

Offshore[®]



MARKETING PLANNER

World Trends and Technology for Offshore Oil and Gas

2025



AT A GLANCE

Offshore®

GENERATE DEMAND & HIGH-QUALITY LEADS IN THE OFFSHORE OIL AND GAS SECTOR

Leverage **Offshore's** engaged audience, comprehensive coverage, multi-channel opportunities, and exclusive events to generate demand and high-quality leads in the energy sector. Our audience of decision-makers and influencers are responsible for ensuring the **next era of offshore oil & gas development and broadening our reporting as the industry expands to capture the power of wind, waves, and other renewables.**



OFFSHORE-MAG.COM

270K+ Monthly Page Views
Premium Offshore Insider Content
[+VISIT WEBSITE](#)



SOCIAL

208K+ Followers
Join the Conversation on:
[Facebook](#), [LinkedIn](#), [X](#), and [YouTube](#)



EVENTS

2 Unique Events
[Subsea Tieback](#)
[Deepwater Operations/](#)
[Topsides Platforms-Hulls](#)



NEWSLETTERS

122,605 Subscribers
Offshore Daily, Drilling Technology,
Renewable Energy and Subsea Newsletters
[+VIEW NEWSLETTERS](#)



DIGITAL MAGAZINE

30,007 Subscribers
6x Annual Digital Issues
[+VISIT DIGITAL LIBRARY](#)



MAPS & POSTERS

US Gulf of Mexico Map, Floating Wind
Technology Poster, and FPSO Poster
[+LEARN MORE](#)



CUSTOM PUBLISHING

Leverage our SME's and resources
for creating custom content and
publications.
[+CONTACT ROY MARKUM TO LEARN MORE](#)



SPONSORED WEBINARS

Content that delivers lead generation
and thought leadership
[+VIEW THE WEBINAR CALENDAR](#)



VIEW FULL AUDIENCE PROFILE

FOCUSED CONTENT

Offshore is a trusted global resource for offshore oil, gas and renewable energy professionals.



GEOSCIENCES

After a lease has been acquired, the first step in the search for oil and natural gas resources is conducted through seismic surveys, which produce sound waves that help scientists map the ocean floor.



DRILLING & COMPLETION

Once a target has been identified, a mobile offshore drilling unit is deployed to the location to drill an exploration well. If a discovery is made, the well is completed and prepared for production.



ENGINEERING & CONSTRUCTION

After the development concept has been selected, the project is sanctioned and then detailed engineering and design, construction, and installation activities are carried out.



PRODUCTION OPERATIONS

Following platform hookup and commissioning, oil and natural gas can flow from the reservoir to the production facility for processing, and from there to other systems or to market.



OFFSHORE RENEWABLE ENERGY DEVELOPMENT

Offshore renewable energy is generated by technology that converts wind, waves, tides, and other natural resources to power.



OFFSHORE BUSINESS STRATEGIES SPECIAL REPORT

Provides an overview of the issues like workforce challenges, market analysis, regulations, economics and more.

[+VIEW REPORT](#)



DETAILED CONTENT CALENDAR



REMOTE INSPECTIONS & OPERATIONS SPECIAL REPORTS

Features offshore and onshore emerging technologies and trends in the oil and gas industry. [+VIEW REPORT](#)



OFFSHORE WIND SPECIAL REPORT

Provide an analysis of the offshore wind industry's challenges, solutions, and opportunities. [+VIEW REPORT](#)



SAFETY SYSTEMS AND PPE REPORT

Focuses on personnel safety challenges and solutions, wearable technologies and the advances optimizing HSE efforts.

[+VIEW REPORT](#)



DEEPWATER BRAZIL SPECIAL REPORT

An overview of technology trends, project updates, key players and a market outlook for the oil and gas operations offshore Brazil.

[+VIEW REPORT](#)

