

Offshore®

2021 MEDIA KIT



AUDIENCE | MARKETING SOLUTIONS | DIGITAL ADS | NEWSLETTERS | CONTENT CALENDAR | SPECS | SALES



AUDIENCE INSIGHTS

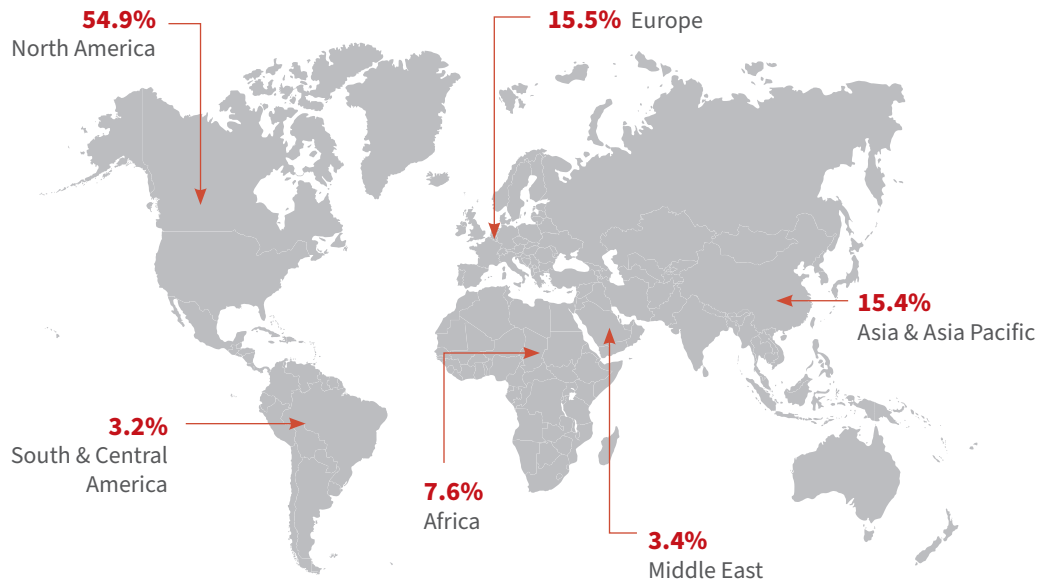
With more than 48,000* qualified subscribers, *Offshore* is published 6 times a year and is available in both print and digital formats. *Offshore* magazine, its website Offshore-mag.com, and its daily and monthly eNewsletters are resources that the marine offshore industry relies on to deliver timely news on trends and technologies that are setting new standards of performance and engineering.



48,004

Total Qualified Circulation*

GEOGRAPHIC BREAKDOWN*



* June 2020 VAC, Publisher's Statement

BUSINESS/INDUSTRY*

Oil & Gas Company or Oil & Gas Consulting Company **69.2%**

Contracting Companies – Drilling, Seismic, Pipeline, Fab Yard Companies **15.2%**

Engineering Companies **9.4%**

Service & Supply Companies **4.5%**

Educational Institutions/Government/Research Labs/Insurance or Financial Services **1.3%**

Others Allied to the Field **0.4%**

JOB FUNCTION*

Executive Management/Management/Purchasing **59.0%**

Engineering, Consulting **31.5%**

Field Professional (Superintendent, Foreman, Tool pusher) **4.8%**

Geology, Geophysics **2.5%**

Others Allied to the Field **2.2%**

AUDIENCE INSIGHTS

Offshore

WEBSITE TRAFFIC**



401,156

Avg Monthly Page Views



121,751

Avg Monthly Users (Visitors)



188,079

Avg Monthly Sessions (Visits)

NEWSLETTER RECIPIENTS

AS OF 7/31/20:



Offshore Daily: **47,974**

Offshore Drilling: **38,364**

Offshore International: **46,337**

Offshore Renewable Energy: **31,229**

Offshore Subsea: **39,732**

SOCIAL MEDIA AUDIENCE

AS OF 7/31/20:



Facebook Likes: **78,403**



Twitter Followers: **42,643**



LinkedIn Members for *Offshore*: **3,346**

LinkedIn Members for *Oil & Gas* and *Offshore Events*: **6,251**

** Google Analytics, 3-month average: 5/1/20 - 7/31/20



MEET THE INFLUENCERS

Offshore



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TECHNICAL & CONTENT EXPERTISE

Delivering technical and content development expertise that ensures content is accurate, engaging and focused on the topics that professionals need to know about to stay current.



IDEATION & DEVELOPMENT

Collaborate with our topic experts to develop topics that will attract target audiences, validate market perceptions and ensure content marketing success.



DATA & INSIGHTS

Deep industry knowledge paired with with data and insights from analytic tools provides us the ability to leverage metrics for content decision making and deliver the right content, in the right channel, to the right audience, at the right time.

FOCUSED CONTENT

Offshore is the leading source of timely, actionable and relevant news and technical content for the offshore oil, gas and renewable energy industries. It delivers the content to a global audience through a mix of print and digital platforms, and in-person events.

Offshore covers all phases of upstream oil and gas development:



GEOSCIENCES

After a lease has been acquired, the first step in the search for oil and natural gas resources is conducted through seismic surveys, which produce sound waves that help scientists map the ocean floor and the geology beneath it.

DRILLING & COMPLETION

Once a target has been identified, a mobile offshore drilling unit is mobilized to the location to drill an exploration well. If a discovery is made, the well is completed and temporarily abandoned, and a rig is used to drill appraisal wells in the area to help define the reservoir and production rates.

