



digital  
energy  
journal

Reconsidering neural networks for seismic  
Trondheim Integrated Operations conference report  
Flash storage for seismic data?  
IBM's Watson for oil and gas

November / December 2013 Issue 44

digital  
energy  
journal

Intelligent Energy 2014 report  
When Digital Engineering is a business in itself  
Avoiding common data governance problems  
A petrophysicist's view on well data workflow  
Improving accuracy of drilling data

June/July 2014 Issue 45

Using ArcGIS for subsurface collaboration - a competitor to Petrel?

digital  
energy  
journal

How Carthica sorted its subsurface data  
Document management - how vendors could be more helpful  
Managing change - are you like a school band or a jazz band?  
Cloud and mobile - getting the most out of it  
A structured approach to big data

January 2014 Issue 46

Santos' Cooper Basin model - 25,000km<sup>2</sup> and 76GB

ADVERTISING ENQUIRIES AND EVENT SPONSORSHIP

Contact Richard McIntyre

e: [rmcintyre@d-e-j.com](mailto:rmcintyre@d-e-j.com)

t: +44 208 150 5296

## There were times in the past when people said that the oil and gas industry doesn't care much for digital technology.

These days are over. The industry spends millions of dollars every year on data management, software, hardware, communications and consultancy - and will need to spend more and more in order to keep operating efficiently.

But that doesn't mean that selling digital technology is easy. Most people in the oil and gas industry are given specific targets to achieve at work with bonuses and a personal rating attached to whether or not they achieve it, which means that their focus is on doing a specific task and learning what they need to achieve that task, and they have little time for suppliers.

It is common for sales people to find that their phone calls and e-mails are not returned. Your customers might be attending conferences, but they are not coming past your exhibition stand. So how can you reach your market?

Digital Energy Journal's business is to engage people with purchasing influence over digital technology in oil and gas - with our publications and conferences which help them learn what they need to do their job, all available at prices low enough to avoid a trip to your supervisor to justify company spending.

Kind regards

Karl Jeffery  
publisher, Digital Energy Journal  
[www.d-e-j.com](http://www.d-e-j.com)

Published by Future Energy Publishing, 39-41 North Road, London, N7 9DP, UK -  
Tel 44 208 150 5292

Our magazines, newsletters and events all offer you opportunities to present what you are doing to your potential buyers without interrupting or annoying them, or taking up too much of their time. We cover subsurface, drilling, production and facilities.

Our event exhibition stands are typically located right next to the coffee and lunch buffet, which means they can barely avoid walking past them.

This media guide explains in detail the opportunities we offer to help you promote what you are doing to your target customers.





## Print advertising, banner advertising or event sponsorship? Here are the advantages of each marketing vehicle as we see it:

Print / pdf advertising - large printed (or pdf) page to demonstrate what your company offers in full colour. Clients are probably in a more relaxed and absorbing mindset when reading a magazine than reading e-mail. Print advertising can have a long shelf-life, if magazines are passed around a company, kept in a library, or people download pdfs long after initial publication.

- Banner advertising (on website or newsletter) - fast results - book an ad on Monday, it can go online on Monday, to our global audience.
- Event sponsorship - get a physical connection with your customer, build on your promotional efforts with personal conversation, associate your brand with an exciting conference, gain additional marketing exposure from event publicity, know exactly who is in the room, choose an event which attracts an audience which closely matches your target customers, make product demonstrations at your stand, (in certain circumstances) present your company's services as part of a 30 minute speaker slot.

The next few pages will explain our offerings in more detail.



**Digital Energy Journal was founded in 2006 and published its 50th issue in September 2014. We present the latest developments in how digital technology is used in the upstream oil and gas industry, covering subsurface, drilling/wells, production and projects / facilities management.**

- Our print magazine is only sent to people who have requested it, or attended one of our events over the past year, with a small sample to potential advertisers.
- People regularly receiving requested copies of Digital Energy Journal include employees of Cairn Energy PLC, ADCO, Apache North Sea Limited, Association SONATRACH-FCP, Bennu Oil and Gas, BG, BHP Billiton, BP, BP Norge, Britannia Operator Limited, Cairn Energy India Limited, Carigali Hess Operating Company, Centrica, Chevron, CNR International (U.K.) Limited, Conoco Philips, Dana Petroleum, DONG, ENI, Essar Oil Company, Exxon Mobil, Fairfield Energy, Faroe Petroleum, GDF Suez, Great Sahara Petroleum Operating Company Ltd., Gulf Keystone Petroleum Ltd, Hess Exploration and Production Malaysia B.V., Hess Oil & Gas Sdn Bhd, Indian Oil Corporation Limited, Iona Energy Company, JX Nippon, Keabangan Petroleum Operating Company, Kriti Oil & Gas, Lukoil Overseas, Maersk Oil, MISC Bhd, MOL, Mubadala Petroleum, Murphy Oil, National Iranian South Oil Company, Nautical Petroleum PLC, Nexen Petroleum (UK) Ltd, Norske Shell AS and Thorhus AS, Occidental, Oil&NaturalGasCorpn(ONGC), OMV Exploration&Production GmbH, Pakistan Petroleum Limited, Pakistan State Oil, Perenco Petroleum, PertaminaEP, Petrobras, Petroleos de Venezuela S. A., Petronas, PGNiG AS Norway, Pioneer Natural Resources, Qatar Petroleum, RasGas, Reliance Industries Ltd, Santos, Sarawak Shell Berhad, Saudi Aramco, Shell, Shell Canada Limited, SONATRACH, Sonorex Oil and Gas, Southwestern Energy, Statoil, Sudan Energia Company, Suncor Energy UK ltd, Talisman Energy, TAQA Bratani Limited, Tethys Petroleum, Total SA, Tullow Oil, Wintershall Norge A.S, Woodside Energy

