



# OilVoice

## 2017 Media Kit

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““

*As a University that has a strong focus on providing professional courses and training for the energy industry we have found OilVoice to be a valuable platform for reaching key audiences in this field. They have always been very helpful and easy to work with, and most importantly we have benefited from increased views to our website as a result of advertising on the OilVoice website.*

Rachael Hayward, Marketing Officer  
**Robert Gordon University**

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*We have known and worked with OilVoice for more than three years. The OilVoice team offer a very consistent service, always flexible, friendly and of the highest quality.*

*As a conference organiser in the Oil and Gas market, we are constantly researching this sector and thanks to OilVoice we are always aware of current market trends and the latest industry news and updates.*

*Advertising with OilVoice has resulted in increased site traffic and an upshot in high quality leads.*

Julia Rotar, Head of Marketing  
**SMi Group**

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*OilVoice's newsletter is recommended [top-down] to our internal sales staff as a weekly-read must. This is because the delivered content is credible, interesting and directly pertinent to our market. For this reason, I know my company advertising efforts with OilVoice are reaching the right audience.*

Marketing Manager  
**NEOS GeoSolutions**

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*Advertising with OilVoice has produced awareness of the wide variety of services RPS has to offer across a wide number of industry sectors.*

Head of Recruitment  
**RPS**

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*OilVoice has been part of Ikon Science media promotion for the past three years for both branding and solution specific campaigns. OilVoice competently delivers on time, on target and to a respected audience.*

Julianne O'Brien, Marketing Manager  
**Ikon Science**



## Overview

Established in 2002, OilVoice has grown to be one of the world's premier oil and gas websites. Our traffic and membership numbers continue to grow year on year.

OilVoice is achieving 100,000 unique visitors and 250,000 page views per month.

Trusted by the leading names in oil and gas for more than a decade, OilVoice is your first choice when you need to raise awareness of your brand in this competitive industry.



## Advertising on OilVoice

OilVoice is able to provide cost-effective advertising opportunities for organisations looking to reach a global audience of oil and gas professionals.

We know that everyone has a different budget and marketing objective, so we understand the importance of listening to your needs. Together, we'll create a campaign that reaches your target audience, at a price you'll be impressed with.

### AT A GLANCE



MEMBERS

101,000



MONTHLY  
PAGE VIEWS

250,000



MOBILE  
VISITORS

30%



FACEBOOK  
FOLLOWERS

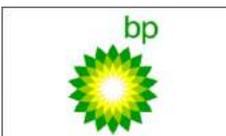
6,500



TWITTER  
FOLLOWERS

30,000

## Our clients include...



## Audience



- 
**North America**  
 - 30% of monthly visitors.  
 - Four page views per visit.
- 
**South America**  
 - 7% of monthly visitors.  
 - Three page views per visit.
- 
**Europe**  
 - 37% of monthly visitors.  
 - Six page views per visit.
- 
**Africa's**  
 - 5% of monthly visitors.  
 - Four page views per visit.
- 
**GCC**  
 - 7% of monthly visitors.  
 - Four page views per visit.
- 
**Russia FSU**  
 - 4% of monthly visitors.  
 - Three page views per visit.
- 
**Asia**  
 - 5% of monthly visitors.  
 - Four page views per visit.
- 
**Australia**  
 - 5% of monthly visitors.  
 - Three page views per visit.

Please note that figures are based on monthly averages.