ENGINEERING & CONSTRUCTION

The engineering phases for concept selection and detail engineering begin while appraisal drilling is underway. After the development concept has been selected, the project is sanctioned and then detail engineering and design, construction, and installation activities are carried out.

PRODUCTION OPERATIONS

Following platform hookup and commissioning, oil and natural gas can flow from the reservoir to the production facility for processing, and from there to other systems or to market. Surveys of the platform are conducted regularly above and below the water line to assess asset integrity. After the production platform has reached the end of its design life, it is either upgraded for extended service or decommissioned.

OFFSHORE RENEWABLE ENERGY DEVELOPMENT

Offshore renewable energy is generated by technology that converts wind, waves, tides, and other natural resources to power. This power supports offshore oil and gas infrastructure, and it also is a source for electricity grids onshore. One of the fastest growing offshore renewable resources is wind, and oilfield services play a role in its development. About 40% of an offshore wind project has synergies with an offshore oil and gas development. This includes the design, construction, installation, and maintenance of the wind turbine foundation, substation, and subsea cables.

OFFSHORE SPONSORED CONTENT POLICY

Offshore's sponsored content policy provides interested parties with the opportunity to get a more detailed and nuanced message in front of the *Offshore* audience – more than a print advertisement would allow. It enables interested parties to tell their story.

The sponsored content policy is perfect for companies that have editorial and advertorial messaging for products and services that are:

- * New or recently introduced into the market
- * Have not yet been used in the field or specified for purchase
- * Are targeted to new or non-traditional sectors within the offshore community.

Contact your account manager for details.



2021 EDITORIAL CALENDAR

	JANUARY/FEBRUARY	MARCH/APRIL	MAY/JUNE	JULY/AUGUST	SEPTEMBER/OCTOBER	NOVEMBER/DECEMBER
ISSUE FOCUS	Project Design & Development	Subsea Technology	Drilling & Well Construction	Offshore Renewable Energy	Engineering & Construction	Digital Technology
MARKET OUTLOOK	Capital & Operational Expenditure	Subsea Production	Drilling Activity Update	Offshore Wind Power	Fixed & Floating Platforms	Automation & Digitalization
TECHNOLOGY FOCUS	Project Economics Field Development Topsides, Platform & Hull Design Heavy-Lift Installation Drilling & Production Risers	Subsea Tiebacks Flowlines & Pipelines AUVs & ROVs Condition Monitoring Subsea Power & Control Systems	Drilling Rig Systems & Technology HP/HT Technology Well Construction/Completion Well Control Reservoir Engineering	Floating Wind Turbines Carbon Capture, Storage & Reuse Health, Safety & Environment Low-Carbon Operations Power Systems	Floating Production Systems Platform Life Extension Deepwater Operations P&A/Decommissioning Remote Control & Monitoring	Machine Learning/ Artificial Intelligence Digital Engineering & Operations Autonomous Operations Data Management & Analytics Voice & Data Communications
MAPS & POSTERS	US Gulf of Mexico Map	Subsea Processing/ Boosting Poster	Deepwater Records, Solutions, & Concepts	Floating Wind Technology Poster	FPSO Poster	Drones & Remote Inspection Systems
SPECIAL REPORTS/ SURVEYS	Deepwater Gulf of Mexico Discoveries	Top 10 Drilling Contractors Port Fourchon & French Supplements	Rotary Steerable Systems	Wind Installation Vessels	Environmental Drilling & Completion Fluids	Offshore Global MWD/LWD Services European Supplement
AD CLOSE	12/23/20	3/2/21	4/26/21	6/28/21	8/30/21	10/29/21
MATERIAL DUE	1/6/21	3/11/21	5/5/21	7/8/21	9/9/21	11/9/21
BONUS DISTRIBUTION	Offshore Wind Executive Summit	Offshore Technology Conference SPE/ICoTA Well Intervention	AAPG ACE	Offshore Europe Deepwater Operations Topsides, Platforms & Hulls AWEA Offshore WINDPOWER Business Network for Offshore Wind IPF Subsea Tieback Forum & Exhibition	SPE ATCE SEG International Exhibition	World Petroleum Council


PRINT ADVERTISING RATES | SPECS

PRINT AD SPECS

All text, logos, borders, and boxes that do not bleed should stay within the live area. No charge for bleed.




FULL PAGE SPREAD
Live: 15 x 10"
Trim: 15.5 x 10.5"
Bleed: 15.75 x 10.75"



HALF PAGE SPREAD
Live: 15 x 5"
Trim: 15.5 x 5.5"
Bleed: 15.75 x 5.75"




FULL PAGE
Live: 7.25 x 10"
Trim: 7.75 x 10.5"
Bleed: 8 x 10.75"




2/3 PAGE
Live: 4.5 x 10"
Trim: 5 x 10.5"
Bleed: 5.25 x 10.75"

2/3 PAGE NON-BLEED
4.375 x 9.5"



1/2 PAGE VERTICAL
Live: 3.375 x 10"
Trim: 3.875 x 10.5"
Bleed: 4.125 x 10.75"

1/2 PAGE VERTICAL NON-BLEED
3.25 x 9.5"




1/2 PAGE HORIZONTAL
Live: 7.25 x 4.875"
Trim: 7.75 x 5.375"
Bleed: 8 x 5.625"

1/2 PAGE HORIZONTAL NON-BLEED
7 x 4.875"




1/2 PAGE ISLAND
Live: 4.5 x 7.375"
Trim: 5 x 7.875"
Bleed: 5.25 x 8.125"

