

GEO ExPro

THE GLOBAL ENERGY SECTOR FROM A SUBSURFACE PERSPECTIVE

OUR PROMISE

We collaborate with our clients to ensure that they reach their marketing goals. It's not just a simple cash for ad exchange.

MEDIA GUIDE 2025

GEO EXPRO is driven purely by content – publishing complex stories in uncomplicated words. We are amongst the best read and most popular magazines in oil, gas & energy.

ABOUT GEO EXPRO MAGAZINE

GEO EXPRO is a global magazine and online publication with a strong focus on the subsurface aspects of the oil and gas industry and the energy transition. Our aim is to report on and provide context to energy-related news where geoscience plays a key role. This ranges from the traditional E&P sector, however, we cover a range of upcoming industries where geoscience is important, i.e. geothermal, CCS, natural hydrogen, and deep sea minerals.

Having had a strong presence at most of the big global geoscience industry conferences for 20 years, GEO EXPRO has built a strong brand when it comes to providing key information to the subsurface community.

POPULAR TOPICS INCLUDE, BUT ARE NOT LIMITED TO:

- Oil & Gas
 - Exploration
 - Production
- Energy Transition
 - Carbon Capture & Storage
 - Geothermal
 - Deep Sea Minerals
 - New Gas
 - Hydrogen
 - Helium
- Discover (Sponsored Content)
 - Exploration Opportunities (fold-outs)
 - From the Industry
- Subsurface
 - In the News
 - Geology & Geophysics
 - Portraits
 - Technology

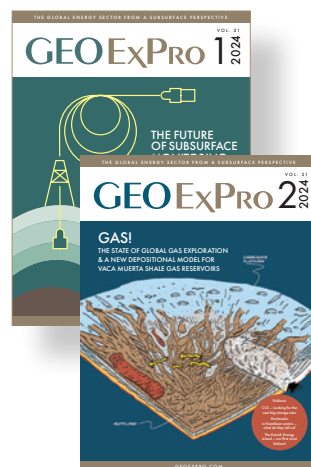
All articles from the magazine's print edition are published online, and we also feature online-exclusive articles. A weekly newsletter is sent out to promote articles when they are posted online.

”GEO EXPRO provide continued collaboration and support throughout our ongoing multi-channel marketing campaigns. They offer professional expertise and advice to ensure we see maximum return for our online and in-print advertising and editorial efforts.”

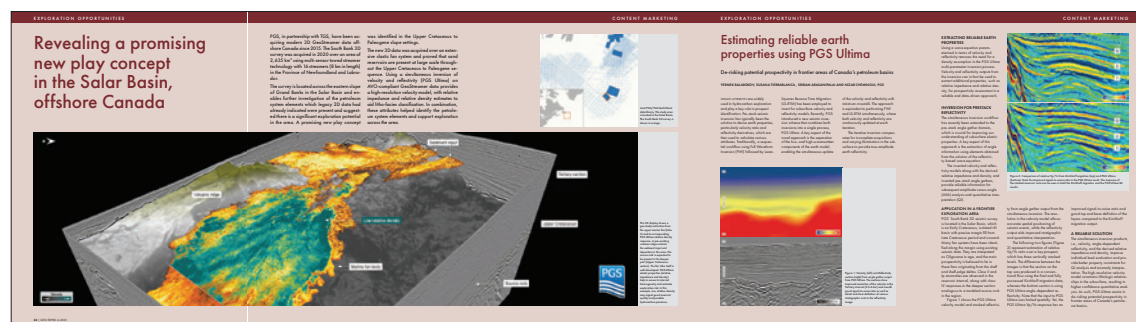
Technical Content Manager

READERSHIP

- Readership of over 25,000 per issue
- Wide distribution at geoscience conferences around the world
- 1,000's of PDF copies of the magazine downloaded per issue
- Print articles are published on geoexpro.com, with over 300,000 page views per year
- Online articles are shared on our social media platform LinkedIn with more than 300 clicks per day
- Exclusive online content
- Digital subscriber list of 3,600+ and growing



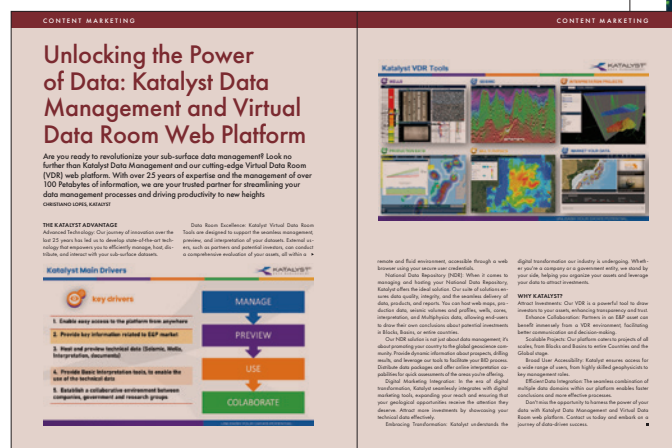
We include up to four 5- or 7-page Foldouts per issue. The foldout is perfect for showcasing your best assets.



