

CRITICAL INSIGHTS TO EMPOWER YOUR BUSINESS GROWTH

Energy

OMAN



MEDIA KIT

www.energyoman.net

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Energy Oman Magazine

Energy Oman Magazine (EOM) is a news and information resource for Oman's dynamic energy sector, offering insights, trends and analyses of the power and water, oil and gas, renewable, alternative energy, and related segments across the entire energy value chain.

It is backed by the publishers of Oman Daily Observer, the country's leading English language daily, which produces exclusive content and news on Oman's rapidly evolving energy landscape.

Oman's Energy Sector

The energy sector in Oman has evolved, and is continuing to evolve, within the context of volatile economic conditions, as a result of the ever-changing global landscape.

Alongside the government's continuing efforts to diversify and reduce dependence on oil and gas, initiatives to increase the role of renewables in energy production and implement renewable alternatives are encouraged.

Several large-scale, billion-dollar solar power, renewable, desalination, wastewater, power plants, exploration and petrochemical projects are underway and in the pipeline.

Why Energy Oman Magazine?

- Read firsthand news and information about the energy sector to guide your business decisions.
- Get credible, relevant and informative insights from Oman's top-level industry experts, policy and decision makers, influencers and stakeholders.
- Increase your business network by participating in industry forums, events and activities.
- Leverage and learn about current technologies, products and services in the local, regional and global energy markets.
- Establish ties with the energy thought leaders.
- Know about the key energy projects in Oman and the business and investment opportunities they represent.

CSR Mission

The magazine is committed to contribute five per cent of its net income for the training of Omani students from the energy areas in the field of Energy reporting.

Selected candidates will be given the opportunity to enhance their reporting and writing skills as interns in the Communications departments of top energy firms or with energy think tanks in Oman or the wider region.

Magazine (Print and Digital)

Businesses are invited to take advantage of attractive introductory rates



Full Page

210 mm x 280 mm

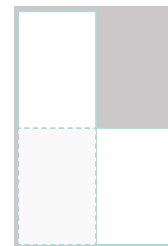
OMR 950



Spread Page

420 mm x 280 mm

OMR 2,000



Half Page

210 mm x 140 mm
105 mm x 280 mm

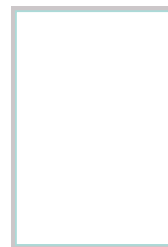
OMR 525



Back Cover

210 mm x 280 mm

OMR 2,500



Inside Front Cover

210 mm x 280 mm

OMR 1,500



Inside Back Cover

210 mm x 280 mm

OMR 1,500

Discounts are available against multiple or bulk placements

Readership

Energy Oman Magazine reaches an enviable readership of key business and government decision makers and leaders.

Target Segments:

- Industry Decision Makers of Top Energy-Related Business
- Industry Professionals
- Private Sector Companies from the Energy Sector
- Government Entities Related to the Energy Sector
- Public Sector Organizations from the Energy Sector
- Buyers, Distributors, Energy Supply Chain
- Embassies and Trade Mission Entities in Oman
- Banks and Financial Institutions

DEMOGRAPHICS

READERS



AGE



PROFESSION



Advertise with Us

Businesses and brands may be challenged with the limited amount of time, resources, budget and efforts to sustain or make their presence felt in the continuously shifting market conditions.

Energy Oman offers:

- A credible, convenient and cost-effective platform for companies to promote their products, services and brands.
- Opportunities for businesses to increase their targeted customer base with its extensive data of exclusive energy companies and titles.
- A business gateway to build and grow networks.
- A competitive advantage over other businesses.
- Various marketing and distribution channels to ensure maximum visibility.

Circulation and Distribution

Five thousand copies will be printed and distributed bi-monthly along with the Oman Daily Observer newspaper in the capital region. Copies will be displayed in magazine racks at the Ministry of Energy & Minerals, office complexes of energy companies, key government, private and public sector organizations, embassies and banks, as well as conferences and events relevant to the energy industry.

An e-version of the magazine will reach more than 10,000 C-level executives and industry professionals across the energy industry and related sectors in Oman. It will be promoted through the website, emailers, social media platforms and relevant trade sites.

We have created advertisement packages to boost your business.

