

KEEPING READERS REGIONALLY INFORMED

OIL & GAS INQUIRER

REACH

INDEPENDENT READERSHIP SURVEY RESULTS INDICATE A POPULAR, WELL-RESPECTED MAGAZINE!

- **85%** of readers indicate high levels of overall satisfaction with *Oil & Gas Inquirer*.
- **87%** use the information obtained from *Oil & Gas Inquirer*.

WHY SHOULD YOU BE ADVERTISING IN OIL & GAS INQUIRER?

OVER

- **60%** make purchases of oilfield services or supplies for their company.
- **64%** find the advertisements in *Oil & Gas Inquirer* valuable to their business.
- **45%** of those with purchasing power have responded to vendors' advertisements in *Oil & Gas Inquirer*.
- **63%** are owners or corporate management.

50,000



- The majority of readers report annual household income of over **\$100,000**.
- **95%** of readers feel *Oil & Gas Inquirer* is as good or better than other industry-related publications in terms of overall value and quality.



READERS

MONTHLY



Source: 2008 independent readership survey conducted by Ledger Marketing

2011 MEDIA GUIDE

THE MOST TRUSTED SOURCE FOR ENERGY INFORMATION IN CANADA



PRODUCT EXTENSIONS

OIL & GAS INQUIRER ONLINE

Each day, more and more readers visit oilandgasinquirer.com to receive oil and gas news online. Read select articles, review current and archived issues, and stay abreast of industry developments, all with the click of your mouse.

OIL & GAS INQUIRER NEWSLETTER

Distributed 30 times a year "by request" to an exclusive list of nearly 4,000 members of the oil and gas community, the *Oil & Gas Inquirer* newsletter expands on the magazine's regional coverage and includes provocative commentary by editor Mike Byfield.

Newsletter advertising rates:

- Sole sponsorship per month: **\$900**
- Leaderboard per month: **\$500**
- Skyscraper per month: **\$450**

MAPS AND CHARTS

Oil & Gas Inquirer is recognized in the oil and gas industry for its specialized wall charts and maps, which are published

monthly and distributed to select subscribers. These information-rich materials provide relevant and up-to-date information that is often referred to on a daily basis by those working in the oil and gas industry. *Oil & Gas Inquirer's* technical maps and charts cover a wide variety of topics ranging from pressure vessels and drill bits to coiled tubing and plunger lifts. Please refer to the JWN Maps & Charts Media Guide for a detailed review of what's planned for 2011.

OIL & GAS INQUIRER SPEAKER SERIES

Each year, JuneWarren-Nickle's Energy Group presents a select number of Speaker Series events, extending our expert oil and gas coverage to timely and relevant conversations with the same subject matter experts that we feature in the pages of our magazines. *Oil & Gas Inquirer* will host one of these events focusing specifically on the service and supply sector. Subject

matter and location will vary based on the selected editorial topic and sponsor objectives with a projected attendance of approximately 150 oil and gas industry attendees. For sponsorship opportunities, please contact your sales representative.

SASKATCHEWAN OIL & GAS SHOW GUIDE

Oil & Gas Inquirer is proud to be the official media sponsor of the Saskatchewan Oil and Gas Show to be held in Weyburn, SK, in June 2011. As such, in May of 2011, we will publish and distribute the official Show Guide. In addition to relevant show details, the Show Guide will also showcase Saskatchewan's role as a significant oil- and gas-producing region of Canada, focusing in on the province's communities and their citizens; regional oil and gas activity and production; and thriving area companies. For more details or to advertise, please contact your sales representative.

WHAT OUR READERS SAY:

"As a regular reader of the *Oil & Gas Inquirer*, I like the current content and find the information of great value.

Having a trusted source in the industry that stays current and presents information in a regional format helps me make the most of my time — my clients also like the publication. I value the great service that *Oil & Gas Inquirer* provides when it comes to running ads — happy, easy to get along with people, who know what they are talking about!"

Gordon Currie, President/CEO
Eldoren Consulting Inc.

WHAT OUR ADVERTISERS SAY:

"We advertise with *Oil & Gas Inquirer* because we feel that it directly targets our key customers, has a good distribution and is a well-recognized publication in the industry. Our sales rep keeps us up-to-date and informed about content that is relevant to our business so that we can take advantage of advertising in editorial with a parallel focus."

Ron Fink, Executive Vice-president
ZCL Composites Inc.

