

# OFFEE

# Offshore Engineering & Equipment

## ***MEDIA INFORMATION 2020***

### ***PROMOTING THE OFFSHORE ENERGY MANUFACTURING SECTOR***



[www.offshoreequipment.uk](http://www.offshoreequipment.uk)

# MESSAGE FROM THE EDITOR

*Offshore Engineering & Equipment (OEE)* covers the design, procurement, engineering and maintenance requirements of the offshore industries including oil and gas, drilling, subsea, renewables and related equipment including health and safety.

The content focuses on providing the latest news and information for industry professionals and will include the latest trends, equipment and product news, real life application stories, technology insights, business acquisitions, new appointments and much more.

In addition, our website [www.offshoreequipment.uk](http://www.offshoreequipment.uk) is also a comprehensive online hub for professionals who want to stay current on every aspect of their industry, including news, features, equipment and services. Readership includes: engineering procurement & construction (EPC) contractors, oil & gas service companies, operators, renewable energy companies, OEMs, designers and maintenance personnel.

DFA Media has an unrivalled publishing reputation in the engineering, technology, management and maintenance sectors, producing market-leading journals, with some dating back over thirty years.

**Leslah Garland, Editor**



**FLUID POWER & SYSTEMS**  
**2021**  
The Exhibition  
for Hydraulics &  
Pneumatics Industries

**AIR-TECH**  
EXHIBITION  
**2021**  
COMPRESSED AIR • VACUUM • GENERATORS

## FLUID POWER & SYSTEMS AND AIR-TECH 2021 EXHIBITIONS

IN ASSOCIATION WITH:



Part of the UK's biggest manufacturing  
and engineering event of 2021

**25-27 JANUARY 2021 | HALLS 9 & 10 | NEC BIRMINGHAM**

**Fluid Power & Systems** – the only UK exhibition 100% focused on a comprehensive range of hydraulic & pneumatic equipment for industrial and mobile markets plus products facilitating better electro- mechanical system design & application for improved process automation, control and monitoring. Fully supported by the British Fluid Power Association (BFPA).  
[www.fluidpowersystems-expo.com](http://www.fluidpowersystems-expo.com)

**Air-Tech** – the UK's only dedicated expo for compressed air, generators and vacuum markets. Supported by the British Compressed Air Society (BCAS) it highlights current key air compressor & related technologies from companies around the globe. [www.airtech-expo.com](http://www.airtech-expo.com)

**To receive a copy of the exhibitor's brochure for the 2021 show, please contact:**  
**Ryan Fuller on +44(0)1732 370340 or email [ryan.fuller@dfamedia.co.uk](mailto:ryan.fuller@dfamedia.co.uk) or**  
**Andrew Jell on +44(0)1732 370347 or email [andrew.jell@dfamedia.co.uk](mailto:andrew.jell@dfamedia.co.uk)**

**DRIVES & CONTROLS**  
**2021**  
THE AUTOMATION, POWER TRANSMISSION & MOTION ENGINEERING EVENT

**PLANT & ASSET**  
MANAGEMENT  
**2021**

**SMART**  
INDUSTRY EXPO  
THE FUTURE OF INTEGRATED AUTOMATION  
**2021**

**5** SHOWS  
UNDER 1 ROOF

OVER  
**13,500**  
VISITORS



OVER  
**400**  
EXHIBITORS



# OEE 2020 EDITORIAL PROGRAMME

ISSUE	In-depth Reports	Focus Features	Editorial Copy Date	Advert Copy Date	Publish Date
MARCH	Tooling	Operations & Maintenance	7th February	21st February	6th March
JUNE	Health & Safety	Production Processing & Handling	1st June	8th June	15th June
SEPTEMBER	Training	Software Technology	27th August	3rd September	10th September
NOVEMBER	Subsea Technology	Drilling & Exploration	16th November	23rd November	30th November
REGULAR FEATURES	Who's Who - Latest personnel hires and company acquisitions News - Industry reports and local news to Aberdeen Renewables - Developments and deployment Case Study - Engineering led articles Equipment News - The newest tech on the market			This information is provisional and subject to change	

## CIRCULATION ACTIVITY

**12,253**  
**Combined Circulation**

“OEE is perfect for my company as it has generated a number of leads for my business, it’s a perfect platform for engineers **Stefan Gunter, Director Abdex**”

### JOB FUNCTION

Design Engineering	37%
Maintenance Engineering	27%
Engineering Management	21%
Executive Management	7%
Operations	5%
Consultants	3%

