

Oil & Gas Eurasia

Нефть и Газ ЕВРАЗИЯ

**UNLIMITED BUSINESS
OPPORTUNITIES**

EASE IN MARKET ENTRY

**SUPPORT OF STRATEGIC MARKETING
PARTNER IN THE USA**

**RUSSIAN & ENGLISH
PARALLEL TEXT**

**ONLY INDEPENDENT
BUSINESS-TO-BUSINESS
OIL & GAS MAGAZINE
IN RUSSIA**

U.S. OWNED, MOSCOW BASED

2004/2005 Media Planner



MARKET FOCUS

Azerbaijan Exhibition Issue South Caspian Market Update	Environment & Safety Standards Update	Update on Majors & Gazprom - Projects & Investments	Gas, Power & Electricity	Central Asia Kazakhstan, Uzbekistan	Arctic E&P
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OILFIELD TECHNOLOGIES

Drilling Waste Management Oil Based Muds Gas Production Technology	Horizontal Drilling & Completions Tubulars & Casing	Well Stimulation Drill Bits Welding	Wireline Products & Instrumentation, ABH Analysis Behind Casing Coiled Tubing	Multilateral Drilling Intelligent Completions	Coiled Tubing Underbalanced Drilling
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INFORMATION TECHNOLOGIES

Seismic Processing & Interpretation	Computer Fluid Flow Modeling	Satellite Communication Remote Site Telecom	Managing Pipeline Economics	Reservoir Modeling and Simulation	Management Support
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CONFERENCES

"Caspian Oil&Gas" Exhibition & Conference, Baku Rosnefteavtomatica, Moscow Standards & Certification Conference, Moscow Check for event updates at www.oilandgaseurasia.co	Neftegaz Exhibition, Moscow Russian Petroleum Congress, Moscow		Saratov Oil&Gas CITOGIC Tech, Moscow Russia/CIS Coiled Tubing Roundtable Offshore Northern Seas, Stavanger	SPE Technology, Houston IPLOCA Meeting, Berlin Russian Oilmen's Day Regional Exhibitions in Tyumen, Khanty-Mansiysk Surgut & Yamal Izhevsk Drilling Conference Oil Spill Response & Safety Exhibition, Moscow Yalta Summit U.S.-Russia Energy Policy Summit	Progas Egypt SPE Underbalanced Drilling Conference, Houston ICoTA Roundtables, Calgary, Aberdeen Pennwell Pipeline Rehab, Bahrain Drilling, Ukraine Rosmetal, Moscow
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DEADLINES

Closing Issue date	May 10 May 12	June 1 June 3	July 1 July 3	Aug. 1 Aug. 3	Sept. 1 Sept. 3	Sept. 28 Oct. 1
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COLOR DISPLAY ADS

# of Insertions	1x	2x	3x	4x	5x	6x	7x	8x	9x	10x	11x	12x
2-Page Spread	\$6,995	\$6,495	\$5,995	\$5,800	\$5,700	\$5,600	\$5,500	\$5,400	\$5,300	\$5,200	\$5,100	\$5,000
Full Page / Half Spread	\$4,995	\$4,695	\$4,500	\$4,400	\$4,300	\$4,200	\$4,100	\$4,000	\$3,900	\$3,800	\$3,700	\$3,600
Half Page	\$3,995	\$3,895	\$3,695	\$3,400	\$3,300	\$3,200	\$3,100	\$3,000	\$2,900	\$2,800	\$2,700	\$2,600
2/3 Page & 1/2 Island	\$4,195	\$3,295	\$3,900	\$3,800	\$3,700	\$3,600	\$3,500	\$3,400	\$3,300	\$3,200	\$3,100	\$3,000
Quarter Page	\$2,895	\$2,795	\$2,700	\$2,600	\$2,500	\$2,400	\$2,300	\$2,200	\$2,100	\$2,000	\$1,950	\$1,895

PREMIUM PLACEMENTS

# of Insertions	1x	5x	10x
Back Cover	\$6,495	\$6,195	\$5,995
Inside Front	\$5,995	\$5,695	\$5,495
Inside Back	\$5,495	\$5,195	\$4,995
Page Opposite	\$5,995	\$5,695	\$5,495

COVER AD BLOCK

\$15,000 Photo + logo in Ad Block on Cover + 6-page company profile prepared by Eurasia Press editorial staff. Suitable for reprinting as a brochure at additional cost.

