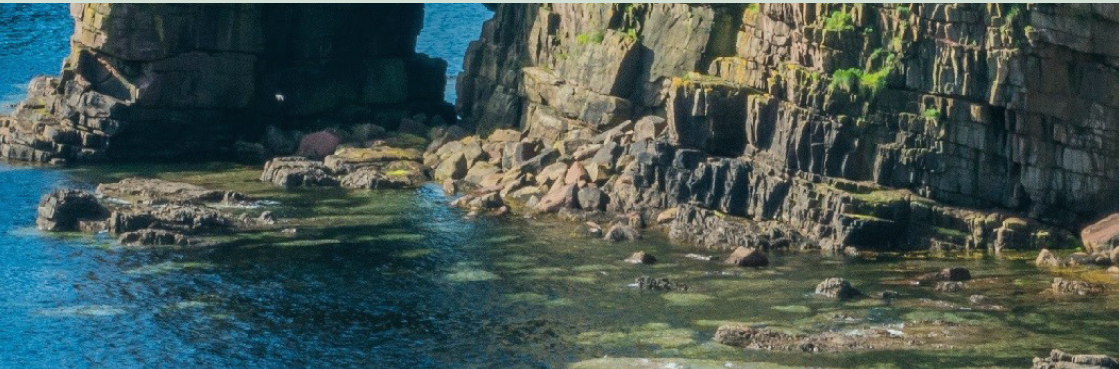
Est. 1964

PES GB

# MEDIA KIT 2021



## ABOUT US

This member led organisation serves our industry by providing great value, networking and knowledge-sharing events, conferences and workshops as well as a programme which supports the education of earth sciences in the wider community.

Though careers in 'energy' are constantly evolving, the PESGB aims to be relevant, useful and beneficial to members at every stage of their careers within the 'energy' industry.

**over**
**50**
**years in the industry**

**4000**
**members**

**active in**
**6**
**continents**

### WE WORK WITH

bp Schlumberger Shell TOTAL

## THE PESGB MAGAZINE

Our monthly magazine has over **4000** readers across **50** countries. Our members can enjoy a free high quality content, including papers abstracts, industry news, community news and many more!

### WE'VE GONE PAPERLESS

We are happy to announce that our magazine is available online via ISSUU.

## ADVERTISE IN OUR MAGAZINE

**Half Page Advert**
£889.90 + VAT

**Full Page Advert**
£1339.00 +VAT

**Inside Front and Back Cover**
£1600.50 + VAT

**Full Page Promotional Article**
(up to 500 words and 2 pictures/ photographs)
£889.90 +VAT per page

### SPECIAL OFFER

**A full page advert and full page promo article**
£2000 +VAT

**Consultant Services***

**Freelancers:**
3 issues: £88,
6 issues: £132
12 issues**: £242

**Companies:**
3 issues: £129
6 issues: £228
12 issues**: £408

(All prices are ex-VAT)

* maximum 100 words
**January and February as well as July and August are joint issues.

## MAGAZINE DEADLINES FOR 2021

| | Advert Artwork to be emailed to simona@pesgb.org.uk | Publication Date |
|---|---|---|
| **January/February** | Monday 11 January | Monday 1 February |
| **March** | Monday 8 February | Monday 1 March |
| **April** | Friday 12 March | Thursday 1 April |
| **May** | Monday 12 April | Monday 3 May |
| **June** | Monday 10 May | Tuesday 1 June |
| **July/August** | Monday 21 June | Thursday 15 July |
| **September** | Friday 13 August | Wednesday 1 September |
| **October** | Monday 13 September | Friday 1 October |
| **November** | Monday 11 October | Monday 1 November |
| **December** | Monday 8 November | Wednesday 1 December |

## DIGITAL ADVERTISING

NEW

We have added digital services to our offer to give you and your company more opportunities to raise your profile with us!