### COMPANY SIZE

Oil & Gas E&P Equipment	34%
EPCs / Subcontractors	16%
Service Companies	15%
Operators / Renewable Energy Companies	14%
Renewable Energy Equipment	14%
Education/ Government/ Research	4%
Other (Inc Assoc)	3%

Data provided by DFA Media

## OFFSHORE ENGINEERING & EQUIPMENT E-NEWSLETTER TRANSMISSION DATES

January 14th	July 14th
January 28th	July 28th
February 11th	August 11th
February 25th	August 25th
March 10th	September 8th
March 24th	September 22nd
April 7th	October 6th
April 21st	October 20th
May 5th	November 3rd
May 19th	November 17th
June 2nd	December 1st
June 16th	December 15th
June 30th	



# EMAIL ADVERTISING

A comprehensive digital solution to reach UK manufacturing professionals at all levels – covering the very latest hot topics of news and product development showcasing advanced manufacturing techniques ideas and case studies.

## INDUSTRY INSIGHT E-NEWSLETTER

Our bi-monthly industry insight e-Newsletters give you the perfect opportunity to align your product or service with some of the industry's most respected editorial – a collection of editorially led pieces from our team with a mix of company case studies and product news.

GOLD

### Sponsorship Includes:

- Company logo in e-Newsletter header
- Second story position, consisting of a title, excerpt and image
- 300 x 250 pixel banner to appear on OEE website for two weeks
- Story to be placed in respective product section on OEE website
- 22,000 sends
- 12,000 web visitors monthly to OEE

£750  
per month

SILVER

### Sponsorship Includes:

- Company logo in right hand skyscraper position
- Third story position, consisting of a title, excerpt and image
- 125 x 125 pixel banner to appear on OEE website for two weeks
- 22,000 sends
- 12,000 web visitors monthly to OEE

£500  
per month

BRONZE

### Sponsorship Includes:

- Company logo in e-Newsletter footer position
- Fourth story position, consisting of a title, excerpt and image
- 22,000 sends

£350  
per month



Month	Industry Insight e-Newsletter Topic
January	▶ Drilling
February	▶ Sub-Sea Technology
March	▶ Training
April	▶ Tooling
June	▶ Operations
July	▶ Maintenance
August	▶ Renewables
September	▶ Software Technology
October	▶ Production
November	▶ Handling & Storage
December	▶ Health & Safety

# CONTENT MARKETING

Content marketing is a growing part of the media offering for most businesses. Companies produce a wide range of assets, including whitepapers, case studies, videos and webinars, which are created to better showcase a product or service.

Almost too often content remains under utilised and companies fail to monitor who is engaging with their content, we can help you bridge that gap by using our website, social and media channels to extend the reach of your content to our engaged community.

ITEM	BRONZE	SILVER	GOLD
Number of assets uploaded to Offshore Engineering & Equipment website: videos, whitepapers, product news	1	5	10
Two customised OEE built emails to promote your content			✓
Promotion on OEE Homepage		✓	✓
Promotion in monthly round up email		✓	✓
Contact details of whitepaper downloads and case studies	✓	✓	✓
Quarterly reporting of all data	✓	✓	✓
Web banners across all pages of OEE website	✓	✓	✓
Tweets to OEE social platforms on all featured news stories	✓	✓	✓
<b>RATE</b>	<b>£1,500</b>	<b>£2,000</b>	<b>£5,000</b>



# DISPLAY ADVERTISING RATES

## FULL COLOUR

Number of insertions:	1	3	6	10
Full page	£3220	£3170	£3100	£3020
Half page	£2280	£2210	£2140	£2080
Third page	£1980	£1830	£1760	£1700
Quarter page	£1290	£1240	£1210	£1190

## FRONT COVER

Front Cover Panel: £4500  
 Quarter Strip Solus advertisement: £1500  
 Earpiece: £750

## GATEFOLD FRONT COVER

3 pages + Front Cover Panel (max 2 per company): £10250

## FRONT COVER PACKAGE

Front Cover Panel + Inside Front Cover: £5800

## INSERTS

A great way to attract sales leads by inserting your company literature into the main body of *Offshore Engineering & Equipment* magazine. Full circulation or split regional runs available. Contact the sales team for information.

# DFA DIRECT MAIL & E-CAST SERVICES

Target your campaign – choose from DFA's full range of titles and 80k+ contacts from Drives & Controls, Hydraulics & Pneumatics, Plant & Works Engineering, Offshore Engineering & Equipment, Smart Machines & Factories, Power Electronics Europe and DFA exhibition's visitor data.

Select by: ■ Business ■ Activity ■ Job Function ■ Areas of Interest ■ Number of Employees

Select from e-Cast or Post.