BELLY BANDS

\$10,000 + Production costs. Spot or 4-color process.

INSERTIONS

\$0.40 per loose insertion/minimum order 1,000. Tip-ins at additional cost. Call us for a price estimate.

COURIER MATERIALS TO

8 Voznesensky per., Moscow, 1030009. Sender is responsible for using a courier which guarantees door to door delivery in Moscow. Eurasia Press is not responsible for clearing Russian customs.

BROCHURES

Eurasia Press can translate, design and manage the printing of brochures and other corporate marketing materials in Moscow.

WEBSITE ADVERTISING

Call your sales representative for pricing.

SUBSCRIPTIONS

\$240 per year. Discounts on corporate bulk orders.

Sakhalin & the Russian Far East	Service Companies M&A Opportunities Year in Review	2005 Investment Outlook Russian Majors & Gazprom	Pipes & Metallurgy Report: Standards (ISO, API, GOST, et al.)	Russian Export Markets Middle East, Africa, Asia Russia & OPEC	Natural Gas & Gas Processing Sibur & Gazprom Update
Sidetracking & Extended Reach	Perforating & Cementing	Artificial Lift Pumps: Downhole Submersible, Progressive Cavity, etc.	Drilling Rigs, Top Drives MWD (including LWD) Enhanced Recovery, Fraking	Coiled Tubing Muds & Downhole Chemicals	Drilling & Measurement Pumps, Compressors Valves & Process Controls for the Gas Industry
Engineering Centers	Surface Facilities Design & Optimization	Formation Evaluation & Logging Interpretation	Well Planning Economics Satellite Communications	Asset Management & Data Banking	Living Business Plan & Data Management
Sakhalin Investment, London Rostov-on-Don OiiTEK Metal Expo, Perm	Russian Summit Algerian Gas Exhibition Astrakhan Exhibition Central Asian Tech Bishkek		IP Week, London ExpoGas, St. Pete	ICoTA Coiled Tubing, Houston Pennwell Process Controls & Automation for Pipelines, Berlin Kremlin Summit for Russian Energy Policy Makers Rosneftemash, Moscow North Africa Pipelines, Algiers Kremlin Summit, Moscow	OTC, Houston INTERKAMA, Hanover National Data Repositories, Salekhard
Oct. 25 Oct. 28	Nov. 25 Nov. 28	Dec. 15 Jan. 1	Jan. 15 Feb. 1	Feb. 15 March 1	March 15 April 1

TECHNICAL SPECIFICATIONS

Photoshop EPS and TIFF (300–350 dpi, CMYK, size 1:1, no unused selections or paths). JPEG format with maximum quality (300–350 dpi, CMYK, size 1:1). **Adobe Illustrator EPS** (colors CMYK, text in outlines, embedded graphics CMYK, 300–350 dpi, size 1:1, according to publication size). **CorelDraw CDR** (colors CMYK, text in curves, graphics in CMYK, 300–350 dpi, size 1:1, per publication size). **QuarkXPress QXD—for MAC only** (include all fonts and graphic elements used in the file, remove all unnecessary colors, all colors must be CMYK or compatible with CMYK Pantone). Provide color printouts & technical instructions for materials sent as electronic files.

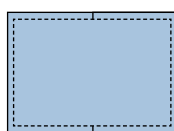
Film positives: 175 lpi, density no less than 3.9, positive, emulsion side down. Color proof preferred.

Text Submissions: MS-Word for Windows without any graphic elements.

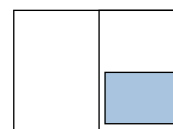
Photo Submissions: Glossy prints preferred to matte (size from 241:35 to 305:432 mm), color negatives (35 mm).