1/2 PAGE ISLAND NON-BLEED
4.4375 x 7.375"



1/3 PAGE HORIZONTAL
Live: 7.25 x 3.375"
Trim: 7.75 x 3.875"
Bleed: 8 x 4.125"

1/3 PAGE HORIZONTAL NON-BLEED
7 x 3.3125"



1/3 PAGE VERTICAL
Live: 2.25 x 10"
Trim: 2.75 x 10.5"
Bleed: 3 x 10.75"

1/3 PAGE VERTICAL NON-BLEED
2.125 x 9.5"



1/3 PAGE SQUARE
4.4375 x 4.875"



1/4 PAGE
3.25 x 4.875"



1/6 PAGE
2.125 x 4.875"

DISPLAY ADVERTISING RATES

4-COLOR RATES	1X	3X	6X	12X
Full Page	\$9,855	\$9,675	\$9,450	\$9,225
2/3 Page	\$7,875	\$7,740	\$7,605	\$7,470
1/2 Page	\$6,413	\$6,300	\$6,188	\$6,075
1/3 Page	\$4,928	\$4,838	\$4,725	\$4,613
1/4 Page	\$3,960	\$3,870	\$3,780	\$3,690
1/6 Page	\$3,375	\$3,218	\$3,105	\$2,880
Full Page Spread	\$17,235	\$16,920	\$16,605	\$16,290
1/2 Page Spread	\$11,250	\$11,025	\$10,800	\$10,575

DISPLAY ADVERTISING RATES

PREMIUMS <i>(Add to 4-color rate)</i>		DISCOUNTS <i>(Subtract from 4-color rate)</i>		SPLIT RUNS
Cover 2	10%	B&W	\$2,340	\$1,250
Cover 3	10%	2-color	\$1,115	
Cover 4	15%			
Island	\$650			

HOW TO SUBMIT YOUR PRINT AND/OR DIGITAL AD MATERIAL

TO FTP TRANSFER	For large files over 10MB, please send via ftp, using a free service such as www.wetransfer.com . Please use ebm-admaterial@endeavorb2b.com in the "email to" field for your upload. <i>Be sure to include: advertiser name, publication name, and issue date in the message field</i>
TO EMAIL PRINT MATERIAL	For files up to 10 MB, please email your ad to: ebm-admaterial@endeavorb2b.com . Include advertiser name, publication name, issue date.

Cancellations: Cancellations must be submitted in writing and will not be accepted after the published ad material deadline. Cover positions cannot be canceled. Verbal cancellations will not be accepted.

Multi-Page and Inserts: *Contact account manager for rates and specifications.*



MARKETING SOLUTIONS GUIDE

Our portfolio of media and advertising solutions are built to leverage trusted content and high-performing channels. The result is successful campaigns that drive conversion for marketers through intelligence gathering, content development, interactive storytelling, targeted campaigns and lead generation.

- RESEARCH
- LEAD GENERATION
- EVENTS
- VIDEO
- DIGITAL ADVERTISING
- NEWSLETTERS
- NATIVE ADVERTISING
- TARGETED MARKETING
- PRINT ADVERTISING
- MARKETING SERVICES

RESEARCH

Start with Insights to Guide your Marketing Strategy

Rely on our research development and data analysis expertise to ensure your program delivers meaningful and relevant insights. Subject matter experts will help guide thought leadership topics and ensure statistically valid results from target audiences.

INDUSTRY INSIGHTS

Leverage research as a lead generator by providing your audience with research-backed data on hot-button issues. Measure pain points, organizational impact and future outlooks on specific topics, use data points to drive your content marketing strategy.

Deliverable is a 10-15 page report that provides a clear understanding of the topic and helps audiences benchmark their position relative to their peers.

STATE OF THE MARKET

Develop thought leadership and generate high-quality leads with this market-facing research report that will help your target audience understand the forces at play and gain insights for smart decision-making.

Deliverable is a 20-25 page, fully designed graphic report, coupled with subject matter analysis. End result is a premium content marketing asset.

BRAND PERCEPTION

Better understand how decision-making professionals perceive your brand, products or solutions. Gauge purchase intent and deliver insights into the positioning of your brand among your competitors so you can take your marketing strategy to the next level.

STRATEGIC INSIGHTS STUDY

Mine data points across a variety of social and online channels to uncover brand, competitive, industry and audience trends and insights. This marketing intelligence solution will deliver a key insights report that provides valuable insights to your executives as well as marketing, product, and sales teams.

[VIEW ALL RESEARCH](#)



LEAD GENERATION

Solutions that Meet All Your Lead Needs

Our portfolio of modern marketing solutions provides Marketers with the resources and solutions they need for meeting goals and delivering high-quality leads.

SHORT FORM CONTENT

These easy-to-execute content types deliver big impact and help Marketers to efficiently create lead generation assets that can be promoted in a variety of channels.

CUSTOM LEAD-GENERATION PROGRAMS

Programs that are built to deliver high-quality leads by leveraging high-quality content, exclusively branded environments and promotional marketing to target audiences. Tap into our marketing and topic expertise to create a unique experience that attracts and engages decision makers.

WEBINARS

Webinars continue to be a top performer for

Marketers, generating highly qualified leads and helping to accelerate decision making. Our portfolio of unique webinar options offers a variety of formats to help you achieve your goals.

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LONG FORM CONTENT

Complex decision making requires in-depth content that addresses very specific needs.

