ptq
2021 MEDIA DETAILS

GENERATE HIGH-QUALITY LEADS THROUGH
PRINT ADVERTISING | WEBINARS | EBLASTS | WHITE PAPERS
For 24 years, PTQ’s independent editorial policy and reputation within the industry have allowed us to provide the most relevant content, highlighting the latest developments in the global refining, gas and petrochemical processing industries. These articles provide refiners 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. Together with Technology in Action’s concise articles and Q&A, this makes PTQ an established and popular forum for conversation between technology providers and our worldwide readership.

**CIRCULATION**

**27,580**

**PRINT / DIGITAL COPIES DISTRIBUTED**

PTQ has an ABC audited global circulation of 27,580 downstream industry personnel within every refinery, gas and petrochemical processing plant, operating, engineering and licensing company worldwide. As well as your advertisements targeting key personnel through our global circulation, PTQ and its supplements have bonus distribution at major industry conferences and exhibitions, to supplement marketing activities you may have planned for these events.

**CATALYSIS**

is distributed in March and provides refiners with a wide-ranging guide to flexibility in managing their fuels and petrochemicals product portfolios. It showcases current developments in refinery catalyst and additive technology through application and development articles from industry leaders.

**GAS**

is distributed with PTQ’s Q4 issue. It covers a range of gas related issues for refiners and processors, from LNG and GTL production issues, to product recovery and flare mitigation in refinery off-gas handling, to amine unit issues in natural gas processing.

**REVAMPS**

is distributed with PTQ’s Q4 issue. Its articles deliver insights into the selection and management of projects planned to boost refinery margin. It addresses key issues in the refining industry’s major outlet for capital expenditure: turnarounds plant updates and unit replacements.

On 5 June 2019, Crambeth Allen Publishing Ltd was acquired by Metropolis International. The business will be run under Metropolis’s business to business division EMAP, reporting into Managing Director Richard Watts.

ABC is the industry body for media measurement. It inspires market confidence by delivering a valued stamp of trust across the media world. Its data is used by a wide range of decision makers: media owners; media agencies; advertisers rights owners; investors; and management.
### CATALYSIS
- Catalysts for Bottoms Cracking
- Regenerating and Recycling Catalysts
- Catalysts for Reforming Processes
- FCC Catalyst Developments
- Hydroprocessing Catalyst Developments
- Tail Gas Treating Catalysts
- Catalysts for Desulphurisation
- Additives for FCC Processing
- Catalysts for Increased Olefins Output

### Q2 (APR-MAY-JUN)
- Resid Upgrading
- Steam Reforming
- Coker Technologies
- Opportunity Crudes
- Hydrogen Production
- Crude/Vacuum Systems
- Hydrotreating
- Raffinate Production
- Gasoline Blending
- Operational Excellence

### HEAT TRANSFER & FLUID FLOW
- Heat Recovery
- Heat Transfer Fluids
- Process Heaters
- Heat Exchangers
- Trace Heating
- Insulation
- Refractory Developments

### MASS TRANSFER & SEPARATION
- Tower Developments
- Membrane Technology
- Filtration & Separation
- Packing Developments
- Columns & Reactors
- Column Design
- Tray Design

### MATERIAL DUE DATE
<table>
<thead>
<tr>
<th>Q1 (JAN-FEB-MAR)</th>
<th>Q2 (APR-MAY-JUN)</th>
<th>GAS</th>
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<tr>
<td>11 DEC 2020</td>
<td>19 FEB 2021</td>
<td>5 MAR 2021</td>
</tr>
<tr>
<td>17 FEB 2021</td>
<td>5 MAR 2021</td>
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### EDITORIAL CONTRIBUTIONS
In addition to working with our editor on providing 3,000+ word case studies, as an advertiser you can submit contributions to that issue’s ‘Technology in Action’.

TiA comprises 400-800 word case studies highlighting a successful project, addressing such issues as why the customer needed innovative technology to resolve a performance issue and how the offering met the customer’s objectives.

Send proposals to Chris Cunningham:
editor@petroleumtechnology.com

### LEAD GENERATION
To give added value to your advertisements, we have an online reader enquiry service, to help generate leads and to maximise your ROI.

Once each issue is published, we email subscribers with links to all of the companies that are advertising, enabling readers to request further information from those companies or visit their websites.

