

ROGTEC

MEDIA PLANNER 2025

2025 Marketing Solutions

**Online Market Media Leader for the Russian
and Caspian Upstream O&G Sector**



About ROGTEC

The printed version of ROGTEC Magazine, Russian Oil & Gas Technologies, was launched in 2004. This leading publication for the oil and gas industry in Russia and the Caspian region has been engaging readers for almost two decades, with objective and specialised articles on exploration, drilling and production.

The world is constantly changing so it's essential that we are always prepared to adapt and improve the way we deliver information to our readers and subscribers. Every year we have seen the need to accelerate the distribution of industry content, so in the mid-2010s, we began preparing the ROGTEC digital platform. Via website industry articles, and supporting email and newsletter communications, we now have the ability to instantly deliver information and receive feedback. In January 2023, after significant assessment, testing and development, we were pleased to announce that ROGTEC is now exclusively a digital information industry portal!

What does this mean?

Every printed issue of ROGTEC magazine from 2004 to 2022 is available for free at **ROGTECmagazine.com**. All new content is distributed exclusively via the website and our weekly industry and technology partner mailing lists.

Are there more benefits?

We now have the opportunity to publish articles created by our business and technology partners as soon as they become available. So we no longer have to wait for a new issue of the printed ROGTEC magazine to be prepared! We have also been able to reduce the cost of advertising for our partners due to the complete elimination of printing costs, and a significant reduction in the cost of distributing materials.

ROGTEC is the exclusive media of our well engineering forums RDCR, KDR, WAWEF.



ROGTEC is a media partner and official publication of all leading regional events and conferences, including:



Circulation

- Main distribution regions - Russia, Kazakhstan, Azerbaijan and Uzbekistan
- Additional regions - USA, EU, Africa, Middle East

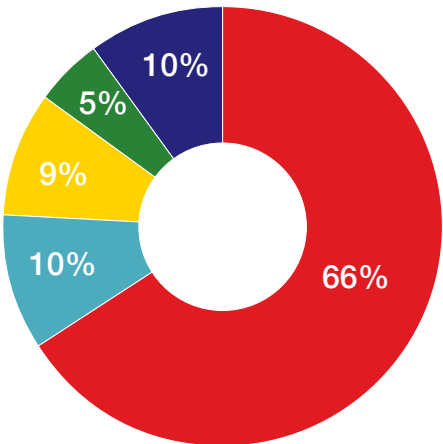
- Individual subscription basis:

Vice Presidents	Managers for drilling, geology, production and oilfield services
Directors	Technical specialists
Chief Engineers	Heads of divisions and departments and operations managers

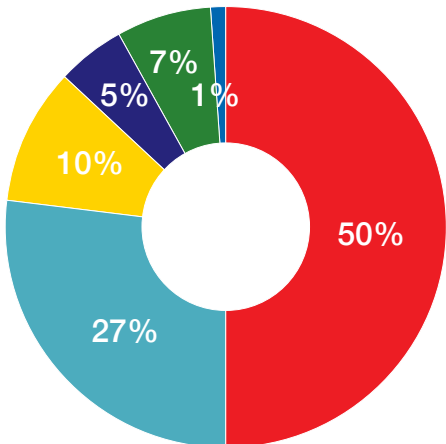
- ROGTEC covers the full production chain of exploration, drilling, completions and the production sector:

Domestic and international oil and gas operators	Associations and Universities
Manufacturers and suppliers of equipment	Service companies
Drilling contractors	Government organizations

Readership Breakdown



- 66% N.O.C.'s, Joint Ventures & Independent Producers
- 10% Contractors
- 9% Service Companies
- 10% OEM's
- 5% R&D Labs, Universities & Government Departments



- 50% Senior Engineers (Drilling, Production, Geo-science, Geophysicists, Completion, EOR & Reservoir)
- 27% VPs, Directors, Divisional & Department Heads
- 10% Rig, Field & Operation Managers, Site Managers
- 5% Others (Automation / Electrical Engineers)
- 7% Owners, Chairman, CEO, General Director, President
- 1% IT & Network Managers

Information in Digital Format

Our partners get many opportunities to post content online with ROGTEC, including:

- **Company Profile** - an exclusive and fully editable mini-site where you can promote your solutions, videos, presentations and latest company news.
- **Interview** - where you can promote new products to the market, and highlight the strategy and direction of your company.
- **Technology and technical articles.**
- **Publication of press releases**, as well as the inclusion of this important news content in our weekly newsletters.
- **Newsletters** - where you are listed as partners of our weekly digital newsletter that has a targeted distribution of over 300,000 emails per quarter.

