

ALBERTA OIL

# MEDIA KIT

[www.albertaoilmagazine.com](http://www.albertaoilmagazine.com)

## Canada's Business Magazine of the Year

■ In 2008, the first edition of *Alberta Oil*, published by Venture Publishing, was released. In just three years, *Alberta Oil* has become the finest source of editorial insight into Canada's energy industry, and as a result, was voted Canada's Business Magazine of the Year in 2010 and nominated 2011.

The energy sector is an increasingly sophisticated place. *Alberta Oil* reflects that sophistication – in the articles we publish, the design we create, and the readers we touch. *Alberta Oil* caters to the C-Suite class of reader: highly intelligent, wealthy, and powerful. They're captains of industry and they look to *Alberta Oil* for an insightful and unique source of business foresight.

Whether it's the shale gas revolution, an oil sands development, or the newest environmental innovation, *Alberta Oil* examines the new frontiers of the energy industry. We pride ourselves on delivering a visually striking magazine that hits just as hard in the inside. It's time for your brand to join up with the most distinguished industry publication in Alberta.



*“Alberta Oil offers me something no other magazine can. When it arrives on my desk, it’s the first thing I pick up.”*

**JIM CARTER**

*- Former Syncrude President and chair of the Alberta Carbon Capture and Storage Development Council*



# Alberta Oil Editorial Structure

■ **EVERY ISSUE** of *Alberta Oil* features regular sections and columns on areas of greatest concern to readers:

■ **DOSSIER:** An in-depth perspective on policy directions from both Ottawa and the provincial legislatures.

■ **LEADING EDGE:** A snapshot of bright ideas and novel production methods that promise big gains in the energy sector.

■ **EYE ON OIL SANDS:** Zeroing in on business, technology and community developments in the oil sands

■ **THE SUITE LIFE:** Providing meaningful insight on executive compensation trends, succession planning, governance, board development and other issues of pressing concern to CEOs and company directors

■ **DIVIDENDS:** A regular column from our investor-in-residence, delving into industry trends and the best investment options.



## 2012 Editorial Schedule

■ **January 2012**  
C-Suite Award Winners  
Advertising Close: Nov 25, 2011  
Material Due Date: Dec 7, 2011  
Insert Due Date: Dec 20, 2011  
Release Date: Jan 9, 2012

■ **February 2012**  
Big Ideas and Innovation  
Advertising Close: Dec 22, 2011  
Material Due Date: Jan 11, 2012  
Insert Due Date: Jan 25, 2012  
Release Date: Feb 6, 2012

■ **March 2012**  
Aboriginal Business  
Report on the Prairies  
Advertising Close: Jan 27, 2012  
Material Due Date: Feb 8, 2012  
Insert Due Date: Feb 22, 2012  
Release Date: Mar 5, 2012

■ **April 2012**  
Technology, Clean Energy and Conservation  
Advertising Close: Feb 24, 2012  
Material Due Date: Mar 7, 2012  
Insert Due Date: Mar 21, 2012  
Release Date: Apr 2, 2012

■ **May 2012**  
Drilling  
Report on Atlantic Canada  
Exclusive: Alberta Oil reports on the results of our national survey on energy issues  
Advertising Close: Mar 23, 2012  
Material Due Date: Apr 11, 2012  
Insert Due Date: Apr 25, 2012  
Release Date: May 7, 2012

■ **June 2012**  
The Top 100 E&P Companies  
Top 50 Service Companies  
The International Report  
Advertising Close: Apr 27, 2012  
Material Due Date: May 9, 2012  
Insert Due Date: May 23, 2012  
Release Date: June 4, 2012

■ **July 2012**  
Energy Services  
Report on Ontario  
Advertising Close: May 25, 2012  
Material Due Date: June 6, 2012  
Insert Due Date: June 20, 2012  
Release Date: July 3, 2012

■ **August 2012**  
Report on Human Resources  
Health, Safety & Environment  
Advertising Close: June 22, 2012  
Material Due Date: July 11, 2012  
Insert Due Date: July 25, 2012  
Release Date: Aug 7, 2012

■ **September 2012**  
Report on the Oil Sands  
Advertising Close: July 27, 2012  
Material Due Date: Aug 8, 2012  
Insert Due Date: Aug 22, 2012  
Release Date: Sept 4, 2012

■ **October 2012**  
The Juniors  
Report on British Columbia  
Advertising Close: Aug 24, 2012  
Material Due Date: Sept 5, 2012  
Insert Due Date: Sept 19, 2012  
Release Date: Oct 1, 2012

■ **November 2012**  
Pipelines and Transportation  
Report on Energy Infrastructure  
Advertising Close: Sept 21, 2012  
Material Due Date: Oct 10, 2012  
Insert Due Date: Oct 24, 2012  
Release Date: Nov 5, 2012

■ **December 2012**  
Natural Gas  
Report on the U.S.  
Advertising Close: Oct 26, 2012  
Material Due Date: Nov 7, 2012  
Insert Due Date: Nov 21, 2012  
Release Date: Dec 3, 2012

“The magazine looks great and has the appeal of a high-end information publication. It is very attractive and eye-catching.”