MORE WAYS TO ADVERTISE!

ADVERTORIALS

An advertorial is an advertising /editorial hybrid where an advertiser enlists *Oil & Gas Inquirer* to produce a feature endorsing their company, product or service. Advertorials can be one or two pages in length and are priced at a 20% premium above the full page or double page spread rates. Advertorial sales close dates are two weeks prior to listed advertising sales close dates. Please visit junewarren-nickles.com/advertorial/ for a complete listing of advertorial guidelines.

ONLINE ADVERTISING

Get additional exposure by advertising online! With

a variety of ad sizes and websites to choose from, advertisers can purchase a banner ad on oilandgasinquirer.com or on any of a suite of JuneWarren-Nickle's Energy Group websites. For more information, please reference our 2011 Online Media Guide.

INSERTS

Inserts, tip-ons, belly bands and spadias provide four unique ways for advertisers to take advantage of *Oil & Gas Inquirer's* targeted distribution. Inserts are distributed with the full run of the magazine, allowing advertisers to speak to the full breadth of the printed magazine's

audience. Please visit junewarren-nickles.com/insert/ to view a complete listing of our insert guidelines.

GUARANTEED PLACEMENT

Oil & Gas Inquirer understands that for maximum effectiveness, advertisers may occasionally require their ad material to be placed in a specific section or on a specific page of a publication. For a 20% surcharge, an advertiser can guarantee one of a selection of available positions in *Oil & Gas Inquirer*. For details on guaranteed placement requests, please contact your sales representative.

ABOUT OIL & GAS INQUIRER

For over 20 years, *Oil & Gas Inquirer* has been reporting on the oilfield service and supply sector. Published ten times per year, this magazine keeps its readers regionally informed, covering important developments from northeastern British Columbia to the East Coast. Feature articles also track

the vital issues and technologies that impact the service sector as a whole. *Oil & Gas Inquirer* is a cost-effective advertising vehicle for service and supply companies, as well as petroleum explorers and producers, to reach their peers in the industry.

EDITORIAL MANDATE

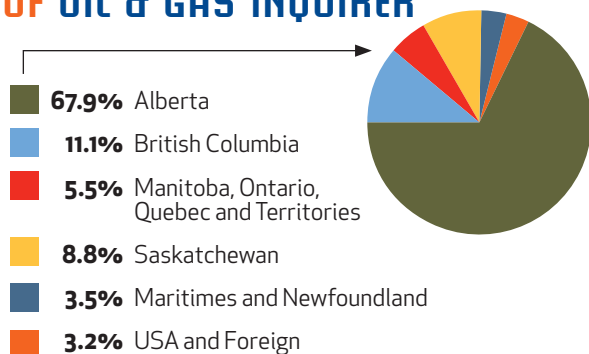
Oil & Gas Inquirer informs and celebrates the men and women who dedicate their working lives to providing petroleum to fellow Canadians and the world. Community is key, so this magazine is committed to strong regional reporting as well as industry-wide coverage. With honesty and respect, *Oil & Gas Inquirer* zeroes in on the triumphs and challenges that drive the service sector today.

CIRCULATION AND DISTRIBUTION

More than 10,000 copies of *Oil & Gas Inquirer* are distributed 10 times per year to oil and gas industry personnel, including industry leaders and decision makers. *Oil & Gas Inquirer* is also distributed at major industry-related trade shows

and conferences in Canada. An effective combination of qualified, paid and controlled circulations deliver comprehensive and targeted coverage to reach Canada's oilpatch.

GEOGRAPHIC DISTRIBUTION OF OIL & GAS INQUIRER



OIL & GAS INQUIRER BY THE NUMBERS

- **68%** of *Oil & Gas Inquirer* recipients are Alberta residents.
- **33%** of recipients are executive managers.
- **49%** are employed by the oil and gas service and supply sector.
- **10%** are engineers or professional consultants.
- **15%** are employed by pipeline, transportation or natural gas companies.
- **11%** are employed by manufacturing, fabrication or construction companies.

EDITORIAL COVERAGE

Each issue, *Oil & Gas Inquirer* provides news about the oil- and gas-producing regions across Canada and the world. In addition, the magazine regularly focuses on a particular region of oil and gas activity, examining it in depth through feature stories and reports. Features include profiles of key individuals, companies and projects in the region; editorials focused on the environment, safety, equipment and technology; and other stories that address industry concerns and challenges. These regular reports provide advertisers with the opportunity to reach the decision makers active in the focus regions.

