



MEDIA INFORMATION 2024



GAS INTERNATIONAL

**THE JOURNAL FOR THE INSTITUTION
OF GAS ENGINEERS AND MANAGERS**

THE LEADING SOURCE OF GAS INDUSTRY NEWS



SINCE ITS LAUNCH in 1961, IGEM's official journal has established itself as the leading source of gas industry news, industry comment and technical information from the UK and overseas.

For the year ahead, Gas International will be increasing the opportunities for companies to promote their services/products to a dedicated and targeted audience of engineering professionals. With themed issues and topical digital supplements we can offer you specific content aimed at a highly targeted audience of dedicated engineering professionals who are decision makers and in control of budgets.

Published 10 times a year and circulated to the Institution's growing 4,000+ members and approximately 400 of the gas industry's major corporations, Gi speaks to a niche gas industry audience across the areas of transmission, distribution and utilisation.

The editorial content of Gi covers the whole of the gas industry with news, features and articles relevant to both the upstream and downstream marketplaces. In addition, Gi provides a range of content aimed specifically at managers working in or alongside the gas sector making it the perfect choice for advertisers looking to reach decision makers throughout the sector.

DIGITAL EDITIONS

Gi has apps covering Apple and Android devices and other devices are served by an optimised and adaptive website. The Apps are packed with great features to enhance the accessibility and aesthetics of our clients adverts.

Optimised content means adverts display perfectly whatever the screen size, while active links enable clients to take potential customers directly to their websites for further information

READER PROFILE

- ♣ Gi is circulated to a mixture of IGEM members and individual subscribers in over 45 countries.
- ♣ Individual members/subscribers: 4,000 approx
- ♣ Company members: 400 approx

SPONSORSHIP & EXHIBITOR OPPORTUNITIES

EACH YEAR IGEM develops and hosts a varied programme of conferences, lectures, seminars and workshops all of which are highly regarded by the industry and well attended.

As well as supporting gas professionals with their continuous professional development, the events programme offers a number of sponsorship and exhibitor opportunities.

WHY SPONSOR OR EXHIBIT?

Taking advantage of one or more of IGEM's sponsorship and exhibiting opportunities provides you with the opportunity to meet face to face with engineers and managers from across the gas sector.

5 REASONS TO SPONSOR OR EXHIBIT AT AN IGEM EVENT

- 1 Network with existing customers and contacts
- 2 Meet potential customers and generate high quality sales leads
- 3 Increase brand awareness and gain recognition as a market leader
- 4 Hear from industry experts and gain insights into the latest issues that the industry faces
- 5 Demonstrate a commitment to innovation by launching new products and services



FOR DETAILS OF ALL OF THE CURRENT SPONSORSHIP AND EXHIBITING OPPORTUNITIES CONTACT LINDA MEE (EVENTS COORDINATOR)
ON 01509 678 184 | EVENTS@IGEM.ORG.UK

GAS INTERNATIONAL

EDITORIAL PROGRAMME 2024

In order to make Gi as responsive as possible to a fast-moving global gas industry, we no longer produce a full features list for the year ahead. However, the following issues will have a focus on the following topics:

MARCH - Metering & Measurement

MAY - Hydrogen

AUGUST - Smart technology

OCTOBER - Innovation

DECEMBER - Pipeline Projects

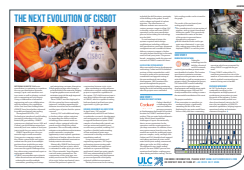
We also welcome content submissions relating to any aspect of the onshore gas industry throughout the year. The following topics are of particular interest:

- 🔥 Climate change
- 🔥 Hydrogen
- 🔥 Biogas, bioSNG and biomethane
- 🔥 Transport
- 🔥 Health and safety
- 🔥 Legislation and regulation (RIIO)
- 🔥 Metering and measurement
- 🔥 Risk management
- 🔥 Business transformation
- 🔥 Robotics

- 🔥 Pipeline projects
- 🔥 Cyber security
- 🔥 Gas quality
- 🔥 Energy efficiency
- 🔥 CNG and LPG
- 🔥 Carbon capture, utilisation and storage
- 🔥 Smart technology
- 🔥 IoT and digitalisation
- 🔥 Future gas trends
- 🔥 Changing consumer attitudes
- 🔥 Fuel poverty
- 🔥 Engineering excellence and competence
- 🔥 Diversity in engineering
- 🔥 Apprenticeships
- 🔥 Hydrogen appliances and other downstream technology

