

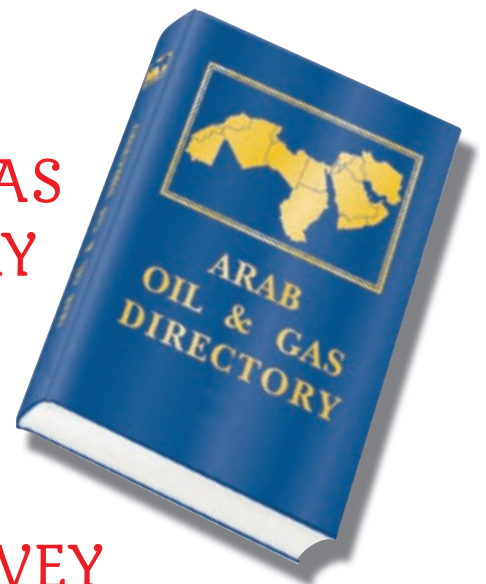
# EDITORIAL CALENDAR & RATES

  
**APRC**  
**2011**

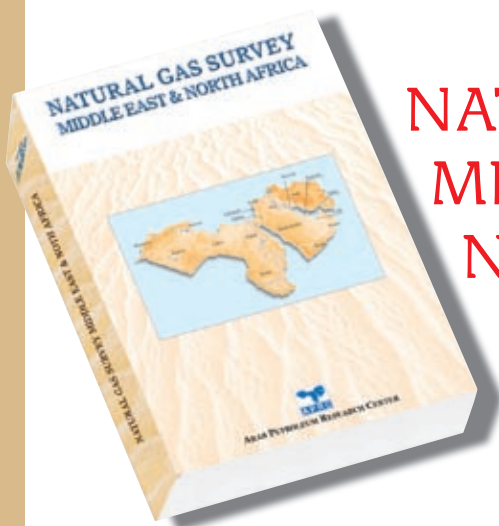


**MENA Energies/SolarMed**

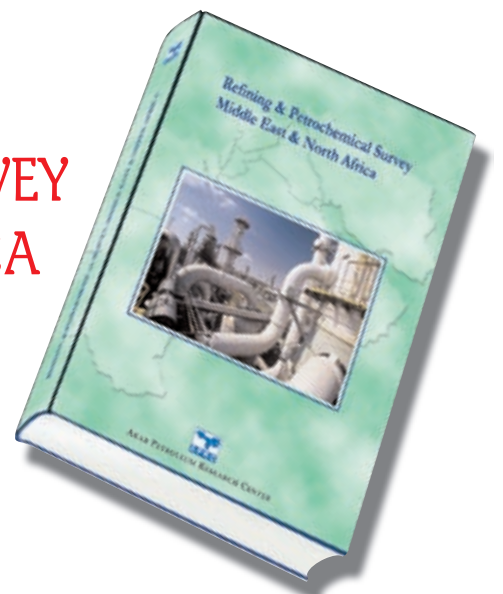
**ARAB OIL & GAS  
DIRECTORY**



**NATURAL GAS SURVEY  
MIDDLE EAST &  
NORTH AFRICA**



**REFINING & PETROCHEMICAL SURVEY  
MIDDLE EAST & NORTH AFRICA**



[www.arab-oil-gas.com](http://www.arab-oil-gas.com)



## About Arab Petroleum Research Center

Since 2010, APRC organizes each year the international  
SolarMed conference/exhibition

*Business Is Information  
and Information on Oil & Gas and Solar Energy Is Our Business*

Set up in 1965, the ARAB PETROLEUM RESEARCH CENTER (APRC) is the leading private independent center for periodicals and country reports on the oil, gas and solar energy in the Middle East and North Africa. Its staff is composed of experts and journalists specialized in energy issues. For 46 years, the APRC has also acted as consultant to Arab and African oil producing countries as well as international energy companies. The experience accumulated over the last decades explains its well-established reputation in the international oil, gas and petrochemical industry community.