JAMES CLELAND  
Alberta Economic  
Development Authority



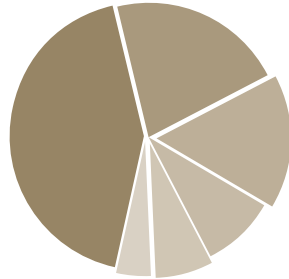
For a detailed editorial schedule, please contact your account executive.

# Alberta Oil Readership

EVERY ISSUE of *Alberta Oil* magazine delivers over 107,000 senior decision-makers in all aspects of the energy sector. These high-quality readers turn to *Alberta Oil* for authoritative, balanced coverage of key issues shaping their industry.

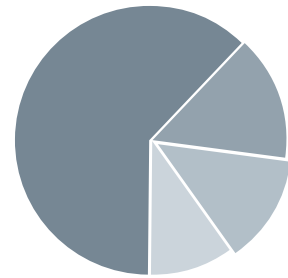
“*Alberta Oil* is editorially very strong and refreshing. I am very impressed.”

JOCELYN CHRISTIE  
Schlumberger Canada



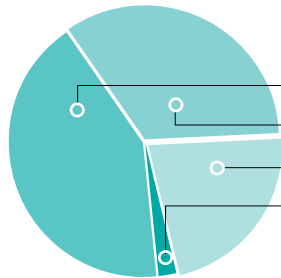
## INDUSTRY BREAKDOWN

E&P companies – 43%  
Professional services/consulting – 21%  
Energy services – 16%  
Financial – 9%  
Engineering/Construction – 7%  
Gov't – 4%



## JOB TITLES

62% are senior management  
15% are middle management  
13% are independent contractors/tradespeople/administration  
10% not specified



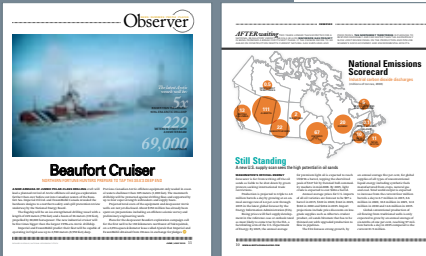
## PURCHASING DECISIONS

42% specify purchases  
34% approve purchases  
22% are responsible for making purchases  
2% do not participate in purchasing decisions



## DEMOGRAPHICS

89% are male/11% are female  
42% have personal annual incomes of more than \$95,000  
57% are between the ages of 40 and 55



\*All readership data from 2009 spring survey conducted in-house with *Alberta Oil* subscribers.

# Alberta Oil Circulation

*Alberta Oil*'s in-depth and industry-leading feature articles and columns are required reading for industry executives. Total circulation is 17,000 copies, with distribution broken down as:

3,000 copies on newsstands across Canada  
14,000 copies mailed directly to senior decision-makers in:

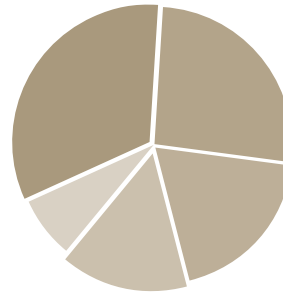
- Industry
- Municipal, provincial and federal government
- Regulatory bodies
- Financial institutions and investment companies
- Research and engineering organizations

Addition bonus copies of *Alberta Oil* are distributed at key industry events and conferences throughout the year. Ask your account executive how you can benefit from this additional targeted circulation.



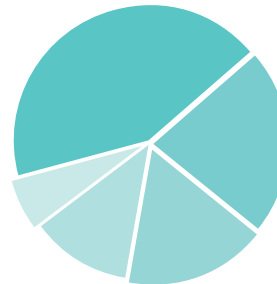
The world comes to **albertaoilmagazine.com** to learn the latest about the policies and issues affecting the Canadian energy sector.

