

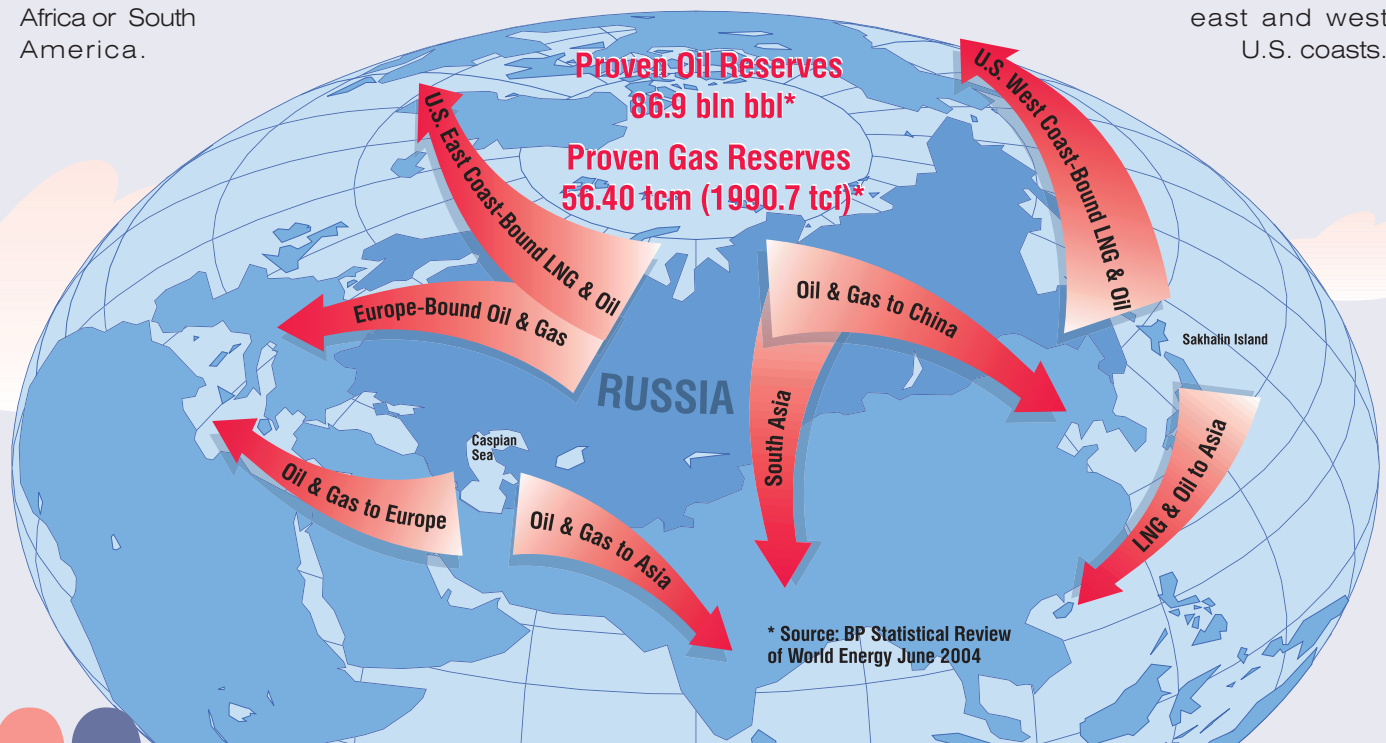
Serving the World's Oil & Gas Operating,
Service and Supply Companies Across
the Value Chain in Russia & the CIS

UPSTREAM
MIDSTREAM
DOWNSTREAM
OFFSHORE

Media Planner **2005**

Why Russia & the CIS?

