industry analysis and supplier reports on the World Expo website

## Reader Response

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the buyers they need to influence.

*World Expo* offers readers numerous options to respond to advertisements. Each edition will feature a reader response system and a comprehensive advertiser index.

Direct responses to advertisements together with category responses are sent to advertisers at regular intervals for up to a year after publication.

## Advertising

Quality content combined with a first-class approach to circulation will ensure that advertisers are able to reach and impress the business leaders they need to influence.

- Your advertisement placed within the relevant editorial section
- A website listing

	Colour	Spot	Mono
Double Page Spread (DPS)	£10,900	£10,300	£9,850
Single Page	£5,900	£6,100	£5,800
Half Page	£3,900	£3,600	£3,400
Island	£4,500	£4,000	£3,800
<b>Special Positions</b>			
Outside back cover	£10,300	-	-
Inside Front/back cover	£9,800	-	-
Opposite contents	£8,700	-	-
Eight-page supplement flash front cover 1000 run-ons			
Four-page supplement logo within contents page 1000 run-ons			
Outsert			
Belly Band			

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