- *Average visits per month: 40,000\**
- *Average page views per visit: 2.97*
- *Average time on site: 3 minutes*



**INDUSTRY BREAKDOWN:**

- E&P: 33%
- Energy Services: 26%
- Government: 19%
- Financial: 15%
- Engineering/Construction: 7%



**ORIGIN OF TRAFFIC:**

- 43% from Alberta
- 22% from the United States
- 17% Canadian outside of Alberta
- 12% from Europe
- 6% from Asia

\*All web statistics are dated October 2011

**Online Advertising Options**

Ask your account executive for placement options and rates for:

- Leaderboards
- Big Box ads
- Skyscrapers

Or explore more pervasive online presence with one of the following options:

- **SPONSORED CONTENT CATEGORIES:** Premium positioning is offered within subject category (Gas, Alternative Energy, Technology, Services, International, Policy, Environment, Finance, People)
- **MICRO-SITES:** We can develop an entire section of albertaoilmagazine.com featuring exclusive content on a topic of relevance to your prospective client
- **BLOGS:** Sponsor a blog and be front and centre as top executives discuss the latest business issues on albertaoilmagazine.com
- **WEB POLLS:** An interactive way to build awareness by sponsoring user-generated content
- **INTERSTITIALS:** Get premium exposure as users navigate through our site
- **PODCASTS:** Embed your ad in Alberta Oil's informative audio or video content
- **E-NEWSLETTERS:** You can sponsor a content-specific Alberta Oil e-newsletter or work with our award winning staff to create a custom piece for your marketing needs



Effective October 26, 2011

Rate Base – 17,000

Ad Rates quoted in gross dollars

Size	1x	3x	6x	9x	12x
<b>Full Color:</b>					
Full Page	5,055	4,800	4,550	4,295	4,045
Two Third Page	4,550	4,325	4,095	3,870	3,640
Half Page	3,285	3,120	2,955	2,790	2,630
Third Page	2,275	2,160	2,050	1,935	1,820
Sixth Page	1,265	1,200	1,140	1,075	1,010
Double Page Spread	9,605	9,125	8,645	8,165	7,685
1/2 DPS	6,240	5,930	5,615	5,305	4,992
<b>Black and White:</b>					
Full Page	3,795	3,605	3,415	3,225	3,035
Two Third Page	3,415	3,245	3,075	2,905	2,730
Half Page	2,465	2,340	2,220	2,095	1,970
Third Page	1,710	1,625	1,540	1,455	1,370
Sixth Page	950	905	855	810	760
Double Page Spread	7,210	6,850	6,490	6,130	5,770
Half Double Page Spread	4,685	4,450	4,215	3,980	3,750
<b>Cover Positions:</b>					
Second/Third	5,815	5,525	5,235	4,945	4,650
Fourth	6,320	6,005	5,690	5,370	5,055

NOTE: 15% surcharge for positioning guarantee

### ADDITIONAL PUBLICATIONS AND SPONSORSHIP OPPORTUNITIES

*Alberta Oil* offers a range of special annual publications and events which offer advertisers interactive and high impact exposure. Ask your sales representative for more information.

### ON-PAGE OPTIONS

**Alberta Oil Advertorial:** A full page, four color company profile, perfect for companies seeking to heighten their investment profile, introduce new products or services, or draw attention to achievements. An *Alberta Oil* Advertorial includes a 400-word article written by *Alberta Oil*'s staff, a color photograph, your corporate logo and address.

**Rate: \$6,155 (net) Reprints available upon request.**

**Gatefold Covers:** A triple page spread advertising opportunity; ideal for product introduction or rebranding messages.

**Split Covers/French Doors/Reverse Gatefold:** Grab reader attention with a double page spread ad positioned beneath the outside front cover.

**Also ask about interior gatefolds; single or double wrap options available.**

**Rates: Quoted individually**

### INSERT OPTIONS

**Inserts:** Blow-ins, business reply cards, corporate brochures and full page size options are all available and offer a cost-efficient way for you to deliver your message to a targeted audience. Minimum quantity: 5,000. Specific geographic areas are available, ie: just Calgary or just Edmonton.

**Rate: Quoted individually**

**Tip-on inserts:** Removable or permanent tip-ons are available; perfect for sampling or unusually configured inserts.

**Rate: Quoted individually**

**Belly Band:** Wrap your message around the cover of the magazine. Only available with purchase of full page advertisement inside that issue.

**Rate: Quoted individually**

### DIGITAL ADVERTISING SUBMISSION GUIDELINES

Only digital media conforming to Venture Publishing specifications can be accepted. These guidelines are for digital media submitted to Venture Publishing Inc. for publication. We cannot guarantee the correct print reproduction of digital media that does not conform to the following specifications and will return those files for correction with a report detailing problem areas.

Please submit your ad material through Venture Publishing's FTP site at [http://www.advertisewithventure.com/ad\\_upload.php](http://www.advertisewithventure.com/ad_upload.php)

With specific production questions, please email [artdept@albertaiventure.com](mailto:artdept@albertaiventure.com)

### ONLINE OPTIONS

**albertaoilmagazine.com** places your online advertising in front of energy industry decision-makers from across the world.