- Russia holds the world's largest natural gas reserves and the world's largest oil reserves outside of OPEC.
- Russian, U.S. and European interests are cooperating to open new Eurasia export routes.
- Russia and the CIS are considered more stable suppliers than the Middle East, Africa or South America.
- Russia's integrated majors hold more reserves than many international majors. In opening LUKOIL's first gasoline station in New York, LUKOIL's President told U.S. journalists: "The Seven Sisters now have a brother!"
 - As U.S. and Canadian natural gas production declines, Russia is emerging as a new source of LNG supplies to Asia and to both east and west U.S. coasts.



No country is more important in the global energy scene now, and over the next few decades, than Russia. Russia has proven reserves amounting to 60 bln bbl of oil and 1,700 tcf of natural gas. There may also be some 70 bln bbl of oil and 1,000 tcf of natural gas yet to be found.

Lord Browne, Chairman BP

Why Now?

- Russia's oil and gas industry is experiencing an unprecedented restructuring on a scale not seen internationally since the 1970s.
- Russia targets a 46 percent boost in production by 2010 and requires \$136 bln in investment in its upstream service and pipeline sector to meet this goal.
- BP, Shell, ExxonMobil, Total, and Marathon have spent billions of dollars to acquire Russian assets through joint ventures, PSA, or acquisition of Russian oil companies.
- ConocoPhillips spent \$2 bln for a stake in Russia's top producer, LUKOIL in late 2004.
- ChevronTexaco and Gazprom are producing a feasibility study on Russian LNG to the U.S. market.

Why Eurasia Press?

- U.S. owned and Moscow based, Eurasia Press is a proven expert in demystifying the Russian market and in assisting advertisers in market entry and in building brand awareness.
- Eurasia Press publications speak the business languages of the region — Russian and English.
- Eurasia Press is technology focused, bringing the best of what the world is selling to the attention of buyers in Russia and the Caspian.

- In 2005, Oil&Gas Eurasia enters its sixth year on the market. Technology driven, OGE is the world's leading publication for the international and domestic oilfield services and supply industry in Russia and the CIS. In the Russian and the CIS upstream, Oil&Gas Eurasia monthly has no competition.
- Oil&Gas Eurasia is the only international trade publication produced in and distributed from Moscow. We don't second guess the Russian market from Houston or from London.
- Oil&Gas Eurasia's bilingual, Russian and English parallel text gives advertisers twice the chance of reaching the right audience. Both international and Russian advertisers get "peace of mind" in fully understanding the editorial context in which their advertising message is conveyed. International advertisers reach Russian speaking customers; Russian advertisers reach export markets where English is an international business language.
- Oil&Gas Eurasia packages your ad with reliable, first-hand and independent editorial to a qualified, controlled circulation base of purchasing decision makers.
- Oil&Gas Eurasia is willing to prove its claims. In July 2004, Oil&Gas Eurasia applied to BPA Worldwide for membership. Oil&Gas Eurasia is the first, and so far, the only Russian energy magazine to do so.

**BPA Worldwide
Membership Applied
For July, 2004**

YEARS IN RUSSIA & THE CIS



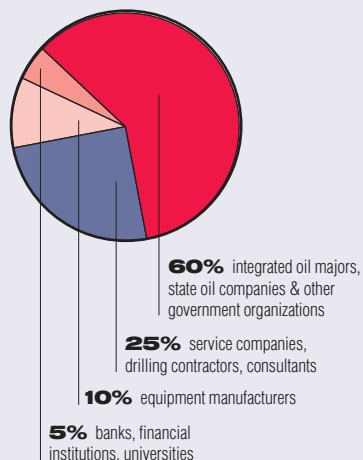
Oil&Gas Eurasia is a unique publication with high quality reports covering both the big thematic questions as well as the key projects and developments in the Russian oil industry.