ADVERTISING MODULES

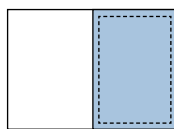
page size **210 × 297 mm**



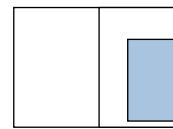
2-PAGE SPREAD
bleed **430 × 307 mm**
live area **392 × 265 mm**
trim **420 × 297 mm**



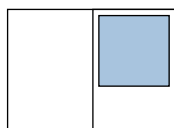
1/2 horizontal
183 × 131 mm



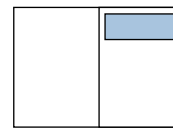
1 PAGE
bleed **215 × 307 mm**
live area **183 × 265 mm**
trim **210 × 297 mm**



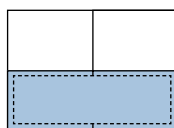
1/2 island
131 × 182 mm



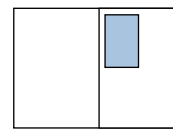
2/3
183 × 177 mm



1/4 horizontal
183 × 65 mm



1/2-PAGE SPREAD
bleed **430 × 151 mm**
live area **392 × 116 mm**
trim **420 × 146 mm**



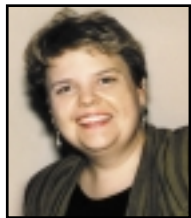
1/4 vertical
86 × 131 mm

Digital File Submissions: CD-R/RW, ZIP 100, 250 Mb, floppy disk 3.5". File names in Latin script (English) only.

** No Adobe PageMaker, Adobe InDesign files or ad layouts in Microsoft Word. No photos clipped from printed materials. No photos in MS Word, Power Point, PDF, GIF.*

LOCAL KNOWLEDGE, WORLDWIDE REACH

Meet Oil&Gas Eurasia's Editorial Team



Pat Davis Szymczak,
Publisher & Editor

An American journalist and former Chicago Tribune staff writer, Pat Davis Szymczak launched Oil&Gas Eurasia four years ago. She is the owner of U.S.-based Eurasia Press, Inc., which publishes OGE and provides market entry assistance to U.S. and European firms, through consulting and trade show support. Pat holds a BA in Russia Area Studies and International Relations from Knox College, and an MS in government journalism from the University of Illinois. A Russian speaker, Pat has lived since 1994 in Moscow, where she launched the Russian business of UK publisher, Petroleum Argus, and initiated the Argus "marker crude price" for Caspian oil. She was also an editor at Russian Petroleum Investor (RPI) and set up the international marketing department of Russian publisher, Oil&Gas Vertical. During her 19 years in U.S. journalism, Pat was Financial Editor of the St. Louis Globe-Democrat and Senior Editor at the commodities trade journal, Futures, in Chicago, before joining the Chicago Tribune in the mid-1980s.



Ivetta Gerasimchuk,
Business Development

Ivetta is a graduate of the Moscow State Institute for International Relations (MGIMO) where she earned a BA in International Relations, and an MA in International Business Administration. Ivetta writes for Oil&Gas Eurasia on refining, petrochemicals, metallurgy, and ecology, drawing on her experience as Head of Market Research at the Centre for Current Politics in Russia, a Moscow think tank. Ivetta edited the Centre's weekly analytical bulletin on Russian Federal Economic Policy. She speaks Russian, English, German and Afrikaans. As head of Business Development at Eurasia Press, Ivetta is focused on developing conferences, trade shows and consulting opportunities.

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If you're a freelance writer with practical knowledge of oil and gas technologies, and/or the oil business in North or South America, The Middle East, Europe, Africa or Asia, Eurasia Press wants you!
E-mail: pat@oilandgaseurasia.com.



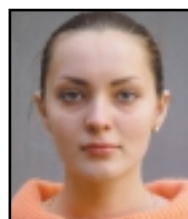
Bojan Soc,
Managing Editor

A veteran Russia-based journalist, Bojan joined Oil&Gas Eurasia after having worked as the news editor for the English-language Moscow Tribune Newspaper and as Moscow correspondent for United Press International. Bojan writes about Russia's largest oil companies and equipment manufacturers and about major trends in the Russian and Caspian oil and gas industry. He also manages OGE's editorial team in Moscow and correspondent network throughout Eurasia. A Serbia & Montenegro national, Bojan has lived in Moscow since the late 1980s. He holds an MA from the Moscow State Pedagogical University and speaks Russian, English, French and Serbo-Croatian.



Olga Grigorieva,
Technology Editor

Olga is a Russian oilfield specialist with an MS from the Gubkin Russian State Oil and Gas University in Moscow in oilfield development and production. She has worked in the Russian oil patch with downhole fluids company Burchimsnab Ltd., a former bentonite producer in Ekaterinburg. She began her journalism career at the Gubkin student paper. Before joining Oil&Gas Eurasia, she was an editor at the scientific magazine, "Geology, Geophysics, and Oil&Gas Production" in Moscow. Olga speaks Russian and English. She is also a PhD candidate at Gubkin University in petroleum science.



