

**NEW FOR 2014**  
**AD EFFECTIVENESS STUDY**  
**TO BE CARRIED OUT IN Q3 2014**

# pta

PETROLEUM TECHNOLOGY QUARTERLY

**MEDIA DETAILS 2014**



## WHY YOU SHOULD ADVERTISE IN PTQ

■ *PTQ* carries up to sixteen 3000-5000-word technical articles in each issue, 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 to design, build, operate and maintain their plants more efficiently, as well as increase their margins. With a 60/40 split between editorial and advertising, your advertisement will never be lost within others.

■ The strength of *PTQ* is its global audience of key industry personnel in every refinery, gas and petrochemical processing plant, operating company, engineering contractor and licensing company in the world.

■ As a quarterly magazine, *PTQ*'s frequency provides a cost-effective three-month exposure per advertisement compared to monthly options. Plus, every issue of *PTQ* is now archived on [www.digitalrefining.com/magazines.html](http://www.digitalrefining.com/magazines.html), providing free access to back issues and further increasing exposure.

■ With bonus distribution at most of the major industry conferences and exhibitions, advertisers are effectively targeting decision makers at every level of the refining, gas and petrochemical processing industries worldwide.

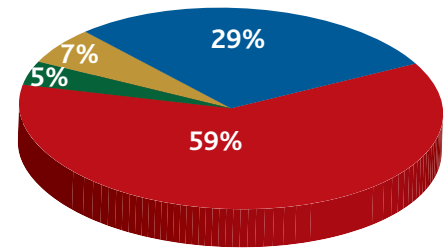
## GLOBAL READERSHIP INCLUDES

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

**TOTAL AVERAGE NET CIRCULATION: 14,847\***

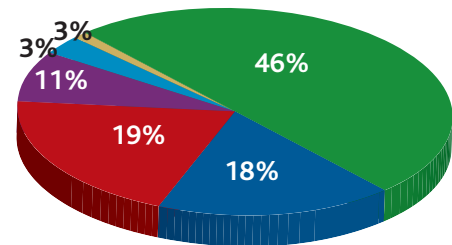
**TOTAL WORLDWIDE READERSHIP: 59,388**

## PTQ IS REQUESTED BY



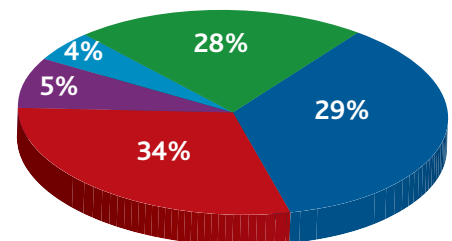
- Engineers/Consultants
- Senior Management
- Research/Lab/Chemists
- Other Industry Professionals

## WITHIN



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

## WORLDWIDE



- Europe
- North America
- Asia, South-East Asia & Australasia
- Middle East and Africa
- Central & South America

\* Circulation figure based on our Q4 2013 issue. Regional percentages, job title and industry segment percentages based on our own research.

## Q1 (JAN-FEB-MAR) ISSUE

- Sour/Heavy Oil Processing • Catalyst Technology
- Corrosion Control • Desulphurisation • Hydroprocessing
- Project Management • Steam Cracking • Plant Design
- Heavy FCC Feed • Alkylation • Tank Storage

### **Automation & Control:** Process Optimisation

- Wireless Technology • Asset Management
- Safety Systems • Modelling & Simulation

### **Environmental:** Flare Systems • Emissions Control

- Water Management • SOx/NOx Control

### **BONUS DISTRIBUTION:**

GASTECH 2014, Seoul  
SOGAT 2014, Abu Dhabi  
ME-Tech, Dubai  
Refining China, Beijing  
StocExpo 2014, Rotterdam  
AFPM Annual Meeting, Orlando  
Middle East Downstream Week, Abu Dhabi  
Global Refining Summit, Barcelona

**ADVERTISING CLOSING DATE:** 13 December 2013

## CATALYSIS ISSUE

- Catalyst Technologies and Developments
- FCC Pretreating • Guard Bed Applications
- Advances in Hydroprocessing Catalysts
- Reactor/Catalyst Modelling
- Additives in FCC Operations • Catalytic Reforming
- Catalyst Recovery and Regeneration
- Methanol Catalysts

### **BONUS DISTRIBUTION:**

AFPM Annual Meeting, Orlando  
AFPM Reliability & Maintenance, San Antonio  
AFPM Q&A, Denver  
Coking & CatCracking, Galveston  
Refining China, Beijing  
Sulphur 2014, Paris  
Bottom of the Barrel Technology, Lisbon  
International Downstream Technology, Lisbon  
Middle East Downstream Week, Abu Dhabi  
European Fuels, Amsterdam