**Nick Latta, Second Secretary, Trade & Investment (Oil&Gas),
British Embassy, Moscow.**

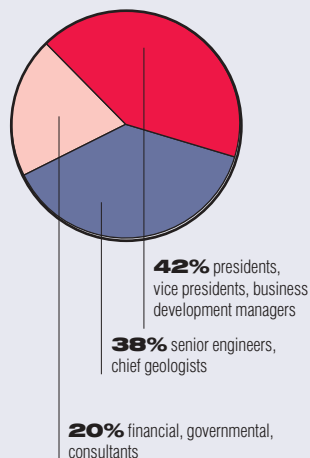
Press Run: **10,000**

Readership: **40,000**

DISTRIBUTION



READERSHIP PROFILE



- All Eurasia Press publications are distributed as both controlled qualified circulation (to set categories of subscribers in Russia) and paid circulation in key oil industry regions across the market's 11 time zones.
- Oil&Gas Eurasia and its sister publications, Eurasia Offshore, Eurasia Processing and Eurasia Transport, are available by subscription and are distributed at oil industry events worldwide. In Russia, OGE can be ordered through these catalogues: *Pressa Rossii* #45834; *Pochta Rossii* #12632; *Rospechat* #84552.
- Newsstand distribution at offices of Russian majors and Gazprom, at select locations in West Siberia, the Russian North, Sakhalin Island, Kazakhstan, Azerbaijan and other CIS States.
- Bonus distribution at international and regional exhibitions and conferences.

	january	february	march	april	may	june	
MARKET FOCUS	2004 Investment Outlook Russian Majors & Gazprom 2004 Year in Review	Russia's Drilling Industry - M&A, Service&Equipment Opportunities Standards (ISO, API, GOST, et al.)	Export Markets for Russian-Made Oilfield Equipment & Technologies	Success Stories from Foreign Service Cos. & Suppliers that Manufacture in Russia	South Caspian - Azerbaijan, Iran & Turkmenistan Environment & Safety	GTL and Stranded Gas Market Opportunities, Projects, Technological Solutions	
OILFIELD TECH	Survey of Artificial Lift Technologies for the Russian Market	LWD & MWD Drill Pipe, Tubulars & Casing Fracking & Related Technologies Proppant Survey	Land Seismic Acquisition Coiled Tubing Drilling Smart Well Technologies Multiphase Well Control	3-D Seismic Expandable Tubular Technologies Field Automation to Optimize Production	Logging & Formation Evaluation Drilling Waste Management & Solids Control, Oil Based Muds Pumps: ESP, Progressive Cavity	4-D Seismic Horizontal Drilling & Completions Sucker Rod Pumps	
INFORMATION TECHNOLOGIES	Visualization	Engineering Centers	Asset Management & Data Banking	Living Business Plan & Data Management	Seismic Processing & Interpretation	Computer Fluid Flow Modeling	
CONFERENCES	Opportunities on the Russian Shelf, Stavanger Africa Pipelines, Tunis Check events updates at www.oilandgaseurasia.com	Kremlin Energy Forum, Moscow Industry exhibitions in the regions of Russia: Samara, Orenburg, Volgograd	MEOS 2005, Bahrain Gastech 2005, Bilbao OMC 2005, Ravenna TransRussia 2005, Moscow Pennwell Technology Week North Caspian Oil & Gas, Atyrau	OTC 2005, North Caspian Oil & Gas, Atyrau RESTEC Oil Refining & Petrochemistry, St. Petersburg Russian Fuel & Energy Complex Conference, St. Petersburg CIS Oil & Gas Summit, London Oil&Gas Equipment, Moscow (Gubkin University's Anniv.) Russia Economic Forum, London TransRussia, Moscow	OTC 2005, Houston Caspian Oil & Gas, Baku Metallurgia-Litmash, Moscow TransCaspian, Baku	MIOGE, Moscow 3rd Oil & Gas Congress, Moscow Calgary Oil&Gas	
DEADLINES	Closing Issue date	Dec. 15 Jan. 1	Jan. 15 Feb. 1	Feb. 15 March 1	March 15 April 1	April 15 May 1	May 15 June 1