Natalia Vialkina,
Research Editor

Natalia joined Oil&Gas Eurasia from Russia's premier international news agency, Interfax, where she wrote for the daily economic news bulletin. At OGE, Natalia, who speaks Russian and English, compiles the monthly Corporate Monitor and Statistics sections, and covers oil business news in Moscow and the regions. Natalia began her journalism career before entering university, working for a small town newspaper. Later, she managed a special economic section in the Vechernaya Moskva newspaper. She has also written for Russian television and is completing a Journalism degree at Moscow State University.

Want to build your brand in fast growing Eurasian markets like Siberia, Sakhalin or the Caspian?

Don't quite know how?

Let Eurasia Press and C4/Omnigroup, Inc. show you "How Easy It is!"

Eurasia Press and C4/Omnigroup are experts in demystifying the Russian market and in assisting advertisers in market entry and building brand awareness.

U.S. owned Eurasia Press publishes Oil&Gas Eurasia, Russia's only independent b2b upstream trade journal. This Fall, Eurasia Press will launch two new titles – Eurasia Processing and Eurasia Offshore.

And now, C4/Omnigroup has joined forces with Eurasia Press, as its Strategic Marketing Partner in the Americas, to assist you in taking advantage of these opportunities.

Located in Houston, Texas, C4/Omnigroup is a recognized leader in developing marketing strategies for oil and gas related businesses. Together, Eurasia Press and C4/Omnigroup, can strengthen your presence on the Russian frontier.

**technology focused,
bilingual, advertiser
friendly**

Eurasia Press publishes Oil&Gas Eurasia in bilingual, Russian and English parallel text. This gives advertisers twice the chance of reaching the right buyer or business partner. Advertisers also get "peace of mind" in fully understanding the editorial context in which their advertising message is conveyed.

Oil&Gas Eurasia is technology focused, bringing the best of what the world is selling to the attention of buyers in Russia and the Caspian. We deliver your advertising message direct to the Eurasian oilpatch from our Moscow editorial and distribution office. Only Eurasia Press is represented in Siberia, on Sakhalin Island, in Yamal, Komi, Tatarstan, Kazakhstan and Azerbaijan. No other American-based publication can make this claim.

And we're willing to prove it. Oil&Gas Eurasia is the only oil and gas publication in Russia and the Caspian to have applied for an independent circulation audit.