### SOCIAL MEDIA

**6900**

**1700**

## DIMENSIONS

**FULL PAGE**

Artwork Area-

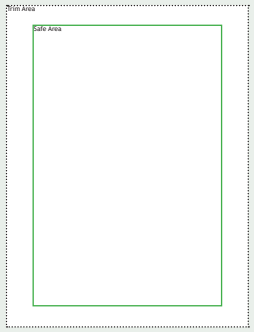
165mm x 240mm

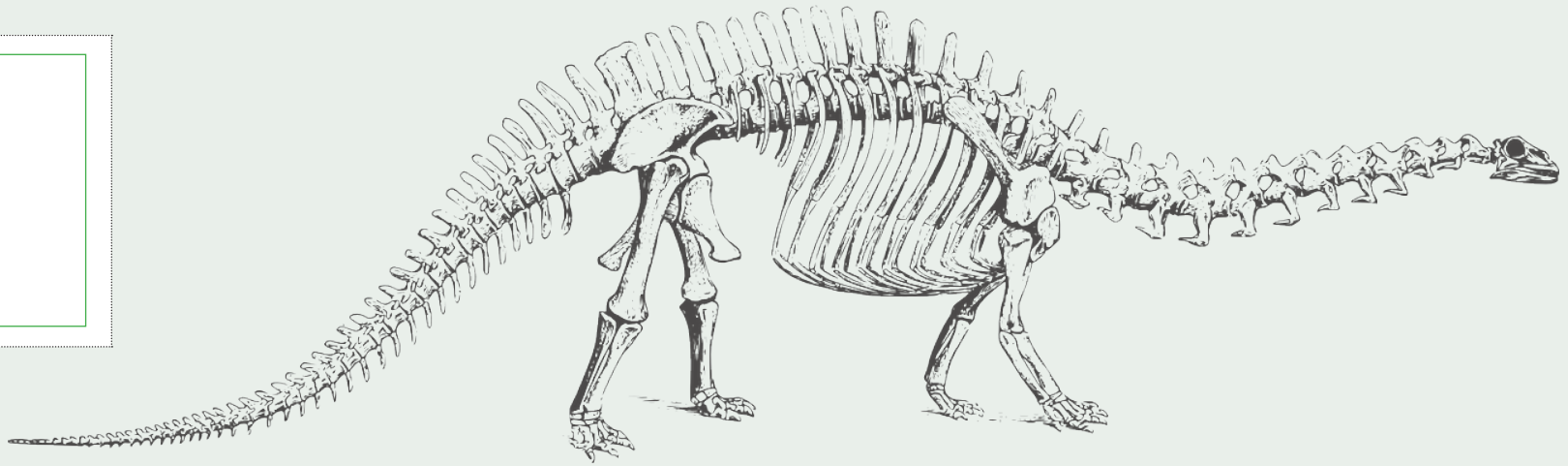
Text Area (20mm)-

145mm x 220mm

**HALF PAGE**

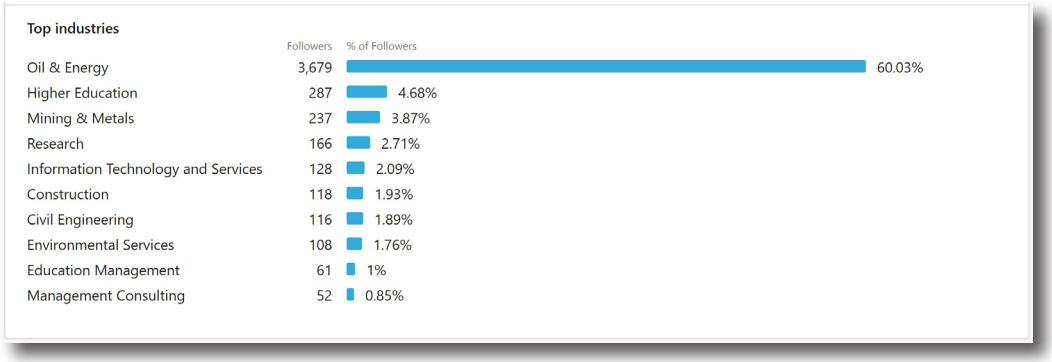
165mm x 120mm

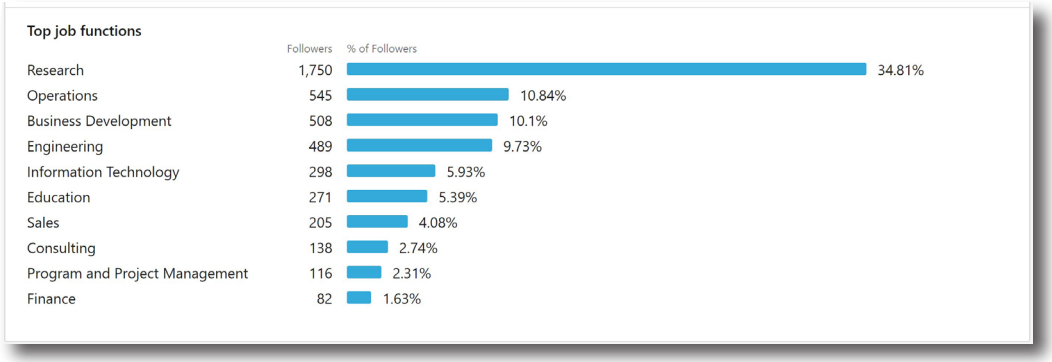


*The PESGB take no responsibility for the contents of the artwork that does not comply with our aforementioned criteria.*

## OUR AUDIENCE




## PESGB MONTHLY EBULLETIN

Our monthly eBulletin goes out on the 1st of every month and is sent out to over **4000** people.

#

**Mini social media campaign (2x posts on LinkedIn and Twitter)**

£200 + VAT*

**Social media campaign (6x posts on LinkedIn and Twitter)**
£475 + VAT*

## MONTHLY EBULLETIN

**Banner**
£300 + VAT

**Banner + 100 words text**
£450 + VAT

*The service includes one analytics report.

## PACKAGE

**Full promo campaign pack**
Includes: Full page advert, full page article, 6 social media posts campaign
£2300 + VAT

## JOB ADVERTS

**100 words short description on the PESGB website**
£100 + VAT

**100 words short description on the PESGB website + 1x post on Linedln and Twitter**
£150 + VAT

# DISCOUNTS

## SUSTAINING SPONSORS

We offer to our current sponsors the exclusive disount to all our services.

Charles Lyell – 25%
James Hutton – 20%
Mary Anning – 15%
William Smith – 10%

## PRE-BOOK AND PRE-PAY YOUR PESGB MAGAZINE ADVERT

10 issues – 15%
5 issues – 10%
3 issues – 5%

# CONTACT US

If you would like to get more information on our advertising services please contact:

**pesgb@pesgb.org.uk**