	winter	spring	summer	autumn	winter	spring	
MARKET FOCUS	Sakhalin & Far East Norway, Russia & Shtokman Caspian Update	OTC Special Issue! Eurasia Offshore Project Survey Best of the West Technology Report	Offshore Europe, RAO/CIS Offshore Special Issue! Ecology in the Northern Seas Rig Report	Sakhalin & Russian Far East Upstream Project Report	Russia's Gasoline Market Enhancing Profits in Petrochems Aromatics and Para-Xylene Market Chemical Fibers Market; Special Issue for EPC Russian R&P Biz Conf	Catalysts Market Catalytic Cracking Units Gas Condensate & Vacuum Gasoil Integration Between Refineries & Petrochems	
TECHNOLOGY	Seafloor Seismic LNG Shipping & Loading Deep Water Drilling ROV/AUV Operations	LNG Shipping & Offloading Subsea Completions Marine Seismic Vessels Drilling Waste Management Anchoring & Mooring	LNG Safety & Environment Seismic Acquisition Subsea Trees & Wellheads GIS/Satellite Technology	LNG Technology Visualization Technology Flow Assurance Multiphase Pumping & Flow Tech	Dearomatization Technology H2S Removal Tech to Boost Depth of Refining Refinery Upgrade Profile	High-Performing Mass Transfer Units, Desulfurization Tech, Catalyst Protection, Rectification Column Upgrades Reactor Modernization	
EQUIPMENT	Ice Breaker Vessels Floating Production Systems	Rig Manufacturing Update Pipelay Vessels	Subsea Welding Equipment for Health & Safety	Marine Construction/Heavy Lift Artificial Lift/Pressure Boosting	Real-Time Process Monitoring Sour-Water Steam Stripping Tech	Process Controls Software	
CONFERENCES	Opportunities on Russian Shelf, Stavanger OMC 2005, Ravenna Gastech 2005, Bilbao MEOS 2005, Bahrain	North Caspian Oil & Gas, Atyrau OTC-2005, Houston Caspian Oil & Gas, Baku Calgary Oil & Gas	Offshore Europe, Aberdeen RAO/CIS Offshore, St. Petersburg. World Gas Congress, France NEVA Exhibition, St. Petersburg KIOGE, Almaty	KIOGE, Almaty Sakhalin Oil & Gas, London	OTC, Houston 6th Euro Fuels Conference, Paris EPC Russian Refining & Petrochems, Moscow Oil Refining & Petrochem Expo, St. Petersburg. Iran Oil Show 2005, Tehran 2nd Global Petrochems Conf. &Tech Showcase, Cologne	MIOGE, Moscow NOILGAS-2005, Lagos	
DEADLINES	Closing Issue date	Dec. 1, 2004 Dec. 15, 2004	March 1 March 15	June 1 June 15	Sept. 1 Sept. 15	Feb. 1 Feb. 15	May 1 May 15

CALENDAR 2005

july august september october november december

Profiles of Russia's Most Successful Independent Producers	Rig & Oilfield Equipment Market Report - Supply & Demand, Domestic Mfg. versus Import	Russian Trade with Central Asia, Kazakhstan & Uzbekistan	Arctic E&P - Operating in Harsh and Environmentally Challenging Environments	Asian and Pacific Rim Markets for Sakhalin Oil, Gas & LNG	Assessing the Potential of Unexplored East Siberia Plus! Greenfield Projects
Seismic Technology Market Drill Bit Technology Well Stimulation, Acidizing	Exploration Software Survey Underbalanced Drilling Coiled Tubing Well Services	Applied Geophysics Multilateral Drilling Well Testing including Multiphase	Wireline & Instrumentation Rotary Steerable Drilling Systems Sand Control Technologies Welding	ABH Analysis Behind Casing Sidetracking & Extended Reach Dewatering	Geology & Rock Physics Perforating & Cementing Gaslift
Satellite Communication Remote Site Telecom	Managing Pipeline Economics	Reservoir Modeling and Simulation	Management Support	Well Planning Economics	Surface Facilities Design & Optimization
See events update at www.oilandgaseurasia.com	Saratov Oil, Gas, Chemistry	SPE Technology Conf&Exhibition, Houston World Gas Congress, Paris World Petroleum Congress, Johannesburg Offshore Europe, Aberdeen BAO/CIS Offshore, St. Petersburg KIOGE, Almaty Exhibitions in regions of Russia: Kazan, Tyumen, Surgut, et al. Russian Oilmen's Day	Izhevsk Oil, Gas & Chemistry 5th Oil & Gas Week, Moscow 6th Oil&Gas Transport in CIS& Caspian Region, Vienna IPTC, Doha	Metal Expo 2005, Moscow Oil, Gas & Law conf, Moscow Sakhalin Oil & Gas, London Petroleum Export, Aberdeen Industry exhibitions in Perm and Nizhnevartovsk	Intergas III, Cairo
June 15 July 1	July 15 Aug. 1	Aug.15 Sept. 1	Sept. 15 Oct. 1	Oct. 15 Nov. 1	Nov. 15 Dec. 1

