

EAGE

EUROPEAN
ASSOCIATION OF
GEOSCIENTISTS &
ENGINEERS

MEDIA KIT

ADVERTISING MEDIA
OPPORTUNITIES

2023

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

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EAGE AT A GLANCE

Home of Multi-Disciplinary Geoscience



MEMBERS FROM
110 COUNTRIES
AND TERRITORIES

The European Association of Geoscientists and Engineers is the world's leading association of professionals working in geoscience and engineering, with members active in over 110 different countries and territories. Our members are working 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.



75,000
GEOSCIENCE
SCIENTIFIC PAPERS

EAGE's publications have an active and growing readership, while our EarthDoc Database (host to over 75,000 geoscience scientific papers), the largest of its kind, has undergone a recent modernization, making it more user- and business-friendly.

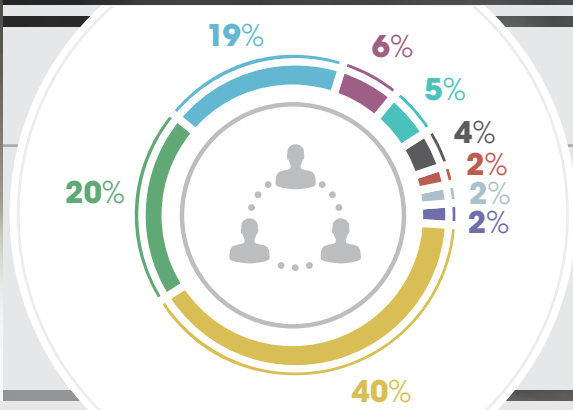


Advertising with EAGE is an excellent avenue for reaching professionals at all levels.

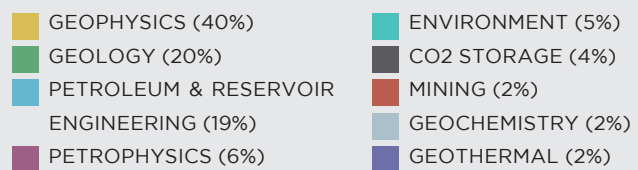


Sponsoring EAGE Events is a great way to show your company's commitment to the advancement and distribution of scientific knowledge.

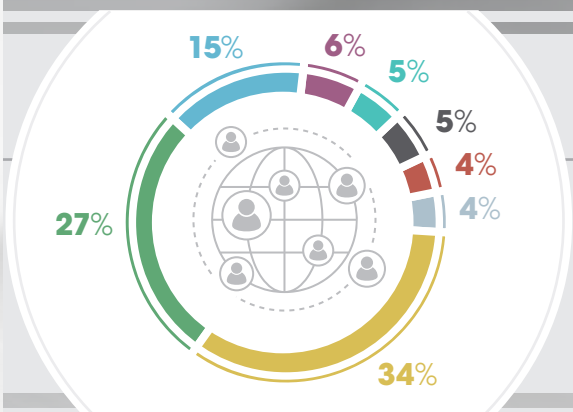
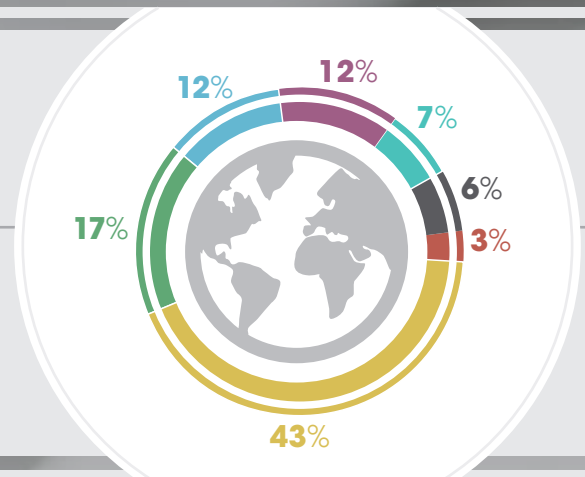
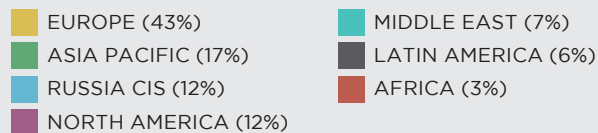
EAGE IN NUMBERS



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 have access to the online version. Additional distributions are done occasionally during the year.

