OGN

OIL, GAS, PETROCHEMICALS & RENEWABLES

www.ognnews.com









Linked to

Arabian Business Community

A component of

TradeArabia
BUSINESS NEWS INFORMATION

Regional Insight / Global Impact

A New Digital Standard in Oil, Gas & Energy Media

Our reimagined platform transforms how readers engage with our specialised energy related content. With a seamless blend of video, audio, and interactive features, the new OGN doesn't just describe projects, products and processes—it brings them to life.

Whether it's the latest refinery technology or the development and application of new drilling components, editorial or advertising content now features rich multimedia storytelling that offers depth, clarity, and real-world context.

Advertisers now have the power to showcase their products, processes and services in action - being manufactured, installed, or deployed - through high-impact video presentations that elevate engagement and generate stronger market interest.

This is not just advertising; it's a total product experience.



Read, Listen, Watch and Follow

Pop-up videos featuring the latest news and intriguing stories, all with fully customisable user controls



Adverts and Editorials are now more interactive than ever!. They seamlessly transition into videos, giving users full control over volume, playback (forward/backward), pause, and fullscreen options



Click for Social Media links

Multiple images from news articles are now showcased in a rotating carousel, complete with forward and backward controls for easy navigation





Click on a headline to view the story in a more reader-friendly format, complete with images



Click for Sample

When an article features an 'ear' icon, you can choose to have it read aloud to you

Oil and Gas:

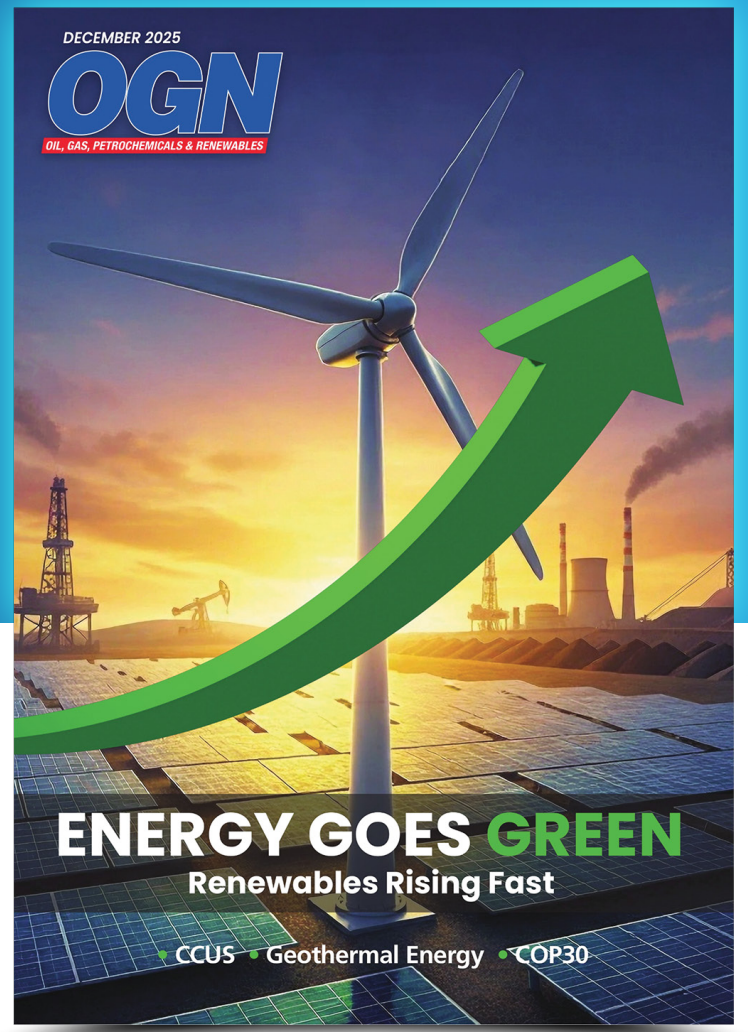
Goes Fully Digital: A Bold New Era begins

For over 40 years, Oil & Gas News (OGN) has been the Middle East's leading publication dedicated to the energy sector — a trusted source of insight, analysis, and innovation since 1983.