10% Discount

2
ISSUES

OMR 1,710 Full Page

OMR 2,880 Spread Page

OMR 945 Half Page

15% Discount

3
ISSUES

OMR 2,422 Full Page

OMR 4,080 Spread Page

OMR 1,338 Half Page

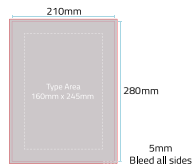
20% Discount

6
ISSUES

OMR 4,560 Full Page

OMR 7,680 Spread Page

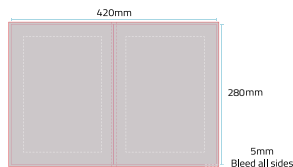
OMR 2,520 Half Page



Page Layout Specification

Trim Size:
210mm x 280mm

Bleed Size:
220mm x 290mm



Print Technical Requirements:

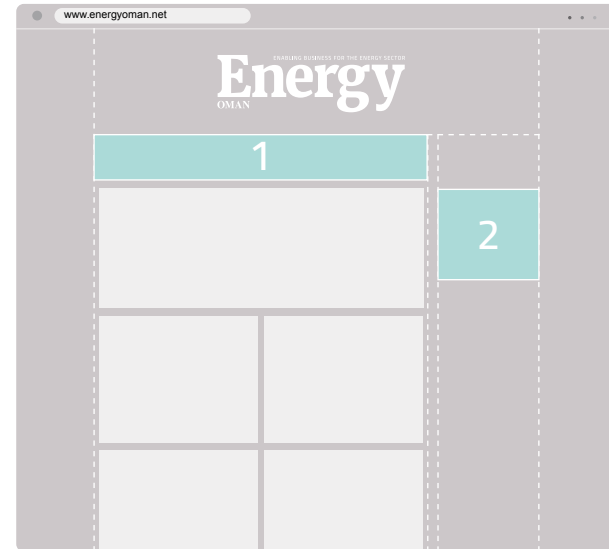
- Files must be supplied in digital format
- PDF files (PDF/XIA or Press Quality PDF)
- Print Ads will be produced in four colour process only and must be supplied as such
- All RGB, PMS or spot colours must be converted to CMYK
- Images must be 300dpi and embedded
- Text must be converted into outline

ENERGY OMAN Magazine will not be responsible for the final printed result

All material can be submitted by email to: media@energymoman.net

Website Advertising

Access to a highly targeted audience



1

Leaderboard Banner

728 pixels x 90 pixels

1 Month = OMR 190

3 Month = OMR 200

2

Mid-Page Unit

300 pixels x 250 pixels

1 Month = OMR 250

3 Month = OMR 225

Artwork in .jpg or .png, 72 dpi, RGB format less than 500kb in size.

eNewsletter Banners

Weekly Roundup of the Top News



1

Vertical Banner

195 pixels x 260 pixels

OMR 125

2

Horizontal Banner

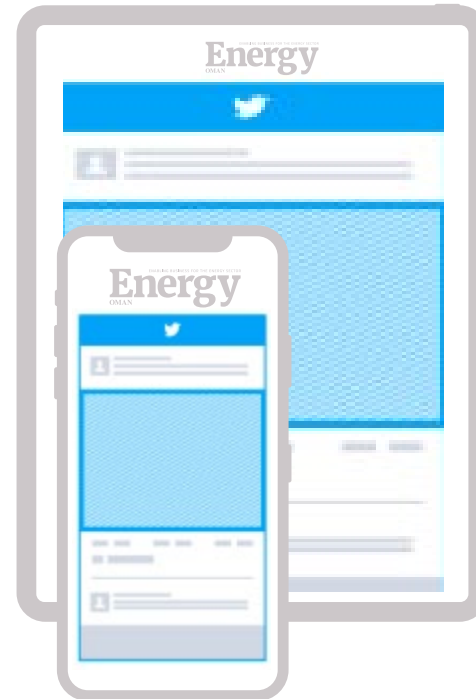
740 pixels x 90 pixels

OMR 80

Artwork in .jpg or .png, 72 dpi, RGB format less than 500kb in size.

Social Media Campaigns

Starting from OMR 100 per month customized to your target audience and territories.



Twitter

480 pixels x 320 pixels

320 pixels x 480 pixels



Instagram

1200 pixels x 628 pixels

1080 pixels x 1080 pixels



LinkedIn

1080 pixels x 1080 pixels

168 pixels x 260 pixels

Artwork in .jpg or .png, 72 dpi, RGB format less than 500kb in size.



Produced by:



In partnership with:



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