IN EVERY ISSUE

Tools of the Trade: The latest technological developments and advances in the oil and gas industry.

Statistics at a Glance: Completions data, spot gas prices, gas storage, drilling activity and more.

On the Job: Careers in the oilpatch.

Rig Talk: A look at new drilling technologies in Q&A format.

Carbon Cartoon: An amusing glance at politics in Canada through the lens of the oil and gas industry.

REGIONAL NEWS

Comprehensive monthly oil and gas coverage and drilling statistics delivered by region, including:

- British Columbia
- Northwestern Alberta/Foothills
- Northeastern Alberta
- Central Alberta
- Southern Alberta
- Saskatchewan
- Northern Frontier
- Central Canada
- Eastern Canada
- International

2011 EDITORIAL SCHEDULE

TRADE SHOW AND CONFERENCE DISTRIBUTION

JAN/FEB

Ad Close:

January 5, 2011

Ad Material Due Date:

January 11, 2011

Issue Date:

February 1, 2011

GLOBAL HEAVIES

When the prestigious World Heavy Oil Congress assembles in Edmonton in March, our publication will provide delegates from a host of countries with a look at the latest heavy crude developments in Lloydminster and northeastern Alberta.

Plus: Over the past 150 years, drill bits have evolved from simple chisels into exceptionally sophisticated tools, custom-designed for specific applications and regions.

- 19th Annual Western Canadian Construction Superconference, *Calgary, AB*
- 7th Annual Shale Gas Symposium, *Calgary, AB*
- 8th Annual Canadian Oil Sands Summit, *Calgary, AB*

MARCH

Ad Close:

February 2, 2011

Ad Material Due Date:

February 8, 2011

Issue Date:

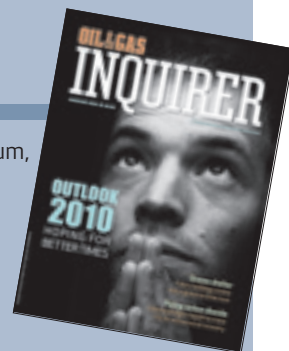
March 1, 2011

NORTHWESTERN ALBERTA

Within a remarkably short time, Grande Prairie has matured as a world-scale frac-pumping powerhouse. *Oil & Gas Inquirer* visits the field technology centre of Canada's unconventional gas sector.

Plus: Technological progress drives cost-efficient, safe operations in the petroleum business. Fortunately, Canadians can rely on excellent education and training, from international-calibre colleges to innovative oil and gas apprenticeships.

- Arctic Gas Symposium, *Calgary, AB*
- World Heavy Oil Congress, *Edmonton, AB*
- Buildex Edmonton, *Edmonton, AB*
- Chinese International Petroleum & Petrochemical Technology and Equipment Exhibition, *Beijing, China**



APRIL

Ad Close:

March 2, 2011

Ad Material Due Date:

March 8, 2011

Issue Date:

April 1, 2011

INSTRUMENTATION & AUTOMATION

Our magazine takes its annual look at instrumentation and automation technology, released just in time for ISA Calgary. This biennial conference is Canada's largest instrumentation systems and automation event, with over 200 exhibiting companies and 5,000 registered attendees.

- 19th Annual CHOA "Slugging it Out" Conference, *Calgary, AB*
- 9th Annual Canadian School of Hydrocarbon Measurement, *Calgary, AB*
- PSAC Spring Conference, *Red Deer, AB*
- ISA Calgary 2011, *Calgary, AB*

MAY

Ad Close:

April 6, 2011

Ad Material Due Date:

April 12, 2011

Issue Date:

May 1, 2011

COWTOWN & SOUTHERN ALBERTA

Calgary continues to consolidate its role as the headquarters for Canada's oil and gas service industry. *Oil & Gas Inquirer* examines who's who in Cowtown's most dynamic sector.

Plus: The natural gas midstream is a big business with a low public profile, thanks to its excellent record of operational reliability and profitability.

