

EAGE

EUROPEAN
ASSOCIATION OF
GEOSCIENTISTS &
ENGINEERS

Mediakit

ADVERTISING MEDIA OPPORTUNITIES

2017

HIGHLY APPRECIATED JOURNAL WITH A GREAT IMPACT FACTOR

First Break



FIRST BREAK

SCOPE OF THE
Journal

First Break is a leading publication serving the geoscience and engineering community. Since 1983, it has been the publication of choice for many decision-makers in geoscience-related organisations and is considered to be an ideal advertising platform to target a specific audience worldwide.

First Break is distributed to all EAGE members, institutional subscribers and at EAGE events. It has a bonus distribution at other non-EAGE events (see page 6).

EDITORIAL CONTENT

While the main emphasis is on the oil and gas E&P industry, reflecting the membership of EAGE, the magazine increasingly includes coverage of important related areas, such as environmental geoscience, geology and mining.

FIRST BREAK INCLUDES:

- **EAGE news:** news and information about EAGE's activities and plans.
- **Industry news:** what's going on in the E&P business and other relevant industries.
- **Technical articles:** authoritative, refereed technical articles, presenting new developments in science and technology. The high quality of the research implicit in these articles is the reason why *First Break* is frequently cited as an important source.
- **Special topics:** highlighting some of the important areas of interest and activity for the geoscience and engineering community (see page 6 for the 2017 special topics).



- READ IT ALONE / 47%
- SHARE WITH 2 OTHER PERSONS / 40%
- SHARE WITH 5 PEOPLE / 7%
- SHARE WITH 7+ / 6%

* 19.000+ HARDCOPIES DISTRIBUTED



- STUDENT / 13%
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- MID-CAREER / 22%
- SENIOR / 46%
- RETIRED / 9%

* 74% OF WORKING READERS HAS INFLUENCE ON DECISIONS



- OIL COMPANY / 32%
- UNIVERSITY / 26%
- SERVICE COMPANY / 23%
- CONSULTANCY / 16%
- OTHER / 3%

FIRST BREAK PRICING

Pricing

COMMON*		
Full page	€ 3,950	210 mm x 280 mm**
Half page	€ 2,475	170 mm x 115 mm (Horizontal) 83 mm x 246 mm (Vertical)
Third page	€ 1,650	170 mm x 75 mm (Horizontal) 54 mm x 246 mm (Vertical)
Quarter page	€ 1,375	170 mm x 54 mm

Prices are excluding VAT

* Universities get a 40% discount on the list price

** Please add 3 mm bleed on each of the outside edges

EXCLUSIVE		
2/1 double page spread	€ 7,575	420 mm x 280 mm*
Outside Back Cover	€ 5,325	210 mm x 280 mm*
Inside Front Cover	€ 4,775	210 mm x 280 mm*
Inside Back Cover	€ 4,775	210 mm x 280 mm*
First right hand page**	€ 5,950	210 x 280 mm*

Prices are excluding VAT

* Please add 3 mm bleed on each of the outside edges

** first right hand page advertising includes a full banner in the EAGE E-newsletter

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 publications your company will receive **one EAGE priority point** that can be used towards booth allocation of EAGE exhibitions.

NEW! SEISMIC DATA FOLDOUT

(MAX 1 PER ISSUE)

In 2017 you can advertise in *First break* with a seismic data foldout (max. one per issue). This foldout is a great way of promoting multi-client data and new ways to acquire, process or interpret data.



We offer two options

€8,950

3 page seismic data **foldout** combined with a **two page** article explaining the data.

€11,450

3 page **tearable** seismic data **foldout** with a **three page** article explaining the data.

Seismic data foldouts are excluded from series discounts. Current advertisers have placement priority.

First Break special topics 2017

The publication schedule and extra distribution are only guidelines and are liable to change without notice

Land Seismic

Extra Distribution

± 250

SAGEEP 2017

JAN

Reservoir Monitoring

Extra Distribution

± 800

Petroleum Geology

Extra Distribution

± 750

Tyumen 2017

AAPG 2017 Annual Convention & Exhibition

FEB

First EAGE Workshop on Practical Reservoir Monitoring
19th European Symposium on Improved Oil Recovery
Third AAPG/EAGE/MGS Myanmar Oil and Gas Conference 2017
SAGEEP 2017

MAR

Passive Seismic

Extra Distribution

± 750

Modelling / Interpretation

Extra Distribution

± 750

Geoinformatics 2017

79th EAGE Conference & Exhibition 2017

Geoconvention 2017

APR

19th European Symposium on Improved Oil Recovery
European Geosciences Union (EGU) General Assembly 2017

MAY

Energy, Technology, Sustainability - Time to open a new chapter

Extra Distribution

2.000

Unconventionals & Carbon Capture and Storage

Extra Distribution

± 750

URTEC Unconventional Resources Technology Conference

JUN

79th EAGE Conference & Exhibition 2017
World Petroleum Congress

JUL

Near Surface Geoscience

Extra Distribution

± 500

EM & Potential Methods

Extra Distribution

± 1.200

SEG International Exposition And Annual Meeting

SPE Annual Technical Conference and Exhibition

AUG

Near Surface Geoscience 2017

SEP

Reservoir Geoscience and Engineering

Extra Distribution

± 750

Marine Seismic

SPE Annual Technical Conference and Exhibition

OCT

NOV

Data Processing

Extra Distribution

± 500

DEC

AGU Fall Meeting 2017

CLICK HERE FOR
ISSUE SUMMARIES



FIRST BREAK CATEGORIES

The *First Break* special topics have been combined in three categories. These categories are set up to help companies target a specific audience and achieve the best marketing value possible. The categories show which *First Break* topic is related to them and what EAGE events and content could be relevant.