Online and magazine advertising work together to create unparalleled engagement and awareness. Integrated media campaigns allow magazine and online advertising to be more engaging, trustworthy and motivational. This relationship allows albertaoilmagazine.com's advertisers to benefit from multi-faceted awareness and a highly-motivated audience of purchasers and decision-makers.

Your account executive can discuss our wide range of choices for online advertising, and how we can build an integrated print and online advertising package to meet your marketing needs.

**Rates: Quoted individually**

## Contacts

### Calgary Sales

T 403-228-4337 • F 403-217-6588

[calgarysales@albertaoilmagazine.com](mailto:calgarysales@albertaoilmagazine.com)

### Edmonton Sales

T 780-990-0839 • F 780-452-7588

Toll-free: 1-866-227-4276

[edmontonsales@albertaoilmagazine.com](mailto:edmontonsales@albertaoilmagazine.com)

Visit [advertisewithventure.com](http://advertisewithventure.com) for monthly updates on content, rates, advertising opportunities and sponsorship options

*Alberta Oil* offers you unique opportunities to gain additional exposure in innovative and cost-effective ways. Please inquire about how we can help your company stand out.

## COMMISSION AND CASH DISCOUNTS

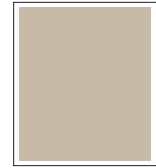
Agency commission of 15% to recognized agencies only. Overdue accounts are subject to interest at a rate of 2% per month after 30 days from date of invoice. All accounts are payable to the Edmonton office in Canadian funds, or equivalent funds at the rate of exchange prevailing at the time of payment.

## CONTRACT REGULATIONS

1. The rates, terms and conditions on this card apply to all advertising contracts or insertion orders received by the publisher. If no contract is received, the advertisers will be billed at the single insertion rate.
2. Publisher reserves the right to increase advertising rates or change in-home date for any issue upon 30 days notice in writing before the insertion order closing date of the issue. All contracts and insertion orders are accepted subject to this reservation.
3. Contest advertising rules must be submitted before the advertisement is run.
4. Publisher reserves option to insert above or below any copy the words "Advertising Feature."
5. Publisher is not liable for printed quality of advertising if submission does not follow digital guidelines.
6. The publisher shall not be bound by any position requests unless guaranteed by a 15 % surcharge.
7. Mail order copy subject to publisher's acceptability standards. Business should be transacted from a Canadian address.
8. If complete copy is not furnished according to mechanical and deadline requirements, publisher can charge for extra production work required. An estimate of such extra charges will be furnished upon request.
9. Advertisers and advertising agencies assume liability for all content (including text representation and illustrations) of advertisements printed and also responsibility for any claims arising therefrom against publisher.
10. Publisher is not bound by any conditions printed on advertisers' or advertising agencies' contracts or insertion orders when such conflict with policies covered by this rate card.
11. All advertising copy is subject to the approval of the publisher.
12. The publisher shall be under no liability for failure for any cause, to publish any advertisement.
13. The publisher shall not be subject to any liability whatever for any failure to publish or circulate all or any part of any issue or issues because of strikes, work stoppages, accidents, fires, acts of God or any other circumstances not within the control of the publisher.
14. All inserts and advertising must adhere to regulations as set down by Canada Post or/and Revenue Canada.
15. Inserts may be placed on partial page ads with no liability to the publisher.
16. Publisher cannot guarantee position of blow-in cards.
17. Publisher cannot guarantee specific geographic coverage for partial circulation inserts.
18. Publisher cannot guarantee positioning or carriage of insert if prior approval of insert is not solicited from publishing office.



Full Page  
Trim Size: 9 x 10.75  
Final Bleed Size: 9.5 x 11.25  
Live area: 8.5 x 10.25



Full Page Island  
Document Size: 8.125 x 10



1/2 Page Horizontal  
Document Size: 8.125 x 4.875



1/2 Page Vertical  
Document Size: 3.875 x 10



1/2 Page Mini  
Document Size: 5.1875 x 7.25



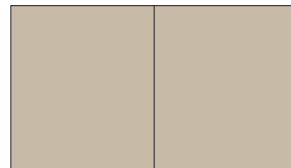
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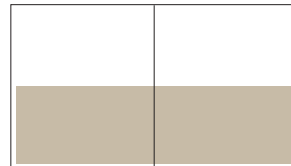
1/3 Page Vertical  
Document Size: 2.625 x 10



1/3 Page Square  
Document Size: 5.1875 x 4.875



Full Double Page Spread  
Trim Size: 18 x 10.75  
Final Bleed Size: 18.5 x 11.25  
Live area: 17.5 x 10.25



1/2 DPS  
Document Size: 17.125 x 4.875