Bonus Publication: *Saskatchewan Oil & Gas Show Guide*

- CADE/CAODC Annual Drilling Conference, *Calgary, AB*
- CSPG-CSEG-CWLS Annual Convention, *Calgary, AB*
- Petroleum Safety Show, *Banff, AB*
- 19th Annual Williston Basin Petroleum Conference and Prospect Expo, *Regina, SK*
- Offshore Technology Conference (OTC), *Houston, TX**
- Peace Region Petroleum Show, *Grande Prairie, AB*

JUNE

Ad Close:

May 4, 2011

Ad Material Due Date:

May 10, 2011

Issue Date:

June 1, 2011

MADE IN CANADA

Oil & Gas Inquirer surveys Canada's leading-edge oil and gas technology exporters, timing its annual showcase to the GO-Expo exhibition and conference in Calgary. The Gas and Oil Exposition attracts more than 20,000 industry professionals.

Plus: As oilsands investment intensifies, pressure vessel fabricators must harness technological innovation to address labour pressure and foreign competitors.

- 12th Annual BC Natural Gas Symposium (Canadian Institute), *Calgary, AB*
- CAPP Oil and Gas Investment Symposium, *Calgary, AB*
- PSAC Investment Symposium, *Calgary, AB*
- SEPAC Spring Investor Showcase, *Calgary, AB*
- Saskatchewan Oil and Gas Show, *Weyburn, SK*
- GO-Expo 2011, *Calgary, AB*

* Due to shipping timelines for international trade shows, the edition prior to the month of the show will be distributed at the show.

2011 EDITORIAL SCHEDULE

TRADE SHOW AND CONFERENCE DISTRIBUTION

JULY/AUGUST

Ad Close:
July 6, 2011

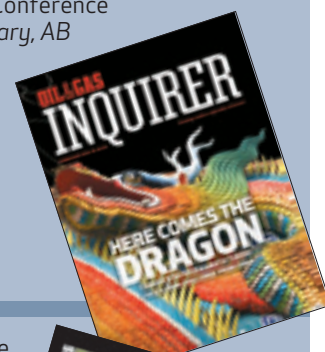
Ad Material Due Date:
July 12, 2011

Issue Date:
August 1, 2011

EDMONTON & CENTRAL ALBERTA

Horizontal drilling and multi-stage hydraulic fracs are breathing new life into Alberta's classic oil plays, from Pembina to Swan Hills. No one benefits more from that activity than Edmonton/Nisku, the time-honoured field centre for petroleum service and supply in western Canada.

- Oil Sands and Heavy Oil Technologies Conference (OSHOT), Calgary, AB



SEPTEMBER

Ad Close:
August 3, 2011

Ad Material Due Date:
August 9, 2011

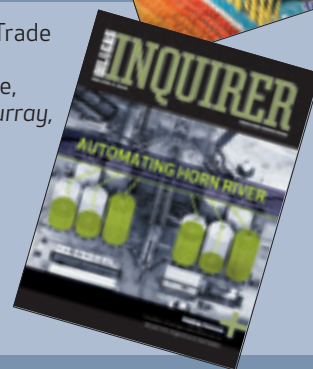
Issue Date:
September 1, 2011

NORTHEASTERN ALBERTA

Our magazine surveys the people and technologies that will tap most of the Northeast's bitumen. Alberta's future as an energy producer depends largely on their success, and the sector is a lifeline for many service providers as well.

Plus: Pipelines rule when it comes to safety, reliability and delivering life-sustaining energy where it's needed. This issue outlines the latest projects and prospects in Canada.

- Oil Sands Trade Show and Conference, Fort McMurray, AB



OCTOBER

Ad Close:
September 7, 2011

Ad Material Due Date:
September 13, 2011

Issue Date:
October 1, 2011

BRITISH COLUMBIA

Unconventional gas plays with enormous potential production have mushroomed in northeastern British Columbia. We provide a good look at the land rush, the technological challenges and the key competitors in these extraordinary projects.

Plus: Who wouldn't want to pilot 25 tonnes of cargo down a greasy, unpaved road, preferably in the dark? The truckers who tackle this tough job move almost everything in the patch.

- International Thermal Operations and Heavy Oil Symposium (ITOHOS), Calgary, AB

NOVEMBER

Ad Close:
October 5, 2011

Ad Material Due Date:
October 11, 2011

Issue Date:
November 1, 2011

TECHNOLOGY STARS 2011

Oil & Gas Inquirer, together with sister publication *New Technology Magazine*, will review energy-related innovations commercialized during the past year. Five outstanding new products and services will be awarded a Technology Star by JuneWarren-Nickle's Energy Group.

Plus: Pumpjacks have come a long way, baby. We survey the past, present and future of the upstream sector's prime movers.