Countries receiving DEJ print magazine include Algeria, Argentina, Australia, Austria, Belgium, Brazil, Cote d'Ivoire, Canada, Colombia, Croatia, Czech Republic, Denmark, France, Germany, Greece, Hungary, India, Indonesia, Iran, Ireland, Italy, Japan, Korea, Malaysia, Mexico, Morocco, Netherlands, New Zealand, Nigeria, Norway, Pakistan, Peru, Poland, Qatar, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sudan, Sweden, The Netherlands, Trinidad & Tobago, Tunisia, Turkey, U.S.A, UAE, UK, Venezuela.

- Our print circulation is 42% UK, 15% Malaysia, 11% United States, 8% Norway. Total European circulation is 59%.
- 2 months after releasing the magazine to paying subscribers, we make it available free of charge on our website, and send links to our list of 8,000 people. We typically see a further 4,000 to 10,000 electronic downloads of each issue.

## Calendar

### January 2015

- Rock physics
- Intelligent wells
- Drilling automation
- Accounting software
- Economic modelling
- Business intelligence
- Data management
- Satcoms in oil and gas

*Ad copy deadline: Dec 12 2014*

*Publication date: Jan 02 2015*

### February - March 2015

- Subsurface structural modelling
- Reservoir modelling
- Flow modelling
- Well planning
- Data archiving
- Electronic purchasing
- Integrated operations
- VSAT for oil and gas

*Ad copy deadline: Jan 23 2015*

*Publication date: Feb 6 2015*

### April - May 2015

- Data integration in GnG
- Workflow software
- Real time platform monitoring
- Supercomputers in data processing
- Safety technology
- Information management

*Ad copy deadline: Mar 13 2015*

*Publication date: Apr 03 2015*

### June - July 2015

- Data acquisition, data processing
- Reservoir management
- Workflow software
- Enterprise solutions
- E-logistics
- Business intelligence
- Information management
- IT security

*Ad copy deadline: May 15 2015*

*Publication date: Jun 05 2015*

### August - September 2015

- Subsurface monitoring
- Seismic data interpretation
- Risk modelling
- Data storage, disaster recovery
- Business intelligence
- Knowledge management
- Offshore communications
- Offshore Europe preview

*Ad copy deadline: Aug 14 2015*

*Publication date: Sep 04 2015*

### November - December 2015

- 3D seismic technology
- Visualisation solutions
- Asset management
- Offshore automation
- Flow simulation
- Business intelligence
- Information management
- Satcoms

*Ad copy deadline: Oct 16 2015*

*Publication date: Nov 06 2015*

Additional distribution: the latest copy of Digital Energy Journal is distributed at all of our own events  
\* Dates are subject to change

## Preferred file formats

Our preferred format is high resolution PDF, the files should be supplied to the correct ad size as CMYK with fonts embedded and all elements set to 300 dpi.

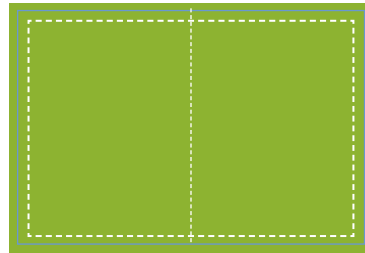
## E-mail

E-mail artwork to Karl Jeffery on [jeffery@d-e-j.com](mailto:jeffery@d-e-j.com) (if less than 15mb)

## FTP site

Upload onto:  
 FTP name: [ftp.doag.net](ftp://ftp.doag.net)  
 Username: fryebl476  
 Password: stuar942  
 Put files in the folder marked "www" inform Karl Jeffery on [jeffery@d-e-j.com](mailto:jeffery@d-e-j.com)

