



EAGE

EUROPEAN
ASSOCIATION OF
GEOSCIENTISTS &
ENGINEERS

MEDIA KIT

ADVERTISING MEDIA
OPPORTUNITIES

2021

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

TABLE OF CONTENTS

4	EAGE AT A GLANCE
5	EAGE IN NUMBERS
6	FIRST BREAK
10	PUBLICATIONS
11	DIGITAL ADVERTISING
12	EARTHDOC
13	EVENTS

EAGE AT A GLANCE

Home of Multi-Disciplinary Geoscience



19,000
MEMBERS

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.



3,500 - 4,500
ATTENDEES AT
ANNUAL CONFERENCE
AND EXHIBITION

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.



70,000
GEOSCIENCE
SCIENTIFIC PAPERS

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.

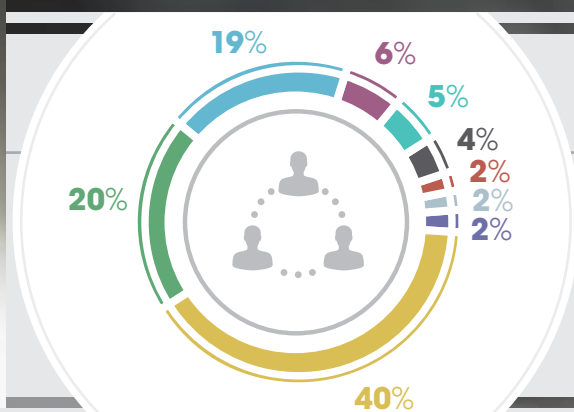


Advertising with EAGE is an excellent avenue for reaching professionals at all levels.

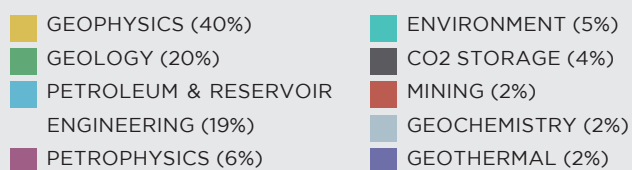


Sponsoring EAGE Events is a great way to show your company's commitment to the advancement and distribution of scientific knowledge.

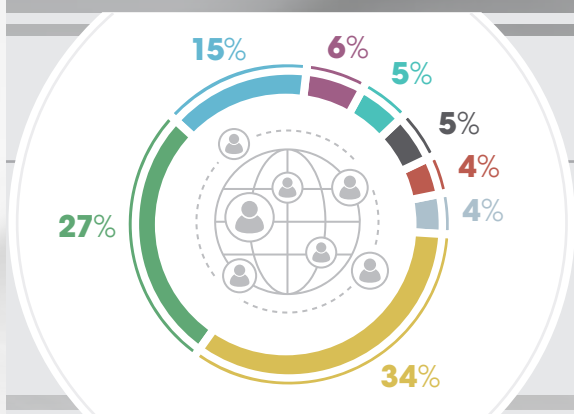
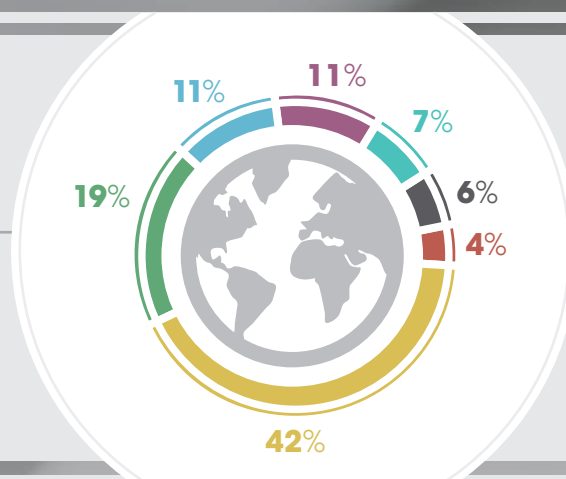
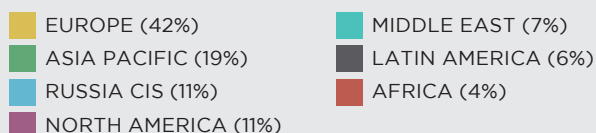
EAGE IN NUMBERS