- Energy Services Summit, Edmonton, AB
- SPE/CSUG Canadian Unconventional Resources Conference (CURC), Calgary, AB
- SEPAC Fall Investor Showcase, Calgary, AB
- Buildex Calgary, Calgary, AB

DECEMBER

Ad Close:
November 2, 2011

Ad Material Due Date:
November 8, 2011

Issue Date:
December 1, 2011

SASKATCHEWAN

The province whose Bakken play kicked off the tight oil trend continues to set the pace, thriving thanks to its geology, an efficient service sector, outstandingly stable government policies and widespread appreciation of what the petroleum sector provides in the way of jobs and public revenue.

Plus: A western salute to immigrant workers. From Arabia to Zaire, newcomers to Canada are populating the patch. Their numbers are expected to increase dramatically as the baby boom generation retires.

- No scheduled trade show/conference distribution for this month



AGENCY COMMISSION & CASH DISCOUNTS

15% of gross billing allowed on standard ad pricing, advertorials and guaranteed position charges to recognized agencies only.

Cash discount:

3% of the net.

Cash discount date:

15 days after date of invoice.

AD SUBMISSION & SPECIFICATIONS

JuneWarren-Nickle's Energy Group uses *AdDesk* to meet the needs of an increasing number of advertisers who prefer to conduct their business online. With the click of a mouse, advertisers can upload, proof and approve ads on this easy-to-use website designed especially for advertisers.

Visit addesk.junewarren.com and log in to find full advertising file specifications or to upload your ad or ad material. To receive your log-in information or for assistance with file delivery, please contact the *Ad Traffic Coordinator* at 780.944.9333 (toll free 1.800.563.2946) or atc@junewarren-nickles.com.

DESIGN SERVICES

Advertising design and proofing services are complimentary up to 3.5 hours, with revisions limited to two per advertising order. All additional design and proofing time is charged at a rate of \$125 per hour. *Please note:* Our Display Advertising Guidelines are available for download at junewarren-nickles.com/displayads/.

RATE CARD

Rates effective September 1, 2010, for advertising in 2011.

DISPLAY ADVERTISING	1x	3x	6x	9x-10x	PREMIUM FULL PAGE
Double page	\$4,720	\$4,280	\$3,820	\$3,540	5x \$3,250
Full page	2,850	2,590	2,320	2,150	10x \$3,000
2/3 v	1,980	1,780	1,580	1,480	<i>This Premium Package includes a full page ad with guaranteed placement in the region of your choice, and your logo sponsoring that region's statistics. Your logo will also be represented on the Table of Contents under that section heading. BONUS: Your company or product will be featured in Tools of the Trade or On the Job during the 2011 year. Regions available include: British Columbia, NW Alberta, NE Alberta, Central Alberta, Southern Alberta and Saskatchewan.</i>
1/2 h	1,450	1,310	1,170	1,100	
1/3 sq	1,110	1,000	870	830	
1/4 v or h	840	740	670	620	
1/6 v	540	470	420	390	
COVERS	1x	3x	6x	9x-10x	
Outside back cover	\$4,110	\$3,740	\$3,340	\$3,100	
Inside front cover	3,840	3,480	3,120	2,890	
Inside back cover	3,840	3,480	3,120	2,890	
1/3 v table of contents	1,520	1,410	1,310	1,220	

Prices include process colour. Cover positions are non-cancelable.

AVAILABLE AD SIZES

<p>DOUBLE PAGE DPS TRIM 16" x 10.75" BLEED 16.5" x 11.25" LIVE 15.5" x 10.25"</p>	<p>FULL PAGE FP TRIM 8" x 10.75" BLEED 8.5" x 11.25" LIVE 7.5" x 10.25"</p>	<p>2/3 V DCV 4.625" x 9.5"</p>
<p>1/4 H · TQC 7.0625" x 2.25"</p>	<p>1/4 V QPV 3.4375" x 4.625"</p>	<p>1/6 V DQCV 2.25" x 4.625"</p>
<p>1/2 H HP 7.0625" x 4.625"</p>	<p>1/3 SQ DHC 4.625" x 4.625"</p>	<p>1/3 V 1CV 2.25" x 9.5"</p>

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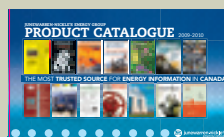


www.junewarren-nickles.com

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www.junewarren-nickles.com



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