Oil & Gas Eurasia

[RESTEC Oil Refining & Petrochemistry, St. Petersburg](#) Events in this format are sponsored by Eurasia Press

Eurasia Transport

summer autumn winter spring summer autumn

Russia's GTL Market Report Polymers as Raw Materials in Petrochemistry Motor Oils Market Report	Plastics Market Report Aviation Oils Market Report Tire Manufacturing Overview	Russia's Oil Pipeline Grid Bottlenecks & Expansion Plans New Pipeline Projects Report Crude & Products Shipping Tariffs	Gas Transportation in Russia Trunkline Pipes Market Report New Gas Routes to Europe Certification (GOST, API)	Shipping Russian Crude by Railway Russian Oil Terminals Report Kazakhstan's HC Export Routes Shipping Oil Products to Retailers	Sakhalin II Pipeline Projects Road and Bridge Construction Sakhalin - Aviation Services LNG Logistics [Future Deliveries]
Twisted Tube Heat Exchangers Gas Treatment & Processing Dehydration Technology	Technologies for Polyolefins Production of Pure Sulfur Hydro Conversion of Vacuum Gasoil	Ultrasonic Pipe Inspection Wall Thickness Measurement Crack Inspection	Pipe Production (LDP, harsh environment pipes tech) Pipe Strips, Pipe Coatings New Construction Materials (non-metallic)	Welding Defects Corrosion Control and Cathodic Protection Train Cars & Oil Cisterns	Pipe Laying Technology Gas Transfer at LNG Terminal
Gas Emissions Reduction Tools & Equipment	Dual-Mixed Refrigerant Systems Plate Fin Heat Exchangers	PIGS Defectosopes	Expanders, Hydraulic Pipe Testers, Billet Mills	Welding Stands, U & O Presses	LNG Carriers & Crude Tankers Ice Breakers & Other Vessels
EPC Downstream Technology Week, Moscow KIOGE, Almaty Industry exhibitions in the regions of Russia: Kazan, Ufa, Izhevsk, Perm, et al. OGS - 12th Intl. Exhibition for Oil, Gas & Petrochems, Dubai	INTERGAS III, 3rd Intl. Exhibition & Conference for Gas Industry and Petrochemicals, Cairo Industry exhibitions in the regions of Russia: Samara, Volgograd, Orenburg	TransRussia 2005, Moscow PVP China 2005, Guangzhou 2nd Logistics Europe 2005, Amsterdam TransCaspian, Baku	MIOGE, Moscow 57th Annual Pipeline Conf., Austin Pipeline Transport-2005, Moscow Pipes. Russia-2005, Moscow Metallurgiya-Litmash, Moscow	Industry exhibitions in the regions of Russia: Saratov, Kazan, Tyumen, Surgut, et al.	6th Oil & Gas Transportation in the CIS & Caspian Region, Vienna Pipeline Maintenance Expo, Moscow Pipeline Transport Conf, Moscow
Aug.1 Aug. 15	Nov. 1 Nov. 15	Jan. 1 Jan. 15	April 1 April 15	July 1 July 15	Oct. 1 Oct. 15

Offshore, Processing, Transport

TECHNICAL SPECIFICATIONS

Photoshop EPS and TIFF (300–350 dpi, CMYK, size 1:1, no unused selections or paths). JPEG format with maximum quality (300–350 dpi, CMYK, size 1:1).