Now, this respected title has evolved into a dynamic multimedia platform — one that doesn't just report the news, but brings the region's energy industry to life.



Scan or click on
QR code to visit
OGN interactive pdf



Global Distribution & Reach

Each edition of OGN is distributed to over 50,000 qualified energy professionals worldwide.

From engineers and procurement heads to CEOs and government stakeholders — our audience spans the full spectrum of the energy sector.



50,000 Email distribution

From engineers and procurement heads to CEOs and government stakeholders — our audience spans the full spectrum of the energy sector.



125K+ users

Over 125k users on OGN & Trade Arabia each month.

Deeply Local. Truly Global.

Our transformation also comes with expanded reach.
This unmatched distribution ensures that your message reaches decision-makers, procurement heads, and Oil & Gas professionals from the heart of the Gulf to key global markets. It's a platform that combines local depth with global visibility, making OGN the ideal choice for brands aiming to make an impact at scale.

Welcome to the new OGN: immersive, interactive, and international



Circulation and Readership

Annual Users 1.5 M+

OGN
OIL, GAS, PETROCHEMICALS & RENEWABLES

500K+
Users

www.ognnews.com

TradeArabia
BUSINESS NEWS INFORMATION

1 M+
Users

Tradearabia.com

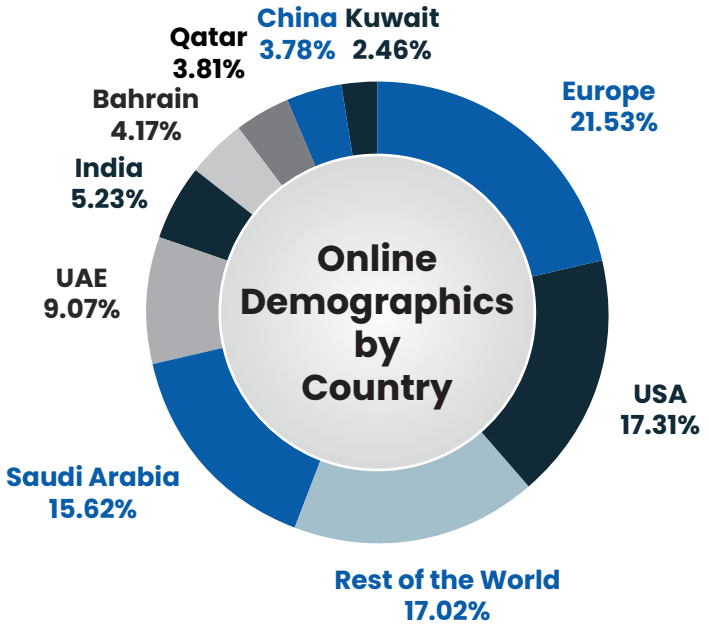
*Monthly average print: 6000 copies

Reader Profile

- Senior Management in the Oil and Gas Renewable Energy Sectors
- Technical Supply and Services (Upstream and Downstream)
- Petrochemical Engineers
- Refinery and Petrochemical Plant Management Teams
- Drilling Contractors
- Oil Field Products Suppliers
- Surveyors and Consultants
- Marine and Offshore Service Suppliers
- National Oil Companies (NOCs)
- Government Ministries
- International Oil Companies
- Downstream Specialist Companies
- Renewable Energy Integration Managers
- Sustainability and ESG Officers
- Energy Tech and AI Developers
- EPC
- Pipeline and Midstream Operators