RATES

DISPLAY	1-2 ADS	3-6 ADS	7+
DPS	£2795	£2516	£2236
FULL PAGE	£1600	£1440	£1280
HALF PAGE	£950	£855	£760
QUARTER PAGE	£575	£518	£460
PRODUCT & SERVICES GUIDE	3 ISSUES	5 ISSUES	10 ISSUES
	£900	£500	£2500
ADVERTORIAL	1-2 ADS	3-6 ADS	7+
DPS	£3900	£3510	£3120
FULL PAGE	£2450	£2205	£1960



Advertorial rates includes design & proofing costs IGEM affiliates will be offered a discounted affiliate rate. Please contact Danielle for further details

ADVERTISING PACKAGES

PACKAGE 1

2 X HALF PAGE DISPLAY ADVERTS	£1900
10 X PRODUCT & SERVICES GUIDE	£2500
VALUE	£4400
ACTUAL COST	£3450

PACKAGE 2

2 X FULL PAGE ADVERTS	£3200
1 X FULL PAGE ADVERTORIAL	£2540
10 X P&S	£2500
VALUE	£8240
ACTUAL COST	£5940

PACKAGE 3

5 X FULL PAGE ADVERTS	£8000
1 X DPS ADVERTORIAL	£3900
10 X P&S	£2500
VALUE	£11900
ACTUAL COST	£9750

GAS UTILISATION

Gas Utilisation will be available to the Gas International subscribers, IGEM membership and to a wider audience through social media. Following on from the success of the digital Gas Utilisation magazine launched in 2021 we will continue with two digital magazines in Spring (March/April) and Autumn (September/October).

GAS UTILISATION

Primarily aimed at Downstream Gas Engineers, Gas Utilisation magazine will provide the latest news, product and training information to the downstream gas industry. With its incisive comment, though provoking features, in depth analysis and stimulating editorial it will provide essential reading for every downstream gas professional.



DIGITAL RATES

SIZE	1 AD	2 ADS*	3 ADS*
DPS	£1095	£995	£875
FULL PAGE	£675	£595	£475
HALF PAGE	£395	£345	£275
QUARTER PAGE	£275	£245	£195
PRODUCT & SERVICES GUIDE	£175	£145	£95

* Cost per insertion. All rates subject to VAT @ 20%

RECRUITMENT

DO YOU WANT TO REACH THE BEST TALENT IN THE OIL AND GAS SECTOR?

IGEM is the leading international body dedicated to Gas Engineering and Gas Management.

Our members, readers and followers are decision makers, influencers, practitioners and industry professionals working in the oil and gas sector, including engineering, consultants, project managers and regulators.

We reach a range of niche candidates with via the IGEM jobs board, from both the upstream and downstream sectors. We are connected with a pool of hard to reach candidates and offer

recruitment campaign solutions at very affordable prices compared with recruitment agencies.

We reach both passive and active candidates with Gas International Magazine and IGEM Jobs.

Passive candidates are not actively looking for a role but will apply for a role whilst reading Gas International if they see something of interest.

Active candidates will be reading the magazine and also looking online at IGEM jobs for roles on a weekly basis.

www.igemjobs.com



RECRUITMENT CHANNELS

GAS INTERNATIONAL

The industry leading Gas International is sent to over 4000 members and also 400 senior employees in relevant gas and engineering companies around the UK. We offer advertising space within the magazine to reach both passive and active candidates. The magazine is published 10 times per year, and we recommend purchasing a recruitment package with a print advert and an online role to make sure you reach the most candidates possible.

IGEM JOBS

IGEM Jobs is the industry leading job board for Gas Engineering and Management. We have hundreds of roles posted every week and it is the go to place to find niche gas engineering candidates.

BASIC POSTING Our great value basic posting means that your vacancy stays live on our site for 30 days.

ENHANCED POSTING Upgrade to our enhanced posting to ensure that your vacancy stays near the top of the search results for the 30 days that it is live and also appears on the homepage at the top of the listing.

Discounts are available for Company Members of IGEM. Visit www.igemjobs.com for more details.