Sponsored Content allows you more freedom to promote your brand and services. You can include the company logo, QR codes, and contact details in the article.

Online sponsored content also allows for more targeted digital promotion.

The article will be posted and shared in our regular newsletter updates and via our social media channels when you prefer.



EDITORIAL, PRINT & EVENTS CALENDAR*

Every issue of GEO EXPRO has a regional or geoscience focus, in line with the industry conferences* we are present at. This allows our advertisers to target their campaigns to the specific audience at these conferences, and it ensures maximum exposure of your advertisement, foldout, or sponsored content.

GEO EXPRO also covers relevant subsurface news from around the world, which is also reflected through our online presence on geoexpro.com and in our social media channels. All issues feature recurring sections on geothermal energy, technology developments, and deep sea minerals, to name a few.

For the latest events in our schedule, please go to: www.geoexpro.com/events

ISSUE 1

SE ASIA/DIGITALIZATION/DEEP SEA MINING

Conference schedule:

BEOS, London, UK, 4-5 March
EAGE Digital, Edinburgh, UK, 24-26 March
Deep Sea Minerals, Bergen, Norway, 1-3 April
Seismic 2024, Aberdeen, UK, 30 April - 1 May
SEC 2025, Singapore, 6-9 May

Editorial deadline: 3 February

Ad material deadline: 10 February

Publication date: 7 March

ISSUE 2

NW EUROPE/NORTH AMERICA/CCS

Conference schedule:

Geoconvention, Calgary, Canada, 12-14 May
AAPG Europe Regional Conference, Po, France, 13-14 May
NSGE Near Surface Geoscience, Xi'an, China, 13-15 May
NCS Exploration/NEXT, Oslo Norway, 14-15 May
60th CEEC, TBA, 15-17 May
DEVEX, Aberdeen, UK, 20-21 May
CCUS 2025 Latin America, Cartagena, Colombia, 28-29 May

Editorial deadline: 24 March

Ad material deadline: 31 March

Publication date: 25 April

ISSUE 3

NW EUROPE/UNCONVENTIONALS

Conference schedule:

EAGE Annual, Toulouse, France, 2-5 June
URTeC, Houston, TX, US, 9-11 June
EAGE CCS, Kuala Lumpur, Malaysia, 1-2 July
EAGE Fiber Optic Sensing, Kuala Lumpur, Malaysia, 3-4 July

Editorial deadline: 28 April

Ad material deadline: 5 May

Publication date: 30 May

ISSUE 4

MIDDLE EAST + AFRICA/AMERICAS

Conference schedule:

IMAGE, Houston, USA, 24-29 August
World CCUS Conference, Bergen, Norway, 1-4 September
Near Surface Geoscience, Naples, IT, 7-11 September
MEDiNA, Tunis, Tunisia, 29 September-1 October
AAPG ICE, Rio de Janeiro, Brazil, 30 September-3 October
61st CEEC, TBA, 2-4 October
Underwater Minerals Conference, St. Petersburg, FL, USA, Oct/Nov

Editorial deadline: 21 July

Ad material deadline: 28 July

Publication date: 22 August

ISSUE 5

AFRICA/NEW ENERGY

Conference schedule:

Dig X Subsurface, Lillestrøm, Norway, 22-23 October
EAGE Get, Edinburgh, UK, November
African Energy Week, Cape Town, South Africa, November
NCS Exploration Strategy, Stavanger, Norway, 19-20 November

Editorial deadline: 1 September

Ad material deadline: 8 September

Publication date: 3 October

ISSUE 6

NORTH AMERICA/SE ASIA + MIDDLE EAST

Conference schedule:

NAPE Summit, Houston, USA, February 2026
IPTC, TBA February 2026
EGYPES, Cairo, Egypt, February 2026
GeoTHERM, Offenburg, Germany, February 2026
Geothermal, Virtual, February 2026
AAPG CCUS, Houston, USA, March 2026