Traditional white papers, eBooks and case studies are effective lead generators and can be super charged when paired with our new StoryDesign solution.

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IN-PERSON EVENTS

Proven as one of the most effective strategies for generating leads, in-person events are finding their way back onto calendars. Create connections and

keep your marketing pipeline full with leads from our industry-focused events.

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WEBINARS

Proven Formats that Generate Highly Qualified Leads

Unique formats, subject matter experts and engaged audiences that are looking for answers to their biggest challenges. Promotional campaigns target the audience you want and engagement metrics help you score leads.

WEBINARS

Position your company as an industry expert and connect with prospects

who are seeking education on a key topic, or solution to their challenge. Create powerful, engaging content that generates qualified leads and allows you to connect with decision makers.

Includes: Promotional Program, Full Contact Information, 2 Custom Questions, Engagement Metrics

NEW! WEBCHATS

Rethink traditional hour-long webinars and engage busy decision-makers with 30 minutes of topic-based conversation and interactivity. This new, video-based format features your subject matter expert providing powerful thought leadership while generating leads.

Includes: Promotional Program, Full Contact Information, Engagement Metrics

VIRTUAL ROUND TABLE

Assemble your team of topic experts and give users the opportunity to connect through a live streaming experience. Perfect for delivering industry know-how from a variety of perspectives and helping professionals understand the impact of industry trends.

Includes: Promotional Program, Full Contact Information, 2 Custom Questions, Engagement Metrics

WEBINAR EXECUTIVE SUMMARY

Gain greater return on your webinar investment by engaging leads immediately after your event with this customer developed Executive Summary and series of three emails to webinar registrants.

Includes: 2 page Executive Summary, 3x Post Event Email Campaign, Engagement Metrics

[VIEW ALL WEBINARS](#)



SHORT FORM CONTENT

A Must-Have for Content Marketing Success

Easy-to-execute content types, condensed deliverables and design services make short form content a go-to for savvy marketers. Promotional campaigns engage busy decision makers, delivering the highlights while positioning your brand as a source for helpful information.



ASK THE EXPERT

Shine a light on your in-house expertise and position your brand with thought leadership with this quick-hit asset built off of an interview conducted by our subject matter expert.

Includes: Asset Hosting, Basic Promotional Program, Full Contact Information, 2 Custom Questions



FAQ'S

Answer common questions about a particular topic, issue or trend and convey your industry expertise. Our proven format creates high-quality content while requiring minimal deliverables from your product team.

Includes: Asset Hosting, Basic Promotional Program, Full Contact Information, 2 Custom Questions



TOP TIPS

Feature 5 to 10 brief tips or steps, with graphic design, that will help your audience better understand a topic or guide them toward a purchase decision.

Includes: Asset Hosting, Basic Promotional Program, Full Contact Information, 2 Custom Questions



INFOGRAPHICS

Draw a wider viewing audience with one of the most popular forms of content on the web today. Powerful for helping users translate data into insights and a great tool for increasing social engagement and sharing.

Includes: Design Services and Basic Promotional Program

[VIEW ALL SHORT FORM CONTENT](#)



LONG FORM CONTENT

Deliver Solutions for the Most Complex Challenges

Complex topics require long form content that addresses very specific needs to help accelerate decision making. Promotional campaigns built to target decision makers and influencers leverage our 1st party data and insights.



WHITE PAPERS

Introduce emerging technologies, expand on research results or explain a complex topic with a white paper hosted on our site. This content type is useful for driving prospects through the consideration phase and accelerating purchase decisions.

Including: Content Development and Creation, Asset Hosting, Basic Promotional Program, Full Contact Information, 2 Custom Questions



EBOOKS

Help solve problems and deliver know-how through a fully designed eBook format. Leverage our existing high-performing content to create a collection of valuable evergreen articles on a compelling topic that is relevant to audiences.

Including: Asset Hosting, Basic Promotional Program, Full Contact Information, 2 Custom Questions



CASE STUDIES

Bring to the forefront an outside perspective on your solutions. Showcase success stories from real customers and deliver an authentic representation of your solutions and challenges they can solve.

Including: Content Creation, Asset Hosting, Basic Promotional Program, Full Contact Information, 2 Custom Questions

[VIEW ALL LONG FORM CONTENT](#)



CUSTOM PROGRAMS

Lead Generation Programs Built for Your Goals

Programs that are the perfect combination of push and pull marketing to ensure maximum ROI and high-quality leads. Promotional campaigns custom built to meet your objectives and exclusively branded environments that showcase your best content.

AMPLIFY

Accelerate the decision-making process and guide prospects with this 3 step lead nurturing program that leverages unique email promotions and landing pages to engage an audience based on your specific criteria.

CONTENT ENGAGEMENT CENTERS

Aggregate your premium content and lead gen assets into a digital hub designed to accelerate decision making through an immersive experience where prospects can self-educate, content binge and nurture themselves. Benefit from increased conversion rates and more sales ready leads.

CONTENT SYNDICATION PROGRAMS

Syndicate your valuable thought leadership content across our brand channels and reach highly relevant audiences with interest in the content's topic. Registration is required to view the content and campaign report metrics are provided with contact information for each lead.

STORY DESIGN

Tell your story with a visual approach and take your in-depth content marketing asset (WhitePaper, eBook or Webinar) to the next level, hosting it surrounded by interactive graphics and video to deliver deep engagement from target audiences.

[VIEW ALL CUSTOM LEAD GEN PROGRAMS](#)



IN-PERSON EVENTS

Live Events that Create Connections and Generate High Quality Leads

Industry leading events that attract professional audiences seeking new products, services and solutions to solve their biggest challenges.



