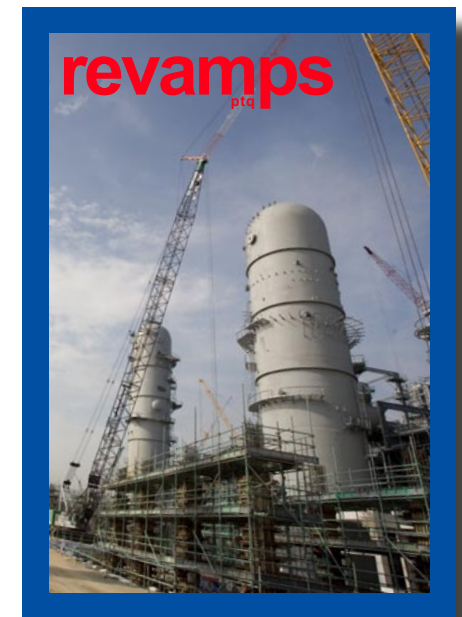
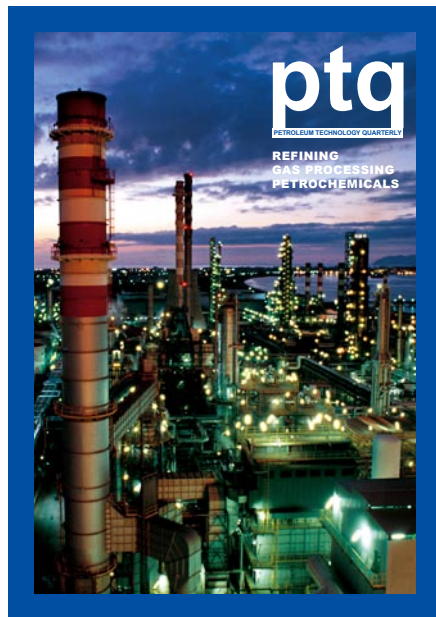




## MEDIA DETAILS 2011



The strength of *PTQ* is its global audience of key industry personnel, who read and respect our authoritative technical articles highlighting the latest developments affecting the global refining, gas and petrochemical processing industries. *PTQ* provides decision makers worldwide with the in-depth information they need on the processes, products and services necessary for them to design, build, operate and maintain their plants more efficiently and to increase their margins.

*PTQ* carries up to sixteen 3000-5000-word technical articles in each issue. No other information source in this industry comes close to matching *PTQ's* editorial depth, usefulness and quality. Add to this our competitive advertising rates and long shelf life, and you'll appreciate why *PTQ* is the perfect corporate advertising vehicle. If you have, or seek, a truly international presence in this industry, our readers look forward to seeing your advertisement in *PTQ*.

The quality of *PTQ's* readership sets it apart from other industry magazines. It is read by key personnel in every refinery, gas and petrochemical processing plant, operating company, engineering contractor and licensing company in the world. With bonus distribution at major industry conferences and exhibitions, advertisers are effectively targeting decision makers at every level of the refining, gas and petrochemical processing industries.

## WORLDWIDE CIRCULATION 16,700

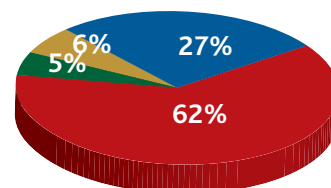
WORLDWIDE READERSHIP 66,800\*

### GLOBAL READERSHIP INCLUDES:

- |                                |                                |
|--------------------------------|--------------------------------|
| Presidents and Vice Presidents | Heads of Construction          |
| General Managers               | Operations Managers            |
| Plant Managers                 | Plant Superintendents          |
| Technical Directors & Managers | Environmental Managers         |
| Heads of Process               | Process and Chemical Engineers |
| Project Managers & Engineers   | Mechanical Engineers           |
| Maintenance Managers           | Electrical Engineers           |
| Heads of Engineering           | Heads of Procurement           |
| Planning Managers              | Heads of R & D                 |