Editorial deadline: 17 November

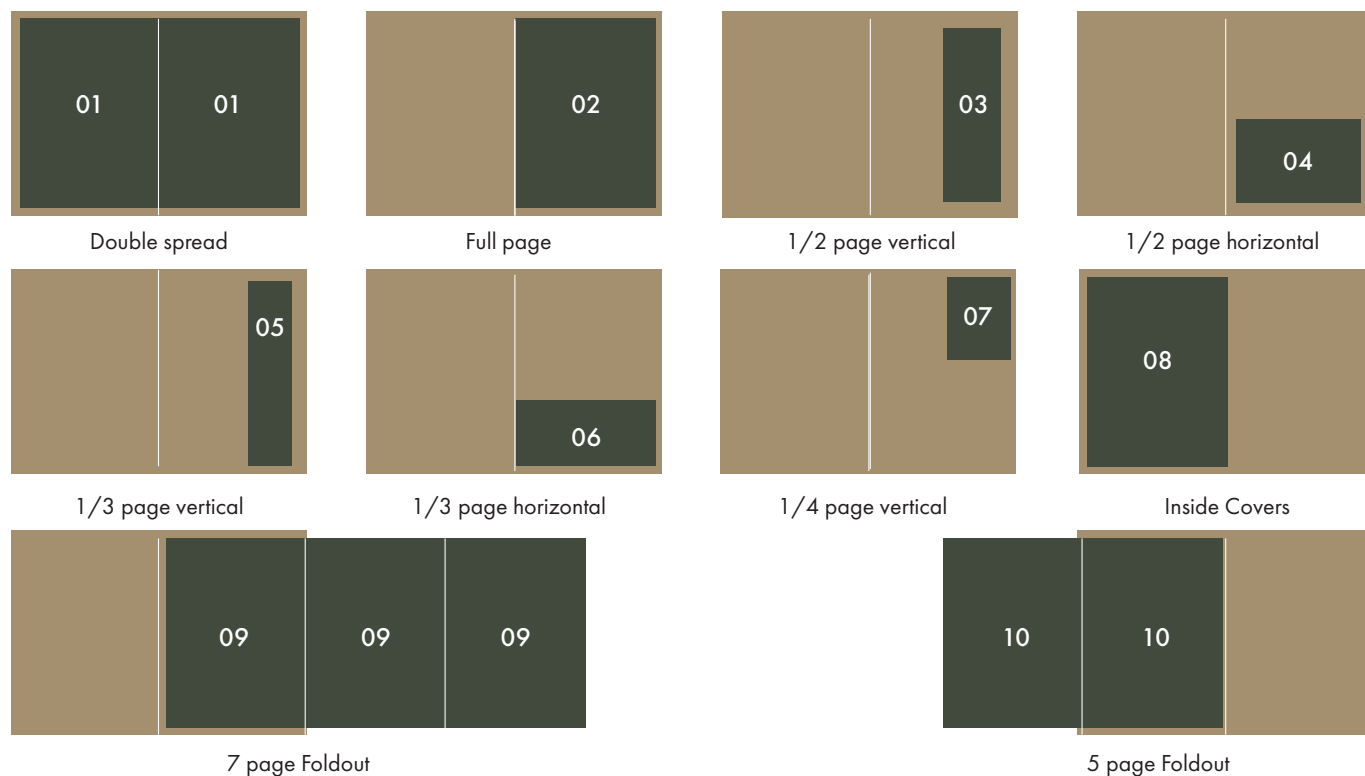
Ad material deadline: 24 November

Publication date: 19 December

*Schedule changes may occur without notice & new conferences will be added throughout the year.

PRINT MEDIA PRODUCTS & SPECIFICATIONS

PRINT SPECIFICATIONS AND PLACEMENT



PLACEMENT	2025	SIZE	*3 mm bleed
2/1 Double Spread	£5 976	400mm x 280mm*	
1/1 Back Cover	£4 274	210mm x 280mm*	
1/1 Inside Front Cover	£3 796	210mm x 280mm*	
1/1 Inside Back Cover	£3 796	210mm x 280mm*	
Premium placement (page 4, 7 and 9)	£3 635	210mm x 280mm*	
1/1 Full Page	£3 318	210mm x 280mm*	
1/2 Half Page	£2 000	180mm x 119mm* horizontal, 90mm x 250mm vertical	
1/3 Third Page	£1 534	180mm x 80mm* horizontal, 59mm x 250mm vertical	
1/4 Quarter Page	£1 181	180mm x 59mm* horizontal, 90mm x 120mm vertical	
5 Page Foldout	£5 212		
7 Page Foldout	£6 005		
2/1 Page Sponsored Content**	£3 673		
3/1 Page Sponsored Content**	£4 897		
Insert	By request		
Bellyband	By request		

** For an additional £1 996 you get an "Ad Blocker" in the online version of your sponsored content, allowing only your preferred online banner to be showcased.