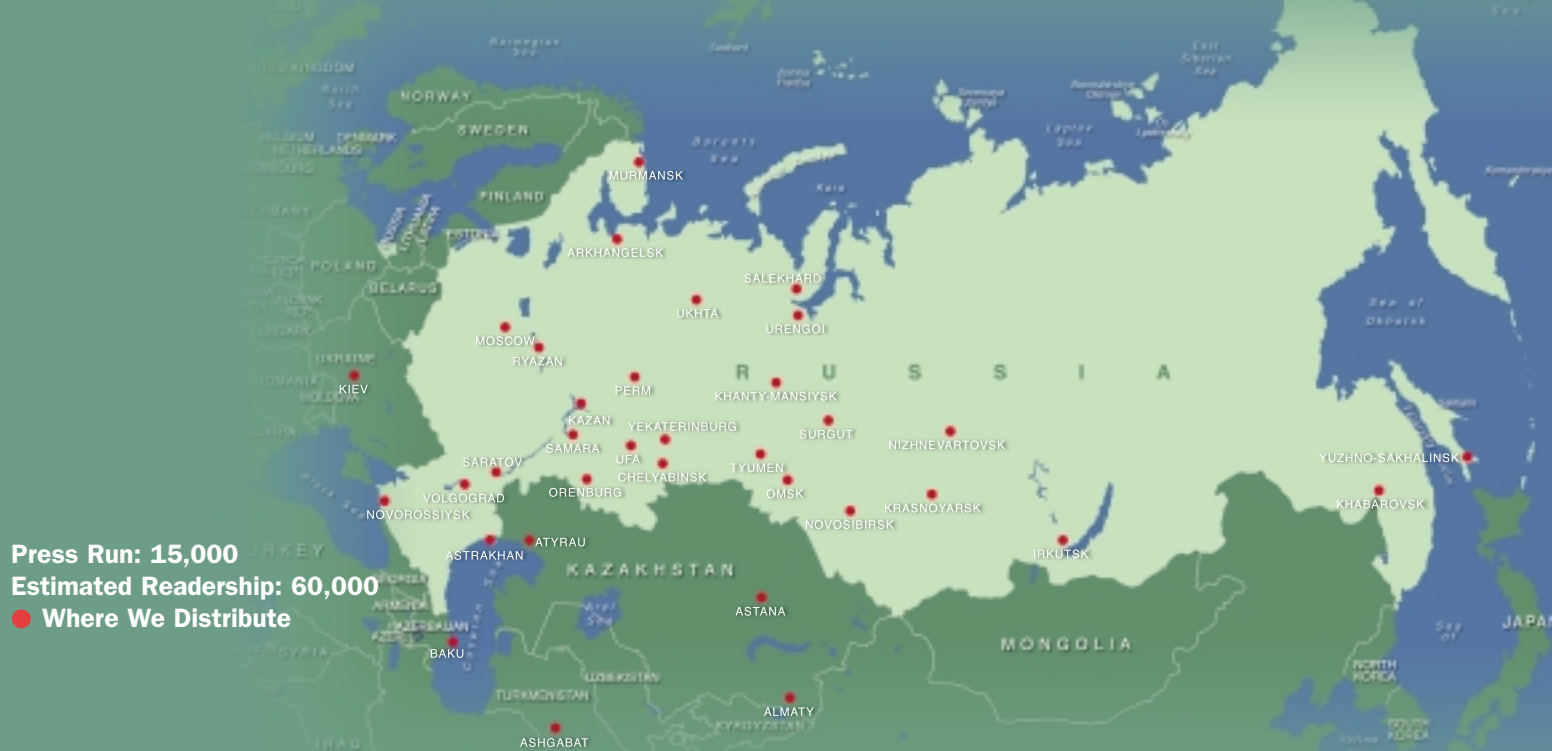
**local presence,
international standards**

With Eurasia Press, you get the best of both worlds. The comfort factor of dealing with an American owned and managed trade publisher which meets international standards, and the marketing impact of dealing with a local player with a multilingual staff headquartered in Moscow. Eurasia Press is a member of the American Chamber of Commerce in Russia.

**new marketing strength in the
Americas**

By adding the strength of C4/Omnigroup, a marketing partner in the Americas that understands the industry, advertising with Eurasia Press is now clearly the smartest, and the easiest, way to maximize your presence in Russia, from Siberia to Sakhalin, Murmansk to Ukraine, and throughout the Caspian.

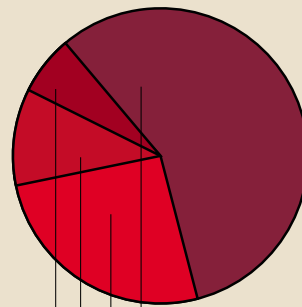
Eurasia Press Delivers! B2B to Your Customers



Press Run: 15,000
Estimated Readership: 60,000
● Where We Distribute

- Distributed by mail to qualified subscribers worldwide; also by courier through regional representatives of Eurasia Press in key oil regions across the market's 13 time zones.
- Distribution onboard selected Russian airlines in business class and at hotel business centers.
- Distribution at newsstands in Moscow headquarters of Russian majors, including Gazprom, LUKoil, Yukos, TNK-BP, and others.
- Bonus distribution at international and regional exhibitions and conferences.

DISTRIBUTION



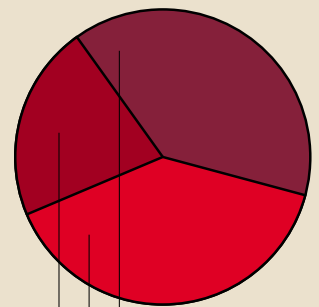
60% integrated oil majors, state oil companies & other government organizations

25% service companies, drilling contractors, consultants

10% equipment manufacturers

5% banks, financial institutions, universities

READERSHIP PROFILE



42% presidents, vice presidents, business development managers

38% senior engineers, chief geologists

20% financial, governmental, consultants

MOSCOW HEAD OFFICE

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