THIS IS JUST THE BEGINNING

Decision makers from offshore wind and oil and gas explore the parallels between the industries, and the US market challenges, project updates, technology developments, and policy issues.

offshorewindsummit.com



THREE DAYS. TWO CONFERENCES. ONE LOCATION.

Learn and discuss the real-life issues and solutions relevant to deepwater operations and topsides, platforms and hulls.

offshore-event.com



PIECING IT ALL TOGETHER

World's largest subsea event addresses new operational issues, challenges, and solutions that are critical to improving the subsea industry's quality, safety, and economics.

subseatiebackforum.com



Data + Infrastructure + Technology

EMERGING TRENDS IN UPSTREAM OIL & GAS DATA MANAGEMENT & ANALYTICS

Participants learn from real-world case studies that reinforce standards and best practices in data management, infrastructure and technology.

pneconferences.com

[VIEW ALL IN-PERSON EVENTS](#)



VIDEO

Creative Solutions for Video at any Budget

Rely on our technology platforms, proven techniques and design skills to create video that is engaging. Choose from a variety of formats that are designed to meet your goals and suitable for multi-channel content strategy.

QUICKCHAT VIDEO

Capture key insights from your experts through these 4-6 minute editorially-driven video interviews that help to deliver broader context to the issues being covered. Leverage our topic expertise, technology platform and light video editing to create a powerful video asset.

EXPLAINER VIDEO

Break down complex topics into simple and easy-to-digest animated videos that are 30-45 seconds long. This alternative video type requires minimal deliverables from you, making for easy, cost effective production. Great for social promotions.

IN-ARTICLE VIDEO

Place your video message directly within editorial content on our website. Served as a video ad type, this solution delivers a much higher than average click through rate and offers engagement metrics to track views.

CUSTOM VIDEO PRODUCTION

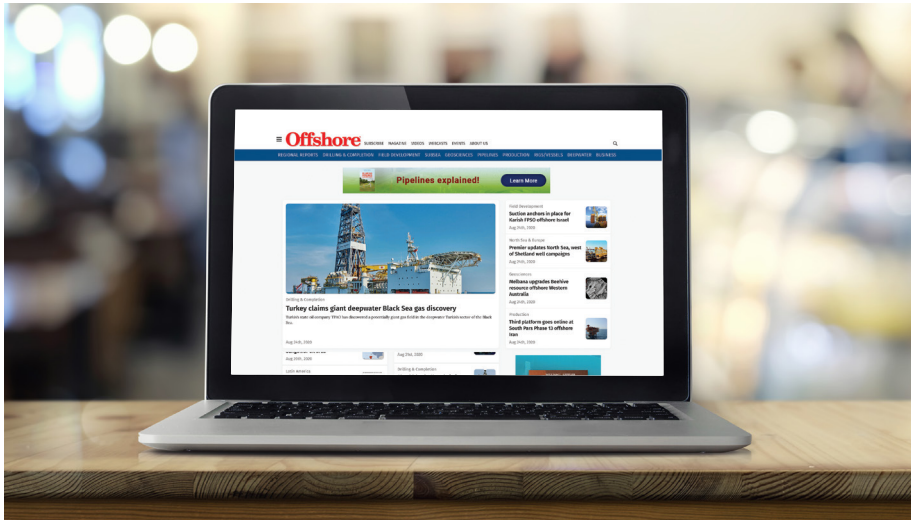
Take control of your video content strategy, optimizing the medium to best serve your brand and your marketing goals. Our team of production and design experts will consult with you to create video that reflects your brand, tells your story, and showcases your products and services.

[VIEW ALL VIDEO](#)

DIGITAL ADVERTISING

Advertising that Reaches Decision Makers in the Moment

Showcase your brand to highly targeted audiences in popular channels with our portfolio of display and rich media banners.



BANNERS

Net Rates. Banners appear on the home page and article pages. Standard display banners appear on desktop, tablet and mobile.

Ad Type	Ad Size	
Leaderboard	970x90, 728x90, 320x50*	\$3,475
Site Sponsor	300x250	\$2,450
Half Page	300x600	\$3,150
Pushdown	Contact Your Account Manager for Specs	\$6,000
Welcome Ad	640x480 & 300x416*	\$7,000
Reskin	Contact Online Ad Operations for specs	\$6,500

*Please provide all sizes listed.

TOPIC CENTER SPONSORSHIPS

Finding all of the information on particular topics has never been easier.

You can be the sole owner of all the advertising real estate in a content category, positioning your brand alongside specific, relevant content. Topic sponsorship ad sizes include 970x90, 728x90, 320x50, 300x250 and 300x600.

OFFSHORE-MAG.COM

Regional Reports	\$2,300
Drilling & Completion	\$3,850
Field Development	\$2,600
Subsea	\$2,600
Geosciences	\$2,400
Pipelines	\$1,750
Production	\$3,650
Rigs/Vessels	\$2,350
Deepwater	\$3,500
Business Briefs	\$2,300
Renewable Energy	\$2,600

Acceptable file types:

- JPG, GIF, animated GIF, and third-party tags
- For interactive rich media such as expandable ads or in-banner videos, we follow IAB standard guidelines.
- Looping 3 times

Materials due:

- Five business days prior to deployment for ROS web ads
- Ten business days prior to deployment for site skins/welcome ads/other interactive rich media items

Send Website Banner Ads To:

webtraffic@endeavorb2b.com

Check out our advertiser site for more information:

industrial.endeavorb2b.com/advertising



NEWSLETTERS

Offshore

Established Frequency, Trusted Content and Engaged Audiences

Share your message within a relevant, and responsive environment designed to deliver engagement and traffic.