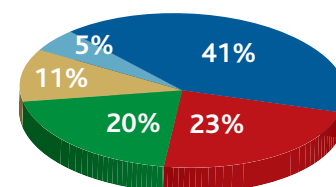
### Requested by:

- Engineers/Consultants
- Senior Management
- Research/Lab/Chemists
- Other Industry Professionals



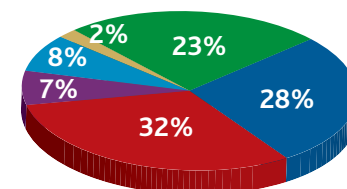
### Within:

- Refining
- Petrochemical/Chemical
- Engineering Contracting
- Gas Processing
- Licensing



### Worldwide:

- Europe
- USA
- Asia
- Middle East and North Africa
- Americas (excl USA)
- Africa



*PTQ* is independently audited by the Audit Bureau of Circulation. A copy of our full audit certificate is available from our website.

\* Circulation figure is that shown on our latest (2009) ABC certificate (12,729 print/4,057 digital) and represents a year-on-year increase of 1,359 from 2008. Regional percentages based on ABC certificate; job title and industry segment percentages based on our own research. Readership figure based on modest pass-on rate of four readers per copy.

Q1 2011  
JAN-FEB-MAR

Sulphur Removal • Project Management • Heavy Feed Processing • Hydroprocessing  
• LCO Upgrading • Risk Management • Alkylation • Steam Cracking • Catalyst Technology

**Automation & Control** • Asset Management • Optimisation  
• Wireless Technology • Simulation • Safety Systems • LP Modelling & Simulation

**Environmental** • Emissions Control • Water Management  
• SO<sub>x</sub>/NO<sub>x</sub> Control • CO<sub>2</sub> Sequestration • Flare Systems

NPRA Annual Meeting  
Refining China & CIPPE  
IPTC & IDTC  
Digital Plant  
International Pump Users

**Closing Date: 3 December**

CATALYSIS

Catalytic Reforming Improvements • FCC Catalyst & Operational Improvements  
• Additive Improvements in FCC Operations • Speciality Aromatics from Reformers  
• Transesterification • Recovery, Regeneration & Transport • Methanol Catalysts • FCC  
Pretreating of Heavy Feeds • Advances in Hydroprocessing • Guard Bed Applications  
• Reactor/Catalyst Modelling • Catalyst Applications in Olefin Operations

NPRA Annual Meeting  
NPRA Q&A  
ERTC Annual Meeting  
IPTC & IDTC  
Refining China & CIPPE  
Global Refining Summit  
NPRA Maintenance  
**Closing Date: 14 January**

GAS

Nitrogen Separation for Upgrading Natural Gas • Control Systems for Refinery Gasifiers  
• Adding LNG to the Gas Supply Network • Tail Gas Treatment  
• Fischer-Tropsch Catalyst Developments for GTL • Coal Bed Methane Extraction  
• Synthesis Gas from Refinery Residues • Liquefying instead of Flaring  
• Processing Natural Gas with High Levels of CO<sub>2</sub> and H<sub>2</sub>S • Gasification Technologies  
• Optimising Sulphur Recovery Units

IPTC & IDTC  
NPRA Annual Meeting  
NPRA Q&A  
ERTC Annual Meeting

**Closing Date: 18 February**

Q2 2011  
APR-MAY-JUN

Hydrotreating • Fractionation • BTX Separation • Delayed Coking • Offgas Recovery  
• Visbreaking • Resid Upgrading • Crude/Vacuum Unit • Steam Reforming  
• Hydrogen Management • Catalyst Management • Hydrogen Recovery

**Thermal Combustion** • Systems • Furnace Design • Thermal Processing  
• Heat Transfer • Low NO<sub>x</sub> Burners • Heat Recovery • Heat Exchangers  
• Combustion Systems • Process Heaters • Refractories and Insulation Applications

**Separation** • Molecular Sieves • Deep Cut Fractionation • Membrane Separation  
• Adsorption Separation • Slurry Oil Filtration • Oil & Water Separation • Trays & Packing