Adobe Illustrator EPS (all colors CMYK, all text in outlines, embedded graphics CMYK, 300–350 dpi, size 1:1, according to publication size).

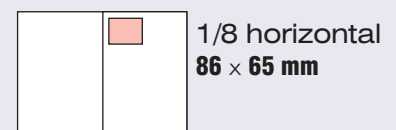
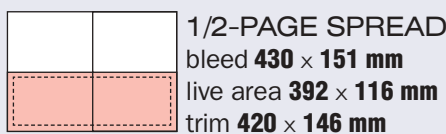
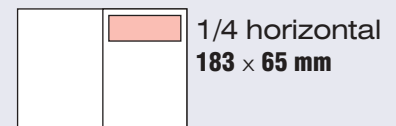
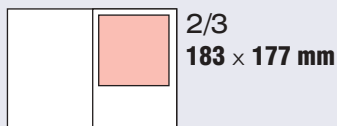
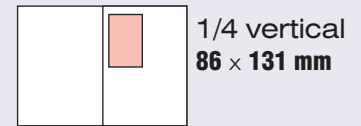
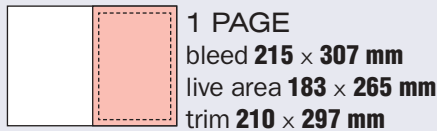
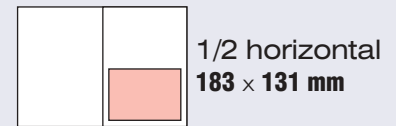
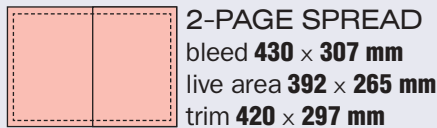
CorelDraw CDR (colors CMYK, text in curves, graphics in CMYK, 300–350 dpi, size 1:1, per publication size).

QuarkXPress QXD—for MAC only (include all fonts and graphic elements used in the file, remove all unnecessary colors, all colors must be CMYK or compatible with CMYK Pantone). Provide color printouts & technical instructions for materials sent as electronic files. No Adobe PageMaker & Adobe InDesign files.

175 lpi, density no less than 3.9, positive, emulsion side down. Color proof preferred. MS-Word for Windows without any graphic elements.

ADVERTISING MODULES

page size **210 × 297 mm**



Glossy prints preferred to matte (size from 24x35 to 305x432 mm), color negatives (35 mm). No photos clipped from magazines or other printer materials. No photos in MS Word, Power Point, PDF, GIF. Any SCSI device, CD-R/RW, ZIP 100, 250 MB, floppy disk 3.5". File names in Latin script (English) only.

Let Eurasia Press Translate,
Design and Direct Mail Your
Collateral Materials in Russia
and in the Caspian

PAYMENT TERMS

Payment due within 30 days of invoice. Advertisers and their advertising agencies will be held jointly and severally responsible for the payment of invoices.

COURIER MATERIALS TO

8 Voznesensky per., Moscow, 103009. Sender is responsible for using a courier which guarantees door to door delivery in Moscow. Eurasia Press is not responsible for clearing Russian customs.

BROCHURES & INSERTS

Eurasia Press can translate, design, print and direct mail brochures and other corporate marketing materials from Moscow. Inserts: \$0.40 per loose insertion/minimum order 1,000. Tip-ins at additional cost.

MARGIN STRIP

Horizontal ad across the bottom of the page (see sample below), containing company logo, a maximum five-word slogan and company details. Available for \$500 per page, minimum order - two pages.