PRICING

COMMON*		
Full page	€ 4,250	210 mm x 280 mm**
Half page	€ 2,600	171mm x 115.5 mm (Horizontal) 83 mm x 246 mm (Vertical)
Half page bleed	€ 2,950	210 mm x 133 mm**
Third page	€ 1,750	171 mm x 77 mm (Horizontal) 54 mm x 246 mm (Vertical)
Third page bleed	€ 1,950	71 mm x 280 mm**
Quarter page	€ 1,450	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	€ 5,225	420 mm x 136mm
2/1 Double Page Spread	€ 8,025	420 mm x 280 mm*
First Right Hand Page**	€ 6,295	210 mm x 280 mm*
Outside Back Cover	€ 5,650	210 mm x 280 mm*
Inside Front Cover	€ 5,025	210 mm x 280 mm*
Inside Back Cover	€ 5,025	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	
€ 9,500	Three-page foldout combined with a two-page article*
€ 12,500	Three-page tearable foldout with a three-page article*
€ 10,500	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!

CORPORATERELATIONS@EAGE.ORG

Companies and Universities
can submit technical papers

See details on the
topics and deadlines on
www.firstbreak.org

FIRST BREAK SPECIAL TOPICS 2023



JAN

Land Seismic



FEB

Digitalization / Machine Learning

- EXTRA DISTRIBUTIONS* AT:
- EAGE Digital 2023
 - IPTC 2023



MAR

Reservoir Monitoring

- EXTRA DISTRIBUTIONS* AT:
- EGU General Assembly 2023



APR

Unconventionals and Passive Seismic

- EXTRA DISTRIBUTIONS* AT:
- URTeC 2023



MAY

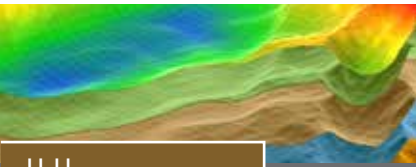
Global Exploration Hotspots



JUN

Leading a New Era in Geosciences

- EXTRA DISTRIBUTIONS* AT:
- 84th EAGE Annual Conference and Exhibition



JUL

Modelling / Interpretation

- EXTRA DISTRIBUTIONS* AT:
- IMAGE 2023



AUG

Near Surface Geo & Mining

- EXTRA DISTRIBUTIONS* AT:
- EAGE Near Surface Geoscience Conference and Exhibition 2023
 - IMAGE 2023



SEP

Reservoir Engineering & Geoscience

- EXTRA DISTRIBUTIONS* AT:
- EAGE Near Surface Geoscience Conference and Exhibition 2023
 - SPE 2023 Annual Technical Conference and Exhibition



OCT

Energy Transition

- EXTRA DISTRIBUTIONS* AT:
- 4th EAGE Global Energy Transition Conference and Exhibition
 - GEO 2023
 - APGCE 2023



NOV

Marine Acquisition



DEC

Data Management and Processing

- EXTRA DISTRIBUTIONS* AT:
- AGU Fall Meeting 2023

*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 surveys 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%



* Question only asked to active professionals

DIGITAL ADVERTISING

CHOOSING TO INVEST IN DIGITAL ADVERTISING WITH EAGE COULD NOT BE EASIER OR MORE EFFECTIVE. WITH FOUR PLATFORMS TO CHOOSE FROM, 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.**



Total numbers from all sites

More than **54,000** UNIQUE VISITORS and more than **100,000** 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.

REGIONAL TARGETING

	Skyscraper	Leaderboard
APAC	€ 500	€ 650
ME	€ 500	€ 650
Europe	€ 750	€ 900
North America	€ 750	€ 900
LATAM	€ 500	€ 650
Africa	€ 500	€ 650

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

Universities receive a 40% discount on the list price

The EAGE Digital Newsletter can be booked together with the First Right Hand Advertising Page of First Break for €6,295.