### PUBLICATIONS

☐ MENA Energies / SolarMed  
(English/Arabic Monthly)

☐ ARAB OIL & GAS DIRECTORY  
(English Yearly)

☐ NATURAL GAS SURVEY  
MIDDLE EAST & NORTH AFRICA  
(English Yearly)

☐ REFINING & PETROCHEMICAL SURVEY  
MIDDLE EAST & NORTH AFRICA  
(English Yearly)

☐ ARAB OIL AND GAS  
(English Fortnightly)

☐ LE PETROLE ET LE GAZ ARABES  
(French Fortnightly)

#### ADVERTISING SALES REPRESENTATIVES

**APRC HEAD OFFICE:** 7 Avenue Ingres, 75016 Paris / France  
Phone: +33 (0)1 45 24 33 10, Fax: +33 (0)1 45 20 16 85  
**Angela Sarkis:** International Advertising Manager  
Email: a.sarkis@solarmed.com

**ITALY:** Mr. Dario Mozzaglia, Ediconsult Internazionale, Piazza Fontane Morose 3, 16123 Genova 1  
Phone: +39 010 583 684 - Fax: +39 010 566 578, E-mail: energy@ediconsult.com

**KOREA:** Mr. Chinn, Yeong Seoh, JES Media Inc. 2nd Floor, ANA building, 257-1 Myungil-Dong, Kangdong-Gu, Seoul 134-070  
Phone: +82 2 481 3411/3/Fax: +82 2 481 3414, E-mail: jesmedia@unitel.co.kr

**RUSSIA:** Ms. Ekaterina Narskaya, AC IMARS Group, Office 610.75, bld 11, Friedrich Engels Street, 107082 Moscow  
Tel / Fax: +7 495 234 5746, E-mail: narskaya@imars.ru

**UNITED STATES:** Mr. Stephen Loughlin, Ad-Expo Marketing International, 14714 Emerald Cypress Lane, Cypress, TX 77429  
Phone/Fax: +1 281 373-1811, E-mail: adexpomarketing@yahoo.com

#### Advertise on the APRC Website

52,830 visitors on average per month.

For more information contact:

Advertising Dept.: [aprc@arab-oil-gas.com](mailto:aprc@arab-oil-gas.com)

# Editorial Calendar 2011

## MENA Energies / SolarMed

(English/Arabic Monthly)

	<b>Editorial Highlights Company/Country Focus</b>	<b>Exhibitions/Conferences Special Reports</b>
<b>Jan.</b>	Communications, Pipelines in MENA countries. United Arab Emirates	Gas Arabia 2011, Abu Dhabi, UAE.
<b>Feb.</b>	Power projects. Libya, NOC. Gulf Cooperation Council.	
<b>March</b>	E&P oil & gas development in the Gulf countries. Egypt. Yemen.	MEOS 2011, Manama, Bahrain, 20-24 March. CIPPE, Beijing, 22-24 March.
<b>April</b>	Caspian oil & gas. INOC, Iraq. Kuwait. Solar Energy, GCC countries.	Middle East Petroleum & Gas Conference, Manama, Bahrain. Kuwait Oil & Gas Summit and Exhibition, 4-6 April.
<b>May</b>	Natural gas exports. Sonatrach, Algeria. NOC, Libya. Tunisia	Algeria Energy Week, Oran, 21-25 May. Intergas VI, Cairo; 10-12 May.
<b>June</b>	Offshore oil & gas production. Wind & solar energy Qatar, UAE, Morocco.	World National Oil Companies Congress, London 20-24 June.
<b>July</b>	Oil service companies in the Arab countries. Engineering, construction. Bahrain, U.A.E.	Global Carbon Markets & Green Energy Conference, Dubai, UAE.
<b>Aug.</b>	Petrochemical projects in the Gulf countries. Saudi Arabia, Iran.	
<b>Sept.</b>	Refining schemes in the Mideast. \$215 billion for energy schemes, 2011-2015 in Arab countries. North African oil & gas. Sonatrach, NOC.	
<b>Oct.</b>	Solar energy in MENA countries, Mediterranean Solar Plan Desertec. Transgreen.	SolarMed 2011 10-11 October 2011 Palais des Congrès, Paris, France.
<b>Nov.</b>	Africa leads growth in world oil output	Russian Petroleum & Gas Congress, Moscow, 22-23 November.
<b>Dec.</b>	Oil & gas production capacity programs in the Arab countries.	World Petroleum Congress, Doha, 4-8 December.