SPONSORED CONTENT, FOLDOUT & ADVERTISEMENT SUBMISSION

Sponsored content and Foldouts must be submitted by the editorial deadline to henk.kombrink@geoexpro.com

Advertisements must be submitted by the ad deadline to ingvild.carstens@geoexpro.com in a high resolution PDF and minimum 300dpi. We strive to always give you your preferred position in the magazine, however, it cannot be guaranteed.

Please note: Prices are quoted without VAT/TAX

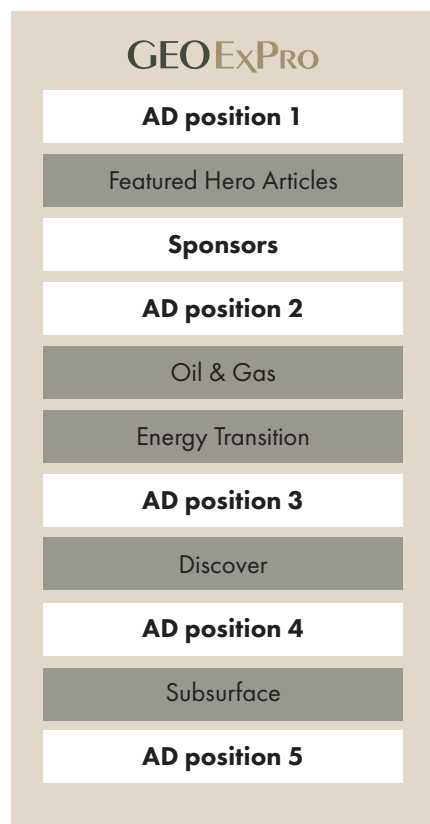
DIGITAL ADVERTISING

Advertising is integrated into the browsing and reading experience of the user on geoexp.com. Adverts are placed on the homepage, within the listing of articles, and within the articles themselves. Ads can include a wide range of interactivity and will resize according to the size of the device the reader is experiencing the advert on.

Homepage adverts benefit from static placement and constant front page presence. In addition, they also rotate on all article pages, except sponsored content. Adverts inside articles share exposure equally across our archive as articles are accessed by readers via direct shares, social media interactions, and organic searchers.

We also offer advertisement space on our weekly bulletin, currently distributed to > 3,600 subscribers. Logo sponsorships are also available. To ensure content remain in the foreground on our publication, we limit the number of advertisement spaces to a maximum of seven companies at a time.

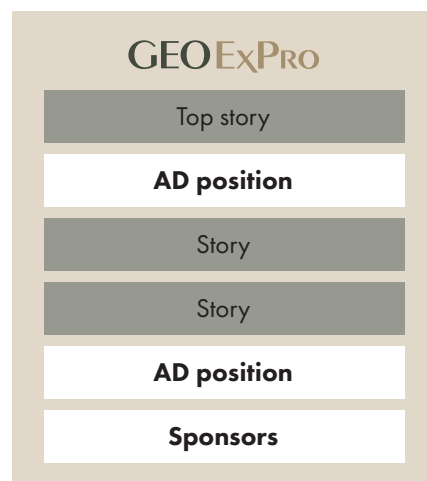
HOMEPAGE



ONLINE ARTICLES



WEEKLY BULLETIN



“We chose to advertise in GEO EXPRO over other industry publications as it is certainly one of the best reads around due to the high quality of its sector articles, relevant regional E&P coverage, and its global audience.”

