

**EAGE**

EUROPEAN  
ASSOCIATION OF  
GEOSCIENTISTS &  
ENGINEERS

# Mediakit

ADVERTISING MEDIA OPPORTUNITIES

2018

HIGHLY APPRECIATED JOURNAL WITH A GREAT IMPACT FACTOR

## First Break



# FIRST BREAK

SCOPE OF THE  
Journal

*First Break* is a leading publication serving the geoscience and engineering community. Since 1983, it has been the publication of choice for many decision-makers in geoscience-related organisations and is considered to be an ideal advertising platform to target a specific audience worldwide.

*First Break* is distributed to **all EAGE members, institutional subscribers and at EAGE events.** It has a **bonus distribution at other relevant industry events** (see page 6).

## EDITORIAL CONTENT

While the main emphasis is on the oil and gas E&P industry, reflecting the membership of EAGE, the magazine increasingly includes coverage of important related areas, such as environmental geoscience, geology and mining.

## FIRST BREAK INCLUDES:

- **EAGE news:** news and information about EAGE's activities and plans.
- **Industry news:** what's going on in the E&P business and other relevant industries.
- **Technical articles:** authoritative, refereed technical articles, presenting new developments in science and technology. The high quality of the research implicit in these articles is the reason why *First Break* is frequently cited as an important source.
- **Special topics:** highlighting some of the important areas of interest and activity for the geoscience and engineering community (see page 6 for the 2018 special topics).



# FIRST BREAK PRICING

## Pricing

COMMON*		
Full page	€ 3,950	210 mm x 280 mm**
Half page	€ 2,475	170 mm x 115.5 mm (Horizontal) 83 mm x 246 mm (Vertical)
Third page	€ 1,650	171 mm x 77 mm (Horizontal ) 54 mm x 246 mm (Vertical)
Quarter page	€ 1,375	171 mm x 55.5 mm

Prices are excluding VAT

\* Universities receive a 40% discount on the list price

\*\* Please add 3 mm bleed on all sides

EXCLUSIVE		
2/1 double page spread	€ 7,575	420 mm x 280 mm*
Outside Back Cover	€ 5,325	210 mm x 280 mm*
Inside Front Cover	€ 4,775	210 mm x 280 mm*
Inside Back Cover	€ 4,775	210 mm x 280 mm*
First right hand page**	€ 5,950	210 mm x 280 mm*

Prices are excluding VAT

\* Please add 3 mm bleed on all sides

\*\* first right hand page advertising includes a full banner in the EAGE E-newsletter

## SPECIAL ADVERTS

EAGE offers the possibility to print special adverts in *First Break*. These adverts are custom-made and can be discussed with your account manager.



### Series Discount

- > 10-12 insertions: **10%**
- > 7-9 insertions: **8%**
- > 3-6 insertions: **5%**

Exclusive special adverts and seismic data foldouts are excluded from discounts.

## Priority Points

For **every € 1,000** invested in *First Break* and/or all other EAGE publications, your company will receive **one EAGE priority point** that can be used towards booth allocation at EAGE exhibitions.

## FOLDOUT

(MAX 1 PER ISSUE)



In 2018 we will once again offer a foldout possibility in *First Break*. (max. one per issue). This foldout is a great way of promoting seismic data, multi-client data or other activities you want to highlight.

## We offer two options

### €8,950

three-page **foldout** combined with a **two-page** article explaining the image.

### €11,450

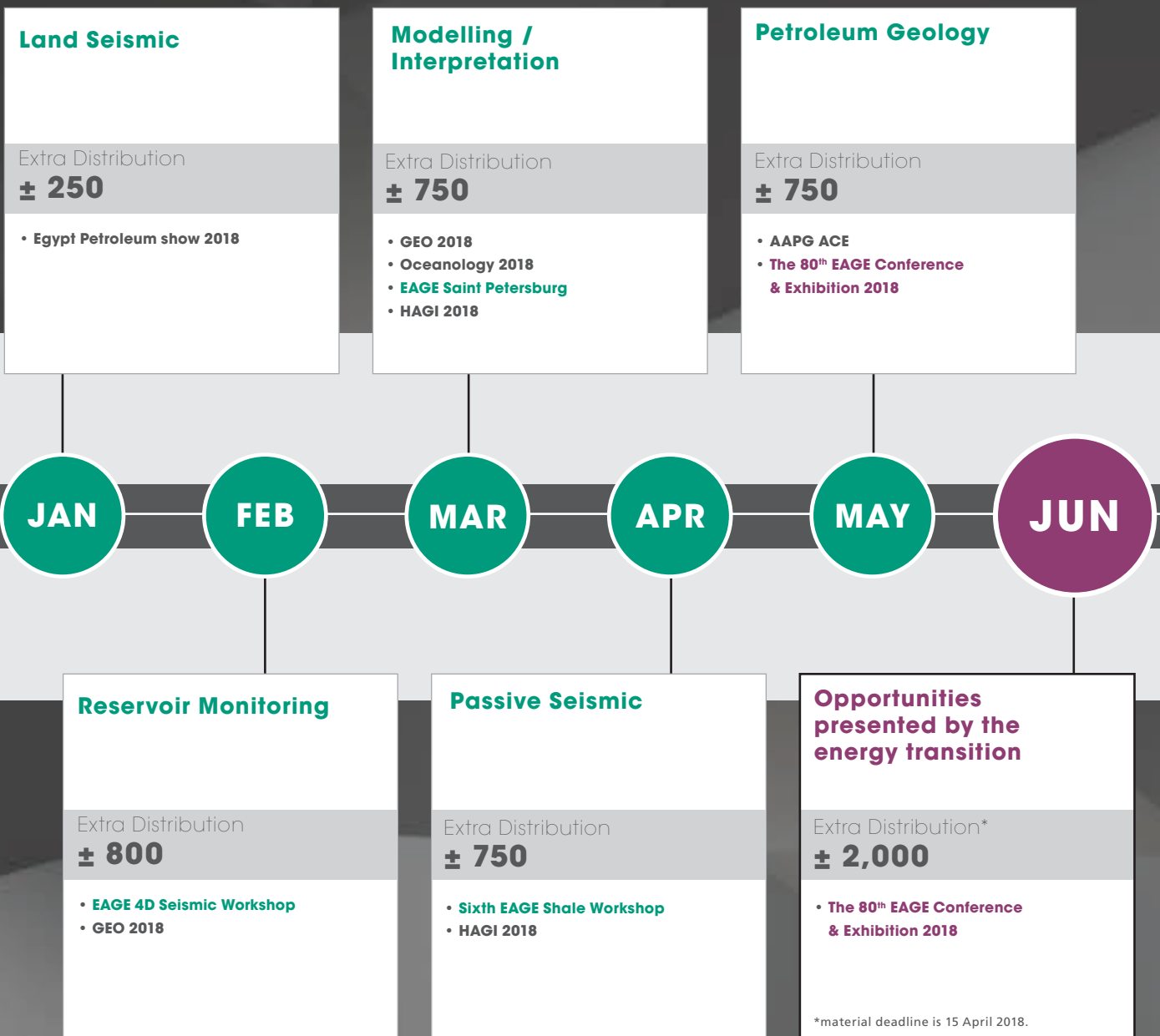
three-page **tearable foldout** with a **three-page** article explaining the image.

