

THE ENERGY INSIGHT

MEDIA KIT 2018



ADVERTISING TARIFF

Front Inside

USD 600/- (PKR 60,000/-)

*Front Gate Fold

USD 1000/- (PKR 100,000/-)

Page Facing Front Inside

USD 550/- (PKR 55,000/-)

Back Page

USD 1000/- (PKR 100,000/-)

Back Inside

USD 500/- (PKR 50,000/-)

Back Inside (2nd Position)

USD 500/- (PKR 50,000/-)

*Back Gate Fold

USD 1000/- (PKR 100,000/-)

Center Spread

USD 900/- (PKR 90,000/-)

Ordinary Page

USD 400/- (PKR 40,000/-)

Fixed Ordinary Page

USD 450/- (PKR 45,000/-)

Advertorial

USD 350/- (PKR 35,000/-)

Half Page

USD 200/- (PKR 20,000/-)

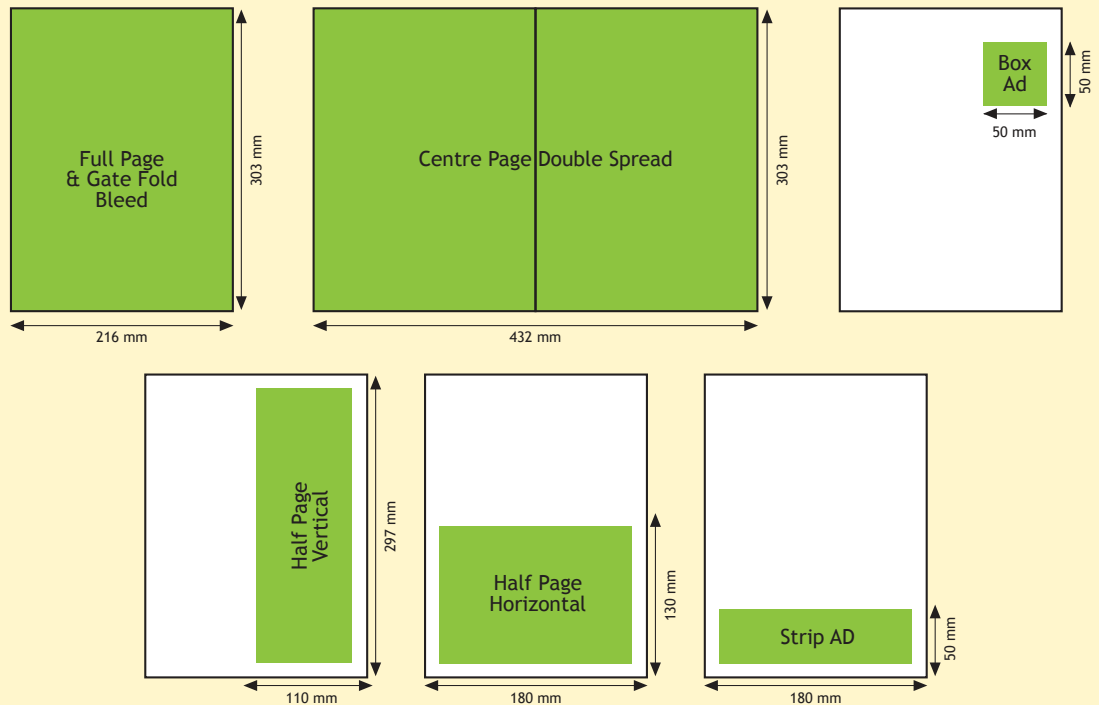
*Bottom Strip Ad

USD 150/- (PKR 15,000/-)

*Box Ad

USD 150/- (PKR 15,000/-)

*Conditions Apply



TECHNICAL DATA

Trim Size

A4 (Height 297mm x Width 210mm)

Format / Bleed size

303 mm x 216 mm (3mm Bleed, each side)

Printing Mode

4 Color offset

SIZE & POSITIONS

Matter should be kept 15mm from the trim size.

ABOUT MAGAZINE

As flag bearer of Pakistan's burgeoning sector, The Energy Insight aims to be Pakistan's leading print and electronic quarterly trade magazine that will carry important news, articles and updates on matters related to oil, gas and power sector. It will also play an active role in linking local and global businesses and providing a unique platform for industrial players to put forward their views on cutting edge developments and emerging technologies. The magazine also pledges to serve as a hub that disseminates market intelligence with decision makers and professionals enabling them to take smarter and more profitable business decisions.

In Pakistan

3500+ Copies (> 10,000 Readers, average 3 persons per copy)

Abroad (Soft Copies)

9,000+ readers (to our exclusive database)

Bonus Distribution

Distributed at World's largest exhibitions

INDUSTRY WISE DISTRIBUTION

- Production / Exploration
- Refining / Drilling
- Gas Processing / Petrochem
- Pipeline / Transportation
- Financial / Business
- Captive Power Producers
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- Oil & Gas Producers and Refineries
- Power & Energy Marketers
- Power Generating Electric Utilities
- Power Industry OEMs
- Power Industry Project Developers
- Power Transmission & Distribution Companies
- Research & Development Organizations
- Self-Generating Industrial Manufacturing / Process Plants & Large Institutions
- Support Equipment & Service Providers
- Manufacturers & Suppliers of the Industrial Hardware & Allied Equipment
- Others

READER'S PROFILE

- Chief Executive Officers
- Managing Directors
- Directors
- General Managers
- HSE Managers / Advisors
- Business Development Managers
- Planning Managers
- Planners / Schedulers
- Project Managers
- Geologists
- Construction Managers
- Engineering Managers
- Field Service Managers
- Commercial Managers
- Marketing Managers
- Refinery Specialists
- QA / QC / Inspections
- Petroleum Inspectors
- Refinery / Plant Operation Supervisors
- Instrumentation Technicians
- Electrical Technicians
- Suez Technicians

LIST OF TOPICS AND PUBLICATION SCHEDULE 2018

ISSUE 1

Main Theme:

Clean Energy options for Pakistan

Sub Theme:

Renewable energy, Innovative Solar Technology, LPG option as clean fuel

Deadline Ads/Editorial:

March 25, 2018

Publication Date:

April 10, 2018

ISSUE 2

Main Theme:

From Coal Pit to Power Grid

Sub Theme:

Independent Power Producers, Coal fired power plants

Deadline Ads/ Editorial:

June 25, 2018

Publication Date:

July 10, 2018

ISSUE 3

Main Theme:

Energy Demand in Pakistan – Problems & Solutions

Sub Theme:

Sustainable Energy, Energy Storage, Energy Saving & Efficiency, Natural Gas, Petroleum

Deadline Ads/ Editorial:

September 25, 2018

Publication Date:

October 10, 2018

ISSUE 4

Main Theme:

The Future of Power / Power Generation & Energy

Sub Theme:

Power generators, Instrumentation control & electrical for power generation, Conventional & Unconventional Power generation processes

Deadline Ads/ Editorial:

December 25, 2018

Publication Date:

January 10, 2019

THESIS
PUBLISHING

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