E-NEWSLETTER

Issued every Thursday to 4,000+ members and subscribers, inclusion in Flame means that details of your role will be delivered directly into the inboxes of our network of professional contacts.

RECRUITMENT CHANNELS CONTINUED...

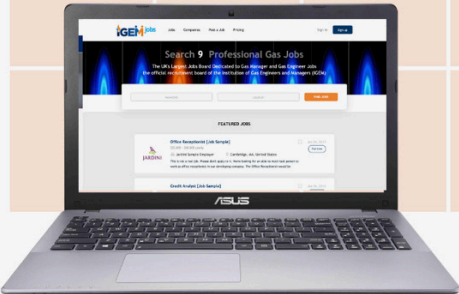
SOCIAL MEDIA


Engage our growing online community of individuals (17,000+ on LinkedIn alone) to ensure that everyone is talking about your latest opportunity.

RECRUITMENT PACKAGES

If you're looking to maximise your recruitment budget then why not consider purchasing one of IGEM's recruitment packages. Starting from as little at £495, purchasing space to promote your vacancy across all of our recruitment channels in one go ensures that you reach as many candidates as possible

STANDARD ONLINE	FEATURED ONLINE	BRONZE PACKAGE	SILVER PACKAGE	GOLD PACKAGE	ULTIMATE PACKAGE
£295	£495	£695	£845	£1145	£1350
Online role for 1 month	Online role for 1 month	Online role for 1 month	Online role for 1 month	Online role for 1 month	Online role for 1 month
No priority listing in searches	Featured on home page	Featured on home page on website	Featured on home page on website	Featured on home page on website	Featured on home page on website
	Listed top in job searches	Listed top in searches on website	Listed top in searches on website	Listed top in searches on website	Listed top in searches on website
		1/4 Page Print Ad in magazine	1/2 Page Print Ad in magazine	Full Page Print Ad in magazine	Full Page Print Ad in magazine
					Dedicated Job Post on IGEM Social Media channels
					Dedicated Facebook Paid Ad Campaign using IGEM custom audiences





BESPOKE CAMPAIGNS:

We offer a bespoke campaign service for 5 roles and above with added discounts for series bookings, please contact Emma to discuss.

To discuss the purchase of a recruitment package

Contact Emma Simmons on 0203 900 0145 or email igemjobs@syonmedia.com

PRODUCTION SCHEDULE

ISSUE	PUBLISHED	AD COPY DEADLINE
FEBRUARY	1 FEBRUARY	15 JANUARY
MARCH	29 FEBRUARY	12 FEBRUARY
APRIL	28 MARCH	11 MARCH
GU SPRING	11 APRIL	3 APRIL
MAY	25 APRIL	8 APRIL
JUNE/JULY	30 MAY	13 MAY
GU SUMMER	20 JUNE	10 JUNE
AUGUST	25 JULY	8 JULY
SEPTEMBER	29 AUGUST	12 AUGUST
OCTOBER	26 SEPTEMBER	9 SEPTEMBER
GU AUTUMN	3 OCTOBER	23 SEPTEMBER
NOVEMBER	24 OCTOBER	7 OCTOBER
DECEMBER	28 NOVEMBER	11 NOVEMBER

TECHNICAL SPECIFICATIONS

PAGE SIZE	HEIGHT	WIDTH
DPS		
BLEED	303MM	426MM
TRIM	297MM	420MM
TEXT	273MM	394MM
FULL PAGE		
BLEED	303MM	216MM
TRIM	297MM	210MM
TEXT	273MM	187MM
HALF PAGE		
HORIZONTAL	130MM	190MM
VERTICAL	265MM	90MM
QUARTER PAGE	130MM	90MM



ARTWORK SUPPLY

Software: Indesign, Photoshop, Illustrator or PDF. PLEASE be sure to include all fonts and linked picture files. If sending a PDF please ensure that all fonts are embedded.

File formats: Please ensure that files are 300dpi or higher. NOTE: Pantone colours must be converted to CMYK colour, RGB and spot colours may not print as you intend.

ATTENTION: Please be advised that Microsoft Word, Publisher, Powerpoint and Excel documents do not constitute as art work and will not be recognised as such. Please contact us with any query - we are more than happy to offer advice over the phone or via email.

CONTACT :

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