- Target your campaign to the second, direct to your clients
- Ability to interrogate results and measure campaign effectiveness
- Plan for future programmes with confidence

**Direct Mail/List rental:** £195 per 1000 (minimum order £500)

**e-Cast rate:** 1k – £395 2-5k – £325 / 1,000 6-10k – £275 / 1000 10k+ – £225 / 1000 **Lease:** POA

Example of E-Casts



# EVENTS

DFA have a portfolio of shows, round tables and conferences. Contact the sales team for information.

# ONLINE ADVERTISING & SPECS

OEE's frequently updated global website is the fastest growing engineering site in this sector and is now becoming a respected resource for engineers in this sector.

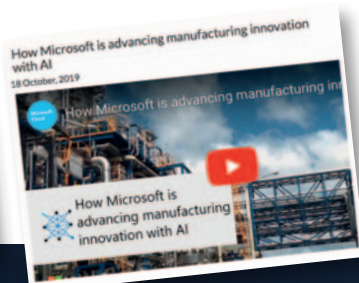
This online hub offers companies the opportunity to promote industry news, technology features, application stories and the latest professional acquisitions in industry. [www.offshoreequipment.uk](http://www.offshoreequipment.uk)

## E-NEWSLETTERS:

OEE e-Newsletter is sent to approximately 22,000 design engineers bi-monthly.

Web site Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Leaderboard Banner	£670	728 x 90	20kB	72dpi	gif/jpg/html
Full Banner	£490	468 x 60	20kB	72dpi	gif/jpg/html
Leaderboard Tile	£360	125 x 125	15kB	72dpi	gif/jpg/html
Narrow Skyscraper	£620	120 x 600	20kB	72dpi	gif/jpg/html
Skyscraper	£720	160 x 600	20kB	72dpi	gif/jpg/html

E-Newsletter Ad Options	Rates:	Size (pixels)	File size (max)	Resolution	Format
Leaderboard Banner	£770	468 x 60	20kB	72dpi	gif/jpg/html
Skyscraper Banner	£670	120 x 600	20kB	72dpi	gif/jpg/html
Footer Banner	£350	300 x 50	20kB	72dpi	gif/jpg/html





# MECHANICAL DATA & CONTACT DETAILS

## MATERIAL REQUIREMENTS

Printed Web Offset. Advertising copy can be supplied as Press-Optimised pdf, high-resolution eps / tiff / jpg files or QuarkXpress / InDesign files (including all support files and fonts).

All graphics should be supplied at 300dpi at size to be used. All colours should be CMYK or grayscale for mono. Please also supply a colour proof to the production manager at the address below as we cannot be held responsible for any colour variations otherwise.

Please contact our production manager, Chris Davis, with any queries regarding supply of material, reproduction, etc.

## LOOSE AND BOUND INSERTS

Please contact our production manager, Chris Davis, for mechanical data and insert delivery procedure.

**CANCELLATIONS** 4 weeks preceding the publication date.

## Dimensions: Height x Width

### Front Cover Panel

Type .....152 x 200

### Front Cover Quarter Solus Strip

Type ..... .66 x 200

### Front Cover Earpiece

Type ..... .50 x 50

### Full A4 Page

Type ..... 254 x 178

Trim ..... 297 x 210

Bleed ..... 303 x 216

### Half Page Horizontal

Type ..... 124 x 178

Trim ..... 146 x 210

Bleed ..... 152 x 216

### Half Page Vertical

Type ..... 254 x 86

Trim ..... 297 x 96

Bleed ..... 303 x 102

### Third Page

Horizontal Type ..... 80 x 178

Horizontal Trim ..... 104 x 178

Horizontal Bleed ..... 110 x 178

Vertical Type ..... 254 x 72

Vertical Trim ..... 297 x 72

Vertical Bleed ..... 303 x 78

### Quarter Page

Standard ..... 124 x 86

Horizontal Type ..... 59 x 178

Horizontal Trim ..... 77 x 210

Horizontal Bleed ..... 83 x 216

Vertical Type ..... 254 x 43

Vertical Trim ..... 297 x 52

Vertical Bleed ..... 303 x 58

Junior Page ..... 190 x 130

### Double Page Spread

Type ..... 254 x 394

Trim ..... 297 x 420

Bleed ..... 303 x 436

### Half Page Spread

Type ..... 124 x 394

Trim ..... 146 x 420

Bleed ..... 152 x 436

### Third Page Spread

Type ..... 80 x 394

Trim ..... 104 x 420

Bleed ..... 110 x 436

### Quarter Page Spread

Type ..... 59 x 394

Trim ..... 77 x 420

Bleed ..... 83 x 436

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## DFA Media Ltd

Our

