ADVERTISING CONTACT:
CORPORATE RELATIONS
EAGE HOUTEN OFFICE
ADVERTISING@EAGE.ORG
+31 88 995 5055
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EAGE AT A GLANCE

Home of Multi Disciplinary Geoscience

The European Association of Geoscientists and Engineers is the world’s leading association of professionals working in geoscience and engineering, working with approximately 19,000 members globally in the fields of energy, near surface geophysics, infrastructure and technology, etc.

EAGE’s events are some of the most significant in the industry, with our Annual alone attracting 3,500 - 4,500 attendees per annum and 200 - 250 exhibitors from across the energy and geoscience fields.

EAGE’s Publications have an active and growing readership, while our EarthDoc Database (host to over 70,000 geoscience scientific papers), the largest of its kind, has undergone a recent modernization, making it more user- and business-friendly.

Advertising with EAGE is an excellent avenue for reaching professionals at all levels.

Sponsoring EAGE Events is a great way to show your company’s commitment to the advancement and distribution of scientific knowledge.
EAGE IN NUMBERS

EVENT VISITORS BY DISCIPLINE

- **Geophysics (40%)**
- **Geology (20%)**
- **Petroleum & Reservoir Engineering (19%)**
- **Petrophysics (6%)**
- **Environment (5%)**
- **CO2 Storage (4%)**
- **Mining (2%)**
- **Geochemistry (2%)**
- **Geothermal (2%)**

GEOGRAPHICAL SPREAD OF 87,000 EAGE ACTIVE CONTACTS

- **Europe (42%)**
- **Asia Pacific (19%)**
- **Russia CIS (11%)**
- **North America (11%)**
- **Middle East (7%)**
- **Latin America (6%)**
- **Africa (4%)**

EVENT VISITORS BY SECTOR

- **Oil/Gas/Minning (34%)**
- **Consultancy (27%)**
- **Academic (15%)**
- **Government (6%)**
- **Service Industry (5%)**
- **Equipment Suppliers (5%)**
- **Software Companies (4%)**
- **Research Companies (4%)**
WHY YOU SHOULD ADVERTISE WITH

First Break is one of the industry’s top publications, with a readership reach of over 40,000 geoscientists and engineers employed professionally in energy, infrastructure and more. First Break is published in print and online.

The high professional level of EAGE’s membership (decision-makers and trend starters in the industry) and the consistent engagement of our community with First Break make it the ideal way to reach your audience.

EAGE has 19,000 members. Members can opt out of the print version, and all members receive the online version. Additional distributions are done occasionally during the year.

PRICING

**COMMON***

<table>
<thead>
<tr>
<th>Option</th>
<th>Price</th>
<th>Size</th>
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<tr>
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<td>€ 3,995</td>
<td>210 mm x 280 mm**</td>
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<tr>
<td>Half page</td>
<td>€ 2,495</td>
<td>171 mm x 115.5 mm (Horizontal)</td>
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<tr>
<td></td>
<td></td>
<td>83 mm x 246 mm (Vertical)</td>
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<tr>
<td>Third page</td>
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<td>171 mm x 77 mm (Horizontal)</td>
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<td>54 mm x 246 mm (Vertical)</td>
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<tr>
<td>Quarter page</td>
<td>€ 1,395</td>
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Prices are excluding VAT
* Universities receive a 40% discount on the list price
** Please add 3 mm bleed on all sides

**EXCLUSIVE**

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<tr>
<td>Outside Back Cover</td>
<td>€ 5,385</td>
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<td>€ 4,795</td>
<td>210 mm x 280 mm*</td>
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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

**FIRST BREAK FOLDOUT OPTIONS**

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<th>Description</th>
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<tr>
<td>€ 8,950</td>
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</tr>
<tr>
<td>€ 11,450</td>
<td>Three-page tearable foldout with a three-page article*</td>
</tr>
<tr>
<td>€ 9,950</td>
<td>Bellyband Advert on the cover</td>
</tr>
</tbody>
</table>

Prices are excluding VAT
* Foldout should be 6 pages in total

SPECIAL FEATURE

All First Break issues are also published on ISSUU, with hyperlinks to your adverts that allow you to drive traffic and create an interactive content experience.

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.
BREAK ON THROUGH...

Adverts in First Break can be as exciting or informative as you want!

WHEN IN DOUBT YOU CAN ALWAYS CATCH AN EYE WITH THE BELLYBAND OPTION!

CLIENT SIDE

ADVERTISE WITH EAGE!