**ADVERTISING CLOSING DATE:** 22 February 2014

## GAS SUPPLEMENT

- Sulphur Recovery & Removal
- Shale Gas Processing
- Tail Gas Treatment
- Nitrogen Separation
- Processing High-Acid Natural Gas
- Gasification Technologies
- LNG/GTL
- Claus Plant
- Control Systems

### **BONUS DISTRIBUTION:**

AFPM Annual Meeting, Orlando  
AFPM Reliability & Maintenance, San Antonio  
AFPM Q&A, Denver  
BBTC & IDTC 2014, Lisbon  
SOGAT 2014, Abu Dhabi  
China Sulphur & Sulphuric Acid Conference, Shanghai  
Sulphur 2014, Paris

**ADVERTISING CLOSING DATE:** 7 March 2014

## Q3 (JUL-AUG-SEP) ISSUE\*

- Catalyst Advances • Clean Fuels Production
- FCC Propylene Production • Lubes & Waxes • Biofuels
- NOx Reduction • Diesel Maximisation • Hydrocracking
- GTL/CTL • Gasification • Plant Design Software

### **Instrumentation & Control:** Test & Measurement

- Control Valves • Blending Control • Actuators
- Wireless instrumentation • Analytical Instruments

### **Rotating Equipment:** Vibration/Condition Monitoring

- Compressors & Turbines • Pumps & Valves

### **BONUS DISTRIBUTION:**

Turbomachinery Symposium, Houston  
International Pump Users Symposium, Houston  
International Gas Technology, Moscow  
Russia & CIS Petrochemicals Technology, Moscow  
Russia & CIS Refining Technology, Moscow

\* Ad Effectiveness Study

**ADVERTISING CLOSING DATE:** 6 June 2014

## EDITORIAL SUBMISSIONS

*PTQ* is the leading technology magazine serving the global oil refining, petrochemical and gas processing industries. We pride ourselves on the editorial independence, timeliness and accuracy of the articles in *PTQ* and its supplements. So, if you are a technology or service provider with a story of success in plant operations, or a

plant professional with a development that has enhanced the performance of your site and you want to share the achievement with your international community, we want to hear from you.

Ideas and proposals for articles should be sent to the Editor along with a brief synopsis of your story.

## PROCESSING SHALE FEEDSTOCKS SUPPLEMENT

- Shale Gas Global Expansion: Regional Focus
- Unconventional Feedstocks: Fuels, LNG, Petrochemicals
- Managing Expanding Ethylene Capacity
- Strategies for Meeting Olefins Demand
- Petrochemical Derivatives Opportunities
- Propane Dehydrogenation Plant Expansion
- Fast Tracking LNG Projects
- Midstream Mini-refineries Provide Flexible Options for Refining & Petrochemical Industry
- CNG & LNG Fuels vs Traditional Diesel: Transition Begins

### BONUS DISTRIBUTION:

AFPM Annual Meeting, Orlando  
AFPM Reliability & Maintenance, San Antonio  
AFPM Q&A, Denver  
Cat Cracker Seminar, Houston  
Refining China, Beijing  
BBTC & IDTC 2014, Lisbon  
SOGAT 2014, Abu Dhabi  
Opportunity Crudes 2014, Houston

**ADVERTISING CLOSING DATE:** 22 February 2014

## Q2 (APR-MAY-JUN) ISSUE

- Opportunity Crudes • Shale Gas Processing
- Coking Technologies • Catalyst Management
- Hydrotreating • Hydrogen Management
- Crude/Vacuum Unit • Fractionation • BTX Separation
- Offgas Recovery • Visbreaking • Resid Upgrading
- Steam Reforming

### Thermal Technology:

- Boiler Management
- Heat Recovery • Furnace Design • Combustion Systems
- Heat Exchangers • Thermal Processing • Heat Transfer
- Low NOx Burners

**Separation:** Adsorption Separation • Trays & Packings  
• Filtration • Oil/ Water Separation • Membrane Separation

### BONUS DISTRIBUTION:

World Petroleum Congress, Moscow  
Coking & CatCracking, Galveston  
BBTC & IDTC 2014, Lisbon  
AfricaTech, Cape Town  
Opportunity Crudes 2014, Houston

**ADVERTISING CLOSING DATE:** 7 March 2014

## REVAMPS SUPPLEMENT

- Revamp, Turnaround & Maintenance
- Contractor Management
- Optimising Turnaround Execution
- Low Capital Investment Strategies
- Equipment Retrofitting
- Refinery Expansion Projects
- Turnaround Software Packages
- Minimising Capital Costs