Managing Director, Global Upstream Oil & Gas Acquisition

DIGITAL ADVERTISING RATES

SPONSORED CONTENT Prices quoted per month

Article/per month	£3 339
-------------------	--------

HOME PAGE

1st Position / Top Banner	£2 006
2nd Position	£1 615
3rd Position	£1 469
4th Position	£1 301
Skyscraper	£1 757
Ad Block	£1 996
Top Banner - Inside Articles	£1 189

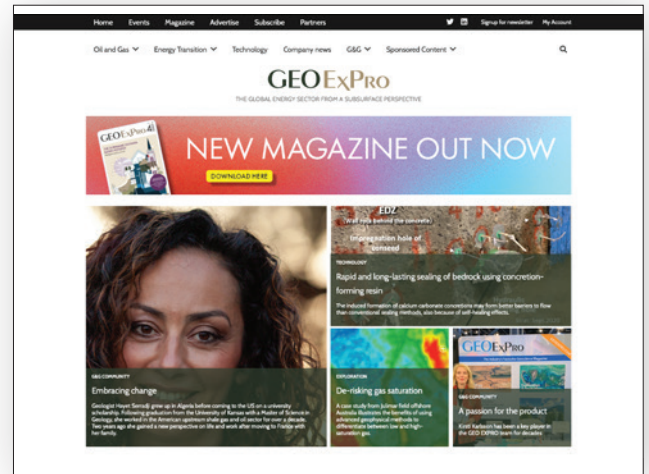
WEEKLY NEWSLETTER / BULLETIN

Banner	£519
--------	------

SPONSORS

Company logo & URL on geoexpro.com	£3 498
------------------------------------	--------

Prices quoted per year



Monthly visits: over 160.000

Sponsors As a geoexpro.com sponsor we feature your company logo and URL prominently on our homepage. Sponsors support the work of our journalists. An introductory discount is available to advertisers new to GEO EXPRO. Please contact our Managing Director, Ingvald Ryggen Carstens, ingvald.carstens@geoexpro.com for special rates offered on a combination of print and digital advertising.

Ad Creation Process In order to facilitate a simple and efficient process for the creation and implementation of advertising, we offer a flexible approach to helping you create your ad. The recommended workflow is to get in touch directly with Ingvald, to discuss the requirements of the ad you want to show. We will then advise on the many options we have to offer to accommodate your marketing needs.

Material Specifications Artwork for Desktop Viewing: 1230px wide by 350px high, Artwork for Mobile Viewing: 480px wide by 480px high, Artwork for Digital Newsletter: 800px wide by 300px high, Images should be high-resolution JPEG, PNG or GIF-files, For custom ads, we require HTML, CSS, or any related image and code assets, Digital media can be submitted on a rolling schedule basis, but please note that we need the artwork 2 days prior to the desired upload date.

Sponsored Content Promote your datasets, services, technology and/or expertise via our exclusive online sponsored content on geoexpro.com. An exclusive online article gives you the opportunity to promote your brand and services with your own banner adverts, company logo, contact information, and links to your social media platforms. Please contact us for more information. Included in sponsored content, but not limited to: 2 x ad banner spaces (top & base of the article).

Up to 1,500 words (text will be approved by Editor in Chief, and may be lightly edited for clarity)

- Images & videos
- Direct links & links to social media accounts
- Company logo
- Labeled as 'Sponsored Content'
- 4 weeks featured prominently on geoexpro.com homepage
- Promoted across our social media channels and weekly bulletin

#GEOEXPRO Over the years, we have put a lot of effort into growing our digital presence and building an organic online following. All articles published in GEO EXPRO and our online exclusive content are shared via our LinkedIn channel, and featured in our weekly bulletins with over 3,600 subscribers.

LinkedIn > 27,000 followers

In 2023 we directed an impressive 12,500 unique visits to geoexpro.com from our LinkedIn channel via daily posts and featured hashtags!

“GEO EXPRO is clearly our industry's frontrunner in the hanging landscape of publishing. Innovative ways to advertise and a strong focus online, make it an obvious choice in our marketing mix.”
Marketing Manager, International Acquisition & Multi-Client

DRIVEN BY CONTENT

- ▶ Worldwide conference distribution & global media partnerships
- ▶ more than 25,000 readers per issue
- ▶ Distributed in print, online & via our social media channels
- ▶ Accessed by nearly every country around the world
- ▶ Optimized digital content drives traffic from search engines

GEOEXPRO.COM/ADVERTISE

ADVERTISE IN PRINT AND ONLINE

SEISMIC & MULTICLIENT

SOFTWARE & TECHNOLOGY
CONSULTANCY & SERVICES

Advertising / General Enquiries

Ingvild Ryggen Carstens
Publisher & Managing Director
ingvild.carstens@geoexpro.com
+47 974 69 090

Editorial Enquiries

Henk Kombrink
Editor in Chief
henk.kombrink@geoexpro.com
+44 7788 992374

GEO EXPRO is published by GXP PUBLISHING AS, Trollkleiva 23, N-1389 Heggedal, Organization / VAT No. 913361857