ADVERTISING@EAGE.ORG
Companies and Universities can submit technical papers

See details on the topics and deadlines on the event pages on www.eage.org

**FIRST BREAK**

**SPECIAL TOPICS 2021**

**JAN**
Land Seismic

**FEB**
Reservoir Monitoring
EXTRA DISTRIBUTIONS AT:
• GeoTech 2021

**MAR**
Modelling / Interpretation
EXTRA DISTRIBUTIONS AT:
• IPTC 2021

**APR**
Digital Transformation in Geoscience
EXTRA DISTRIBUTIONS AT:
• EGU General Assembly 2021
• Second EAGE Digitalization Conference and Exhibition

**MAY**
Global Exploration Hotspots
EXTRA DISTRIBUTIONS AT:
• AAPG 2021 Annual Convention & Exhibition
• AAPG/EAGE 5th Myanmar Oil & Gas Conference

**JUN**
Delivering for the Energy Challenge: Today and Tomorrow
EXTRA DISTRIBUTIONS AT:
• The 82nd EAGE Annual Conference and Exhibition
• CMP 2021

**JUL**
Unconventionals and Geochemistry
EXTRA DISTRIBUTIONS AT:
• URTeC 2021
• First EAGE Guyana Basins Conference

**AUG**
Near Surface Geo Mining
EXTRA DISTRIBUTIONS AT:
• EAGE Near Surface Geoscience Conference and Exhibition 2021

**SEP**
Reservoir Characterization
EXTRA DISTRIBUTIONS AT:
• EAGE Near Surface Geoscience Conference and Exhibition 2021
• SPE 2021 Annual Technical Conference and Exhibition
• SEG 2021 Annual Meeting

**OCT**
Geoscience & Engineering in the Energy Transition
EXTRA DISTRIBUTIONS AT:
• GEO 2021
• APOC 2021
• 2nd Geoscience & Engineering in Energy Transition Conference

**NOV**
Marine Seismic & EM
EXTRA DISTRIBUTIONS AT:
• PETEX 2021

**DEC**
Data Management and Processing
EXTRA DISTRIBUTIONS AT:
• 23rd World Petroleum Congress
• AGU Fall Meeting 2021

*This is an additional bonus if the mentioned event takes place in-person.*
EAGE regularly conducts a survey among its members. We had over 1,300 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*.

**READERS BY CAREER LEVEL**
- **STUDENT** / 17%
- **YOUNG PROFESSIONALS** / 10%
- **MID-CAREER** / 19%
- **SENIOR** / 44%
- **RETIRED** / 10%

**GEOGRAPHICAL SPREAD OF EAGE MEMBERS**
- **EUROPE** / 46%
- **ASIA PACIFIC** / 15%
- **NORTH AMERICA** / 12%
- **RUSSIA & CIS** / 11%
- **MIDDLE EAST** / 6%
- **LATIN AMERICA** / 6%
- **AFRICA** / 4%

**READERS IN INDUSTRY SECTOR**
- **OIL COMPANY** / 26%
- **UNIVERSITY** / 26%
- **SERVICE COMPANY** / 17%
- **CONSULTANCY** / 11%
- **ENGINEERING** / 9%
- **OTHER** / 11%

**READ IT ALONE** / 38%
- **SHARE IT WITH UP TO 3 PEOPLE** / 45%
- **SHARE IT WITH UP TO 6 PEOPLE** / 11%
- **SHARE WITH 7+ PEOPLE** / 6%

**FIRST BREAK READER STATISTICS**
- **1,300 SURVEY RESPONSES**

**SHARED READERSHIP REACH PRINTED VERSION: APPROX. 40,000**

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

**INFLUENCE IN DECISION MAKING**
- **YES** / 74%
- **NO** / 26%

* Question only asked to active professionals
PUBLICATIONS

EAGE HAS A WIDE VARIETY OF PUBLICATIONS, MANY OF WHICH OFFER VITAL OPPORTUNITIES FOR COMPANIES WISHING TO REACH A LARGE COMMUNITY OF PROFESSIONAL GEOScientISTS AND ENGINEERS, OR A TARGETED GROUP DEDICATED TO SPECIFIC TOPICS. THIS YEAR, SOME OF THE OPPORTUNITIES WITH OUR PUBLICATIONS INCLUDE:

NEAR SURFACE GEOPHYSICS (JOURNAL)

WHY YOU SHOULD ADVERTISE WITH NEAR SURFACE GEOPHYSICS

The flagship of EAGE’s ever growing Near Surface Division, Near Surface Geophysics features content on the latest developments in the near-surface geoscience field, covering applications of geophysics to geological, hydrotechnical, geotechnical, environmental, engineering, mining, archaeological, agricultural problems, featuring case studies and innovative technology and techniques. It is the perfect means of delivery for your message to the Near Surface Industry.