**Foldouts are excluded from series discounts. Current advertisers have placement priority.**

# FIRST BREAK SPECIAL TOPICS 2018

Companies and Universities can submit technical papers

- > 3000 / 4000 words
- > 10 images allowed
- > 1 mention of company or product



Material deadline is always the first of the month  
with exception

[CLICK HERE FOR  
ISSUE SUMMARIES](#)



FOR ISSUE  
SUMMARIES

### Unconventionals & Carbon Capture and Storage

Extra Distribution  
**± 750**

- URTEC Unconventional Resources Technology Conference

### Reservoir Geoscience and Engineering

Extra Distribution  
**± 750**

- SPE Annual Technical Conference and Exhibition

### Marine Seismic

Extra Distribution  
**± 750**

- Petex 2018
- Fourth AAPG/EAGE/MGS Myanmar Oil and Gas Conference 2018

JUL

AUG

SEP

OCT

NOV

DEC

### Near Surface Geoscience

Extra Distribution  
**± 500**

- EAGE Near Surface Geoscience 2018

### EM & Potential Methods

Extra Distribution  
**± 1,200**

- SEG International Exposition and Annual Meeting

### Data Processing

Extra Distribution  
**± 500**

- AGU Fall Meeting 2018

The publication schedule and extra distribution are only guidelines and are liable to change without notice

# FIRST BREAK READER STATISTICS



EAGE regularly conducts a survey among its members. We had over 1500 responses to our last edition. In this survey our members point out the things we do well, but they also indicate how we can improve our products and services.

Below we have highlighted a few answers to questions specifically about *First Break*.



- READ IT ALONE / 47%
- SHARE WITH 2 OTHER PERSONS / 40%
- SHARE WITH 5 PEOPLE / 7%
- SHARE WITH 7+ / 6%

\* 19.000+ HARDCOPIES DISTRIBUTED  
BASED ON JANUARY 2017 CIRCULATION



- STUDENT / 13%
- YOUNG PROFESSIONALS / 10%
- MID-CAREER / 22%
- SENIOR / 46%
- RETIRED / 9%



- EUROPE / 45%
- ASIA PACIFIC / 17%
- NORTH AMERICA / 12%
- RUSSIA & CIS / 9%
- MIDDLE EAST / 7%
- LATIN AMERICA / 6%
- AFRICA / 4%



- OIL COMPANY / 32%
- UNIVERSITY / 26%
- SERVICE COMPANY / 23%
- CONSULTANCY / 16%
- OTHER / 3%



- MORE LIKELY TO VISIT A BOOTH AFTER SEEING AN ADVERT / 77%
- NOT INFLUENCED BY ADVERTISEMENTS / 15%
- DOES NOT GO TO EVENTS / 8%



\* QUESTION ONLY ASKED TO ACTIVE PROFESSIONALS





## About EAGE

The European Association of Geoscientists and Engineers (EAGE) is a global professional, not-for-profit association for geoscientists and engineers with more than 19,000 members worldwide. Their objective is to collect and distribute technical knowledge. It provides a global network of commercial and academic professionals to all members. The association is truly multi-disciplinary and international in form and pursuits.

All members of EAGE are professionally involved in (or studying) geophysics, petroleum exploration, geology, reservoir engineering, mining and mineral exploration, civil engineering, tunneling and environmental matters. EAGE's head office is located in the Netherlands with regional offices in Houten, Moscow, Dubai, Kuala Lumpur and Bogota.

EAGE organizes the following activities:

- Conferences & Exhibitions
- Workshops & Symposia
- Educational Programmes
- Student and Young Professionals Activities
- Publications

**CONTACT US FOR MORE INFORMATION**  
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**[www.eage.org/advertising](http://www.eage.org/advertising)**