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Why is *World Expo* 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.

World Expo 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 *World Expo* provides a clear overview of the latest industry thinking regarding the key stages of exploration and production.



Bonus distribution at key industry events, *WEX* on display at ADIPEC Abu Dhabi



Further distribution of *WEX* on display at OSEA, Singapore

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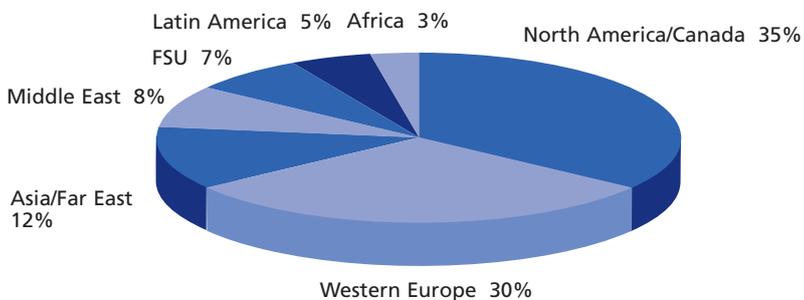
Circulation and Readership

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

Editorial Autumn 2020

Exploration and production

■ For decades, Guyana has been riven by civil strife, brain drain and corruption. A massive oil discovery by Exxon Mobil off its coast, however, promises to change all that. *World Expro* talks to David Goldwyn, chair of the Atlantic Council's Global Shale Initiative, about the potential of this new field, not only for international operators but also for the Guyanese economy in particular.

Design, engineering & construction

■ In the wake of the Covid-19 pandemic, the winds of change are blowing through the offshore oil sector – quite literally, in some cases. Oil and gas operators are now increasingly open to forging alliances with counterparts in the wind sector, seeing an opportunity for both hydrocarbon extraction and turbine emplacement across a wide range of rig sites. *World Expro* talks to Jayme Meier, upstream research co-engineering vice-president at ExxonMobil, and Monica Pettersen, assembly manager for Equinor, about this most unlikely of partnerships.

Drilling and well technology

■ Enhanced oil recovery is a tricky business, involving the injection of special materials into the well to increase pressure and, in turn, force out the remaining crude from the reservoir. New technologies promise to refine this process even further, boosting the efficiency of existing operations and, in the long-term, slowing down demand for new reserves. *World Expro* talks to Jorge O.S. Pizarro, senior advisor at Petrobras, and Mustafa Mohammed Almahfood, reservoir engineer at Aramco, about the latest EOR methods, and what they mean for the future of offshore oil.

Pipeline technology

■ Pipeline corrosion costs the oil and gas sector some \$2.5trn trillion a year to fix, a figure that's on the rise amid use of metal pipes and increased recovery rates from older fields. The replacement of steel with thermoplastics, however, promises to significantly reduce these costs. *World Expro* talks to Ramin Moslemian at DNV GL and Tim Dean, engineering advisor at the Occidental Petroleum Corporation, about how when it comes to pipes, plastic is perfect.

Operations management

■ Oil and gas companies spend millions of dollars each year on training new workers, getting them prepared for a tough and sometimes dangerous life offshore. But what if there was a way that all that training could be done from the safety of an onshore facility? Over recent years, firms have been trying just that - using virtual reality (VR) technology. From training employees in 3D walkthroughs of real-world locations, to getting them comfortable with emergency situations, VR is transforming how firms think about training - and how they go about sharpening safety procedures. Andrea Valentino talks to Marc Waterman, a deepwater project manager at Shell, and Amy Rude, supervisor for IT recruiting, training and functional development at ConocoPhillips, to learn how offshore teams are thinking about VR.

Digital oilfield

■ Exterior inspection of offshore rigs – often involving clambering up and over the structure at dizzying heights – can be dangerous work for engineers. Now, drones are stepping in to do the work. *World Expro* talks to Jordan Picard, digital incubation lead at the Inmarsat Product Group, and Niall McCollam, chief technology officer at Lloyds Register, about how UAVs are proving to be valuable assets when it comes to the assessment of corrosion damage and other hardware failures in places on the rig normally inaccessible to its workforce.

Safety & security

■ Covid-19 spreads with greater effectiveness in confined spaces where people work in close physical proximity. Oil rigs are no exception, with dozens of cases of engineers being tested or hospitalised from the virus emerging around the world. In the North Sea, operators are implementing a regime of testing that may well prove to be an ideal template for the rest of the industry. *World Expro* talks to Trevor Stapleton, health and safety director at Oil and Gas UK, and health and safety chief for BP, Dave King, to learn more.

Editorial schedule 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.

Additional Features

World Expro also offers the following to readers and advertisers:

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

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)	£10,800	-	-
Single Page	£5900	-	-
Half Page	£3950	-	-
Island	£3160	-	-
Special Positions			
Outside back cover	£10,500	-	-
Inside Front/back cover	£9500	-	-
Opposite contents	£6900	-	-

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David Chai
Senior Projects Director
Tel: +44-(0)207-936-6761
Email: david.chai@ns-mediagroup.com