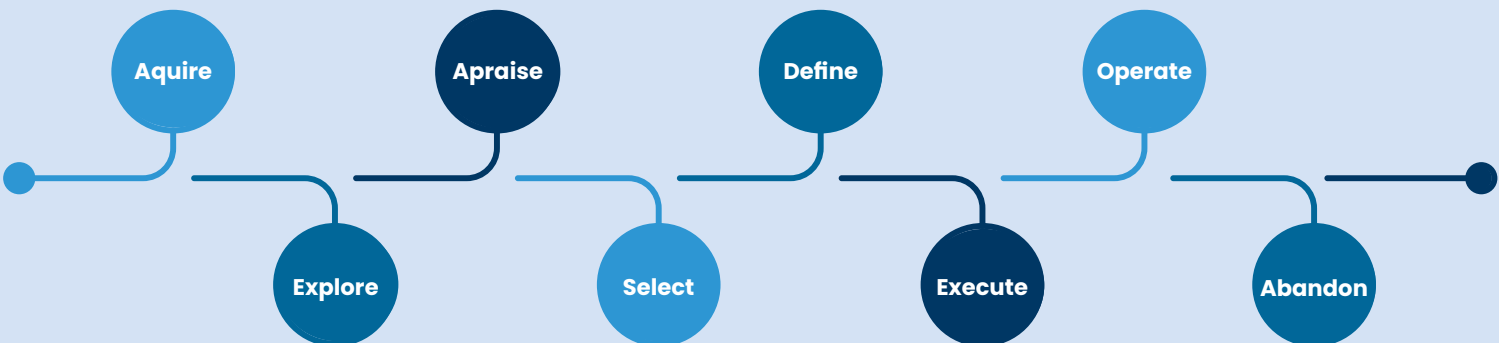


OFFSHORE OIL & GAS EXECUTIVE PERSPECTIVES SPECIAL REPORT

An operator roundtable, market intelligence outlook, offshore geosciences, construction, drilling, oilfield services, and electrification.

[+VIEW REPORT](#)

OFFSHORE COVERS ALL PHASES OF UPSTREAM OIL & GAS DEVELOPMENT:



MARKETING SOLUTIONS



INTELLIGENCE & RESEARCH

Actionable Intelligence: Comprehensive research services that provide actionable insights, helping identify trends and understand buyer behavior.

- **MARKET INSIGHT**
- **PRODUCT LAUNCH**
- **BRAND HEALTH**
- **VOICE OF CUSTOMER**



CONTENT DEVELOPMENT

Compelling Narratives: Subject matter experts and designers that create engaging content to generate demand and establish thought leadership.

- **WHITE PAPERS**
- **TOP TIPS**
- **REPORTS**
- **ARTICLES**
- **FAQ's**
- **INFOGRAPHICS**



AUDIO & VISUAL EXPERIENCES

Engaging Experiences: High-quality visuals and intuitive interfaces that align with the buyer's journey and reinforce brand identity throughout campaigns.

- **PODCASTS**
- **EXPLAINER VIDEO**
- **QUICKCHATS**
- **STORYDESIGNS**
- **EVENT VIDEO**



LEAD GENERATION

Highly-Qualified Compliant Leads: Targeted content syndication, unique solutions, and advanced nurturing techniques that align with ideal customer profiles.

- **PERSONA TARGETING**
- **WEBINARS**
- **CONTENT SYNDICATION**
- **EBOOKS**



AI-POWERED MARKETING

Real-time Targeting: Advanced analytics and reporting tools for refined targeting, personalized messaging, campaign optimization and improved ROI.

- **LEARN MORE AT [PERSONIF.AI](https://personif.ai)**



EBM MARKET NETWORKS

Target Ideal Customer Profiles: Precision marketing solutions for building awareness and keeping brands top of mind with decision-makers and buying teams in key sectors.

- **DIGITAL AD NETWORK**
- **SOCIAL MARKETING**
- **EMAIL MARKETING**



Leveraging our subject matter **expertise, extensive data, and engaged audiences**, we create strategic digital marketing solutions that impact our customer's marketing goals.

Extensive portfolio of 100+ digital marketing solutions that empowers B2B marketers to engage target audiences effectively.

End-to-end program execution leveraging expert teams ensures successful implementation of marketing strategies.

Consultative approach with dedicated program leads aligns marketing plans with KPIs, timelines, and budgets.

ADVERTISING & PROMOTIONS

Offshore®

DIGITAL ISSUES

JANUARY/FEBRUARY

Ad Close: 1/21/25 | Material Due: 1/29/25

MARCH/APRIL

Ad Close: 3/18/25 | Material Due: 3/26/25
Show: Subsea Tieback Forum & Exhibition, IPF25

MAY/JUNE

Ad Close: 5/19/25 | Material Due: 5/28/25
Show: Offshore Technology Conference

JULY/AUGUST

Ad Close: 7/15/25 | Material Due: 7/23/25

SEPTEMBER/OCTOBER

Ad Close: 9/16/25 | Material Due: 9/24/25
Show: SPE Offshore Europe, Offshore WINDPOWER Conference & Exhibition

NOVEMBER/DECEMBER

Ad Close: 11/14/25 | Material Due: 11/24/25
Show: Deepwater Operations/Topsides, Platforms & Hulls Conference & Exhibition

DIGITAL ADVERTISING

Boost brand visibility and awareness with relevant advertising strategically placed throughout brand and/or market sites. Reach decision-makers with impactful messaging as they browse trusted Offshore content.