### BONUS DISTRIBUTION:

AFPM Q&A, Denver  
Sulphur 2014, Paris  
Downstream Asia /Petrochemical Asia, Singapore  
AFPM Annual Meeting 2015  
AFPM Reliability & Maintenance 2015

**ADVERTISING CLOSING DATE:** 5 September 2014

## Q4 (OCT-NOV-DEC) ISSUE

- Opportunity Crude Processing • Hydrotreating
- Sulphur Recovery & Removal • Coke Removal
- Water Treatment • Catalyst Improvements
- Product Blending • Hydrogen Recovery
- ULSD Production • Fluid Handling • Utilities

### Gas Processing Developments:

- Compressors
- Desulphurisation • Control Systems • Analysers
- Gas Treating • Gasification • LNG & GTL

### Mass Transfer:

- Distillation & Fractionation
- Column Internals, Trays & Packing • Heat Integration
- Reactor & Vessel Design • Heat & Energy Balance

### BONUS DISTRIBUTION:

AFPM Q&A, Denver  
Sulphur 2014, Paris  
Downstream Asia /Petrochemical Asia, Singapore  
Asia-Tech, Kuala Lumpur

**ADVERTISING CLOSING DATE:** 5 September 2014

We provide full editorial support for our authors at every stage of the writing and production processes to ensure that the published article meets the high standards that our readers expect from *PTQ*.

We also welcome shorter case studies, 400-800

words, and of course all your news and views of new technology and new projects.

Your contact for all editorial matters is  
Chris Cunningham, Editor, *PTQ*:  
Tel: +44 844 5888 773  
Email: [editor@petroleumtechnology.com](mailto:editor@petroleumtechnology.com)

## 8TH REFINING CHINA CONFERENCE, 2-3 APRIL 2014, REGENT HOTEL, BEIJING

Refining China, the international refining technology conference, has now been running for eight years in partnership with Sinopec. This partnership continues to ensure both a high level of Chinese speakers and a strong level of producer company delegates from Sinopec, as well as CNPC/PetroChina and CNOOC companies.

If you would like to suggest a case study-based presentation on Energy Efficiency, Clean Fuel Technologies, Heavy and Sour Processing or the Impact of Shale Gas, please send your suggestion to [proposals@crambethallen.com](mailto:proposals@crambethallen.com). For sponsorship details, please contact [sales@petroleumtechnology.com](mailto:sales@petroleumtechnology.com)



## DIGITALREFINING.COM

Digitalrefining.com is an easy-to-use website for the refining, gas and petrochemical processing industries, providing a constantly growing database of articles, literature, news and company information.

The way DigitalRefining.com works, and the benefits it offers sponsors, are straightforward: it provides your customers, or potential customers, with immediate access to every article, piece of promotional literature or news item you wish to make available to them, presented within your own company profile, complete with branding.

For sponsorship and advertising opportunities, please contact [sales@petroleumtechnology.com](mailto:sales@petroleumtechnology.com)



## HYDROCARBONCHINA.COM

HydrocarbonChina.com 烃技术.中国 provides the same benefits as digitalrefining.com, but in both Chinese and English, to the Chinese market. Run in conjunction with Sinopec, it provides your customers, or potential customers, in China with immediate access to every article, piece of promotional literature or news item relating to your activities in China you wish to make available, presented within your company profile complete with branding.

*Hydrocarbon China*, our Chinese language magazine dedicated to the hydrocarbon processing industries, is now published in digital format in co-operation with Sinopec. It provides advertisers with the perfect medium to promote their products and services directly to decision makers in their own language. You can view the latest issue at [hydrocarbonchina.com/en/magazines](http://hydrocarbonchina.com/en/magazines)

For sponsorship and advertising opportunities, please contact [sales@hydrocarbonchina.com](mailto:sales@hydrocarbonchina.com)



PTQ EXTRAS



	x1	x2	x3	x4	x5+
Single Page	\$6,495	\$6,335	\$6,175	\$6,020	\$5,870
Double Page	\$10,195	\$9,940	\$9,690	\$9,450	\$9,215
Half-Page Island	\$4,665	\$4,550	\$4,435	\$4,325	\$4,215
Half Page	\$3,595	\$3,505	\$3,520	\$3,435	\$3,350
Third Page	\$2,695	\$2,560	\$2,495	\$2,435	\$2,375
Quarter Page	\$1,995	\$1,945	\$1,900	\$1,855	\$1,810

Rates for prime positions, inserts and other options, available on request.  
Recognised advertising agencies will receive a 15% discount.

## 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.

Material should be provided in the form of Version 1.3/PDF-X1a PDFs with 3mm bleed, high resolution, CMYK and centred with trim marks. You can either email your material to [artwork@petroleumtechnology.com](mailto:artwork@petroleumtechnology.com) or upload it to our ftp site.

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