2005 RATES



COLOR DISPLAY ADS

(Rates Effective Nov. 1, 2004 for Oil&Gas Eurasia monthly)

# of Insertions	1 x	2 x	3 x	4 x	5 x	6 x	7 x	8 x	9 x	10 x	11 x	12 x
2-Page Spread	\$6,995	\$6,495	\$5,995	\$5,800	\$5,700	\$5,600	\$5,500	\$5,400	\$5,300	\$5,200	\$5,100	\$5,000
Full Page / Half Spread	\$4,995	\$4,695	\$4,500	\$4,400	\$4,300	\$4,200	\$4,100	\$4,000	\$3,900	\$3,800	\$3,700	\$3,600
Half Page	\$3,995	\$3,895	\$3,695	\$3,400	\$3,300	\$3,200	\$3,100	\$3,000	\$2,900	\$2,800	\$2,700	\$2,600
2/3 Page & 1/2 Island	\$4,195	\$3,295	\$3,900	\$3,800	\$3,700	\$3,600	\$3,500	\$3,400	\$3,300	\$3,200	\$3,100	\$3,000
Quarter Page	\$2,895	\$2,795	\$2,700	\$2,600	\$2,500	\$2,400	\$2,300	\$2,200	\$2,100	\$2,000	\$1,950	\$1,895

PREMIUM PLACEMENTS

# of Insertions	1 x	5 x	10 x
Back Cover	\$6,495	\$6,195	\$5,995
Inside Front	\$5,995	\$5,695	\$5,495
Inside Back	\$5,495	\$5,195	\$4,995
Page Opposite	\$5,995	\$5,695	\$5,495

COVER AD BLOCK

\$10,000 Photo + logo in Ad Block on Cover + 6-page company profile prepared by Eurasia Press editorial staff. Suitable for reprinting as a brochure at additional cost.

BELLY BANDS

\$8,000 + Production costs.
Spot or 4-color process.

SUBSCRIPTIONS

\$240 per year. In Russia, OGE can be ordered through these catalogues: Pressa Rossii #45834; Pochta Rossii #12632; Rospechat #84552.



ADVERTISING RATES

(Rates Effective Nov. 1, 2004 for Quarterly Publications)

A 4 - Page	1x - \$3,995	2x - \$3,695	3X - \$3,500	4x - \$3,400
1/2 - Page	1x - \$2,995	2x - \$2,895	3X - \$2,695	4x - \$2,400
1/4 - Page	1x - \$1,895	2x - \$1,795	3x - \$1,700	4x - \$1,600

SUBSCRIPTIONS

\$100 per year. Discounts on corporate bulk orders.

PREMIUM PLACEMENTS

Back Cover, Front Inside, add \$500; Back Inside Cover and Special Requests, including contents, add \$300.

Web Advertising

HYPERLINK BANNER ON

WWW.OILANDGASEURASIA.COM

3 months: monthly rate x 3 minus 10 percent
6 months: monthly rate x 6 minus 20 percent
12 months: monthly rate x 12 minus 30 percent

Required file format: GIF, SWF.
Maximum file size: 468 x 60 pixels - up to 15 KB,
100 x 600 pixels - up to 20 KB. All others - up to 15 KB

Monthly Rates (Advertisers supply own copy. Banner design at additional cost)

Size width x height	TIER # 1 (Homepage)			TIER # 2 (Product Guide, Events, News)			TIER # 3 (Other Sections)		
	top	right side	bottom	top	right side	bottom	top	right side	bottom
468 x 60 pixels	\$300	-	\$150	\$250	-	\$100	\$100	-	\$50
148 x 60 pixels	\$200	\$150	\$100	\$150	\$100	\$50	\$100	\$60	\$30
60 x 60 pixels	\$175	\$125	\$75	\$100	\$60	\$40	\$75	\$50	\$25
100 x 100 pixels	-	\$150	-	-	\$100	-	-	\$60	-
100 x 600 pixels	-	\$450	-	-	\$400	-	-	\$350	-