To see how PTQ’s Product Information Service works, visit url.quenchtec.net/Qb9eoQDb
• Plant Design Software
• Hydrocracking
• Crude Blending
• Catalyst Advances
• Lubes & Waxes
• Alternative Fuels
• FCC Propylene
• NOx Reduction
• Diesel Production
• Coke Removal

PROCESS OPTIMISATION & CONTROL
• Safety Systems
• Machine Learning
• Modelling & Simulation
• IIoT & Digital Solutions
• Automation, Instrumentation & Control

REVAMPS
• Revamps for Effluent and Flame Systems
• Upgrading Control Systems
• Managing Turnaround Operations
• Modelling Plant Upgrades
• Planning Refinery Turnarounds
• Replacing Tower Internals
• Raising Energy Efficiency
• Refractory Developments
• Revamps for Challenging Feedstocks

Q4 (OCT-NOV-DEC)
• Water/Wastewater Management
• Heat Transfer
• Mass Transfer
• Delayed Coking
• Hydrotreating
• Hydrogen Recovery
• Catalyst Advances
• Vacuum systems
• IIoT & Digital Solutions
• Furnace Design

CORROSION & FOULING CONTROL
• Corrosion Monitoring & Prevention
• Coatings
• Leak Detection & Repair
• High Acidity Crude Processing
• Chemicals, Inhibitors & Antifoulants

GAS PROCESSING
• LNG/GTL
• Compressors
• Amine Processes
• Sulphur Recovery & Removal
• Refinery Gas Treating
• Sour Gas Processing

Advertisements are printed in 4 colour. Material should be provided in the form of Version 1.3/PDF-X1a PDFs, high resolution, CMYK and centred with trim marks. Email material to production@petroleumtechnology.com or use a large file transfer facility such as WeTransfer.com.

BELLY BAND
A belly band is a great way of guiding a reader to your advertisement, plus any other relevant content, within that issue.

We will print and attach the belly band for you from supplied artwork.

Specifications: 483mm wide (inc 60mm flap), 100mm high, plus 3mm bleed.

COST $13,950 including a full page ad within the issue.

AD SIZES

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ADVERTISING CLOSING DATE

9 JUN 2021
8 SEPT 2021
8 SEPT 2021

MATERIAL DUE DATE

11 JUN 2021
10 SEPT 2021
10 SEPT 2021

ADVERTISEMENT COSTS

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<td>$1.900</td>
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Rates for prime positions, inserts and other options available on request. Recognised advertising agencies may receive a discount of up to 15%.

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**WEBINARS**

Our Webinars are 45 minutes long (recorded), followed by a 15-minute live Q&A, and can be delivered in three different time zones at no extra cost. Webinars are promoted via eblasts, DigitalRefining’s homepage, our weekly newsletter, as well as through print and online advertisements, LinkedIn and Twitter.

On-demand versions are included on DigitalRefining and promoted for 12 months, providing a constant flow of qualified leads: digitalrefining.com/webinars.html.

So far, our Webinars have successfully generated high volumes of registrations and leads: 250+ registrations for the live version and 200+ lead generation responses for the on-demand version (highest 530). All registration / lead generation details are passed onto the Webinar’s sponsor.

**Cost Per Webinar:** $12,950

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**EBLASTS**

DigitalRefining’s single-sponsor Eblasts are the perfect way for companies to promote a new product, service, technology or event.

Eblasts are distributed to over 28,000+ registered users on a day and time of your choosing. A copy of the Eblast will also be promoted on PTQ / DigitalRefining’s LinkedIn and Twitter feeds.

We have worked with many companies on campaigns that have produced excellent results. As an example, we recently helped one company achieve over 3,000 registrations for its series of Webinars through an Eblast campaign.

**Cost Per Eblast:** $6,050

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**WHITE PAPERS**

White Papers are promoted as the featured content on our weekly newsletter, on DigitalRefining’s homepage and on the articles homepage, as well as on LinkedIn and Twitter.

For lead generation, the person downloading the White Paper must answer a question provided by you and agree for their contact details to be sent to you. So far, our White Paper service has successfully delivered high volumes of qualified leads. The average response of the last 20 White Papers is 1.87.

**NB:** After a month, they become a regular article on DigitalRefining.

**Cost Per White Paper:** $3,850
Now in its eighth year, Refining India has come to be known in the Indian hydrocarbons industry as 'The September Conference.' It provides the perfect opportunity to bring leading-edge developments to the attention of senior executives from all of India's major refining companies.

Call For Papers: Email your 200-word abstract to presentations@refiningindia.com by 15 March 2021.

Sponsorship Opportunities: please contact Paul Mason, sales@petroleumtechnology.com

As strategic media partner for the Asian Refining Technology Conference / Asian Downstream Summit, as well as the European Refining Technology Conference, DigitalRefining / PTQ are publishers of the official conference newspapers.

A copy of the A3 sized newspapers is given to every person at registration, with additional copies made available throughout the conference and exhibition areas. We also send 28,000+ DigitalRefining / PTQ subscribers a link to a digital version.

If you would like to submit editorial, please contact Rachel Storry, production@petroleumtechnology.com. If you would like to discuss advertising, please contact Paul Mason, sales@petroleumtechnology.com.

**CONFERENCE NEWSPAPERS**

- **ARTC 2021**
  - Forecast of global crude oil price 2019
  - Shell Catalysts & Technologies helps find solutions in the ever-changing energy landscape

- **REFINING INDIA 2021**
  - Oil-to-chemicals: next steps in refinery integration
  - Implementing advanced technologies for crude to chemicals projects

- **ERTC 2021**
  - Race to decarbonisation
  - ARTC 2021: Asian Refining Technology Conference / Asian Downstream Summit

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