## Country breakdown

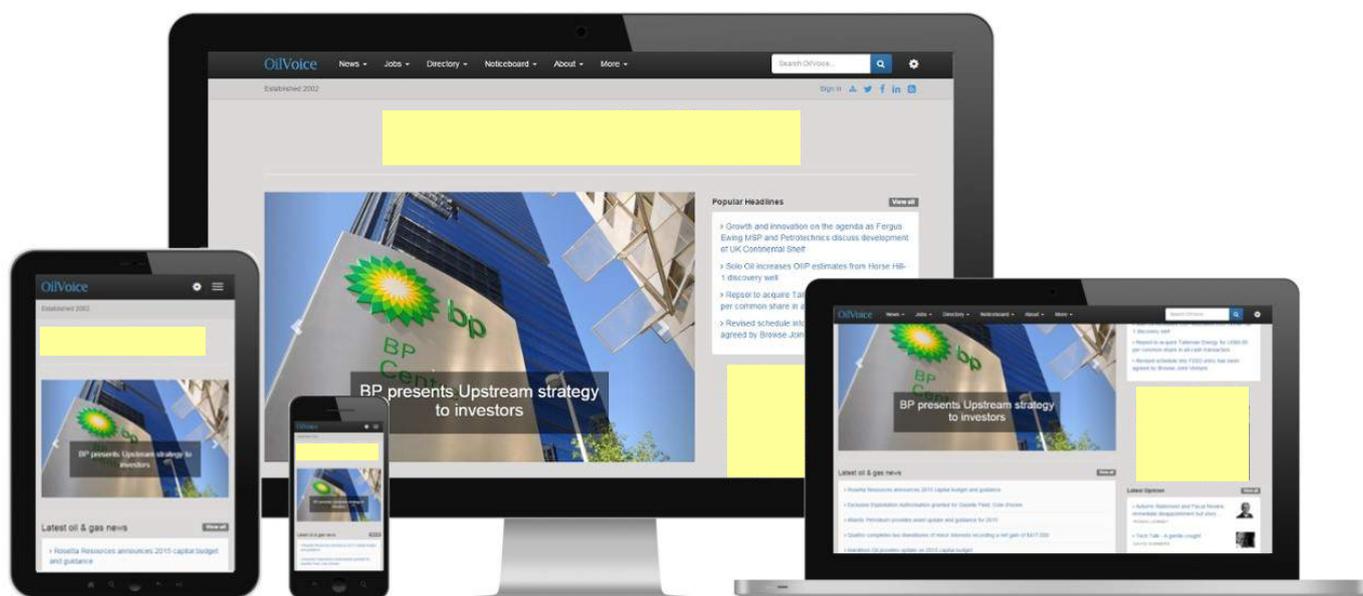
COUNTRY	VISITORS	PAGEVIEWS
UNITED STATES	25%	135,000
UNITED KINGDOM	29%	155,000
CANADA	5%	31,000
AUSTRALIA	5%	28,000
GCC	7%	42,000

The above figures are based on estimated monthly forecasts.

# Banner Advertising

OilVoice is designed to be 'Responsive'. That means the site works beautifully on phones, tablets and desktops. When you advertise you will have 4 different advert sizes, and our site will automatically calculate which is the best one to display based on the users device. You will reach a whole new audience of upstream mobile and tablet users.

With around 30% of our traffic now coming from phones and tablets it's vital that your advertising is optimised for all displays.



## Specifications & Pricing

	DIMENSIONS
<b>Large Top Banner</b>	728 x 90
<b>Medium Banner</b>	468 x 60
<b>Square Banner</b>	300 x 250
<b>Mobile Banner</b>	320 x 50



	ONE MONTH	THREE MONTHS	SIX MONTHS
<b>All four banners</b>	£1,200	£3,000	£5,000

We understand that no two companies are the same, that is why we're able to tailor advertising plans to suit any budget. Please get in touch with us on [adam@oilvoice.com](mailto:adam@oilvoice.com) for more information.

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## Price List

### Website Banners

ONE MONTH	THREE MONTHS	SIX MONTHS
£1,200	£3,000	£5,000

### Pinned press releases

We are able to 'pin' your press release to the top of the homepage for maximum coverage and traffic. The package includes 24 hours pinned to the top, and 3 Tweets to our 30,000 followers.

**Cost £200**

We understand that no two companies are the same, that is why we're able to tailor advertising plans to suit any budget. Please get in touch with us on [adam@oilvoice.com](mailto:adam@oilvoice.com) for more information.