Continued **Circulation and Readership**

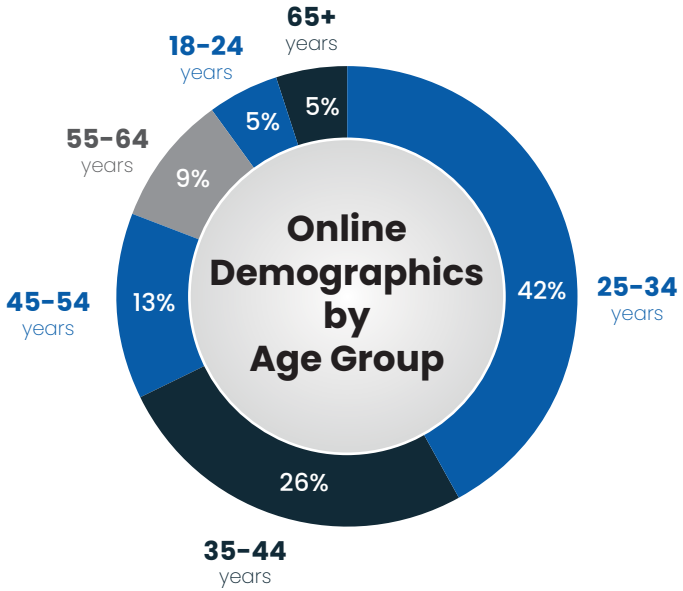
OGN has an average print and online circulation of over 50,000 throughout the world.



10K +
Daily Newsletters Subscribers

40K +
Social Media Followers

1.6 M+
ABC Oil and Gas Sector Referrals



Arabian Business Community

The inclusion of the Arabian Business Community (ABC), the region's fastest growing interactive business resource will also enable companies to promote themselves across a multitude of sub-sectors of the market, ensuring top-of-mind positioning in hundreds of business referrals - a total of over 15 million in a year.

Scan QR code or visit abc-gcc.net



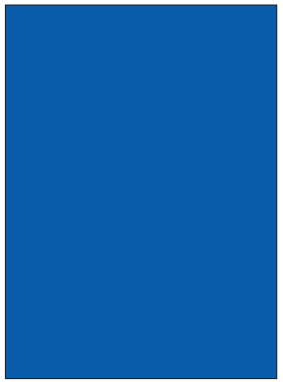
OGN Categories

Oil & Gas Industry
Oilfield Civil Works
Pressure & Temperature Instruments
EPC
Safety Equipment & PPE
Power Generation Transmission & Distribution – Oil & Gas
Terminal Services & Tank Storage
Equipment & Machinery Rental – Oil & Gas
Access Control
Chemicals & Allied Products – Oil & Gas
Oilfield Data Management
Steel Fabricators
Corrosion Technology, Paints & Industrial Surface Coatings
Inspection & Certification
Storage Tank Construction
Fire & Gas Detection Systems
Trading - Oil & Gas
Process Control
Drilling Contractors & Drilling Technology
Environmental Monitoring
Refinery Technology
Petrochemicals & Petroleum Products
Waste Management, Recycling & Environmental Protection
Offshore & Onshore Accommodation
Pumps, Valves, Pipes, Compressors
Pipeline Construction
Flow Meters & Sensors
Well Services & Equipment Supply
Digital Oilfield Solutions
Fuel Quality Enhancers
Industrial Lubricants

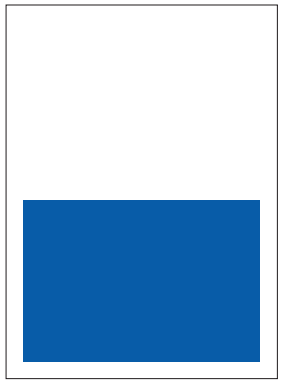
Print with Multimedia Digital Rates and Specifications



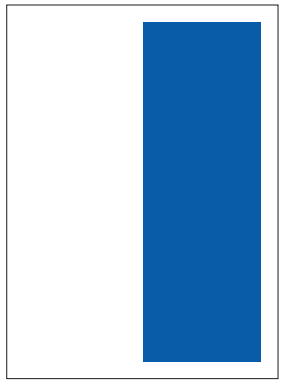
Double Page Spread
48cm x 33cm
Please allow 5mm
bleed on all sides