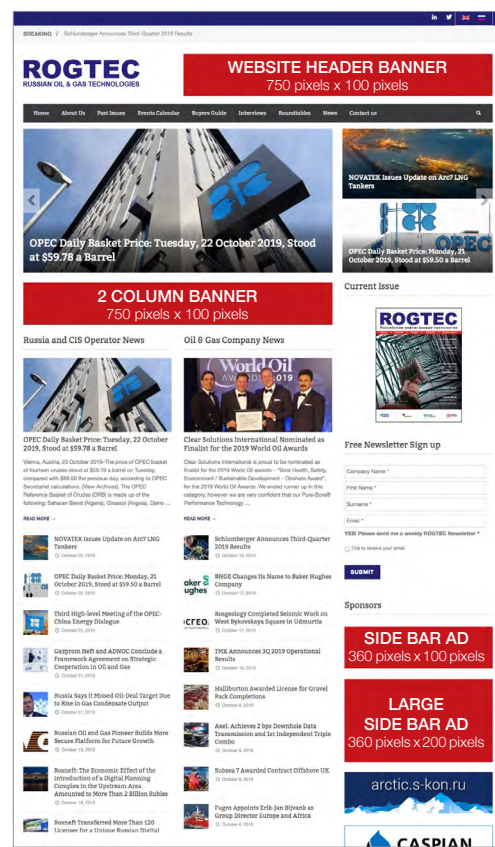
Increase your online visibility with targeted online advertising - place your advertisement on www.rogtec magazine.com

Our Search Engine Optimisation (SEO) team works tirelessly to ensure that ROGTEC search terms consistently rank at the top of most search engines. Over 16,000 unique users visit the site every month, so advertisers are assured of the maximum coverage for their target audience.

Unlike some websites where you pay to place your company banner on a single page, we place banner ads on all pages of our website. Rogtec's digital platforms can help maximize contact with your target audience, by ensuring constant consumer awareness of the products and services of your company. which provides clicks on links.

Weekly ROGTEC Newsletter

We are proud of the ROGTEC weekly newsletter, the most read in the region, which is received by over 20,000 oil and gas industry experts in Russia and the Caspian region. ROGTEC's weekly email newsletter keeps our subscribers up to date with the latest regional upstream news. Our weekly newsletter is the most shared and read online E&P newsletter in the region and provides companies with great marketing and visibility opportunities in the upstream regional sector. This is a great platform for online advertising.



Information Solutions and Advertising Opportunities

ROGTEC Technology Promotional Email

(Price includes one email article or interview - see option below):

Per Mailout - **2,000 USD**

- An effective tool for promoting technologies and services among customers
- An audience of more than 20,000 recipients, strictly and only in the upstream sector (exploration, drilling, completion and production). The recipients are not only the entire ROGTEC reader base and ROGTEC weekly email subscribers, but also all delegates to our own industry events (RDCR, KDR, WAWEF).
- Sent in Russian and English, individual layout for you (we are happy to offer options for initial templates)
- The cost of this offer includes the layout of one electronic article or interview (see the next option for 1,100 USD)

ROGTEC Journal Portal (electronic article/interview)

Online article or interview on ROGTEC digital platforms - **1,100 USD**

The cost includes translation into English and layout of a pdf version of the article / interview in the standard style of ROGTEC printed articles. A few examples below.

The article/interview is posted in three formats simultaneously:

1. Russian version of an online article
2. English version of an online article
3. Bilingual pdf version of an article

- Items 1 and 2 will contain a link to a full-fledged pdf-version of the article in high resolution which is good enough to print
- Materials are posted on the main page of the site (Russian + English versions) in the block of articles of the ROGTEC Magazine (it goes immediately below the news blocks of current industry news)
- During the quarter from the date of publication, materials will be added to the topmost block "Featured Article" in each weekly ROGTEC newsletter (12 weeks - 12 mailing lists in Russian and 12 mailing lists in English)

Examples of online interviews:

1. Russian version of an online interview
2. English version of an online interview
3. Bilingual pdf version of an interview

Advertising Rates

Banner advertising on the ROGTEC website:

All banners are bilingual and are displayed on every page of the site

- **Large header banner (750x100)**
800 USD per month (only one such banner can be placed on the site)
- **Large banner (750x100) under the central slider**
550 USD per month - (only two such banners can be placed on the site)
- **Banner (360x200) on the right side panel of the site**
300 USD per month

ROGTEC weekly newsletter banner

The banner is placed in both the Russian and English versions of the newsletter

- **Large banner in the mailing header - 800 USD per month**
4 mailings in Russian and 4 in English (total more than 100,000 emails sent in one calendar month)

* The cost of services is indicated in USD excluding any taxes. Payment goes to our UK entity.

All promotional offers above additionally include:

- In case of a complex order consisting of several items, an additional discount is possible (this works even if you take the same item several times)
- The cost of all offers includes layout and translation of mailing lists, articles, interviews, banners by our designers. We coordinate all materials with you before any posting/ mailing
- Your company logo will be featured as a newsletter sponsor during the quarter in every weekly ROGTEC newsletter, as well as featured as a sponsor of our Oilman's Day and Christmas/New Year's greetings newsletters
- When purchasing any position, your company will receive a personal online company profile in Russian and English with good indexing (see example [HERE](#))
- All published materials are duplicated among our subscribers and friends on LinkedIn with backlinks to the ROGTEC website and your resources

Contact Us

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