OFFSHORE DAILY

A glance at all the top offshore-related news and development headlines delivered every morning.

Daily

Recipients 47,974
Avg Total Open Rate18%

OFFSHORE INTERNATIONAL

News related to developments in the marine/offshore industry from the North Sea, Africa, Latin America, Middle East, and Asia.

Bi-Monthly

Recipients 46,337
Avg Total Open Rate20%

SUBSEA REPORT

A detailed review of advances in subsea wells, tieback technology, flow assurance methods, and challenges in deepwater operations.

Monthly

Recipients 39,732
Avg Total Open Rate21%

DRILLING TECHNOLOGY REPORT

Updates on the latest drilling equipment, techniques, challenges, and technologies.

Monthly

Recipients 38,364
Avg Total Open Rate20%

OFFSHORE RENEWABLE ENERGY

Updates on new technology, projects, and policy for the development of offshore renewable energy from wind, waves, solar, and other resources. (Monthly)

Recipients 31,229
Avg Total Open Rate20%

DAILY

OFFSHORE DAILY

Intro Text Ad \$3,600
Intro Text Ad 2 \$3,000
Top \$2,850
Skyscraper \$2,350
Middle 1 \$1,920
Middle 2 \$1,620

BI-MONTHLY

OFFSHORE INTERNATIONAL

Intro Text Ad \$2,500
Intro Text Ad 2 \$1,900
Top \$1,750
Skyscraper \$1,250
Middle 1 \$1,250
Middle 2 \$950

MONTHLY

SUBSEA REPORT

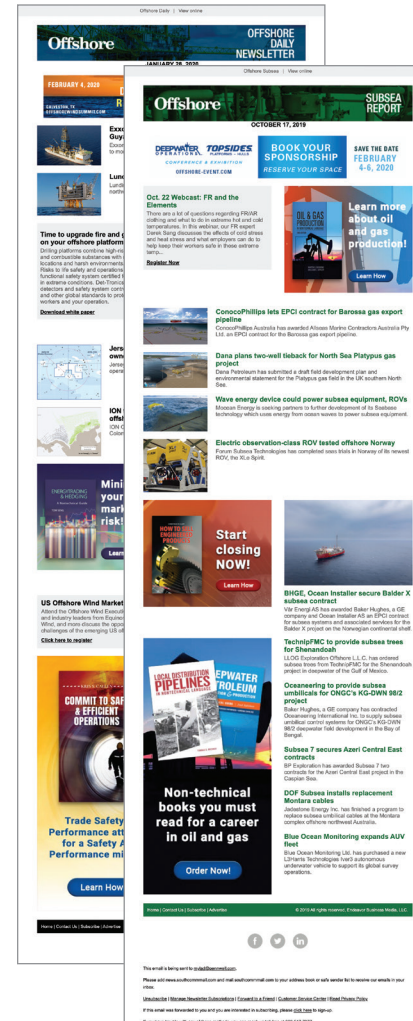
Intro Text Ad \$3,400
Intro Text Ad 2 \$3,000
Top \$2,650
Skyscraper \$2,050
Middle 1 & 2 \$2,050

DRILLING TECHNOLOGY REPORT

Intro Text Ad \$3,400
Intro Text Ad 2 \$3,000
Top \$2,650
Skyscraper \$2,050
Middle 1 & 2 \$2,050

OFFSHORE RENEWABLE ENERGY

Intro Text Ad \$3,400
Intro Text Ad 2 \$3,000
Top \$2,650
Skyscraper \$2,050
Middle 1 & 2 \$2,050



MORE INFO:

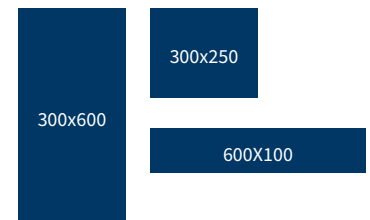
Formats Currently Accepted:
JPG, PNG

Dimensions/File Sizes:
300x250, 300x600, 600x100,
Maximum file size 200kb, 50
words of text, + URL

3rd-Party Ads:
Tracking URLs for Newsletters:
Tracker must be embedded in
URL.

Materials due:
Five business days prior to
publication.

Send Newsletter Banner Ads:
webtraffic@endeavor2b.com



Newsletter opens are a 3-month average: 6/1/20 - 8/31/20.