Full Page
24cm x 33cm
Please allow 5mm
bleed on all sides



Half Page (Horizontal)
22cm x 15cm



Half Page (Vertical)
10.7cm x 31cm

Advertising	Size (W x H)	US$*
Double Page Spread	48cm x 33cm	10,500
Full Page	24cm x 33cm	6,500
Half Page (Hoizontal)	22cm x 15cm	3,500
Half Page (Vertical)	10.7cm x 31cm	3,500
Earpiece	6.3cm x 4cm	1,000
Four-page profile	US$ 15,750 inclusive of 2,000 reprints	

Above rates are inclusive of electronic version on OGNnews.com
****(Subject to VAT)***

Premium Positions	
Outside Back Cover	US$ 9,000
Inside Front Cover	US$ 8,000
Inside Back Cover	US$ 8,000

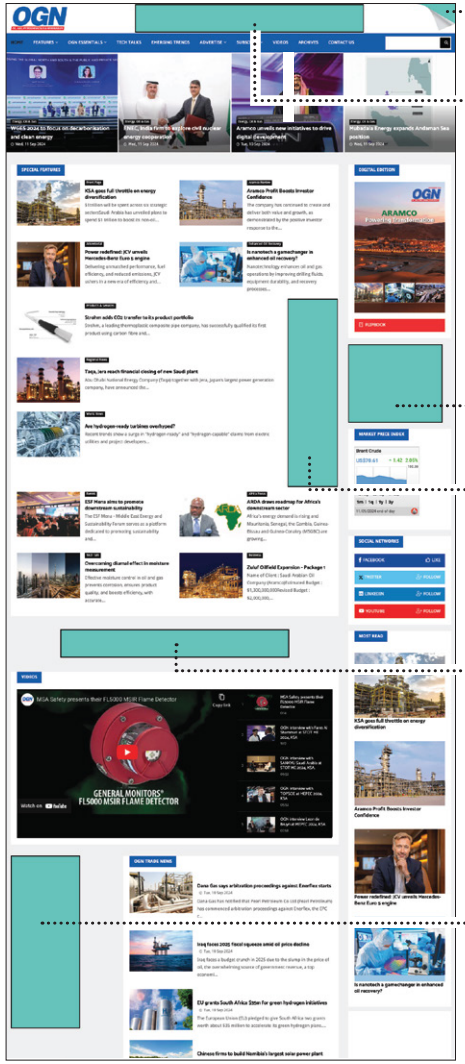
Deadlines: Artwork / Editorial
30 days prior to publication;
Cancellation
30 days prior to publication

Supply digital artworks in Adobe Acrobat PDF high resolution, with font converted to outline and all file information to be outside of the crop marks.

Hilal Media Programmes

	Sponsorship *Premium Brand Leadership*	Partnership *Integrated Brand Presence*	Associate *Essential Brand Visibility*
Masthead Logo	Website and Social Media + Newsletters	—	—
Promotional/Branded Content	5 Full Pages (per month)	3 Full Pages (per month)	2 Full Pages (per month)
Editorial Coverage	Across all of Hilal Media Platforms	Across all of Hilal Media Platforms	OGN Media Platform
Social Media Post	1 Post/Day	3 Posts/Week	1 Post/Week
Dedicated Editorial Executive	✓	—	—
Videography/Photography	Bi-Monthly	Quarterly	2 per Annum
Email Campaigns	Weekly	Monthly	Quarterly
Creative Services (copy generation)	✓	✓	—
ABC Premium Listings	Unlimited Premium Listings	6 Premium Listings	3 Premium Listings
Annual Investment	**US$ 80,000**	**US$ 64,000**	**US$ 32,000**
Best For	Major Brands seeking year-roundmarket leadership	Established companies seeking consistent visibility	Companies seeking targeted brand exposure