EVENT VISITORS BY DISCIPLINE



GEOGRAPHICAL SPREAD OF 87,000 EAGE ACTIVE CONTACTS



EVENT VISITORS BY SECTOR



WHY YOU SHOULD
ADVERTISE WITH

FIRST BREAK



a Readership
Reach of Over
40,000

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*

Full page	€ 3,995	210 mm x 280 mm**
Half page	€ 2,495	171mm x 115.5 mm (Horizontal) 83 mm x 246 mm (Vertical)
Third page	€ 1,675	171 mm x 77 mm (Horizontal) 54 mm x 246 mm (Vertical)
Quarter page	€ 1,395	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

Half Page Spread	€ 4,975	420 mm x 136mm
2/1 Double Page Spread	€ 7,645	420 mm x 280 mm*
First Right Hand Page**	€ 5,995	210 mm x 280 mm*
Outside Back Cover	€ 5,385	210 mm x 280 mm*
Inside Front Cover	€ 4,795	210 mm x 280 mm*
Inside Back Cover	€ 4,795	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

FIRST BREAK FOLDOUT OPTIONS

€ 8,950	Three-page foldout combined with a two-page article*
€ 11,450	Three-page tearable foldout with a three-page article*
€ 9,950	Bellyband Advert on the cover

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.

EAGE

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
- APGCE 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.

FIRST BREAK READER STATISTICS



More than
1,300
SURVEY RESPONSES

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.

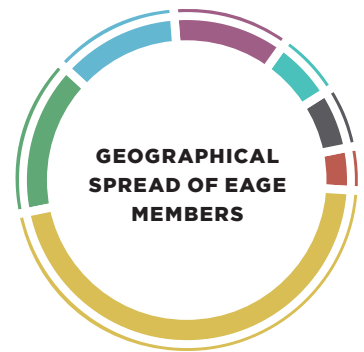
Below we have highlighted a few answers to questions specifically about *First Break*.



- 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%



- STUDENT / 17%
- YOUNG PROFESSIONALS / 10%
- MID-CAREER / 19%
- SENIOR / 44%
- RETIRED / 10%



- EUROPE / 46%
- ASIA PACIFIC / 15%
- NORTH AMERICA / 12%
- RUSSIA & CIS / 11%
- MIDDLE EAST / 6%
- LATIN AMERICA / 6%
- AFRICA / 4%



- OIL COMPANY / 26%
- UNIVERSITY / 26%
- SERVICE COMPANY / 17%
- CONSULTANCY / 11%
- ENGINEERING / 9%
- OTHER / 11%



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



- 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

SERIES DISCOUNT

- 6 insertions 10%
- 3 insertions 5%

PRICING

COMMON*		
Full page	€ 1,175	210 mm x 280 mm**
Half page	€ 700	171 mm x 115 mm (Horizontal) 83 mm x 246 mm (Vertical)
Third page	€ 575	171 mm x 75 mm (Horizontal) 54 mm x 246 mm (Vertical)
Quarter page	€ 475	171 mm x 54 mm

Prices are excluding VAT

* Universities receive a 40% discount on the list price

** Please add 3 mm bleed on all sides

EXCLUSIVE		
Outside Back Cover	€ 1,645	210 mm x 280 mm*
Inside Front Cover	€ 1,375	210 mm x 280 mm*
Inside Back Cover	€ 1,375	210 mm x 280 mm*

Prices are excluding VAT

* Please add 3 mm bleed on all sides

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.**



More than
48,000
UNIQUE VISITORS
and more than
300,000
PAGE VIEWS
a month

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
(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.

Skyscraper	€ 2,225	120 x 360 px
Leaderboard	€ 2,735	728 x 90 px

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

Skyscraper	€ 1,250	120 x 360 px
Leaderboard	€ 1,500	728 x 90 px

Prices are excluding VAT

Other banner types are available on request

FIRST BREAK ONLINE

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

Skyscraper	€ 950	120 x 360 px
Leaderboard	€ 1,350	728 x 90 px

Prices are excluding VAT

DIGITAL NEWSLETTER

16,000 subscribers

Banner	€ 2,350	564 x 94 px
Sponsored Content	€ 2,350	100-word text & banner 230 x 200 px

Prices are excluding VAT

Regional targeting: ask your account manager for the customized options and special rates

WHY YOU SHOULD ADVERTISE WITH

EarthDoc
ONLINE GEOSCIENCE DATABASE

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:

Skyscraper	€ 1,250	260 x 600 px
Leaderboard	€ 1,950	850 x 320 px
Video Banner*	€ 1,800	260 x 600 px

Prices are excluding VAT

* Only featured on EarthDoc.org

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



+31 88 995 5055 • ADVERTISING@EAGE.ORG
WWW.EAGE.ORG/ADVERTISING