Global Refining Summit  
NPRA Maintenance

**Closing Date: 25 February**

Q3 2011  
JUL-AUG-SEP

Diesel Maximisation • Hydrocracking • Clean Fuels • FCC • GTL/CTL • Lubes  
• NO<sub>x</sub> Reduction • Gasification & Polygeneration • Catalyst Advances

**Instrumentation & Control** • Actuators • Blending Indices • Control Valves  
• Measurement & Testing • Analysers Analytical Instruments

**Rotating Equipment** • Pumps & Valves • Control Systems • Compressors & Turbines  
• Asset Management & Reliability • Vibration/Condition Monitoring

Turbomachinery Symposium

**Closing Date: 27 May**

REVAMPS

Control Loop Re-Instrumentation During Turnaround  
• Revamp & Turnaround Case Studies • Low Investment Revamp Strategies  
• Defining Maintenance Scope for Turnarounds • Optimising Turnaround Execution  
• Equipment Retrofitting • Considerations for Refinery Expansion Projects • Avoiding  
Pitfalls with Turnaround Software Packages • Minimising Revamp Capital Costs

NPRA Q&A  
ERTC Annual Meeting  
Bottom of The Barrel  
IPTC & IDTC 2011  
NPRA Annual Meeting 2012  
NPRA Maintenance 2012  
**Closing Date: 5 August**

Q4 2011  
OCT-NOV-DEC

ULSD Production • Utilities • Catalyst Improvements • Hydrotreating  
• Cryogenic Technology • Fluids Handling • Hydrogen Recovery • Water Treatment

**Gas Processing Developments** • LNG & GTL • Sulphur Removal/Recovery Compressors  
• Control Systems • Analysers • Gasification • Gas Treating

**Mass Transfer** • Heat & Energy Balance • Distillation & Fractionation • Tower Scanning  
• Column Internals, Trays & Packing • Distributors • Heat Integration • Reactor & Vessel Design

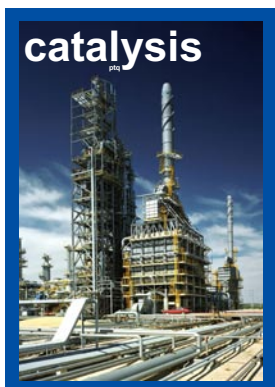
NPRA Q&A  
ERTC Annual Meeting  
Bottom of The Barrel

**Closing Date: 2 September**



# Advertising Rates

## CRAMBETH ALLEN PUBLISHING BRANDS:



	x1	x2	x3	x4	x5+
Single Page	€5,350	€5,220	€5,090	€4,960	€4,840
Double Page	€8,550	€8,340	€8,135	€7,230	€7,050
Half Page Island	€3,795	€3,700	€3,610	€3,520	€3,435
Half Page	€2,885	€2,815	€2,745	€2,675	€2,610
Third Page	€2,210	€2,154	€2,100	€2,048	€1,995
Quarter Page	€1,615	€1,575	€1,535	€1,500	€1,465

General rates. Rates for prime position available on request  
15% discount for recognised agencies

## ADVERTISING SIZES

Advertisement Size	Depth x Width
Double-Page Bleed	303 x 426mm
Trim Size	297 x 420mm
Single-Page Bleed	303 x 216mm
Trim Size	297 x 210mm
1/2 Page Island	190 x 120mm
1/2 Page Horizontal	125 x 178mm
1/2 Page Vertical	270 x 86mm
1/3 Page Horizontal	90 x 178mm
1/3 Page Vertical	270 x 59mm
1/4 Page Horizontal	68 x 178mm
1/4 Page	125 x 86mm

Advertisements are printed in full colour.

Artwork should be provided in the form of press-optimised pdfs PDF (PDF-X format), which should be sent to [artwork@petroleumtechnology.com](mailto:artwork@petroleumtechnology.com) or uploaded to our ftp site (contact us for details).

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