## The magazine is A4 an full colour throughout

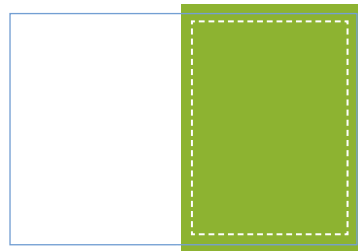


### RATES

**Double page spread:**  
 £6,500

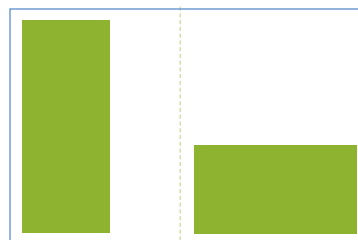
### DIMENSIONS

	Height x width
Bleed size	303 x 426mm
Trim size	297 x 420mm
Type area	277 x 400mm



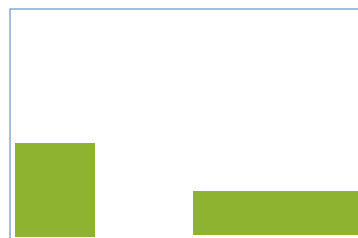
**Full page:**  
 £3,500  
**Outside Back/Inside Front Cover:**  
 £4,995  
**Inside Back Cover:**  
 £4,500

Bleed size	303 x 216mm
Trim size	297 x 210mm
Type area	277 x 190mm



**Half page:**  
 £2,000

<b>Landscape:</b>	
Type area	130 x 190mm
<b>Portrait:</b>	
Type area	260 x 92mm



**Quarter page:**  
 £1,500

<b>Landscape:</b>	
Type area	62 x 190mm
<b>Portrait:</b>	
Type area	130 x 92mm



## The Digital Energy Journal e-mail newsletter is sent out every Thursday to 8,000 people and typically sees about 1300 opens and 200 clicks.

- The Digital Energy Journal website sees around 6,000 users sessions per month from around 4,000 unique users (Google Analytics) the top 10 countries are UK (32%), US, India, Norway, Malaysia, Canada, Greece, Australia, France and Netherlands (1.27%).
- On the website, we offer a large leaderboard position (at the top of the page) - 728 x 90 - for £1950 per month - and right hand side adverts 375 x 100 pixels, for £2,000 per month. These adverts appear on every website page.

The screenshot shows the Digital Energy Journal website layout. At the top left is the logo. On the right, there are links for 'Visit Main Site' and 'Twitter Page'. Below the logo is a navigation bar with the text 'Petrophysics data in Dong Energy Norway - How e- invoices help you get paid'. The main content area features a large banner for 'Doing more with subsurface data - Doing more with offshore engineering data' in Kuala Lumpur, October 13-15, 2014. Below this is another banner for 'What can we do with Oil and Gas Analytics?' in Aberdeen, September 23-25, 2014. The page is divided into 'LATEST NEWS' and 'UPCOMING EVENTS' sections. The 'LATEST NEWS' section includes articles about petrophysics data in Norway and e-invoicing. The 'UPCOMING EVENTS' section lists 'Using Analytics to improve Production' and 'Aberdeen offshore data week'.

- On the newsletter, we offer a 375 x 100 pixel banner within the news for £2,000 per month (4 insertions).
- Rotating and flash banners are fine for website use - for e-mail newsletters we recommend a static banner because not all e-mail software (including Microsoft Outlook) will rotate banner ads.
- We have no file size limit but recommend keeping file sizes low (around 50kb) - the longer it takes your banner to download, the more likely people are to click to another web page before they see it.

**What can we do with Oil and Gas Analytics?**  
Find oil and gas - manage reservoirs and production - make field development decisions - manage asset integrity.  
**Aberdeen - September 23-25 2014**

**Aberdeen offshore data week**  
**June 2-5 2014**  
Events on subsea data, offshore engineering data and IT security / infrastructure

## Display + banner adverts - sample combination packages

Front cover full page advertisement + masthead citation  
+ full page inside advertisement

**£4,500**

Full page advertisement + 4 weeks leaderboard banner on website

**£4,000**

Leaderboard banner on 4 issues of newsletter + e-mail blast

**£5,000**

Contact Richard McIntyre, our advertising sales manager,  
on [rmcintyre@d-e-j.com](mailto:rmcintyre@d-e-j.com), to request a package relating to your specific interests





**Digital Energy Journal produces conferences on many different aspects of digital technology in the upstream oil and gas industry, covering subsurface, drilling, wells and facilities, in Aberdeen, Kuala Lumpur and Stavanger, and attracting attendance from a wide range of operators. See the full list of our current events on the following page.**

- Low cost delegate tickets - to make the events easier to attend, we price delegate tickets at a level which can usually be added to personal expenses rather than go through company procurement processes (from £20/\$30/€30).
- Half day or 9am to 3pm for each event - because we have never met anyone who would prefer a two day conference to a half day conference (unless they want an excuse to get out of the office)
- Presentations and videos from each event made available online (subject to speaker agreement)
- Highlights of each event often reported in Digital Energy Journal to reach a wider audience and to keep a permanent record.
- We don't make "summits" for "CxOs." Many of our competitors promote their events by trying to persuade you that all the important people will be there - and perhaps that if you attend, you can be one of the important people too.
- We offer reduced admission prices for students.