CATEGORY 1	(Seismic) Data Acquisition	
	<p>WHAT WE OFFER</p> <p>First Break <i>First Break</i> dedicates the following topics to this subject. Companies can benefit by submitting advertisements, press releases and Special Topic articles:</p>	<p>Content We have published many articles about this subject</p> <ul style="list-style-type: none"> • <i>First Break</i> (1,211 articles) • <i>Near Surface Geophysics</i> (410 articles) • EarthDoc (14,059 articles)
<p>January March April June</p>	<p>Land Seismic Petroleum Geology Passive Seismic 79th EAGE Conference & Exhibition issue</p>	<p>INTERESTING FOR</p> <p>Companies that are involved with the acquisition of data. This can be seismic data with a focus on the acquisition of EM, geological data etc.</p> <ul style="list-style-type: none"> • Seismic exploration contractors • EM exploration contractors • Geological exploration companies • Suppliers of streamers etc. • Suppliers of equipment used on vessels • Field equipment suppliers • Support companies
<p>September November</p>	<p>EM & Potentials Marine Seismic</p>	
<p>Events The following events are recommended:</p> <p>Fourth Exploration Workshop 2017 2-4 May 2017 Muscat, Oman</p> <p>79th EAGE Conference & Exhibition 2017 12-15 June 2017 Paris, France</p>		

(Seismic) Data Processing / Interpretation / Modelling and Simulation

WHAT WE OFFER

First Break

First Break dedicates the following topics to this subject. Companies can benefit by submitting advertisements, press releases and Special Topic articles:

February	Reservoir Monitoring
May	Modelling / Interpretation
June	79 th EAGE Conference & Exhibition issue
December	Data Processing

Events

The following events are recommended:

79th EAGE Annual Conference and Exhibition 2017
12-15 June 2017 | Paris, France

Third HPC for upstream workshop 2017
1-4 October 2017 | Dubai, United Arab Emirates

Content

We have published many articles about this subject

- *First Break* (1,910 articles)
- *Near Surface Geophysics* (765 articles)
- *EarthDoc* (33,374 articles)

INTERESTING FOR

Companies that are directly and indirectly involved with the handling of data. This can be seismic data with a focus on EM, geological data etc.

- Software suppliers
- High Power Computing suppliers
- Service companies

Reservoir Monitoring / Geoscience / Engineering

WHAT WE OFFER

First Break

First Break dedicates the following topics to this subject. Companies can benefit by submitting advertisements, press releases and Special Topic articles:

February	Reservoir Monitoring
April	Passive Seismic
May	Modelling / Interpretation
June	79 th EAGE Conference & Exhibition issue
October	Reservoir Geoscience and Engineering

Events

The following events are recommended:

First EAGE Workshop on Practical Reservoir Monitoring
6-9 March 2017 | Amsterdam, The Netherlands

19th European Symposium on Improved Oil Recovery
24-27 April 2017 | Stavanger, Norway

79th EAGE Annual Conference and Exhibition 2017
12-15 June 2017 | Paris, France

Content

We have published many articles about this subject

- *First Break* (1,073 articles)
- *Near Surface Geophysics* (189 articles)
- *EarthDoc* (11,466 articles)

INTERESTING FOR

Companies that are directly and indirectly involved with the handling of data. This can be seismic data with a focus on EM, geological data etc.

- Service companies
- Software providers
- High Power Computing companies
- 4D Seismic data acquisition companies
- Suppliers of 4D / passive seismic technology
- Seabed installation companies

A Newton's cradle with several silver spheres and thin metal rods, set against a white background with a large, light gray diagonal shape. The spheres are in motion, creating a sense of dynamic energy.

About EAGE

The European Association of Geoscientists and Engineers (EAGE) is a global professional, not-for-profit association for geoscientists and engineers with more than 19,000 members worldwide. Their objective is to collect and distribute technical knowledge. It provides a global network of commercial and academic professionals to all members. The association is truly multi-disciplinary and international in form and pursuits.

All members of EAGE are professionally involved in (or studying) geophysics, petroleum exploration, geology, reservoir engineering, mining and mineral exploration, civil engineering, tunneling and environmental matters. EAGE's head office is located in the Netherlands with regional offices in Houten, Moscow, Dubai, Kuala Lumpur and Bogota.

EAGE organizes the following activities:

- Conferences & Exhibitions
- Workshops & Symposia
- Educational Programmes
- Student and Young Professionals Activities
- Publications

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