[+VIEW SPECS](#)

CHANNEL SPONSORSHIPS

Align your brand with trusted industry expertise and establish thought leadership. Gain exclusive visibility and engagement opportunities within targeted topic based site sections.

NATIVE ADVERTISING

Seamlessly integrate your message into editorial content, enhancing credibility and engagement. Deliver valuable information to prospects in a non-disruptive format they're already consuming. Labeled as Sponsored Content.

NATIVE ARTICLE OR VIDEO POST

Showcase your expertise through in-depth, branded content that educates and informs. Position your brand as an industry leader while providing actionable insights to potential customers.

THIRD-PARTY EMAILS

Reach inboxes and benefit from our 1st party data and insights as we deliver your message directly to decision-makers, leveraging the credibility of the Offshore reputation.

AUDIENCE EXTENSION

Precisely target businesses and professionals in specific locations or at industry events. Deliver timely, contextually relevant ads to decision-makers when they're most receptive.

AUDIENCE EXTENSION SOCIAL

Using Meta and LinkedIn, we'll manage your campaign using a single image, carousel, or video ad and create targets based on website visitors, our 1st party data, or by creating look-a-like profiles.

SOCIAL BOOST

Leverage the power of our established and credible brand to get in front of a highly engaged audience through sponsored posts, reaching decision-makers and professionals who trust and value our content.

MICRO PROXIMITY

Increase your brand awareness and drive traffic to your booth by targeting company locations, geographic targets, or attendees at a tradeshow or conference.

CONNECTED TV

Reach decision-makers during their downtime with targeted video ads on streaming platforms. Engage decision-makers in a less cluttered environment with high-impact, full-screen messaging.



DETAILED CONTENT CALENDAR

NEWSLETTERS



OFFSHORE DAILY

A glance at all the top offshore-related news and development headlines delivered every morning. [Daily](#)

Subscribers **40,205**
Avg Total Open Rate* **49.4%**

Leaderboard **\$3,650**
Sponsored Content 1 **\$3,900**
Sponsored Content 2 **\$3,650**
Sponsored Content 3 **\$3,350**

OFFSHORE RENEWABLE ENERGY

Updates on new technology, projects, and policy for the development of offshore renewable energy from wind, waves, solar, and other resources. [Monthly](#)

Subscribers **28,369**
Avg Total Open Rate* **57.3%**

Leaderboard **\$3,150**
Sponsored Content 1 **\$3,900**
Sponsored Content 2 **\$3,650**
Sponsored Content 3 **\$3,350**

SUBSEA REPORT

A detailed review of advances in subsea wells, tieback technology, flow assurance methods, and challenges in deepwater operations. [Monthly](#)

Subscribers **28,084**
Avg Total Open Rate* **58.3%**

Leaderboard **\$3,150**
Sponsored Content 1 **\$3,900**
Sponsored Content 2 **\$3,650**
Sponsored Content 3 **\$3,350**

DRILLING TECHNOLOGY REPORT

Updates on the latest drilling equipment, techniques, challenges, and technologies. [Monthly](#)

Subscribers **25,947**
Avg Total Open Rate* **57.0%**

Leaderboard **\$3,150**
Sponsored Content 1 **\$3,900**
Sponsored Content 2 **\$3,650**
Sponsored Content 3 **\$3,350**

NEWSLETTER SPECS

Market Focused Insight with MARKET MOVES NEWSLETTERS

ENERGY

Delivering insight and perspective on the impact of innovation at the intersection of energy technology, sustainability, and finance.

[Twice Monthly on Fridays](#)

CYBERSECURITY

Focused on the convergence of risk and resilience for secure network operations and business continuity among enterprise organizations in a broad array of sectors.

[Twice Monthly on Wednesdays](#)

STRATEGY

Delivering insights on strategy, leadership, investment and more from prominent companies in many of Endeavor Business Media's key markets.