### READERSHIP

July 2009 - June 2010

#### A - Print Copy, by Country

Algeria	1,128	Oman	528
Bahrain	341	Qatar	983
Egypt	1,085	Saudi Arabia	1,403
Iraq	382	Sudan	481
Jordan	268	Syria	523
Kuwait	1,143	Tunisia	529
Lebanon	296	U.A.E.	1,502
Libya	1,208	Yemen	414
Morocco	549	Other	1,588

**Total 14,351**

#### B - By Readership Category

Energy companies, organizations	4,828	33.6%
Service companies	3,912	27.3%
Government departments	1,710	11.9%
Technical departments	1,265	8.8%
Banks, financial institutions	872	6.2%
Consultants, research units	519	3.7%
Individuals and non-classified	1,245	8.5%

**Total 14,351 100.0%**

#### C - Online Version

All countries  
Monthly average 12,692

**Total print copy and online version 27,043**

Full page advertisers are entitled to a half page editorial in the print copy and to a banner ad free of charge in the online version.

# Advertising Rates 2011 & Technical Specifications

**All rates and technical specifications are the same for the following APRC publications:**

- ☞ **MENA Energies / SolarMed** (English-Arabic Monthly)
- ☞ **Arab Oil & Gas Directory** (English Yearly)
- ☞ **Natural Gas Survey, Middle East & North Africa** (English Yearly)
- ☞ **Refining & Petrochemical Survey, Middle East & North Africa** (English Yearly)

## COLOR RATES

Frequency	1 to 3	4 to 6	7 to 9	10 to 12
1 page	€ 4,210	€ 3,780	€ 3,570	€ 3,300
1/2 page	€ 2,100	€ 1,900	€ 1,800	€ 1,680
1/3 page	€ 1,400	€ 1,260	€ 1,200	€ 1,120
1/4 page	€ 1,060	€ 970	€ 900	€ 860
Inside covers	€ 5,100	€ 4,600	€ 4,300	€ 4,080
Outside cover	€ 5,800	€ 5,220	€ 4,850	€ 4,640

## B & W RATES

Frequency	1 to 3	4 to 6	7 to 9	10 to 12
1 page	€ 3,100	€ 2,790	€ 2,630	€ 2,480
1/2 page	€ 1,550	€ 1,400	€ 1,300	€ 1,240
1/3 page	€ 1,030	€ 930	€ 875	€ 830
1/4 page	€ 775	€ 700	€ 700	€ 630

Special positions, Bookmarks, Insertions, Translations, Calligraphy and special color separation: please contact us.

## TECHNICAL DATA

### ■ SIZE OF ADS (width x depth)

Total trimmed size	210 x 280 mm
1 page	190 x 260 mm
1 page bleed	210 x 280 mm
1/2 page horizontal	190 x 130 mm
1/2 page vertical	95 x 260 mm
1/3 page horizontal	190 x 90 mm
1/4 page horizontal	190 x 65 mm
1 double page	380 x 260 mm
1 double page bleed	420 x 280 mm

### Special 20% Discount

Full 4C page advertisers in the monthly **MENA Energies / SolarMed** or in the annual **Arab Oil & Gas Directory** are entitled to a special 20% discount on the normal rates, for any additional full page advertisement in the **Natural Gas Survey** as well as the **Refining & Petrochemical Survey**.

Full 4C page advertisers in the monthly **MENA Energies / SolarMed** are also entitled to a half page editorial free of charge.

**MENA Energies / SolarMed** is published 12 times a year (since 1965).

Deadline for receipt of material: 15th of the preceding month.

**Arab Oil & Gas Directory** is published once a year in June (since 1973).

Deadline for receipt of material: 30th March.

**Natural Gas Survey, Middle East & North Africa** is updated regularly.

Deadline for receipt of material: The end of each quarter.

**Refining & Petrochemical Survey, Middle East & North Africa** is updated regularly. Deadline for receipt of material: The end of each quarter.