VIEW NEWSLETTER SAMPLES

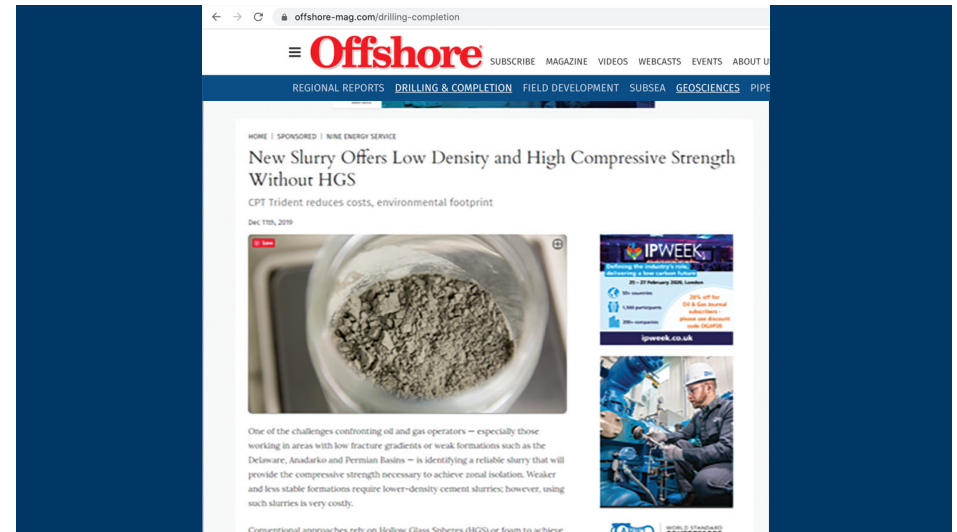
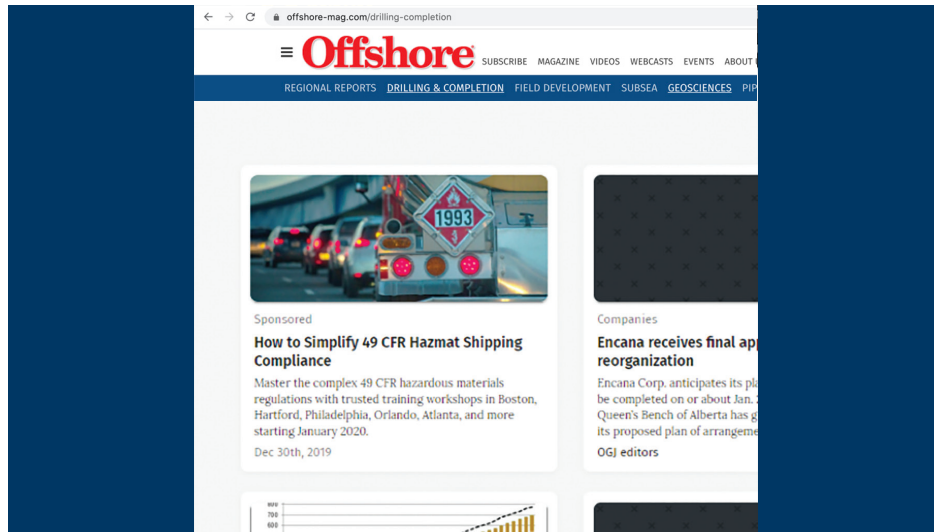
OFFSHORE 2021 MEDIA KIT



NATIVE ADVERTISING

Replicating Form and Function to Gain Views for Your Content

Establish credibility, gain views and drive traffic to your website or landing pages with native advertising.



NATIVE AD

Feature your high-performing content on our brand site through native ad placements and benefit from our high trafficked channels that attract qualified professionals.

Deliverable	Specifications
Headline	20 – 75 characters including spaces
Text	40 – 255 characters including spaces
URL	To your site homepage or landing page
Image	High resolution jpg. landscape, 16:9, minimum 300 x 170
Company Logo	High resolution eps or png transparent background

[Contact your sales representative for pricing.](#)

NATIVE SPONSORED CONTENT

Your content in our channels. Native content advertising programs showcase your content in our channels, replicating form and function and attracting users to quality content.

Deliverable	Specifications
Articles	Max of 4 articles, one .doc file for each.
Images	High resolution jpgs, 1200x675, one per article + high resolution article images, up to 3 per article.
Headline	20 – 75 characters including spaces
Synopsis	40 – 255 characters including spaces
Company Logo	High resolution eps or png transparent background
Companion Banners	970x90, 728x90, 320x50, 300x250, 300x600 + URL

[Contact your sales representative for pricing.](#)



DIRECT & TARGETED MARKETING

Narrow Your Focus and Find the Perfect Match

Target prospects or customers with highly effective campaigns that zero in on decision makers and keep you top of mind. Leverage our brand list or tap into Endeavor's database of over 7 million professionals all with 1st party data insights.



AUDIENCE EXTENSION

Partner with our team of engagement marketers and data analysts to build custom campaigns that will target business decision makers in our in-house channels and extended networks based on your criteria.



THIRD PARTY EMAILS

Target and reach prospects in the moment with messaging focused on your brand, solutions or products. Our team of marketing experts will set up and deploy your HTML message to our audience or a targeted segment of our audience. Full reporting metrics and privacy compliant.

DESIGN SERVICES

Capture the attention of prospects and customers with professionally designed HTML emails, digital ads and landing pages. Our in-house design services can help Marketers create messaging that is on point and delivers results.