WHEN AND WHERE:

Bi-monthly, In Print and Online

CONTENT:

• Peer reviewed articles on near-surface geophysics topics from top academics in the field
• Editorial content on current topics in the Near Surface industry

PRICING

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<th>Common*</th>
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Prices are excluding VAT
* Universities receive a 40% discount on the list price
** Please add 3 mm bleed on all sides

SERIES DISCOUNT

• 6 insertions 10%
• 3 insertions 5%

PRINT AND DIGITAL NEWSLETTERS

EAGE also runs a number of digital and print newsletters over the year, including regional newsletters, an Early Career newsletter, the EAGE Weekly digital newsletter, and a monthly thematic digital newsletter. These newsletters reach a large section of EAGE’s community on a regular basis and are a main source for members planning their professional year. An exclusive banner or sponsored content on any of our e-newsletters is the perfect way to target your audience. (see next page for specifications)

The EAGE Weekly can be booked together with the First Right Hand Advertising Page of First Break for €5,995 or separately for €2,350.

Newsletter advertising is sold on a per client per newsletter basis. For more information and for insights into readership statistics, please contact us at advertising@eage.org.
DIGITAL ADVERTISING

CHOOSING TO INVEST IN DIGITAL ADVERTISING WITH EAGE COULD NOT BE EASIER OR MORE EFFECTIVE. WITH OVER SIX PLATFORMS TO CHOOSE FROM, AS WELL AS AN ARRAY OF EVENT WEBSITES, DIGITAL ADVERTISING WITH EAGE ALLOWS YOU TO:

• Reach a regional audience with targeted campaigns;
• Employ stylish and interactive advert types using HTML5 and GIF banners;
• Reach audiences in their own languages;
• Combine material across multiple platforms creatively;
• Tailor your message to specific audiences; and,
• Measure the impact of your campaign and adjust accordingly.

WHY ADVERTISE WITH EAGE.ORG:
The Home of EAGE Online

EAGE.org is the main resource for EAGE’s 19,000 members looking into events, news and updates from the industry and all information related to EAGE. The main portal for those looking to access geoscience data on EarthDoc or new articles on Firstbreak, EAGE.org is a meeting point for the geoscience world.

TYPES OF ADVERTISING:
• Banner adverts
• Leaderboards
• Native Content
**Native Content** (Sponsored Articles in the Website’s News flow).

WHO YOU WILL REACH:
• Professionally employed geoscientists and engineers
• Marketing specialists in the energy industry
• R&D staff in the energy industry
• Students
• Academics

ALL SITE ADVERTISING

Connect with the entire EAGE community - choose all site advertising to reach audiences on EarthDoc*, EAGE.org, and First Break and all in one easy package.

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<tr>
<td>Leaderboard</td>
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Prices are excluding VAT
*EarthDoc has different sizes (see next page)

EAGE.ORG BANNER TYPES

9,500 unique visitors and 16,500 pageviews per month

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<tr>
<td>Leaderboard</td>
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Prices are excluding VAT

FIRST BREAK ONLINE

2,000 unique visitors and 10,000 pageviews per month

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<td>Leaderboard</td>
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Prices are excluding VAT

DIGITAL NEWSLETTER

16,000 subscribers

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<tr>
<td>Banner</td>
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<tr>
<td>Sponsored Content</td>
<td>€2,350</td>
<td>100-word text &amp; banner 230 x 200 px</td>
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</table>

Prices are excluding VAT

Regional targeting: ask your account manager for the customized options and special rates.
EarthDoc is the world’s largest collection of technical papers delivered on geoscience, engineering and energy, with an ever-expanding database (over 70,000 papers at the time of print) of cutting-edge research. Accessed by researchers of all ages and career levels, the database also serves the professional community by showcasing new techniques and trends.

EarthDoc.org Banner Types:

<table>
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<tr>
<th>Type</th>
<th>Price</th>
<th>Size</th>
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</thead>
<tbody>
<tr>
<td>Skyscraper</td>
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<td>260 x 600 px</td>
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<tr>
<td>Leaderboard</td>
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<tr>
<td>Video Banner*</td>
<td>€ 1,800</td>
<td>260 x 600 px</td>
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</tbody>
</table>

* Only featured on EarthDoc.org

Prices are excluding VAT

Associate your brand with the cutting-edge and reach the right audience: promote on EarthDoc!

Who You Will Reach:
- 27,000 unique visitors monthly, viewing 80,200 pages
- Academics, researchers, university staff and students
- Development managers, energy industry R&D professionals

Content:
- Cutting-edge papers on geoscience, engineering and energy
- EAGE’s selection of world-renowned scientific journals