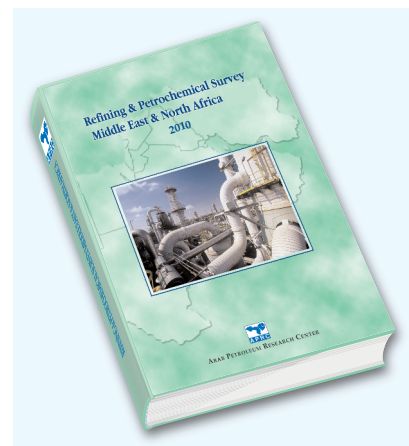
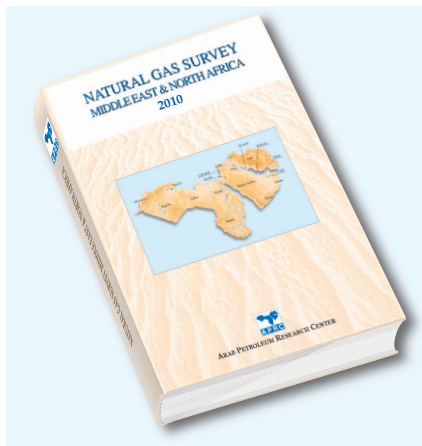
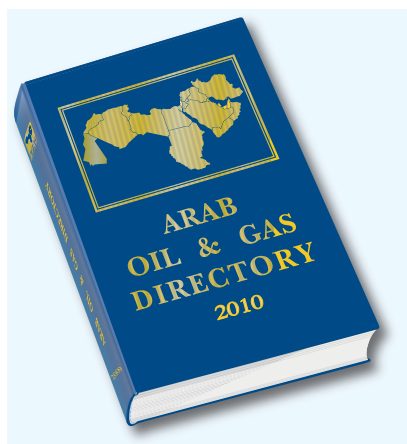
### Materials specifications

#### Format:

- PDF high resolution
- EPS/Tiff/JPEG

**Email to:** [aprc@arab-oil-gas.com](mailto:aprc@arab-oil-gas.com)  
or **FTP** for heavy material (over 3 Mo)  
**to:** [graph-imprim.dyndns.org](http://graph-imprim.dyndns.org)  
**ID :** pao  
**Pass :** pao

# Yearly Publications



## ■ ARAB OIL & GAS DIRECTORY

## ■ NATURAL GAS SURVEY, MIDDLE EAST & NORTH AFRICA

## ■ REFINING & PETROCHEMICAL SURVEY MIDDLE EAST & NORTH AFRICA

These three annual publications have been designed to provide the most accurate and reliable information required by all companies, consultants, financial institutions and individuals involved or interested in the oil, gas and petrochemical industries in the Arab countries and Iran:

- **Algeria**
- **Bahrain**
- **Egypt**
- **Iran**
- **Iraq**
- **Jordan**
- **Kuwait**
- **Lebanon**
- **Libya**
- **Mauritania**
- **Morocco**
- **Oman**
- **Qatar**
- **Saudi Arabia**
- **Sudan**
- **Syria**
- **Tunisia**
- **U.A.E.**
- **Yemen**

Because they are the only complete reference and authoritative publications covering the Middle East and North Africa, they are excellent advertising media for companies operating in these oil and gas exporting countries.

### COMBINED READERSHIP

(Data collected for the 2009 edition)

Algeria .....	241
Bahrain .....	133
Egypt .....	288
Iran .....	153
Iraq .....	78
Jordan .....	66
Kuwait .....	390
Lebanon .....	44
Libya .....	435
<b>Sub-total Middle East &amp; North Africa</b>	<b>3,590</b>

#### A - Print Copies

Morocco .....	86
Oman .....	118
Qatar .....	245
Saudi Arabia .....	479
Sudan .....	48
Syria .....	112
Tunisia .....	90
U.A.E. ....	584

<i>(Non Middle East &amp; North Africa)</i>	
West Europe .....	1,412
East Europe .....	114
North America .....	1,185
South America .....	149
Japan .....	230
Other countries .....	248

**Sub-total** **3,338**

**Total** **6,928**

#### B - By Readership Category

Energy Companies	2,855	41.3%
Service & Equipment Companies	2,480	34.6%
Government Depts.	510	7.3%
Banks and Financial Institutions	491	7.3%
Universities and Res. Centers	253	3.6%
Individuals	339	5.9%
<b>Total</b>	<b>6,928</b>	<b>100.0%</b>

#### C - Online Version

All countries	
Annual count 2008	7,356
<b>Total print and online versions</b>	<b>14,284</b>

Advertisers in the print copy are entitled to a free of charge banner ad with link included in the online edition.