## Our 2015 Event Calendar

### February

- Oman data management (subsurface, engineering data)
- Mumbai data management (subsurface, engineering data)

### March

#### Aberdeen data management

- Drilling data
- Well integrity data
- Subsurface data

### April

#### Stavanger data management

- Subsurface data
- Production data

### June

#### Aberdeen offshore data

- Digital subsea
- Offshore engineering data
- IT / IM infrastructure

### September

#### Aberdeen data analytics

- Production data analytics
- Asset integrity analytics

### October

#### Kuala Lumpur data management

- Subsurface data
- Offshore engineering data

### November

#### Aberdeen offshore data

- Seismic data
- Offshore engineering data
- Supply chain data
- Capital cost data

### December

#### Stavanger data management

- Digital subsea
- offshore engineering data
- seismic data

\* agenda subject to change - please see the 'upcoming events' page on our website for the latest list -

[www.digitalenergyjournal.com/home/upcomingEvents.aspx](http://www.digitalenergyjournal.com/home/upcomingEvents.aspx)

## Our Themes

- Offshore engineering data - building and maintaining good data about offshore facilities
- Subsurface data - keeping all subsurface data and models in good condition and easy to find
- Digital subsea - getting the subsea networked
- Seismic data - know what data you have and gain fast access
- Supply chain data - better ways to manage offshore supply chains
- Asset integrity analytics - better predictions of what will fail or what maintenance is required
- Production data analytics - making better decisions about how to develop the field
- IM / IT infrastructure - better ways to manage the digital plumbing of exploration and production
- Production data - maintaining and sharing accurate production data
- Greek oil and gas - understanding the Greek E&P business opportunity
- Cyprus oil and gas - understanding the Cyprus E&P business opportunity
- Drilling data - doing more with data from drilling operations
- Well integrity data - maintaining data about the condition of your wells
- Geophysics data - better ways to do geophysical analysis on subsurface data
- Capital project cost data - keeping on top of capital project costs





## Viewing Attendee Lists

- To provide the maximum possible guidance as to expected attendees at each event, we post publicly the list of people registered for future events and the list of people who attended the same event on the previous year.
- You need to login on our website to see delegate lists. To see people registered for upcoming events, go to the relevant event page on our website (under events / upcoming events) and click on "see who is attending" on the mid right hand column (this link will only show on events with 5 or more registrants). To see actual attendees for previous events, go to the relevant event page on our website (under events / past events) and click on 'see who attended this event' in the middle column.

## Typical Event Sponsorship Packages

Presentation Slot + 5 delegate tickets - **£2,500.00**

Presentation Slot + Conference Sponsors + 5 delegate tickets - **£3,000.00**

Presentation Slot + Conference Sponsors + Exhibition Stand + 5 delegate tickets- **£3,500.00**

**Please note** - the precise offer for each event will vary - we are able to make improved offers to companies who are able to commit earlier. For a specific proposal please contact Richard McIntyre, sales manager, Digital Energy Journal, on [rmcintyre@d-e-j.com](mailto:rmcintyre@d-e-j.com), Tel 44 208 150 5291

**Digital Energy Journal's mission is to develop new ways to share business critical understanding and expertise between people in different companies in the upstream oil and gas industry. In other words, we talk about what works and what doesn't.**

- Business critical understanding is essential to personal and company success. There are many ways to develop that understanding - learning from colleagues, teaching ourselves, formal training / university, company meetings, association meetings, 2 day commercial conferences - but all of these have their inefficiencies and inflexibilities too.
- With our short (half day) inexpensive events, print and online publishing, we believe we can help share information in ways that the other vehicles can't, gathering together a room full of specialists to talk about what they know.
- We currently cover topics relating to working with seismic data, subsurface data, drilling data, well integrity data, offshore inspection data, offshore engineering data, subsea data, supply chain data and IT infrastructure / security, and also relating to exploration in Greece and Cyprus.
- Digital Energy Journal was launched in March 2006 at the SPE Intelligent Energy conference in Amsterdam, and published its 50th issue in September 2014.
- Digital Energy Journal is published by Future Energy Publishing Ltd, based in London. We also publish Carbon Capture Journal (about carbon capture and storage), Tanker Operator (about deep sea tanker operations), and organise 30 conferences a year. Our focus is keeping energy supplies and climate sustainable and affordable.

