

# ROGTEC

MEDIA PLANNER 2026

## 2026 Marketing Solutions

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



## A New Collaboration Model: Flexibility. Speed. Affordability.

After reviewing dozens of client requests and feedback over the past year, we've come to a clear and important conclusion:

In today's reality — where budgets are tight and speed is essential — businesses need flexible, cost-effective, and result-oriented solutions to maintain their presence in the information space.

We're listening to the market — and adapting. Starting in 2026, we're introducing a new model of partnership:

an Annual Marketing Subscription to ROGTEC — a simple and affordable way to maintain year-round visibility and maximize your content marketing results.

### What does this mean?

- With an annual marketing subscription, you gain full access to the ROGTEC digital platform, along with the ability to publish industry articles, interviews, press releases, news, and analytics throughout the year.
- You control the pace and content — choose the frequency and topics that align with your business goals and marketing calendar.
- Every submission is distributed quickly and efficiently via our website, weekly newsletters, and targeted social media channels.
- The subscription model is highly cost-effective, especially when compared to one-off placements. You'll know your annual spend upfront — no surprises.
- Speed is in your hands. The faster you prepare and share your materials, the more often you appear in the regional industry news stream.

### This isn't just a new service — it's a strategy.

You gain a reliable platform that works for you 365 days a year, with the flexibility and visibility you need — and full control over your communication flow, without overpaying or waiting.

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

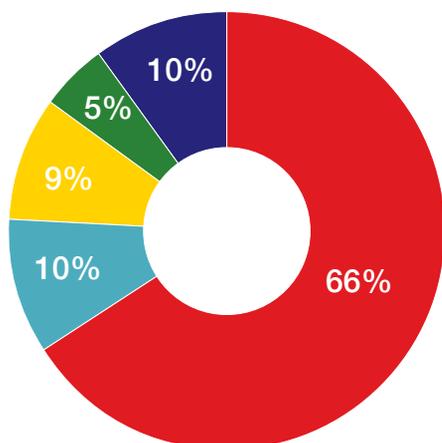
- Individual subscription basis:

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

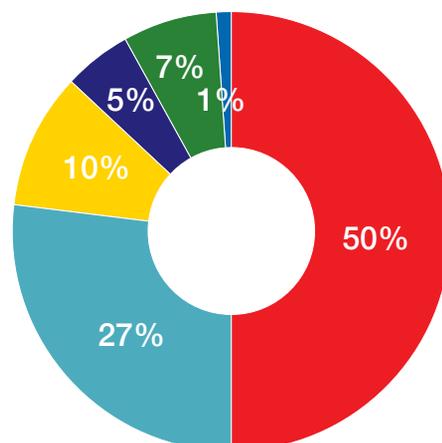
- ROGTEC covers the full production chain of exploration, drilling, completions and the production sector:

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.

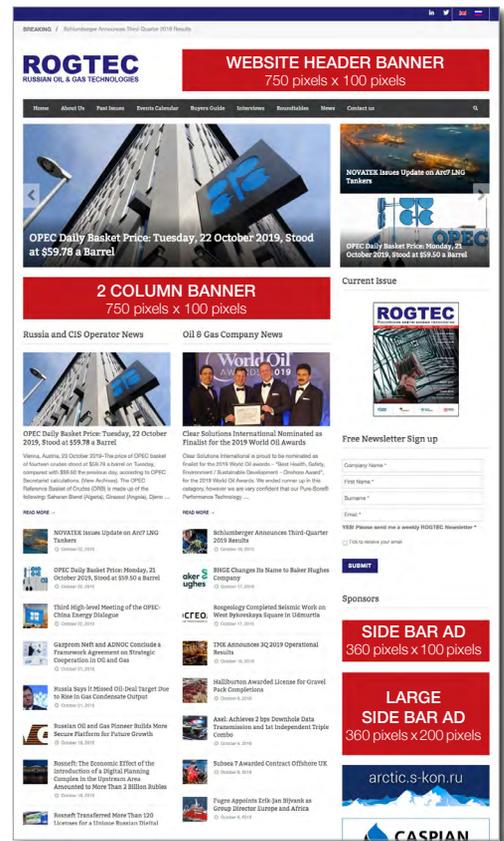
Increase your online visibility with targeted online advertising - place your advertisement on [www.rogtecmagazine.com](http://www.rogtecmagazine.com)

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.



---

# ROGTEC Annual Marketing Subscription 2026

---

**1,250 USD per year**

**Maximum visibility. Minimal cost. Full control.**

In 2026, ROGTEC is introducing a new partnership model — an Annual Marketing Subscription, designed to reflect today's market realities: tighter budgets and the need for rapid entry into the information space. Your presence in the industry media landscape becomes consistent, manageable, and cost-efficient.

## What does the subscription include?

- Publication of your industry-focused articles, executive interviews, press releases, and market insights throughout the year
- Dedicated company profile on the ROGTEC digital platform, featuring your materials, presentations, and corporate updates
- Distribution via the ROGTEC weekly industry newsletter, reaching a highly targeted upstream audience
- Exclusive standalone industry newsletter dedicated entirely to your company's content
- Strategic promotion through professional online channels, including LinkedIn
- Continuous and strategic visibility within the exploration, drilling, completion, and production sector

## How Does It Work?

You subscribe — and gain full access to the ROGTEC platform for 12 months.

From that moment, you are in control:

- You determine the frequency of your publications
- You choose the topics and key messages
- You manage your company's communication activity

We ensure fast publication and efficient distribution across our digital channels.

ROGTEC reaches 20,000+ industry professionals and a highly targeted audience across the oil and gas sector in Russia and the Caspian region.

The annual subscription is more than just content placement.

It is a strategic partnership and sustained visibility within the professional community.

---

## 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)**  
**350 USD per month** (only one such banner can be placed on the site)
- **Large banner (750x100) under the central slider**  
**250 USD per month** - (only two such banners can be placed on the site)
- **Banner (360x200) on the right side panel of the site**  
**150 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 - 650 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)
- 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

---

**ROGTEC**

**Alexander Pantelev,**

Business Development Director

[alexander.pantelev@rogtecmagazine.com](mailto:alexander.pantelev@rogtecmagazine.com)

**RU: +7 964 785 83 73**

**KZ: +7 747 137 54 47**