# LIST OF MAIN ADVERTISERS

## ARAB OIL & GAS MAGAZINE

ABB	ChevronTexaco	Gas Technology Products	Legrand SNC	Pipeline Eng.	STF BWE
ADNOC	China Ulo Valve Co. Ltd.	GE Energy	Leoni Kerpen	Pipeline Service	Stone & Webster
Aérospatiale	Citibank	Gaz de France	Lin Scan	Pirelli	Sulzer
Algerie Telecom	Chisso Engineering	Gaz de Normandie	Linde AG	Ponticelli	Sumitomo
Air France	Chiyoda	GBM-SBM	Lloyd (Germ.)	Poweo	Swedyard
Air Products	Coflexip	Geco-Prakla	Lurgi	Procatalyse	Technip
Aker Geo	ConocoPhillips	General Motors		Pride Forasol-Foramer	Tecnimont
Alcatel Thomson	Coroplast	Geofluid	MAN	Prosernat	Thermodyn
Alstom	Cummins Power Generation	Geoservices	Martin & Lunel	Prüftechnik AG	Thomson
Al-Qahtani Group of Companies		Geostock	Masoneilan	Pullman Kellogg	Thyssen
Amarest	Dassault Aviation	GHH Borsig	Matra		Tianyi Petroleum
American Block	Davy Powergas	Group Five Pipe Saudi	MBB-Messerschmitt	RasGas	Equipment
Apicorp	Demag-Delaval		McDermott-ETPM	Red Adair	TMK
Aramco Overseas Co.	Deminex	Haldor Topsoe	Microsoft	Red Wing Shoe	Total
ASRY	Diesel Generating Co.	Halliburton	Mitsubishi	Rhône Poulenc	Toyo Engineering
Associated Octel	Diestman	Heurtey	Montubi	Rolls-Royce	TPS
Atlas Copco	Dowell Schlumberger	Hewlett Packard	MSA	RVS	Travocean
Atofina	Drewry Shipping	Hi-Force	Multiware Geophysical		Tri-State Oil Tools
	Duferco SA	Hitachi Zosen		SABIC	Trouvay & Cauvin
Baker Hughes		Horwell	Nat.Bk of Abu Dhabi	Saipem	T-Surf
Bailey	EDF	Hot Engineering	National Pipe Co.	Sapag	Turbomeca
BEA	Edinburgh Petroleum	Hughes Tool	National Supply Co.	SARAS	The Foxboro Company
Beicip	ENAFOR	Hyundai	Neles Oy	Saudi Aramco	
Bell Helicopter	ENI		Nichimo Co.	Saudi Diesel	Union Carbide
Bentec	ENSPM	IBM	Nuovo Pignone	Saudi Steel Pipe Co. Ltd.	US Steel
Black & Veatch Pritchard	ETAP	IFP		Schlumberger	
BNP Paribas	ETAP	IMCO	Ocean's King Lighting	Scientific Software	Vallourec & Mannesmann Tubes
Boltight Ltd.	Ethihad Airways	Inmarsat	Octel	SECNA	Van Leeuwen
Bouygues	ETPM	Ion	Oil Tanking	Sercel	Van Ommeren
BP Amoco	Eurocopter	ISL	Olayan Kimberly-Clark	Serimer Dasa	Vetco
Bristol Babcock	Europipe	Italsider	Oman Cement Co.	Shell	Vinci Technologies
British Gas	ExxonMobil	Isotub Coating	OMK	Siderexport	Voest Alpine
Brown & Root Condor		ITT Goulds	Omni Flow Computers	SMF International	Voest Turbo
Brother	Fiati		ONGIO	Smith International	Voith
British Sulphur Corp.	Finsider	Jallatte	Onhym	Snamprogetti	Von Roll
Bruel & Kjaer	Fisher Rosemount	Japan Gasoline Corp.	Orbit Valves	Soffresid	
Bureau Veritas	Flopetrol	Jesco	OTC	Sonatrach	Wabash Power Equipment Co.
	Flow Control Techno.	Jeumont-Schneider		Sonelgaz	Well-Flow Technologies
Cameron	FMC Export Corp.	JNOC	Pajak Engineering	SPE	Western Atlas
CECA	Fochi	Jordan NRA	Paktank	Spectro	Weatherford
Cegelec	Foster Wheeler		Paradigm Geophysical	Speichim	Whessoe
CIAS	Foxboro	Kellogg Intl. Corp.	Petronas	Spie-Batignolles	Zamil Marine
CGG	France Telecom	Kuwait Petroleum Corp.	Petroser	Spie-Capag	
Chetra	Gastech	Kvaerner Masa-Yards	Petrotech	Spie-Offshore	
		Landmark Graphics	Petrotechnik AG	SPINA Group	