Prices are excluding VAT

Universities receive a 40% discount on the list price

WHO YOU WILL REACH:

- Professionally employed geoscientists and engineers
- Marketing specialists in the energy industry
- R&D staff in the energy industry
- Students
- Academics

EAGE.ORG BANNER TYPES

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

Leaderboard per month	€ 1,575	1140 x 140 px (web) 320 x 180 px (mobile)
Skyscraper per month	€ 1,295	310 x 360 px

Prices are excluding VAT

Other banner types are available on request

Universities receive a 40% discount on the list price

FIRST BREAK ONLINE

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

Skyscraper	€ 995	120 x 360 px
Leaderboard	€ 1,425	728 x 90 px

Prices are excluding VAT

Universities receive a 40% discount on the list price

ALL SITE ADVERTISING

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

Skyscraper	€ 2,425	120 x 360 px
Leaderboard	€ 2,975	728 x 90 px

Prices are excluding VAT

Universities receive a 40% discount on the list price

*EarthDoc has different sizes (see next page)

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 75,000 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.

EARTHDORG.ORG BANNER TYPES:

Skyscraper	€ 1,295	260 x 600 px
Leaderboard	€ 1,995	850 x 320 px
Video Banner*	€ 1,995	260 x 600 px

Universities receive a 40% discount on the list price

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

EVENTS

EAGE HAS A LONG HISTORY OF SUCCESSFUL GLOBAL EVENTS, BRINGING LEADING RESEARCHERS AND INDUSTRY LEADERS TOGETHER TO INNOVATE THE ENERGY AND NEAR SURFACE INDUSTRIES. EAGE OFFERS MANY OPPORTUNITIES TO SUPPORT ITS EVENTS THROUGH SPONSORSHIP AND ADVERTISING, GIVING YOU ACCESS TO THE KEY MINDS IN THE INDUSTRY. SEE A SELECTION OF OUR EVENTS BELOW:



84TH EAGE ANNUAL CONFERENCE AND EXHIBITION

5-8 JUNE 2022 | VIENNA, AUSTRIA

EAGE's premier event combines a state-of-the-art technical programme of over 1,300 presentations and a cutting-edge exhibition of around 250 exhibitors from the energy industry.

GO TO EAGEANNUAL.ORG FOR MORE DETAILS

PRICING

COMMON		
Full page	€ 3,250	210 mm x 280 mm*
Half page	€ 2,150	171 mm x 115 mm
Quarter page	€ 1,350	83 mm x 115 mm

Prices are excluding VAT
* Please add 3 mm bleed on all sides

EXCLUSIVE		
Inside Front Cover	€ 4,275	210 mm x 280 mm*
Inside Back Cover	€ 4,275	210 mm x 280 mm*
Outside Back Cover	€ 5,575	210 mm x 280 mm*

Prices are excluding VAT
* Please add 3 mm bleed on all sides

SPECIAL ADVERTISEMENT		
Insert	From € 10,250	Custom-made*
Fold out (start on right hand page)	From € 11,750	Custom-made*
Bellyband	€ 8,750	Custom-made

Prices are excluding VAT
* Please add 3 mm bleed on all sides

FACTS:

- Exposure to delegates from all over the world
- Multi-disciplinary event: the EAGE Annual Conference & Exhibition draws visitors from all geoscience disciplines
- 3,500 - 4,500 visitors
- 200 - 250 exhibitors (companies, universities, societies)
- The 2023 conference theme is "Securing a Sustainable Future Together"

SPONSOR THE EAGE APP TO REACH A KEY AUDIENCE THROUGHOUT THE EVENT

- Linkable banner of the EAGE event app (native to iOS and Android) displayed on the bottom of the screen
- Splash Screen when opening the app
- One push notification to all app users (will say "Sponsored Content")
- 1 Exhibition only registration to the EAGE Annual 2023
- Button in the EAGE event app linking to the company webpage

Investment: **€ 10,000** (excluding VAT)

THERE ARE MANY MORE CUSTOM OPTIONS POSSIBLE IN OUR APP
CONTACT US FOR MORE DETAILS!

The background is a deep blue gradient with several large, overlapping, curved lines that create a sense of motion and depth. The lines are darker in the center and lighter towards the edges, giving them a three-dimensional appearance.

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WWW.EAGE.ORG