Website Products & Pricing



Page Peel (Exclusive Position)
700 x 700 pxl (large image)
100 x 100 pxl (small image)
US$ 1,560 per week

Leaderboard (Home Page)
728 x 90 pxl
US$ 1,300 per week*

Expandable Leaderboard
Small - closed state – 728 x 90 px
Large - opened state – 728 x 400 px
US$ 1,500 per week

Leaderboard (Inside Pages)
728 x 90 pxl
US$ 940 per week

MPU/MREC
300 x 250 pxl
US$ 995 per week

Skyscraper
160 x 600 pxl
US$ 1,125 per week

Divisional Banner
728 x 90 pxl
US$ 675 per week

Space Banner
220 x 550 pxl
US$ 795 per week

Daily Newsletter Products & Pricing



Daily Newsletter Leaderboard
728 x 90 pxl– Header
US$ 1,500 per week

20K+
Email- Electronic Directmail Marketing to Dedicated Database

8K+
Newsletter Subscribers

Daily Newsletter Space Banner
220 x 550 pxl
US$ 730 per week

Daily Newsletter Leaderboard
728 x 90 pxl– Footer
US$ 650 per week

2027 Editorial Calendar

JANUARY

- KSA
- Catalysts
- Sulfur
- Maintenance & Reliability
- Process/Plant Optimisation

EVENTS:

- World Future Energy Summit (WFES)
- Beijing Energy Congress
- ShipTek – KSA 2027
- POGEE
- India Energy Week

FEBRUARY

- Bahrain
- Refining Technology
- Gas Processing & Treatment
- Process Control, Instrumentation & Automation
- Separation & Filtration Technology
- Valves & Actuators

EVENTS:

- Middle East Advanced Refractory Materials Technical Exchange & Exhibition

MARCH

- Saudi Arabia
- Drilling Tools, Bits, and Fluids
- Well Control/Flow Management
- Flowmeters
- Rig Management, Design & Inspection

EVENTS:

- BBTC Mena/ME-CAT
- International Energy Week
- IPTC Summit
- EGYPES

APRIL

- ADNOC
- Digital Oilfield
- Well Intervention and Integrity
- Oilfield Chemicals
- Offshore and Subsea
- FPSO

EVENTS:

- Carbon Capture MENA Summit
- MECOC EXPO 2026
- OPES

MAY

- Digital Transformation
- Robotics & AI
- IIoT & Big Data
- Drone Technology
- Cybersecurity
- Women in Energy
- Workforce Development & Training

EVENTS:

- ME-Tech
- MEE
- World Utilities Congress
- Japan Energy Summit & Exhibition

JUNE

- SABIC
- Jubail & Yanbu
- Plant Turnarounds
- Heat Exchangers
- Pressure Vessels
- Project Management
- Heavy Lift Equipment
- Fire Protection

EVENTS:

- Hydrogen Technology Expo MENA
- NOG Energy Week

JULY

- Oman
- Pipelines
- Welding Technology
- Corrosion Protection
- Coating

AUGUST

- Kuwait
- Advances in Drilling
- Completions and Cementing
- Reservoir Stimulation
- Pumps and Compressors
- Health, Safety & Environment

EVENTS:

- Offshore Arabia

SEPTEMBER

- Saudi Aramco
- Drilling Technology
- Automation & Control
- Enhanced Oil Recovery

EVENT:

- Offshore Europe
- MEOS - GEO
- Carbon Capture Canada
- Gastech

OCTOBER

- Qatar
- LNG
- Gas Measurement
- Tanks, Terminals and Storage
- Turbomachinery
- Pumps, Valves & Seals

NOVEMBER

- ADIPEC
- UAE
- EPC
- ESG
- Cables
- Power Generation

EVENT:

- ADIPEC

DECEMBER

- Green Energy
- Geothermal
- CCUS
- Renewables
- Hydrogen
- Ammonia
- Sustainability

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Get the latest news about developments in the Oil and Gas industry from around the GCC