## YEARLY PUBLICATIONS

ADNOC	Econosto Middle East	JNOC	OSO	Star Fiberglass Systems
Air Products and Chemicals	Elf Atochem	J. Ray McDermott	OTC	STF BWE
Alcatel	ENAFOR	Kellogg Intl.	Petroconsultants	Stinnes Interoil
Apicorp	ETAP	Keystone Valve	Phillips	Suedrohrbau
Argas	Ethyl SA	Koch International	Pirelli Cavi e Sistemi Energia	Sulzer
Argus	ETPM	Kuwait Petroleum Corp.	Pipeline Engineering	
Associated Octel	Eurequip	Kvaerner Masa-Yards	Precision Energy Services	Technip
Atofina	Eurotechnical		Pride Forasol -Foramer	Tecnimont
		Lammalco	Procatalyse	Termochimica Impianti
BEA	Flopetrol	Linde	Prosernat	Thyssen
Bell Helicopter	FMC	Lurgi	Pullmann Kellogg	T.K. Valve
BNP Paribas	Foster Wheeler	Lloyd's Register		T-Surf
Brown & Root Condor			Reintjes Intern. Ltd.	Total
Bureau Veritas	Gaz de France	McDermott-ETPM	Rockwell Valves	Toyo Eng. Corp.
	GE Energy	Maersk Drilling	Rosemount	TPS
Caltex	Geco-Prakla	Mannesmann		Turbomeca
Cameron Iron Works	Gulf Interstate	MAN GHH		The Foxboro Company
Campon Bernard		Mina Zayed	Saab Tank Control	
CAT and Mothercat	Haldor Topsoe	Mitsubishi Heavy Ind.	Saudi Aramco	Ulo Systems LLC
CECA	Halliburton Energy Services	Mitsui Engineering	Saudi Diesel	
CGG	Harrison Willis	Monopumpen	Schlumberger	Vallourec & Mannesmann Tubes
ChevronTexaco	Hoechst		Sharjah Oil Refining Co.	Vanol
Chiyoda	Heurtey	National Bank of Abu Dhabi	Shell	Veba Oil & Gas
Cias Elettronica	Hydrocarbon Engineering	National Bank of Kuwait	Siderexport	Veritas
Coflexip	Hyundai	National Pipe Company	Siemens	
CRC-Crose International		Nexans	Simon Petr. Corp.	
	IFP	Nomad Eng.	Single Buoy Mooring	Wabash Power Equipment Co.
Davy Powergas de Smitske	Inmarsat		SMFI	Wilson Watson
Deutsche Fibercast	Input/Output, Inc.	Ocean Inchape	Snamprogetti	Wood Mackenzie
Diamant Boart	IPEDEX	Olayan Kimberly-Clark	Sonatrach	
Dowell Schlumberger	Isotub Coating	Oman Oilfield Supplies Center	Sonelgaz	
Du Pont de Nemours	Italsider	OMK	Speichim	Zamil Marine
	Japan Gasoline Corp.	Onhym	Spie-Batignolles	Zimex Aviation Ltd.