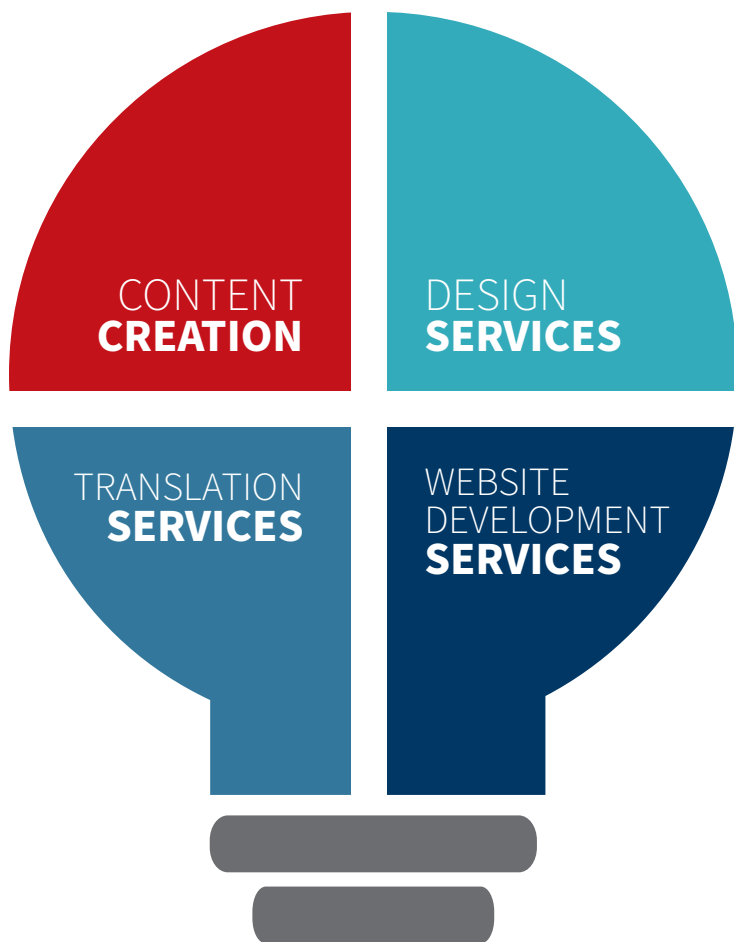
[VIEW ALL DIRECT & TARGETED MARKETING](#)



MARKETING SERVICES

Solutions for helping marketers get it done

Our team of branding strategists, digital marketers and creative design experts help convert prospects into customers. Define the uniqueness of your brand and audiences and watch your next campaign come to life.



CONTENT CREATION

Collaborate with our industry experts to create content that fills gaps in your content marketing plan, addresses specific challenges or speaks on point to your target personas. Leverage this high-quality content for a variety of program types and market in your own channels.

DESIGN SERVICES

Capture the attention of prospects and customers with professionally designed HTML emails, digital ads and landing pages. Our in-house design services can help Marketers create messaging that is on point and delivers results.

TRANSLATION SERVICES

Leverage our linguistic teams to provide accurate, compliant and engaging information to your worldwide target audiences. Our portfolio of language translation and localization services supports over 500 language combinations ensuring that your messaging delivers the right words and cultural meaning.

WEBSITE DEVELOPMENT SERVICES

Update your website with a professional appearance, clear messaging and an optimal user experience to help prospects and customers in their buying process. Development scope will be based on your objective and all sites are built in mobile responsive design with baseline SEO and analytics installation.

[VIEW ALL MARKETING SERVICES](#)



PROFESSIONAL RESOURCES

Offshore

MAPS & POSTERS

CUSTOM PUBLISHING

Influence audiences by telling your story while establishing your company, brand, project, or event as an industry thought leader. Team with us to write, edit, and produce your custom piece publication or supplement to showcase emerging technologies,

to share development ventures, display the results of research projects, to highlight innovative equipment and technology, or to celebrate an anniversary.

LET OUR CUSTOM PUBLISHING EXPERT, ROY MARKUM, HELP TELL YOUR STORY

RMarkum@Endeavorb2b.com
713.963.6220

Maps and posters provide long-term brand exposure while targeting viewers who use them as resources to perform their job. Delivered to all print and digital subscribers, Offshore maps and posters that hang in offices, control rooms, and training areas, are seen and referenced by oil and gas professionals worldwide on a regular basis. Advertisers also enjoy the benefits of reaching audiences beyond the Offshore circulation when maps and posters are popularly distributed at industry events.

2021 MAPS/POSTERS

U.S. Gulf of Mexico
Subsea Processing / Boosting Poster
Deepwater Records, Solutions
& Concepts
Floating Wind Technology Poster
FPSO Poster
Drones & Remote Inspection Systems

AD UNIT PRICE

Single Unit	\$4,950
Double Unit	\$7,950
Double Stacked Unit	\$7,950
Top/bottom Half	\$21,500
Exclusive Sponsor	\$39,000



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Offshore



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Offshore



Processing
SOLUTIONS FOR THE PROCESS INDUSTRIES



STORMWATER

Water
Technology
INDUSTRIAL WATER MANAGEMENT

WaterWorld

Industrial

ENDEAVOR BUSINESS MEDIA

Modern marketers wanting to engage Industrial group audiences rely on a multi-step approach for keeping their funnels full and driving conversion. Our portfolio of solutions can help you do just that – from generating awareness and driving traffic to your site to educating users through virtual bootcamps or creating distraction-free environments that allow users to binge on content and move them further along in their journey. We have the target audiences you need to reach, the industry and marketing expertise to engage them, and the solutions that will help you meet your goals.

VISIT [INDUSTRIAL.ENDEAVORB2B.COM](https://www.industrial.endeavorb2b.com)



RESEARCH

- Insights
- Marketing Trends
- Benchmarking
- Co-Branded Results
- Proprietary Data



CONTENT MARKETING

- Video
- Webinars
- White Papers
- Visual Storytelling
- Content Creation



ADVERTISING

- Print
- Newsletters
- Digital
- Mobile
- Rich Media
- Sponsorships



CONNECTION

- Live Events
- Virtual Events
- Webinars
- WebChat Videos
- FastChat Videos



LEAD GENERATION

- Webinars
- Virtual Events
- Long Form Content
- Short Form Content
- Custom Programs
- Live Events



[ENDEAVORBUSINESSMEDIA.COM](https://www.endeavorbusinessmedia.com)