[Twice Monthly on Thursdays](#)

[+ LEARN MORE ABOUT MARKET MOVES NEWSLETTERS FROM ENDEAVOR BUSINESS MEDIA](#)

All newsletter rates are net per issue
* Audience Engagement Report 2024

EVENTS

Offshore®

In-Person Events that Foster Connections and Deliver High Quality Leads



SUBSEA TIEBACK

MARCH 4-6, 2025 | GALVESTON, TEXAS

Join us in celebrating 25 years of the Subsea Tieback Forum & Exhibition, the premier event for innovation, networking, and business growth in the subsea industry. Secure your exhibit space or sponsorship to enhance your brand visibility and connect with key decision-makers.

Position your brand at the forefront of the industry, engaging with senior technology and business leaders from global offshore operators, engineering firms, contractors, and regulators. The closed forum setting encourages open dialogue, making it an ideal environment for forging valuable connections and driving new business.

Don't miss this opportunity to engage with top industry players and propel your business forward.

[+LEARN MORE](#)

[+DOWNLOAD PROSPECTUS](#)



DEEPWATER OPERATIONS TOPSIDES PLATFORMS – HULLS

NOVEMBER 5-7, 2024 | GALVESTON, TEXAS

A unique co-located event that brings together the offshore industry's only conferences that are dedicated to the lifecycle of fixed and floating production platforms, from concept to design, construction, installation, operations, and decommissioning.

Connect with industry decision-makers, and explore the latest products and services from dozens of key engineering firms, contractors, suppliers and service providers shaping the future of offshore production.

Exhibiting or sponsoring at Subsea Tieback provides the perfect platform to connect with key players in the deepwater subsea tieback market.

[+LEARN MORE](#)

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ENDEAVOR BUSINESS MEDIA

TRANSFORMING ENERGY FOR A MORE RESILIENT FUTURE

Executives, engineers, and operations professionals from a variety of energy companies, exploration, utilities, and end-use C&I customers, focused on resilience, safety, digital transformation, and environmental impact.

Learn more at
energy.endeavorb2b.com

RATES, SPECS & SUBMISSION



DIGITAL MAGAZINE ADS

Publication Trim Size 7.5" x 10.5"
6 Monthly Digital Issues

Digital Magazine Sizes

Full Page Spread
Full Page
1/2 Page
1/3 Page
1/4 Page
1/6 Page

Digital Ad Material Contact

Shirley Gamboa

sgamboa@endeavorb2b.com

- Include advertiser name, publication, and issue date
- Print ad specs can be found [here](#).

[+ Click to Learn More](#)

DIGITAL ADS

AD TYPE	NET RATE (CPM)
Leaderboard	\$125
Sticky Leaderboard	\$125
Billboard	\$125
Billboard Video	\$130
Rectangle	\$110
Half Page	\$115
In-Banner Videos ROS	\$125
In-Article Videos ROS	\$125
Native Ad	\$110
Standard Display- ROS	\$115
Standard Display Channel	\$125
In-Article Videos	\$125
In-Article Flex and In-Article Premium	\$155
Redskin per Month	50% SOV \$7,250
Welcome Ad	50% SOV \$7,250

Digital Ad Material Contact

webtraffic@endeavorb2b.com

Materials Due: Seven business days prior to publication.

WANT TO KNOW WHAT IS COMING UP?

Go to our online content calendar for topics, due dates, supplements and webinars.

[+ CONTENT CALENDAR](#)

SPECS SITE

Find all the print, digital ads and newsletter specs you need at our specification site.

[+ PRINT SPECS](#)

[+ DIGITAL BANNER AD SPECS](#)

[+ NEWSLETTER SPECS](#)

ENDEAVOR ADVANTAGE



90+ media brands and **45+ in-person events** that attract and engage B2B decision-makers in **16 key growth sectors**. Through its many offerings, Endeavor provides marketers opportunities to engage and educate – **generating awareness, creating marketing pipelines,** and **delivering highquality leads** for their organizations.



INDUSTRY EXPERTISE

Subject matter experts that understand the trends and provide insights to inform smart business decision-making.



TARGET AUDIENCES

Trusted, high-performing content that attracts B2B decision-makers in high-growth markets.



MARKETING SOLUTIONS

Solutions and services that help marketers engage target audiences & move decision-makers further along their journey.



BUSINESS INTELLIGENCE

Full-service market research delivering all the critical ingredients to make informed decisions and bring data to life.



EVENTS

A diverse range of events and tradeshow that engage audiences, establish brand presence, and enable lead generation.



CONTINUING EDUCATION

Courses, webinars, and articles offering continuing education for professionals supporting their development.

